Using UserTesting for voice user interface (VUI) research

End-to-end testing of voice interactions

Adoption of voice user interface (VUI) solutions has continued to grow quickly, with nearly 40% of consumers owning a smart speaker and 91% of brands investing in their voice experiences (Adobe). With many devices, including laptops, home speakers, smartphones, headphones, and cars all with their own VUI experiences, it's no wonder that 71% of brands see VUI as a critical improvement to the customer experience.

But a single poor VUI experience can frustrate users and impact long-term product adoption. In fact, one of the biggest challenges with voice experiences is clearly conveying what users can or can't do while encouraging discovery, adoption, and retention of the VUI experience.

To ensure your customers adopt and enjoy the VUI you've designed, your team can leverage UserTesting to validate your experience design, meet customer expectations, and optimize how your customers interact with your VUI.

Insights to optimize VUI experiences

Expectations across different devices
Understand your customers' expectations for each VUI device they own

Focus your design on expected outcomes
Explore the desired outcome customers hope to achieve with each requests

Adapt your VUI based on real world phrasing
Capture specific words or sentences your customers would use to describe their question or problem

Error correction and prevention
Evaluate what causes customers to struggle with certain requests, and why

Explore regional variations
Develop a deeper understanding of the impacts of accents or other regional nuances have on commands

Optimize device status indicators
Align visual queues on devices to improve the user experience

Best practices for testing VUI with UserTesting

Provide a maximum of 2-3 VUI options at a time for customers to compare and provide feedback

Give customers a chance to listen to VUI options multiple times or view the options as text

Context is everything—be sure to provide your customers with real-life scenarios

Discover: access your ideal VUI audience
Find specific audiences who use voice-activated devices with advanced filtering capabilities and the UserTesting Contributor Network or engage with your own customer using the Invite Network or a Custom Network

Build: understand VUI usability
Uncover contributors' impressions of your VUI tasks, understand ease of use, and asses what unmet needs still exist with Live Conversation to improve your customers' VUI experience

Optimize: explore VUI concepts and build the best experience
Improve your VUI experience for your customers by evaluating sample dialogue, prototypes of skills, verbal commands and more with purpose-built sentiment analysis

Bring your VUI experience to your users and start making more customer-centric decisions today

Partner with the market leader

With more than 2,300 subscription customers and powering more half of the top 100 brands in the world

Adobe · ebay · facebook · IHG InterContinental Hotels Group · wayfair · THE HOME DEPOT

CARMAX · DELL · verizon · USA network · Prudential

About UserTesting

UserTesting is an on-demand human insight platform that quickly gives companies a first-person understanding of how their target audience behaves throughout any experience and why. To learn more, visit www.usertesting.com.