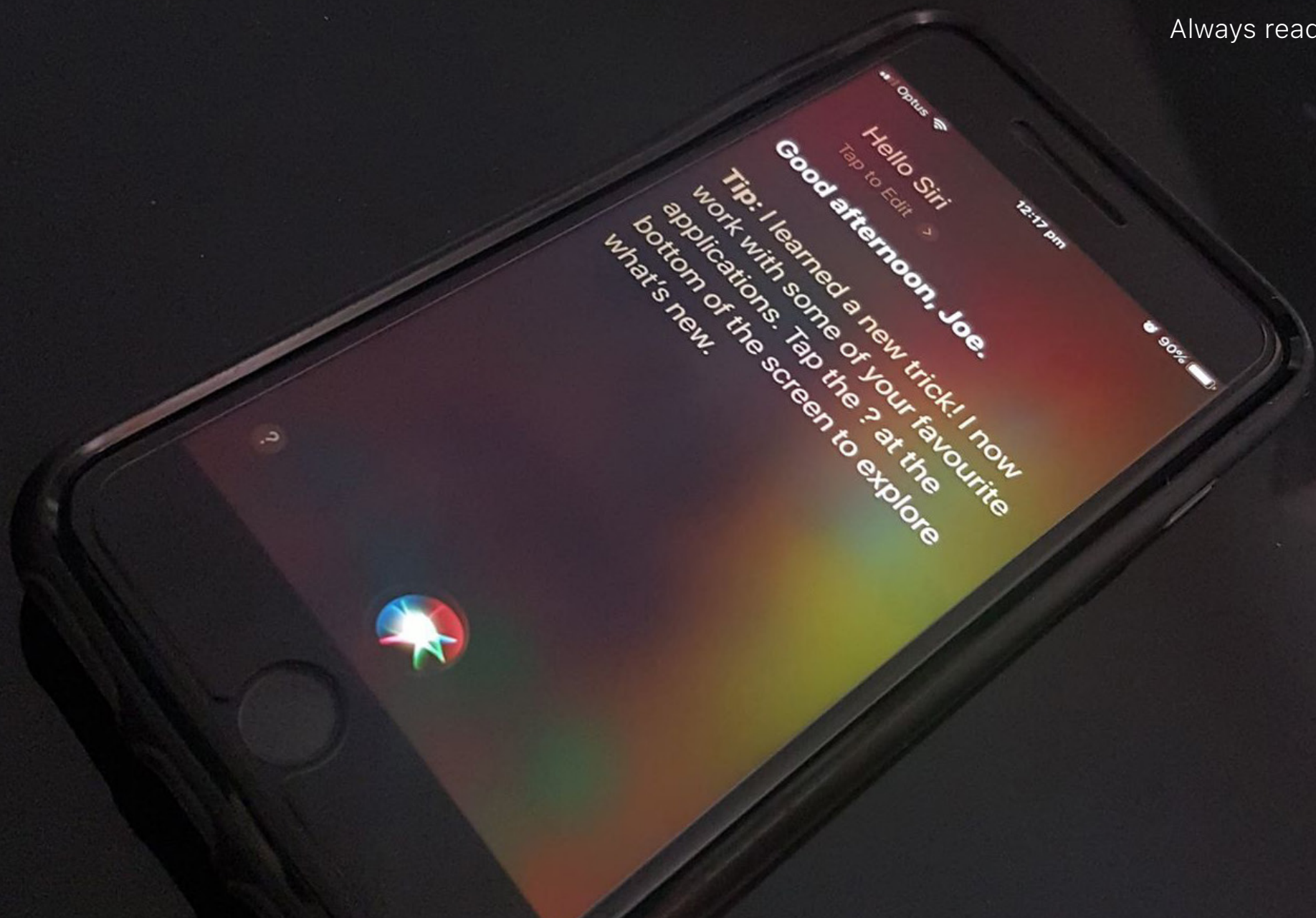


Richard Ferrer

Your Personal Assistant

Always ready to help!



Your Personal Assistant

Richard Ferrer

Voiceover a gesture-based screen reader allowing the user to use their iPhone device without looking at the screen. Voiceover feature tells the user what is happening on their screen and allowing blind people to identify and distinguish what is on your phone and what you are viewing with the touch of your finger. This is implemented in all apple devices such as iPhone, Mac, Apple watch and Apple tv creating convenience to the user and beneficial for disabled people. Voiceover purpose is to distinguish different apps and options as well as allowing the user to talk and understand tasks you do through communication. Siri is a voice controlled personal assistant catering to apple users. The purpose of Siri is to be the user friend and aims to help you get task done. Siri Consist of two components,

speech recognition and natural language processing. Siri a virtual assistant that is voice controlled for personal user assistant. Siri assists users to do calls and text, get everyday tasks done, play music, navigation, answers to all your questions and can scan through your phone faster than you can.

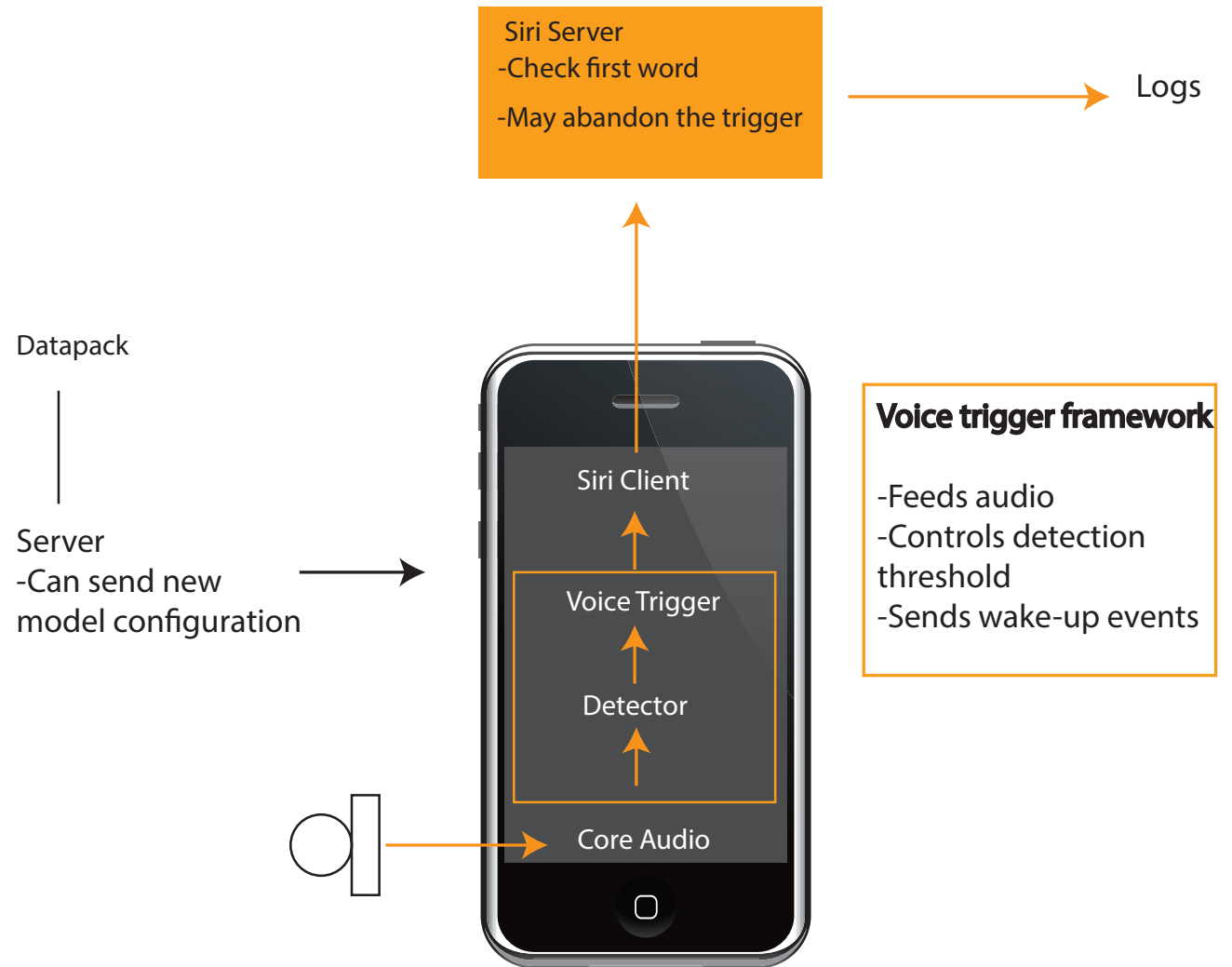
Users ask, "who is Siri?" the response you will get it "I'm Siri, your virtual assistant" however as time progress the voice of Siri revealed herself to the world, her name is Susan Bennett. Susan Bennett is well known due to being Apple's Siri assistant. As Siri was launched on the iPhone 4S in 2011 the sales of iPhones increased however, due to new technology, Apple has also advanced in their technology, which increase their sales.



Siri is the most popular feature on Apple as it is the user's personal assistant in everyday life. Voice recognition contains multi different components which allows the application to work smoothly and cooperative. These components benefit each other within the device allowing efficiency, productivity and usefulness such as making phone calls, checking the weather and helping you answer any questions you ask, emphasizing Siri acronym

Speech Interpretation and Recognition Interface

Siri is just not a voice recognition feature, it can also understand language, understanding how language is modeled and applying logical which is beneficial for the user.



Siri has been compared to several different voice recognition softwares. It's competition such as Google Assistant, Amazon Alexa, Samsung Bixby and Microsoft Cortana however Siri has become on top and very popular.

The reason being is because Siri can answer the users questions technically or logically, allowing the user to receive answers as Siri will figure out the information, context, history, and artificial intelligence designed to understand human speech.

Siri wins over every user because its unique, Siri is made A.I mainstream to the consumer which is beneficial for everyone making life easier and manageable.

Statics show that the female voice assistant is preferred than the male voice assistant for both male and female users. Karl MacDorman study case included 485 people 151 men and 334 women who listened to both female and male Siri. The results were that the female voice was preferred because the female voice is much "warmer" and "pleasing". Further research MacDorman research proves that women had a 'stronger implicit preference for the female voice' and men did not have an implicit preference to either male or female voices.

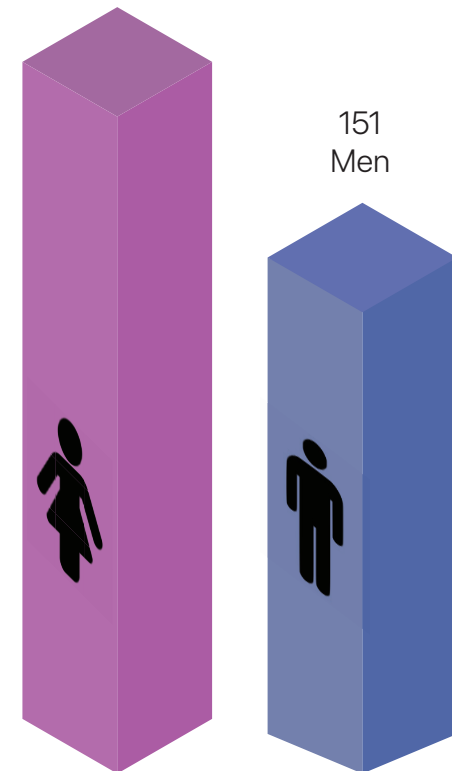
However, as Apple further developed their hardware, they have implemented a male voice assistant because they wanted to cater Siri too all users around the world due to several reasons such as culture and religion.

Study case by
Karl MacDorman

485 People

334
Women

151
Men



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Mobile Assistant Usage

