Experience Design & Branding on Voice Enabled Devices
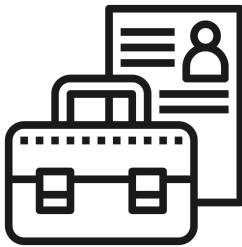**Homework Week 1: Happy Path Conversations**

	Choose two <u>different</u> voice-enabled systems and interact with them. These can be any systems you have access to. For example: • Your TV • Your car • An app on your phone with a voice enabled virtual assistant • The Alexa simulator at https://echosim.io/ • Your bank's 1-800 number Document the systems with two happy path conversations, one for each device. Also write a few paragraphs describing your experiences with the systems. Why did you pick those systems? What's your opinion about them? How are they different or the same?
	In addition to the Experience Track homework: Spend time researching your concept for your portfolio project. Do some happy path conversations for it. Do an informal user test of your concept by reading the conversation aloud to someone. Think about the format of your final project and ensure you have the tools for it. Do you have access to some kind of flow chart tool? Is your portfolio already out on the web somewhere? Take the time to try out and play with some different tools if you like.

Suggested Reading
Cathy Pearl, Designing Voice User Interfaces – parts of Chapter 2
- o 13 – 22
- o 32 – 40

Suggestions for a Portfolio Project and Required Deliverables

Here are a few possible concepts for your portfolio project, if you want to do one. You are not limited to these concepts – these are only suggestions.

- If you have chosen to design for a specific technology, your design should fit that technology.
- Your deliverables will be slightly different depending on the technology / project.
- You can submit your deliverable in any format you choose. I would expect to see one high-level section that explains your project concept and methodology, with individual sections covering the specifics.
    - o Ultimately your "job hunting" portfolio should be on the web. If you have not already done so, I suggest you take the time to set up a personal site where you can showcase your work. However, this is optional for this class.
- **ALL PORTFOLIO PROJECTS SHOULD INCLUDE**
    - o Overview document explaining your project /concept
    - o Happy path conversations
    - o Error recovery conversations
    - o Your style guide (including your persona / personality)
    - o A partial or complete design flow chart
    - o A prototype

1. Alexa Skill or Google Action
Create a design specifically for either the Amazon Alexa or Google Home device. You are NOT required to design visuals, but you can if you want to.
- https://developer.amazon.com/docs/alexa-design/intro.html
- https://developer.amazon.com/ask-resources/guided/conversational-design-workshop#/
- https://developers.google.com/actions/design/

2. Chatbot / Text-based Conversational Interaction
Create a design for a chatbot or text-based intelligent virtual agent. You should try to come up with a real use case for a bot. There are a lot of bot tools out there that are easy to create bots with. These are fun to play with but are not particularly good additions to your portfolio if they're not practical. Be explicit about the purpose of your chatbot, including where and how will it be deployed and used.
- Prototyping tools: https://botsociety.io/, also https://botframe.com
- Facebook Messenger: http://chatfuel.com
- Others: https://chatbotsmagazine.com/the-tools-every-bot-creator-must-know-c0e9dd685094

3. Phone system (Interactive Voice Response)
If you are interested in customer service interactions this could be a good way to go for you. Create a design for a voice-enabled phone system. This should employ both conversational and directed types of interactions.
http://acixd.org/wiki/doku.php

4. Unconstrained - Other Voice Enabled Product
This is your opportunity to showcase your creativity, but it will also be the most challenging. Consider the unique nature of voice. Hands-free! How could you use voice to enhance existing product, or create a new product? For this project you should focus more on the problem-solving and creative aspects of the design. Are there visual aspects involved? Why did you use voice to solve this problem in this way? For your deliverables here I would also expect to see more detail about other aspects of the product.
- For inspiration, read Ch. 3 in Cathy Pearl

Homework Week 2: Persona and Your Style Guide
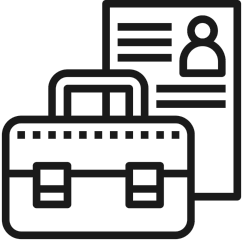
	Find two contrasting snippets of conversational dialog, no more than a minute. There should be at least two speakers interacting with each other (no monologues). This could be from a podcast, YouTube, a TV show, etc. These 2 conversations should be very different from each other. Write down the two snippets in a conversation document, and write a few paragraphs comparing and contrasting the way that the two conversations use language. How are the different styles, emotions, or situations conveyed through the words? Is one conversation better than the other conversation? Bring both recordings to class (you could use the recorder on your phone, for example) and be prepared to discuss in small groups.
	In addition to the Experience Track homework**,** decide on your target user persona and personality (normally this would be based on research). Write yourself a style guide. Include examples of what the system would say and would not say, using the Rubin Health Care style guide as an example. Revise your Happy Path conversations from week 1 according to what you have learned. Do an informal user test by reading your conversations aloud to someone.

Suggested Reading:
Designing Voice User Interfaces:
- o   23 – 32
- o   49 – 70

Homework Week 3: Error Recovery and Flowcharting

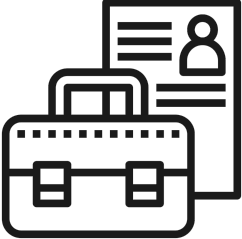|	
	Interact with voice-enabled technology and deliberately make it go wrong. Choose one system and see how many different kinds of errors you can create and how the system recovers. Document your experience in a conversation. Write a few paragraphs about how the error recovery worked, or did not work. How would you improve on it?
	In addition to the Experience Track homework, revise your style guide to include examples of error recovery for your portfolio project. Create 2-3 conversations that demonstrate error recovery for your project. Start your flow charts. Get your project approx. 75% complete. ***WE WILL DO PORTFOLIO DRAFT REVIEW DURING CLASS WEEK 4.*** Bring everything you would like to show your classmates about your project. *This is a draft, but you should have a substantial body of work to discuss.*

Suggested Reading:
Designing Voice User Interfaces:
- **41 – 49**
- **129 - 144**

Week 4: Finishing Your Project

In Class Week 4: Portfolio Draft Review

	You are finished! No more homework! **Optional bonus assignment:** Take a few minutes to reflect on what you've learned in the class. What do you think about this technology? Where do you think it's going to be in 10 years? Feel free to send it to me, write it up for your blog or publish it on your LinkedIn page.
	Finish your flow charts. Prototype and test your concept. Put all of your deliverables together in your final package. Your portfolio project is due *1 week after the final class.* This is to allow you the extra time to make things shine! I will be happy to give you one-on-one feedback before you submit your final project!