

Pocket-Size Assistant

Do we really need an AI assistant in our lives and what does the future of Apple's "beautiful victory" look like??



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The idea of an artificial intelligent 'being' existing and accompanying us in various ways has been around for quite some time. The foundations of Siri started from longer than most would think, although the ideology was an abstract version to what Siri is now. It was a time before technology was ready for prime time but what the idea aspired to be is what Siri became. The original idea was depicted by John Sculley in the 1980s where he called it a "Knowledge Navigator" in a concept video.

In the short time of around 20 years Siri was introduced to the world. Much to popular belief Siri was not actually invented by Apple, in reality a company SRI under the man named Dag Kittlaus and his international team were responsible for creating the phenomena of Siri in a DARPA-funded project that was developed into an application spin off.

Later on, Apple bought the app Siri from SRI international in 2010 for over \$200 million and tweaked it up to what we know now as Siri. In order to do so Apple collaborated with Nuance

Communications to improve Siri in speak recognition, machine learning, neural networks, long short-term memory etc. In 2011, Siri was introduced with an expanded range of linguistics, from just one language to many. Siri also now had a voice to accompany responses, the system previously only had written replies.

Siri was established as 'personal assistant' in your iPhone designed to help the user in completing tasks. Fundamentally it was a voice recognition system that talks back to the user while understanding context, relationships, handling basic sequential inference, and has a personality that is somewhat seen as a 'sociopath' with interesting humor.

As advanced as Siri has become it has also changed the lives of many people. From general people to disabled individuals and how they utilise the functions of Siri to make commands and get tasks done completely hands free. An example is impacts on accessibility to disabled individuals suffering from blindness or low vision, and not having the ability to use functions as basic as

making a phone call. It's even improved the way we drive, with a large percentage of car accidents being due to using a phone while driving, Siri makes hands free possible.

From a huge 98% of users have used Siri to command or dictate something, 33% stating they mostly used Siri in the car but an interesting number of users were analysed when asked whether they had ever used Siri in public, it was measured at a low 3% of respondents.

So, naturally most would think how reliable is Siri and can it continue to keep up with a user's demands? Based on a study by Loup ventures in their Annual Digital Assistant IQ Test, Siri and other brand assistants in the research were asked 800 questions including genres of commerce, local, navigation, information and command and were graded on whether they understood what was being asked and if they delivered the correct response. Siri's correctly answered 79% of the questions correctly and only misunderstood 11 of them but falling

behind Google assistant answering 86% correctly and understanding all 800 questions. But it was mentioned that Siri was slightly more helpful and versatile, responding to more flexible language, and in controlling your phone, smart home, music, etc.

It was also noted in the report that Siri has improved by 13 percentage points in that past year in terms of questions answered correctly. Essentially, this means that Siri's voice recognition and natural language processing is getting better, allowing it to understand and help with a more diverse array of requests.

In conclusion, Siri plays a significant role in many users lives and continue to improve with deep-learning technology that grown accustom to the user's characteristics. Only with more time and usage will we be able to tell what Siri's future looks like, whether it is an era coming to a close and opening to other company AI systems or if it only the beginning of greater things to come.



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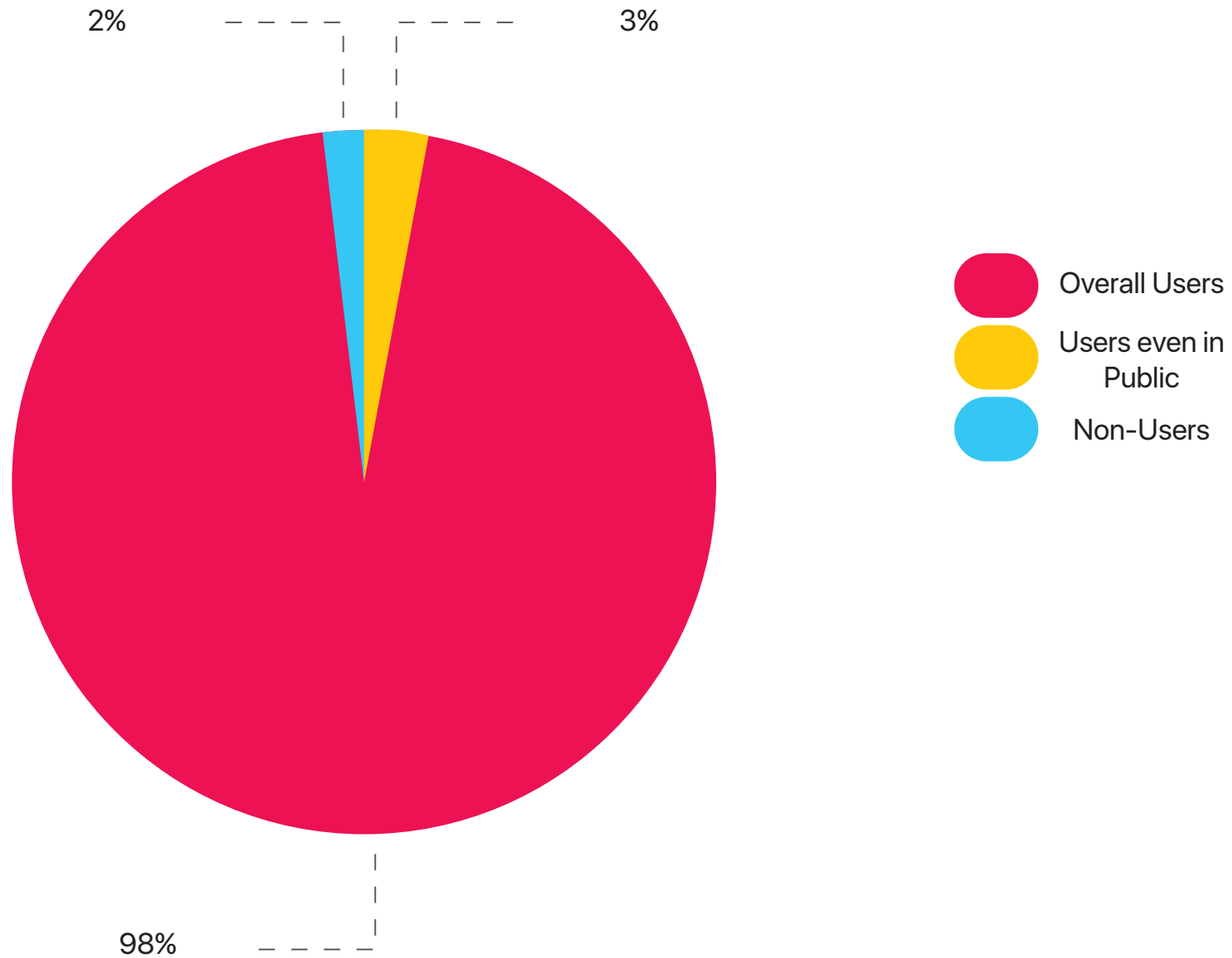
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Siri Users



Evolution & Usage Statistics

1980

John Sculley commissions Star Wars director for the abstract concept of Siri



2007

SRI International develops Siri as a spin-off and later set off as an application of iPhone



2010

Apple buys Siri from SRI international and begins to weave it within the iPhone OS



2011

iPhone 4s hits the market alongside Siri that is now embedded in the OS



2015

Enhanced further with deep machine learning & neural & linguistic advancements.



Siri images: <https://www.shutterstock.com/search/siri>

