

"Hey Siri, take control"

Start taking control of your life, with Siri



The Power of Siri

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Imagine having the convenience of whipping out your mobile phone and saying the phrase, "Hey Siri" and have almost every question you ask, answered. The "Hey Siri" experience allows for users to engage within a hands-free way of new age technology, where a small speech recogniser that continuously listens and runs all the time, waiting for those two small words.

As a result of Apple's 15th year anniversary from June 29, 2022, the release of the first ever iPhone has drastically changed the way in which we as humans communicate and view technology as an individual. Moreover, the integration of Siri in October 2011 dramatically revolutionised how consumers communicate with their devices whilst answering questions, completing automated actions and becoming personalised with its features. Ultimately, Siri has altered the user experience of the iPhone as it allows anyone to be able to make calls and/or Initiate FaceTime, send/read texts, send messages on third-party messaging apps, set alarms/timers, set reminders/check calendars, split a check or calculate a tip, play music (specific songs, artists, genres, playlists), identify songs, provide song info like artist and release date and many more features that highlights the movement in which technology is evolving to in the near future.

References:

Tech Republic, Erik Eckel, June 9 2021, Apple's Siri: A cheat sheet, <https://www.techrepublic.com/article/apples-siri-the-smart-persons-guide/>

Lifewire, Sam Costello, March 2 2022, A Buyer's Guide to Apple iPhone Basics and Features, <https://www.lifewire.com/apple-iphone-basics-features-1999727>

iMore, Stephen Warwick, December 19, 2019, Siri leads the virtual assistant world with a 35% market share, <https://www.imore.com/siri-leads-virtual-assistant-world-35-market-share>



How is Siri activated?

Furthermore, Siri's detector integrated a DNN (Deep Neural Network) in order to convert the possibility of your voice at any second of the day. Subsequently, it includes a process of a confidence score that identifies the phrase that you utter to the device, where if the score is high enough, Siri will wake up.

Personalisation

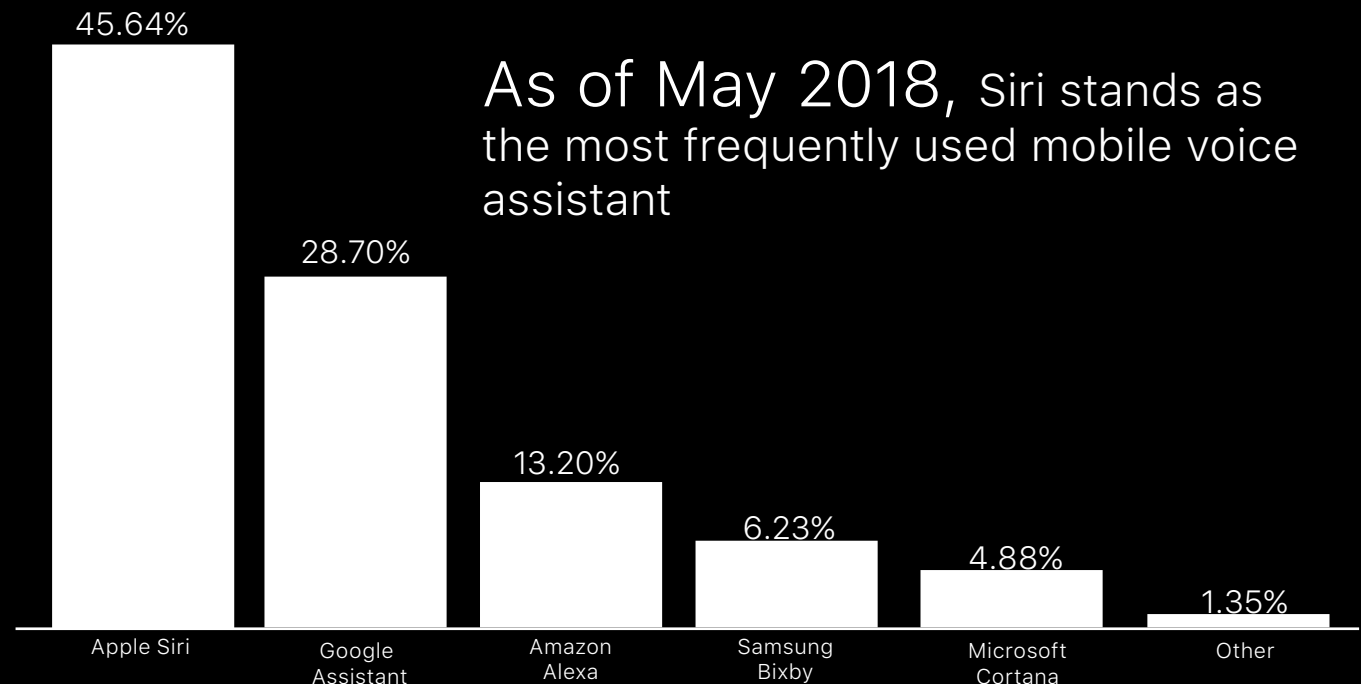
With a deep and personalised approach, Siri can successfully connect with the user and heighten the user experience through voice activation. According to CNN, "It's kind of like having the unpaid intern of my dreams at my beck and call," where "Siri saves time, fumbling and distraction, and profoundly changes the definition of 'phone,'" said The New York Times. Moreover, there are numerous voices from which you can choose when it comes to voice customisation. As of iOS 14.5, this version removed gender identification when it comes to the consumer's voice, thus generating a greater level of social inclusion. On the other hand, individuals have the access to be able to create custom actions through shortcuts, being built into Apple's system, allowing users to create quick interactions.

Usage

According to research completed in 2018, Patrick Wagner, Junior Data Journalist claims that "Apple's Siri leads the U.S. market for voice assistants on mobile phones with 45.65 per cent" which can be seen through the data analysis graph.

References:

Apple. (2022). Hey Siri: An On-device DNN-powered Voice Trigger for Apple's Personal Assistant. <https://machinelearning.apple.com/research/hey-siri>



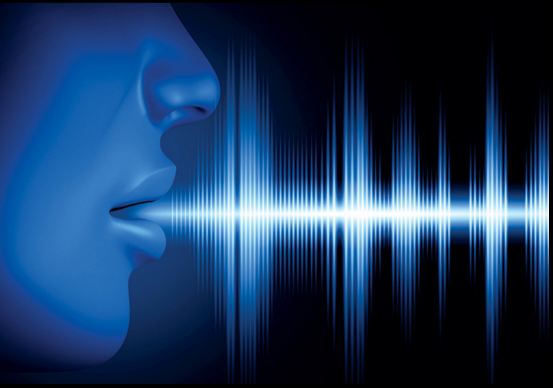
Furthermore, with a 35% market share according to Futuresource Consulting's research, Siri largely dominates the market, thus holding the title of the world's biggest virtual assistant.

Online Sciences. (2014). Apple Siri features, use, advantages, disadvantages & using of Siri For Learning. <https://www.online-sciences.com/technology/apple-siri-features-use-advantages-disadvantages-using-of-siri-for-learning/>

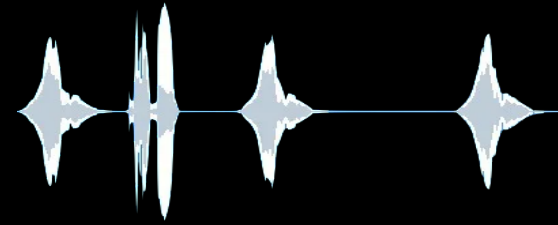
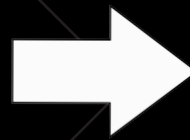
Statista, Patrick Wagner, Jun 29, 2018, Siri Remains The Most Used Mobile Voice Assistant, <https://www.statista.com/chart/14505/market-share-of-voice-assistants-in-the-us/>

Sound to Digital Text

Firstly, the user speaks to the operating device, where it is automatically transformed into a wave pattern



"Hey Siri, send a message to Alyssa"



Each work is then segmented into smaller sections to become detectable

Finding a Solution

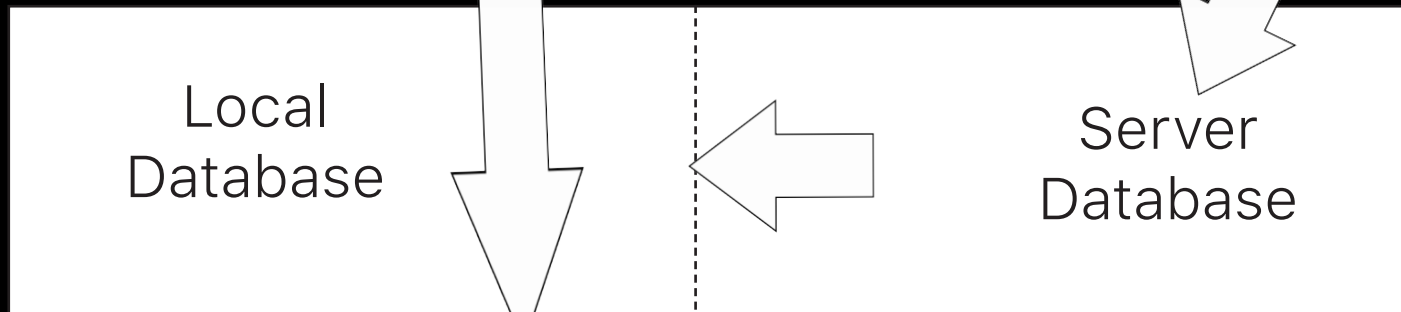
DIGITISED TEXT



Convert keywords into Commands



Apple Servers needed



Results are created for consumer

References:
elsevierhealth.com, Image of mouth speaking, referenced 22/10/22, https://els-jbs-prod-cdn.jbs.elsevierhealth.com/cms/attachment/5894d052-ac67-42e6-995a-6098ae0105b5/fx1_lrg.jpg

MrYouMath (Curator), Dec 21, 2011, How does Siri work?, <https://youtu.be/loOHmMFVJcE>