

Building Pretty Wrong Things

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Goals

To explore one surprisingly common situation in which good design fails

To consider ways to avoid this situation

In spite of
Evidence-based design practices,
User-centric philosophy, and
Iterative user testing,

Some designs still fail.

A rigorous design practice *should*
result in....

Improved usability

More intuitive interactions

More satisfying experiences

Greater willingness to use self-
service

An Example:
Automating requests to start service

Provide 24x7 access to customers

Create channel parity

Save agent costs

Maintain high level of customer
service

Need to look up the address
where the caller wants to start
service

Two options:

- 1) Ask caller to speak the address
- 2) Request an alternate identifier

Lookup failure

Sorry, we weren't able to find that address.

Recognition failure

Sorry we're having trouble with the address.

```
graph TD; A[Lookup failure] --> C[Recovery suggestion]; B[Recognition failure] --> C;
```

We can also look up your address using your <alternate identifier.>
If you know the <alternate identifier>, say it now, or you can say "I don't know it."

Guaranteed to fail.....

Because we designed the wrong
thing.

The “alternate identifier” is the utility meter number.

Which is located on the meter itself

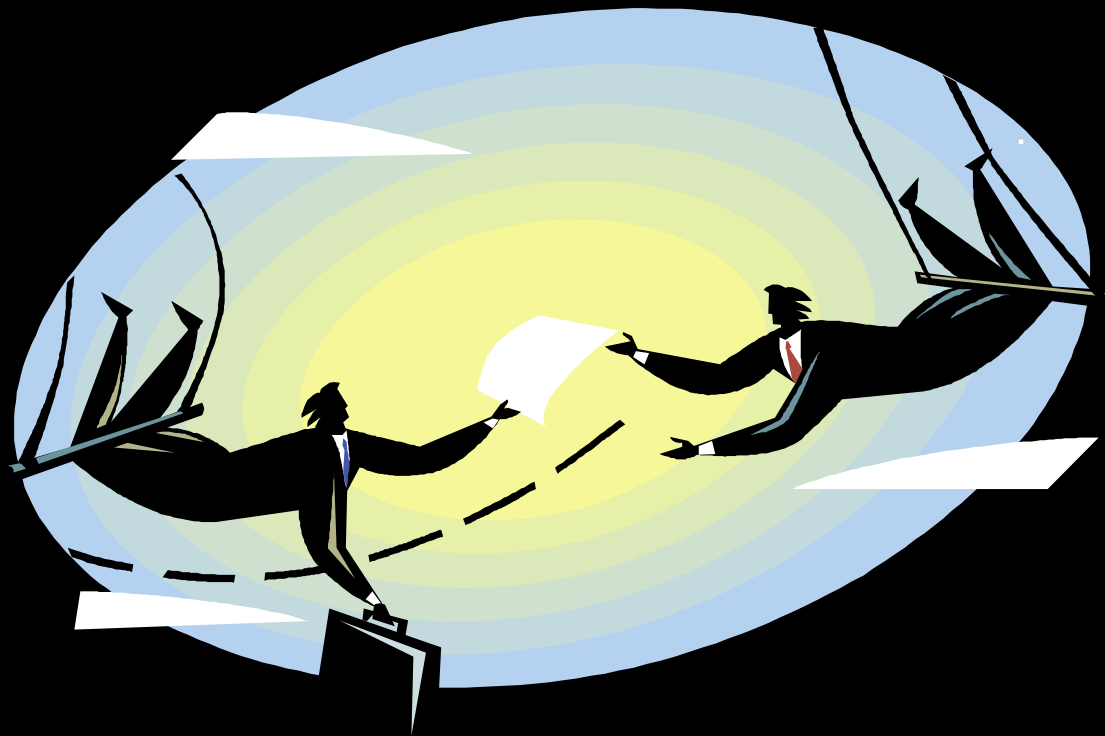
At the new address

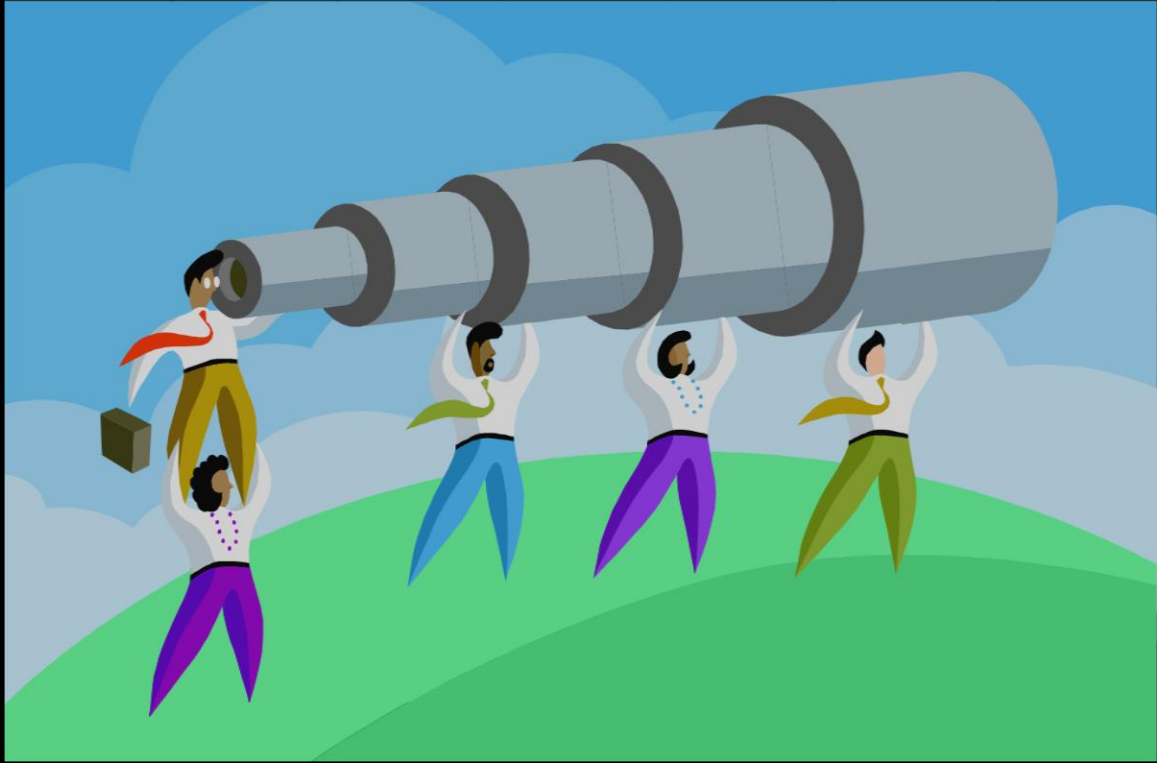
Where there's no utility service

Losing the thread of intent

Meter number makes sense from
a data lookup perspective

But it's nonsensical when you
consider the customer who needs
to provide that number





Special thanks to Jenni for pinch hitting!

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