

# ROLES OF SCI-FI VCAS

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## Call Me by My Name: Exploring Roles of Sci-Fi Voice Agents

### What we found some interesting

- 01. Projecting User Intention Using Pet-name
- 02. Building Trust by Giving VCAs a Name / a Role
- 03. Reducing User's Load of Cognition by Multiple Roles
- 04. Playing a Negative Role is Necessary

### Current VCAs & Challenge:

- 01 Current VCAs present single role/attitude, which cannot behave appropriately in different situation.
- 02 It is challenging to explore future potentials based on current technology and scenarios.

### Opportunity

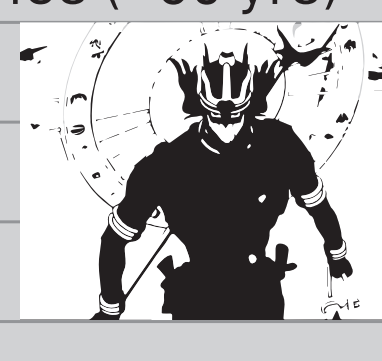
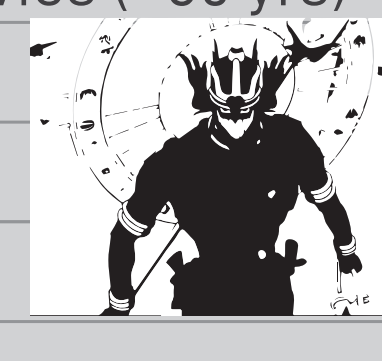



- "They need to be socialized." (Norman, 2007)
- Sci-fi is a rich resource to inspire HCI on designing emerging tech. (Shedroff & Noessel, 2012)

### Research Question

How to collect sci-fi movies for designing VCAs in the following decade?  
 What kinds of social roles can be defined from sci-fi movies?

### Method

Community Online Sourcing: Collecting a Movie List from Sci-fi Fans

	1st Crowd Sourcing	2nd Crowd Sourcing	3rd Crowd Sourcing
Aim	find sufficient movies (<60 yrs)	find sufficient movies (<60 yrs)	eliminate ambiguous types
Request	x human like 	x human like 	x human like  x creature like  x auto mobile 
Result	72 movies (total)	81 movies (total)	50 movies (total)

By the fourth iteration of the study, all creature/human like VCAs were eliminated. The study aimed to retain a set of VCAs, that would seem realistic and feasible to the users of present day.

Movie Workshop: Hunting for Sci-fi VCAs

4th Crowd Sourcing
eliminate ambiguous types
x human like
x creature like
x auto mobile
x alien like
31 movies (total)



01. Introduction



02. Movie Time



03. Interpretation



04. Focus Group

# CALL FOR IDEAS

What voice expression can be designed for a each role?

position (autonomy)

