



Alexa, can you be my smart research assistant?

Are voice assistants a future platform for market research?

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“By the end of 2018 voice will be the primary interface by which we engage with technology and the world around us”.

- Werner Vogels, CTO and VP of Amazon

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Smartphones have paved the way for digital assistants

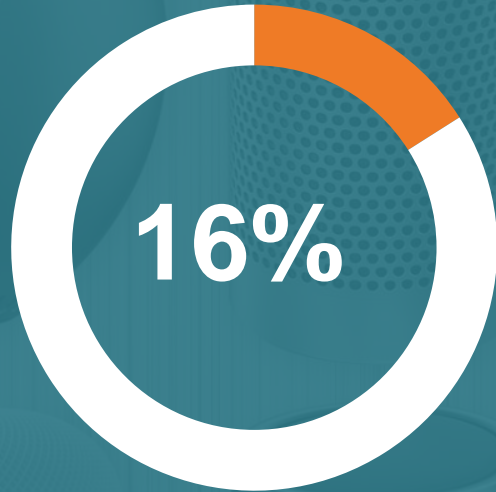
1. Smartphones connect us to the world
2. Smartphones offer a superior user experience
3. Smartphones make our lives easier

Smartphones changed how we interact with our devices

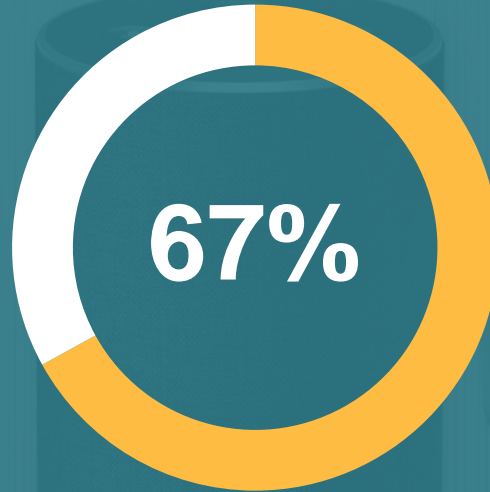
“*The best interface, is no interface.*”
- Golden Krishna, Senior User Experience Designer Zappos ”

Voice technology is the next big disrupter

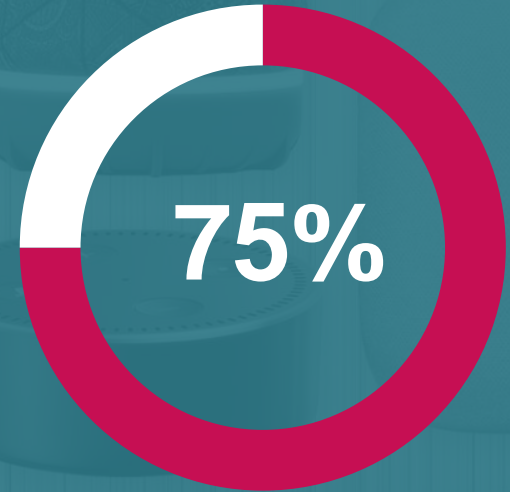
Smart speakers are the fastest growing consumers tech products in history



currently own a smart speaker



are expected to own a smart speaker in the next 10 years



of owners are satisfied with their device's ability to respond to their requests

Will voice technology redefine human-machine interactions?



In the next **5 years** people expect their devices to better reflect that they know the individual, to proactively anticipate their needs, to sound more human and **engage in two-way conversation**

Consumers show a desire for greater intimacy



21% of users already use their smart device for companionship



What does this mean for consumer research?



How to create relevant, engaging **voice** experiences

Two Challenges



How to create relevant, engaging **research** experiences

Mobile-first research became a necessity, we must adapt once again and develop a voice-first approach

✓ Capture in-the-moment behavior, feelings and preferences



“Humans can speak 150 words per minute vs type 40 words per minute”

✓ Gain richer qualitative feedback



✓ Engage consumers in an intuitive and interactive way



How do we see it working?

'Morning Yasemin, what are you doing this morning?'



'Ah really, what did you choose to eat this morning?'



'What if you had the option of a yoghurt you could eat on-the-go that had cereal pieces inside, how would that compare to what you ate today?'



'Hi Alexa, I'm currently eating my breakfast'



'I was in a rush so I just grabbed some toast and jam'



Consumer adoption and tech advancements will allow us to use voice assisted research in a broader setting

Today



Exploratory in-home
consumer behaviour /
experience research

Longer Term



Out-of-home shopper
research + pack /
concept testing