

# Second Dates with Alexa

## How to keep your users coming back

Neha Javalagi  
Lead, Product Management @ Witlingo

neha.javalagi@gmail.com • @nehajava  
Alexa, launch The Neha Cast

HELLO!

I make computers speak to humans  
in a way that *really speaks* to humans

## THE CHALLENGE

*The average retention rate*  
for a voice application for the second week  
was found to be 3%

— The 2017 Voice Report by VoiceLabs.co

## DESIGN PROBLEM

**Designing engaging and delightful voice experiences that get users to call for a *second date without losing at-traction***

## SUCCESS CRITERIA

**Meet user expectations in terms of functionality**  
**Exceed expectations in terms of the experience**

“

**What does it take today to  
be suitably engaged?**

## THE HYPOTHESIS

**When left to their own devices,  
Users will swipe left to their (voice-enabled) devices**

FRictional FIctional  
INTERactions

**Skilly**



## PARTNER QUOTES



*Sigh!* I did not find myself attracted to his *breathless charm*.



I'd always be on edge, hanging on to his every word, trying to get a word in edgeways



I didn't have to tell him in *so many words* that it wasn't working

# TAKEAWAYS




From Skilly (aka Mr. Talks-a-Lot)

- Users do not want your persona to actually “open up”
- When you walk users through your work, they trail off
- Does your brand like the sound of its own voice?
- Do not *Take them back to the night you met*

FRictional FIctional  
INTERactions

**Skillter**

## PARTNER QUOTES

-  It soon became evident as the only element of surprise, that what he did do was surprisingly elementary!
-  If only he'd tell me what he does, it would have been a conversation starter.
-  I do not approve hand holding in the relationship - do not talk to me like a child and tell me what to say!

# TAKEAWAYS

From Skillter (aka Mr. Hides-a-Lot)

- “How may we help users?”
- “I’m sorry I’m sorry”
- Promptly reprompt!
- Frame the question, not the user!

FRictional FIctional  
INTERactions

**Skillip**

## PARTNER QUOTES



**His voice did not resonate nor did it strike the right chord with me**



**While his profile seemed very pleasing, I was disappointed he did not voice the same image**



**While I wanted to play it by ear, he would constantly ask me to come see him**

# TAKEAWAYS

From Skillip (aka Mr. Bores-a-Lot)

- **Brand identity or Bland identity?**
- **Eye-opener: Multimodality is a choice**
- **Nothing will synthesize if you read the wrong notes**
- **Brand voice not brand new voice**



FRictionAL FICTIONAL  
INTERACTIONS

**Skillsie**

## PARTNER QUOTES

- 🗨️ I didn't want to be hung up on the ghost of interactions past
- 🗨️ What is it over? Were we still talking?
- 🗨️ He never came to pick me up!

# TAKEAWAYS




From Skillsie (aka Mr. Loses-a-Lot)

- Closed for closure
- You're now entering..
- To pick up, remember where you dropped off
- The onus of persistence is NOT on the user

FRictionAL FICTIONAL  
INTERACTIONS

**Skilliam**

## PARTNER QUOTES

-  It seemed like his basic understanding was far from the compounds of complex concepts
-  While I wanted a Hollywood romance, I realised I didn't want it to be so scripted
-  Rest assured, I was not happy with his constant reassuring

# TAKEAWAYS

From Skilliam (aka Mr. Repeats-a-Lot)

- Users should not break down
- Conform to confirm
- Bandersnatch vs. Hollywood script
- Lead on the Leading man

## SECOND DATES

**To design experiences that are second to none, we have to set our users up for success!**



**What is thought is not always said;  
What is said is not always heard;  
What is heard is not always understood;  
What is understood is not always agreed;  
What is agreed is not always done;  
What is done is not always done again.**

**Konrad Lorenz**



# THANK YOU

*Let's have a conversation!*

Neha Javalagi  
neha.javalagi@gmail.com  
@nehajava