Identity and Voice
SpeechTEK Sunrise Session
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Here’s the plan

• Introductions

• Challenges to defining and selecting a voice—an identity—for a product or system, including
  - Similarity attraction
  - Consistency attraction

• Solutions
Clifford Nass
1958-2013
Similarity, consistency, and voice

From Clifford Nass and Scott Brave’s *Wired for Speech; How Voice Activates and Advances the Human-Computer Relationship* MIT Press (2005) p. 57

• Similarity attraction
  “…people like voices whose personality matches their own.”

• Consistency attraction
  “…people like and trust interactions more when the voice ‘matches’ the personality of the content.”

• The power of a voice
  “…voice personality is so strong that it even shapes perceptions of the personality of the content.”

• We pretty much perceive personality in everything
Solutions

• Avoid bias
  - Based on what will meet the end users needs, define high-level design criteria, including desired personality trait

• Avoid inconsistency
  - Use the high-level design criteria to drive design decisions throughout the end-to-end experience
  - At each step check that what is being designed, created, implemented and built supports the desired criteria
  - Monitor and adjust over time
When you can’t have both

• Nass and Brave offer the following guidelines when you can’t have both similarity and consistency

  - Introverted personality types prefer consistency in personality throughout

  - But extroverted personality types prefer similarity to their own personality type

  - Consistency increases predictability, improves learnability, and is well suited to tasks that require concentration
What we did

• Got to know each other a bit better

• Learned about some challenges to selecting a voice and defining an identity for a product or system, including
  - Similarity attraction
  - Consistency attraction

• Talked about and tried out some solutions to these challenges
Questions?
Thank you!

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