

# CreaVoice Voice User Interface Design

User-friendly voice dialogs  
tailored to your target groups



Along with attractive content and reliable speech recognition, the quality of the dialog design is critical for a voice dialog to be accepted and achieve its objective.

Voice user interface design is more than simply composing text for a voice portal. User-friendly dialogs require many years of experience and a solid scientific foundation. This includes a deep understanding of psychology

and human/machine communication. Audio branding and sound design ensure a positive and unique listening experience.

The best voice dialog for the specific user situation results from the interplay of innovative dialog design and practical testing.

Solution	Use	Benefits
<ul style="list-style-type: none"> <li>&gt; User-friendly voice dialogs with high customer acceptance</li> <li>&gt; Based on many years of experience and scientific expertise</li> </ul>	<ul style="list-style-type: none"> <li>&gt; New voice portals</li> <li>&gt; Optimization and upgrade of existing voice portals</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Fast navigation</li> <li>&gt; High acceptance</li> <li>&gt; Frequent use</li> <li>&gt; Cost-effective self-service</li> </ul>

## Further benefits

Dialog design, speech recognition, process and CRM/ERP integration from a single source

Top dialog quality and regular performance analysis ensure high customer acceptance

Successful customer self-service for a fast return on investment

Superior dialog concepts through consultation with staff experienced in human interface design, linguistics, speech recognition, sound design and application development

## Integrated approach

We take an integrated approach in our voice user interface design. The focus is on callers and their needs. However, voice user interface design does not exist in isolation from the other factors for successful speech automation.

The basis for everything is a high-performance voice portal platform on which the three critical aspects of successful voice dialogs are established: sophisticated voice user interface design, expertise in speech recognition and synthesis as well as high-performance back-end integration.

The result is a high rate of success: callers find the desired information quickly and conveniently and carry out transactions successfully. In the process, they want to be understood well and engage in an intelligent, varied dialog with the voice portal, which is as personalized as possible. The operating company receives a voice portal with good performance and high acceptance, which meets expectations for economy and service quality.

## Successful voice user interface design – Typical project steps

Expert review: voice dialogs, dialog situations and business processes

Identification and evaluation of processes to automate

Definition of priorities and preparation of schedules and cost/benefit calculations

Application design with detailed specification:

- > Definition of the automation goal, user base and persona (role) of the voice portal
- > Determination of the best technology: speech recognition, speech synthesis, voice biometrics
- > Selection of appropriate stylistic elements: guided/open dialog, random prompting, earcons, etc.
- > Definition of dialog themes and all dialog situations at the beginning and end of each dialog step
- > Design of announcements appropriate for the target groups
- > Grammar design, taking into account variations in pronunciation and semantics
- > Interface design for back-end integration, CTI and telephony
- > Handling of waiting times for data access, error conditions and forwarding

Usability tests with „Wizard of Oz“ simulation and rapid prototyping

Application development taking into account the VUI design:

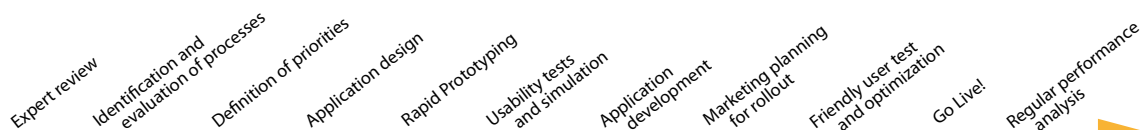
- > Iterative optimization of dialog flow, grammars and prompt design
- > Dialog recordings, statistical analysis of user behavior
- > Use of high-performance tools for development and optimization
- > Testing during the project, with defined milestones

Marketing planning for the rollout of the service

Friendly user test phase and other usability tests

System goes live

Regular performance analysis: evaluation of actual user entries, responses and dialog progressions



**Certified according to DIN EN ISO 9001:2008 and ISO 14001:2004**

Read more:

[www.crealog.com](http://www.crealog.com)

**CREALOG**  
People winning with Voice-Business

### Munich

CreaLog GmbH  
Frankfurter Ring 211  
80807 München  
Germany  
+49 89 324656-0

[info@crealog.com](mailto:info@crealog.com)

### Frankfurt

CreaLog GmbH  
Letzter Hasenpfad 64  
60598 Frankfurt/Main  
Germany  
+49 69 900288-0

### Vienna

CreaLog Sprachcomputer GmbH  
Simmeringer Hauptstr. 24  
1110 Wien  
Austria  
+43 1 7404064-0