Second Dates with Alexa
How to keep your users coming back

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Alexa, launch The Neha Cast

@nehajava • #SecondDateswithAlexa
HELLO!

I make computers speak to humans in a way that really speaks to humans.
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 attraction
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?
When left to their own devices, Users will swipe left to their (voice-enabled) devices
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*
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!

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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
Skillsie
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
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!

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