



# Using Smart Speakers for Accessibility



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PREPARING FOR SMART SPEAKERS AND VOICE ASSISTANTS

@CREATEMYVOICE

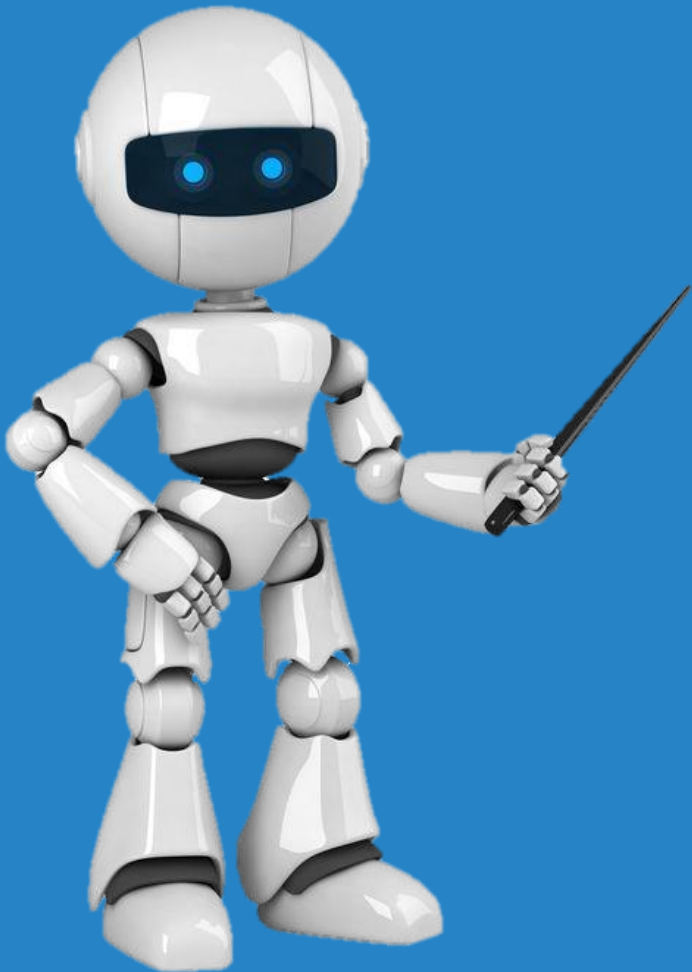


Create My Voice

# Voice Assistants - Reducing Friction

#VoiceFirst Examples

What is a Verbal Brand?





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*“the bedroom is now the most popular location ... the **bedroom, living room, and kitchen** the “big three” for smart speaker locations ... 41 - 46% of users. The other big mover in 2019 was the **bathroom**. It more than doubled from results the past two years to 13%. .”*

VOICEBOT.AI (2020)



***The tech companies' vision for voice goes way beyond smart speakers to become embedded in every device, supporting and anticipating user needs."***

NIC NEWMAN / REUTERS INSTITUTE (2018)

"THE FUTURE OF VOICE AND THE IMPLICATIONS FOR THE NEWS"



***“Amazon.com Inc. has **more than 10,000 employees** working on its Alexa virtual assistant ...  
Dave Limp, SVP of Amazon Devices, outlined new areas where Alexa can expand in the coming years, including in **offices, cars, and hotel rooms.**”***

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DOUGLAS MACMILLAN / WSJ.COM (2018)



***“Moving from a company that  
helps you find answers  
to a company that  
helps you get things done”***

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SUNDAR PICHAI / GOOGLE CEO (2019)

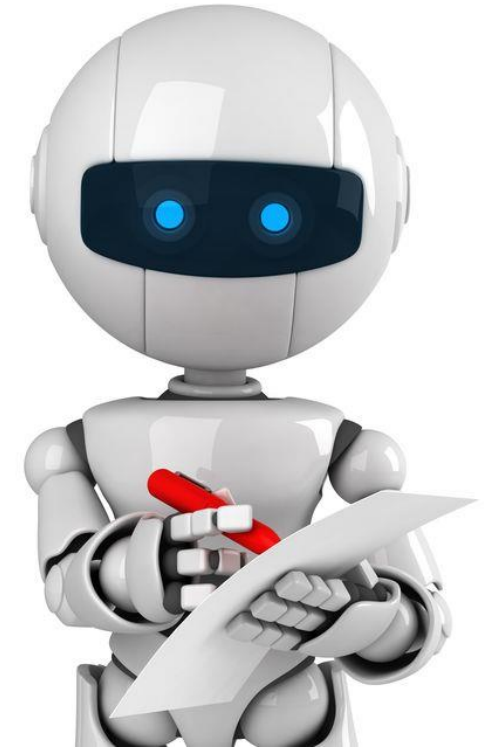




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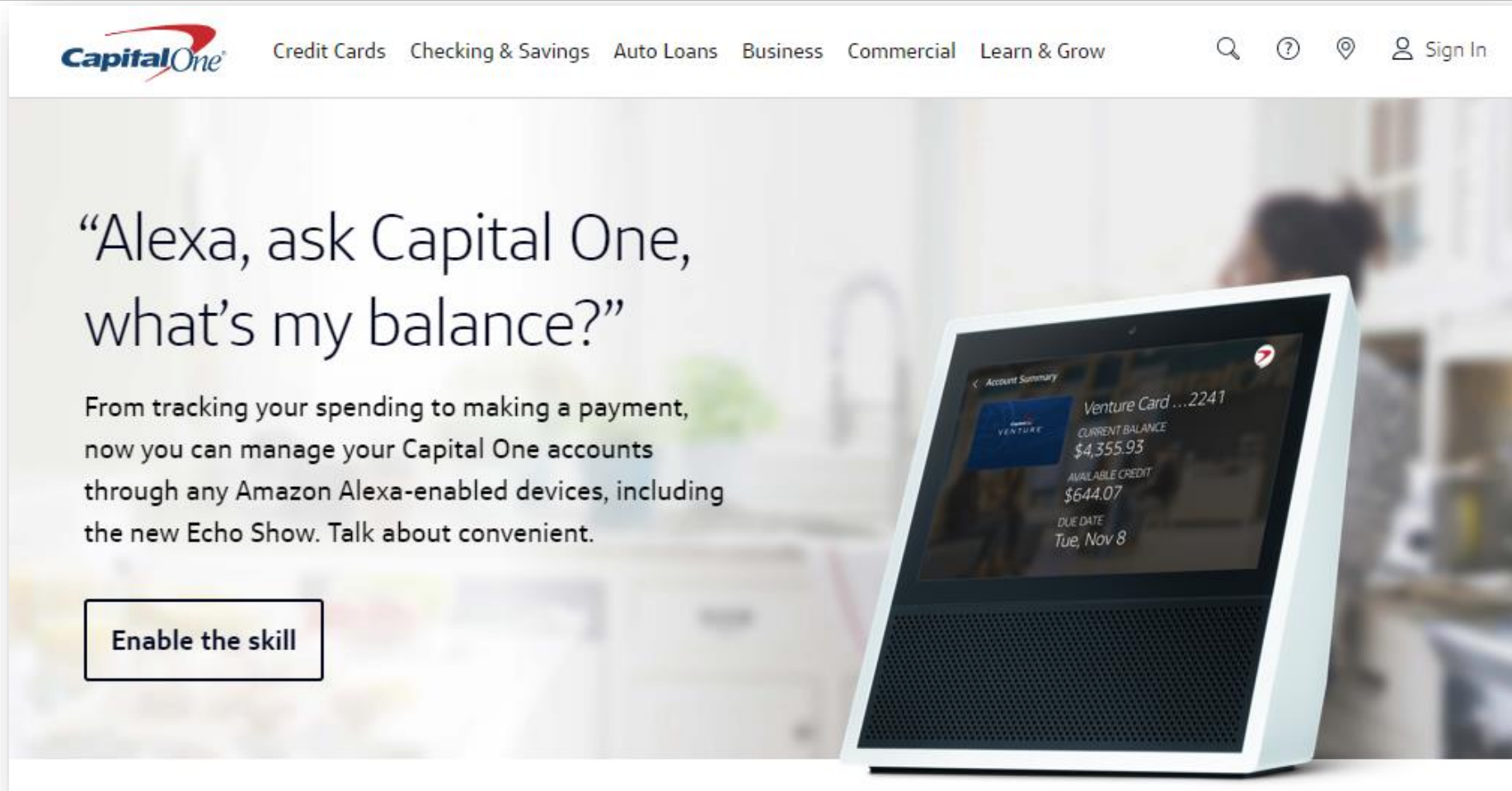
# Show Me







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HOW COMPANIES ARE USING VOICE TECHNOLOGY TO ENGAGE CUSTOMERS

# Branded : Capital One



The image is a screenshot of the Capital One website. At the top, the Capital One logo is on the left, and navigation links for 'Credit Cards', 'Checking & Savings', 'Auto Loans', 'Business', 'Commercial', and 'Learn & Grow' are in the center. On the right, there are icons for search, help, location, and a 'Sign In' button. The main content area features a large banner with the text: "Alexa, ask Capital One, what's my balance?". Below this, a paragraph reads: "From tracking your spending to making a payment, now you can manage your Capital One accounts through any Amazon Alexa-enabled devices, including the new Echo Show. Talk about convenient." A button labeled "Enable the skill" is positioned at the bottom left of the banner. On the right side of the banner, an Amazon Echo Show smart display is shown, displaying the account summary for a Capital One Venture Card, including the current balance of \$4,355.93, available credit of \$644.07, and the due date of Tuesday, November 8.

**Capital One** Credit Cards Checking & Savings Auto Loans Business Commercial Learn & Grow     Sign In

## “Alexa, ask Capital One, what’s my balance?”

From tracking your spending to making a payment, now you can manage your Capital One accounts through any Amazon Alexa-enabled devices, including the new Echo Show. Talk about convenient.

[Enable the skill](#)

Account Summary  
Venture Card ...2241  
CURRENT BALANCE  
\$4,355.93  
AVAILABLE CREDIT  
\$644.07  
DUE DATE  
Tue, Nov 8



# Branded : Capital One

**Capital One** Credit Cards Checking & Savings Auto Loans Business Commercial Learn & Grow 🔍 ? 📍 👤 Sign In

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[Enable the skill](#)

# Branded : Capital One



**Capital One** Credit Cards Checking & Savings Auto Loans Business Commercial Learn & Grow  ?    Sign In

## “Alexa, ask Capital One, what’s my balance?”

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[Enable the skill](#)

Account Summary	
Venture Card ...2241	
CURRENT BALANCE	\$4,355.93
AVAILABLE CREDIT	\$644.07
DUE DATE	Tue, Nov 8



# Branded : Dominos





# Branded : Dominos



GET POINTS TOWARD  
FREE PIZZA NO MATTER  
THE DAY OR THE WAY.



YOU DESERVE THAT CHEESY  
GOODNESS. AND DON'T LET  
ANYONE TELL YOU DIFFERENT.

**PIECE of the PIE REWARDS®**

.....  .....

**NOW YOU CAN GET POINTS TOWARD  
FREE PIZZA**

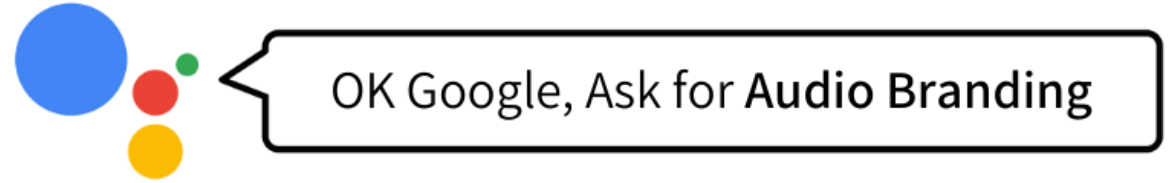
**• ANY WAY YOU ORDER •**

 **BY PHONE**  **ONLINE**  **IN-STORE**

**WE WORK HARD TO MAKE IT EASY FOR YOU TO GET FREE PIZZA. HIGH-FIVE  
THIS PIZZA BOX AND IT'LL BE LIKE YOU'RE REALLY HIGH-FIVING US.**



# Podcasters



“Ask  
**Audio Branding**  
to  
Play Episode 35”





# Bloggers



Alexa, Open Love Built Life



**“Start  
Love Built Life”**



# Bloggers



OK Google, Talk to My Quest to Teach



**“Ask  
My Quest to Teach  
to Play the latest  
Blog Post”**



# Bloggers

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Alexa, Open Create My Voice



**“Ask  
Create My Voice  
to Read  
Blog Post 27”**



# Alexa and the Elderly

## Comments

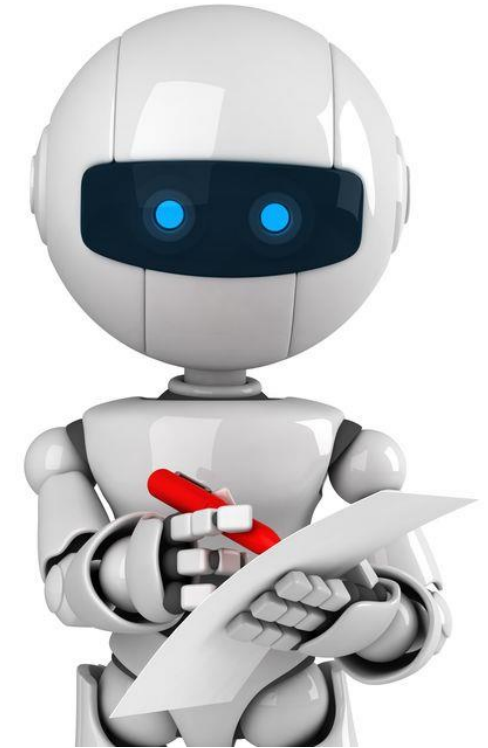
This first co  
things like t  
you want to  
physically d  
speak a coi



```
<h1>Alexa and the Elderly</h1>
<h3>Comments from Participants</h3>
<p>This first commenter shares how Alexa opened her world.
<voice name="Raveena">"I thought Alexa was just for things
like turning on lights, but it opened a whole new world; you
can do anything that you want to do."</voice> And this last
comment references how using Alexa helps someone with
physical difficulties. <voice name="Brian">"I have a genetic
tremor. So entering data is a pain. The ability to speak a
command and get something to happen is a wonderful thing."
</voice></p>
</body>
</html>
```

# What is a Verbal Brand?

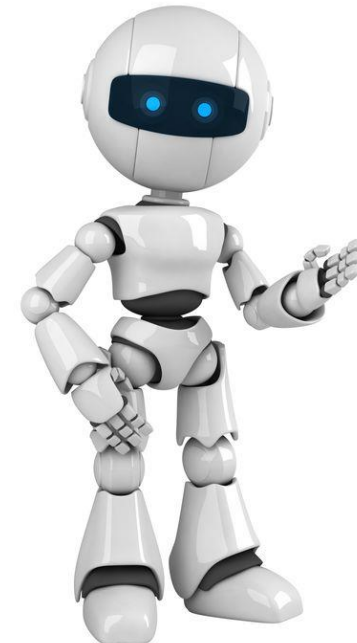
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# Verbal Branding

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- ❏ Style, Language, Tone
- ❏ EarCon (Sonic Brand) and Audio Branding
- ❏ Interaction Model (UI for Voice)
- ❏ Verbal Domain Name (Invocation Name)



# Verbal Branding

📌 Domain Name ⇒ Int

📌 Sight vs Sound

- <https://rhymezone.com>

Two-Scents.com  
2-Scents.com  
  
Too-Sense.com  
To-Sense.com

TwoCents.com  
Two-Cents.com  
2Cents.com  
ToCents.com  
TooCents.com

“Two Cents”





# Verbal Branding

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🔗 Domain Name ⇨ Invocation Name

🔗 Sight vs Sound

○ <https://rhymezone.com>

🔗 Example

- CapitalOne.com
- CapitolOne.com
- Capitol1.com
- CapitaleWon.com
- KapitalWin.com

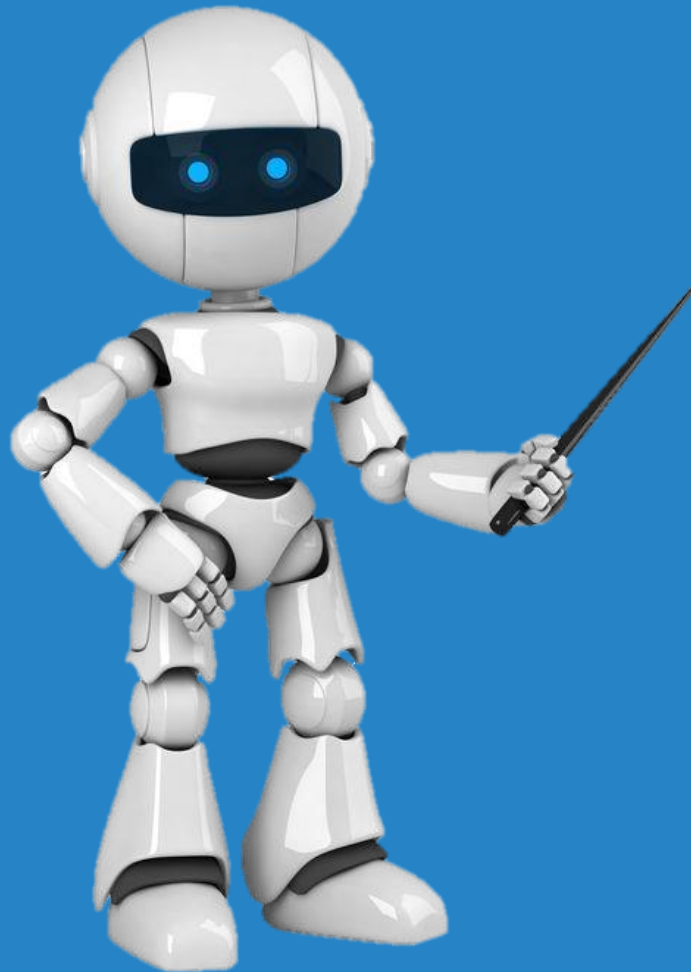


*“Voice Is the Future of How Brands Will Interact With Their Customers”*

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BRITT ARMOUR / CLEARBRIDGE MOBILE

## Recap



Voice Technology is  
Transformational

Voice Technology is  
Making it Easy

(Reduce Friction)

Protect Your Brand

(Claim your Invocation Name)

# THANK YOU!

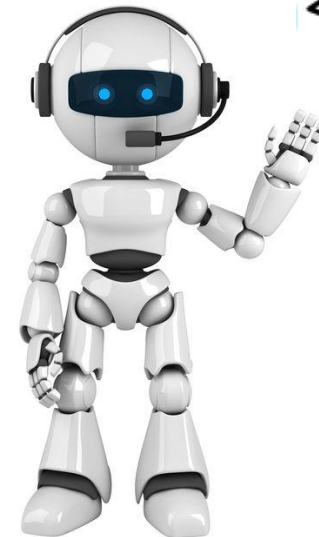
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## CHIP EDWARDS

TWITTER: @CREATEMYVOICE

LINKEDIN: /IN/CEDWARDS/

EMAIL: [CHIP@CREATEMYVOICE.COM](mailto:CHIP@CREATEMYVOICE.COM)



"Hey Google, Talk to Create My Voice"



Create My Voice