The Maturation of VUI:
What I Wish I Knew Back Then

Jenni McKienzie, Susan Hura, Ph.D. and Fran McTernan (editors)

In 2008 in New York City, a group of sixteen speech industry experts gathered for a day-long closed-door workshop on *"The Maturation of VUI: What I Wish I Knew Back Then."* The participants discussed some of the following ideas: How have VUI design practices changed over the last 10 years? What design techniques did you use 'back in the day' that you wouldn't be caught dead using now? How did you come to make the shift? How have we learned from the applications we've deployed? How much of the change is due to improvements in design philosophy and process and how much can we attribute to increased exposure to speech technology among the general public? Would the design techniques we use today have worked as well 10 years ago? What are the de facto standards that are emerging for VUI design (if any)? What design shifts are just beginning?

The participants came from across North America and Europe and included VUI Designers and Managers from a variety of companies in the industry and independent consultants. The workshop organizers and participants included:

- Jenni McKienzie (workshop co-chair and co-editor) (Travelocity)
- Susan Hura, Ph.D. (workshop co-chair and co-editor) (PSS)
- Fran McTernan (workshop co-chair and co-editor) (Nortel)
- David Attwater (Enterprise Integration Group)
- Jonathan Bloom, Ph.D (SpeechCycle)
- Todd Chapin (Independent Consultant)
- Phillip Hunter (SpeechCycle)
- Lizanne Kaiser, Ph.D (Genesys, an Alcatel-Lucent company)
- Peter Krogh (SpeechCycle)
- Caroline Leathem (Independent Consultant)
- Caroline Nelson (Nortel)
- Mary Constance Parks (Nuance)
- Greg Simsar (Syntellect)
- Louise Tranter (Syntellect)
- Darla Tucker (Intervoice)
- Sarah Turney (lastminute.com)

These discussions yielded five whitepapers covering:

- *Naturalness: How Closely Should IVRs Mirror Human-to-Human Speech*
- *Designing for the Overall User Experience*
- *The Evolution of VUI Design Methodology*
- *The Role of Data in VUI Design*
- *Positioning IVR Self-Service*

The contributors would like to share these whitepapers with the entire speech community .