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

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 assess 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 than half of the top 100 brands in the world

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.