

Vocalize

Vocalize

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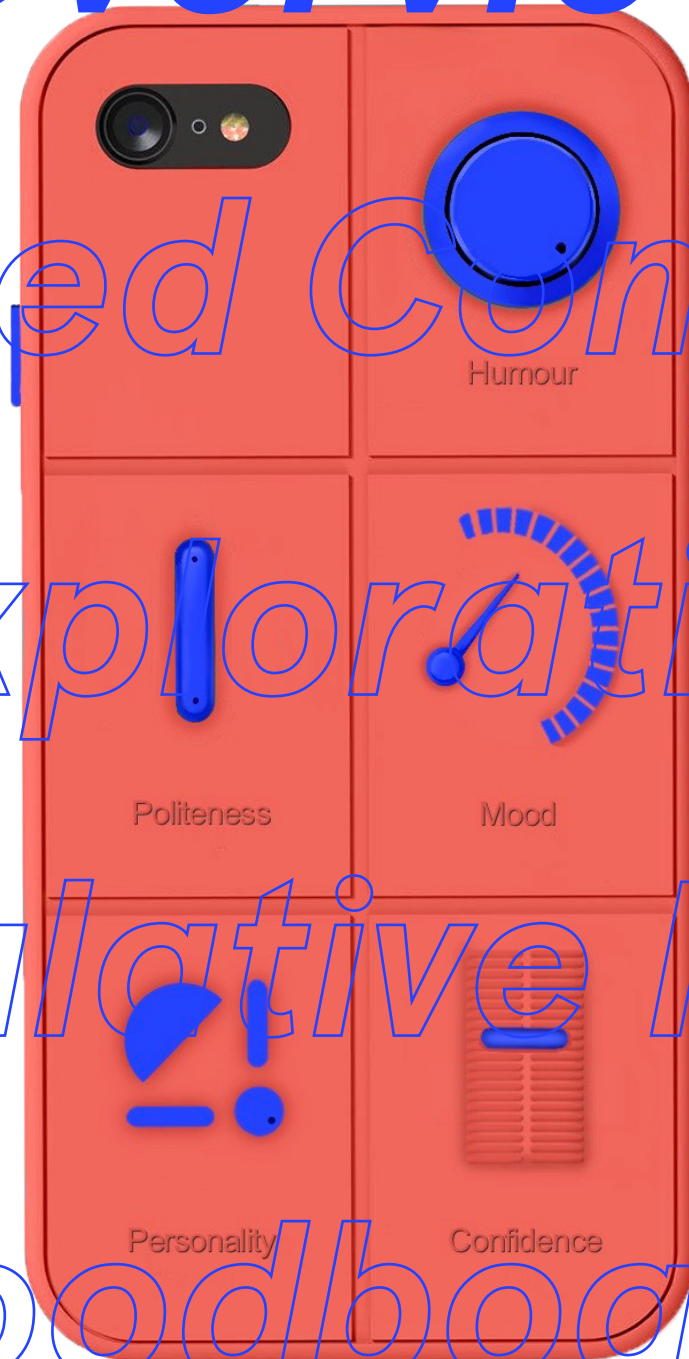
# Overview

*Related Concepts*

*Exploration*

*Speculative Future*

*Moodboard*



# Vocalize supports individual freelancers with telephobia to engage in conversations more confidently during job interviews through the phone.

The phone accessory has multiple panels on the back that changes and produces a certain tone of the speaker, allowing the altering and perception of different personality traits.

Digital communication has allowed those with telephobia to more easily voice their thoughts to others, but in most cases, it has not helped with their real-life social skills. Email has become one of the preferred methods of communication for freelancers as it's fast and efficient. However, it lacks personal connection and can have misleading tone of voice. On the other hand, verbal communication through the phone provides a more personal and immediate response. For many people with telephobia, communication through the phone poses a problem as they may struggle to get their message across due to nervousness, unintended apathy, or discouragement, even when it's not necessarily what they're trying to communicate. People in this situation are anxious about how they are perceived through the phone. They worry about what they say and what their tone as they tend to overthink and obsess about what was said during the call. This design is meant to create a diversion to alter the tone so that the user can focus on the content of the call, rather than how their tone is being perceived.



# Research

With our concept, we're exploring how digital forms of communication are continuing to help those with social anxiety avoid verbal interaction, making it ideal in the short-term, but is overall detrimental to their social wellbeing.

Those with social anxiety often seek ways they can communicate non-verbally whenever possible. There are many reasons for this, including being able to formulate responses before sending them, not having to pay attention to physical cues, and requiring less concentration. However, working to better one's social anxiety involves attentive effort over time, and can't be solved by simply avoiding it.

Those with social anxiety often seek ways they can communicate non-verbally whenever possible. There are many reasons for this, including being able to formulate responses before sending them, not having to pay attention to physical cues, and requiring less concentration. However, working to better one's social anxiety involves attentive effort over time, and can't be solved by simply avoiding it.

People can be especially afraid to talk on the phone because they cannot see the person they're talking to which can confuse their perception of how the other person is reacting to what they say. A verbal but non-visual form of communication can also be harder to control through the lack of physical cues and perceived facial expressions which can draw concern about how they are being perceived.

Working in a professional setting requires exceptional communication skills not only to work well with others, but to communicate what is needed for different projects or tasks. However, with non-verbal forms of communication being more prevalent in modern working environments, people may be growing to rely on these to avoid confrontation:



*Businesses really need to make a human and emotional connection with their prospects. Ergo, employees shouldn't really hide behind technologies such as email – they need to start building relationships and trust.*

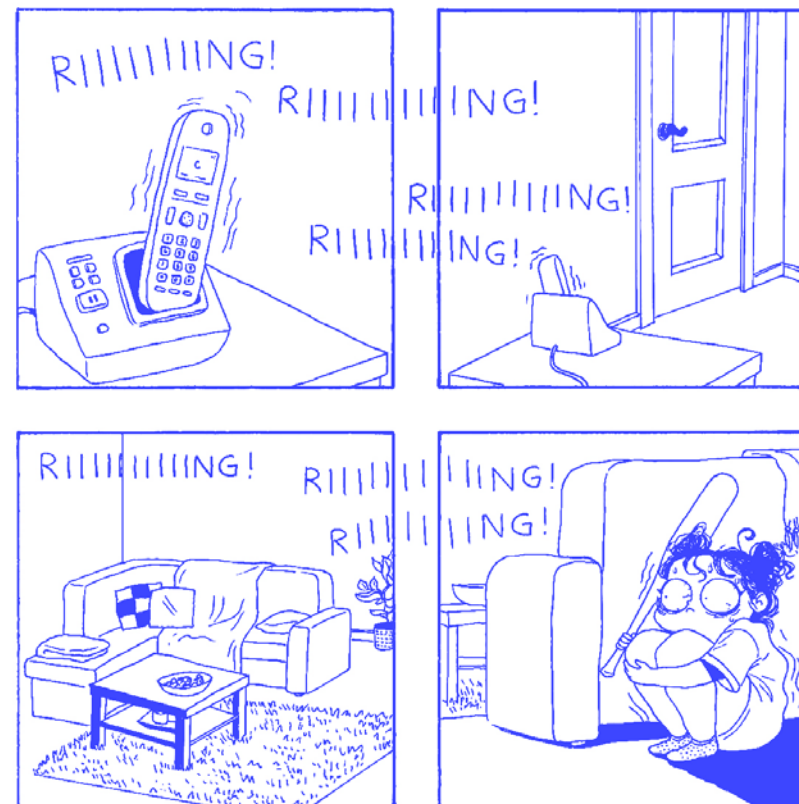
— Sara Parker, Marketing Manager at Face for Business

In a 2018 American freelancer study, it appeared that one reason some may decide to pursue freelance work can, in fact, be due to work dynamics causing anxiety:



*I have severe mental health issues that cause me to be very anxious around people, simple situations can overwhelm me that cause panic attacks...due to the various issues that they cause I cannot manage a 9-5 job that normal people can.*

— Male, 20



Freelancing may help people avoid in-person confrontations, but the nature of freelancing jobs still requires constant remote communication regarding aspects such as project details, timelines, and pricing with multiple clients. Although many small issues and questions can be resolved through direct messaging or email, phone calls are always required to ensure clarity and agreement between what the client wants and what the freelancer can offer. The communication skills required for this can only be developed through practice, which many dealing with social anxiety choose not to do.



# Scenario



Robert Burns is a 22 years old millennial who is freelancing as a software engineer in his parent's house. He suffers from social anxiety, specifically telephobia, a fear of making and taking phone calls as he doesn't know what to say or answer. He also tends to overthink what others say and always assumes that he's being judged or criticized. As a result, whenever the phone rings, a string of anxieties trigger for Robert and it affects his ability to speak and converse with confidence.

As a freelancer, Robert relies mostly on emails as his main method of communication with his clients but he understands that telephone calls are important to build first impressions and a personal and immediate relation, especially during the interview phase with clients. Thus, despite dreading these calls, Robert realizes the importance of them and forces himself to engage with his clients via telephone.

With Vocalize, Robert is able to alter his tone and even correct his verbal stuttering and mistakes. This helps to provide a temporary bandage to Robert's anxiety as his tone of voice is perceived to be more confident and enthusiastic. The interviewers are impressed by how Robert presents himself through the phone and as a result, Robert's conversion rate of landing a job from interviews has increased by fivefold.

*Overview*

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# Fidget Cube



A playful accessory that helps relieve and calm individuals with anxiety and autism. The clicking, spinning, and twirling children and adults can do with fidget spinners and cubes help to keep hands busy and provide a distraction or sensory stimulation for those with specific mental health issues.

By utilizing the familiar toy-like elements of the fidget cube, we plan on infusing that ludic and fun aspect into Vocalize, where it helps soothe telephobic individuals while they're on a phone call.

## Form:

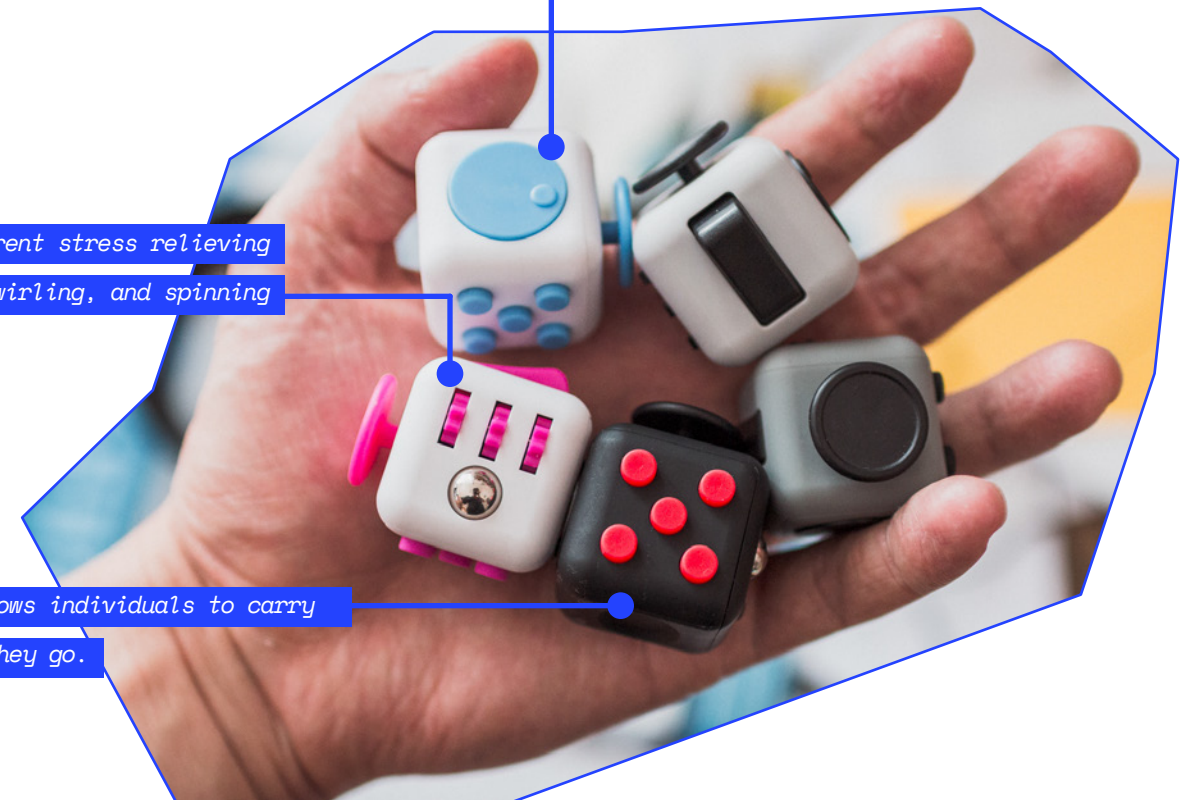
*The familiarity in a pocket-sized viral cubed toy provokes curiosity and encourages exploration of use.*

## Interaction:

*Utilizes a cube shape to offer 6 different stress relieving activities such as clicking buttons, twirling, and spinning*

## Material:

*Lightweight, durable, and small allows individuals to carry about this toy with them wherever they go.*



# Sig



Sig challenges the concept of Voice AI, specifically about the focus on the 'command and control' aspect of the technology interaction. It attempts to explore different dimensions, interactions, and personalities of Voice AI rather than having a device that spits out an answer when prompted. It also explores the concept of 'training' and 'learning' where the learning process is more transparent and how that relation would affect between the owner and the device. While provoking the thought of how much control do we actually want to have over interactions with these devices.

The design must allow for the delivery of personalization to promote the flexibility of personality selection, which is important for telephobic individuals who want to choose how their tone of voice is perceived.

## Form:

Familiar cylindrical shape similar to other voice AI technologies such as Google Home and Amazon Echo, as well as a speaker-like system with interactive dials and knobs.

## Interaction:

Through voice commands and control of the personalization dials, Sig becomes a device that is catered to the user's liking





*Overview*

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## Humour

Allows others to feel more open and free with you and is a good way to make quick, instant connections. Those that are perceived to not be humorous may seem less enjoyable to be around.

### Examples

Wanting to seem slightly humorous to loosen initial conversation barriers when meeting new clients.

## Politeness

Knowledge of how to act towards different individuals is essential when dealing with formal work. Politeness can help persuade others into situations that call for compromise, or when simply asking for project details or small favours. Counter to this, being more assertive through impoliteness can pressure others into giving what you want.

### Examples

Losing politeness over time if a condition continues to be unmet to convince someone to do it.

## Mood

Displaying a mismatch between mood and situation can make you stand out when you don't intend to. Strong emotional intelligence can make you an ideal coworker in both good and bad.

### Examples

Wishing you could seem happier during work when going through difficult personal events

## Confidence

A lack of confidence can make others feel distrustful towards your capabilities to complete tasks. Believing in your own ability to do things is important to your perception of a good worker. Even if you haven't performed as good as you'd like, a strong display of confidence can help raise workplace morale.

### Examples

Wanting to display confidence even when you are uncertain about your ability.

## Enthusiasm

Unenthusiastic workers can almost feel like a burden to the company, and questions may arise about how much they really want the job.

### Examples

Wanting to sound more enthusiastic for less meaningful jobs.

## Analytical

Being able to clearly communicate the technicalities and perceived outcomes of the work you do helps establish your capabilities.

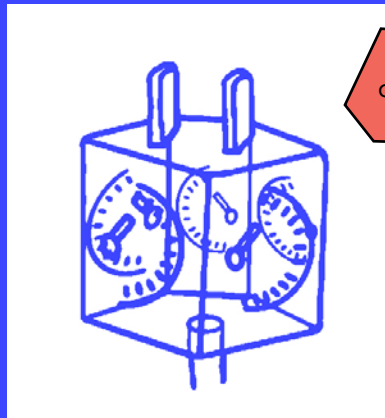
### Examples

Wanting to appear more analytical to help clients realize the state of a situation.

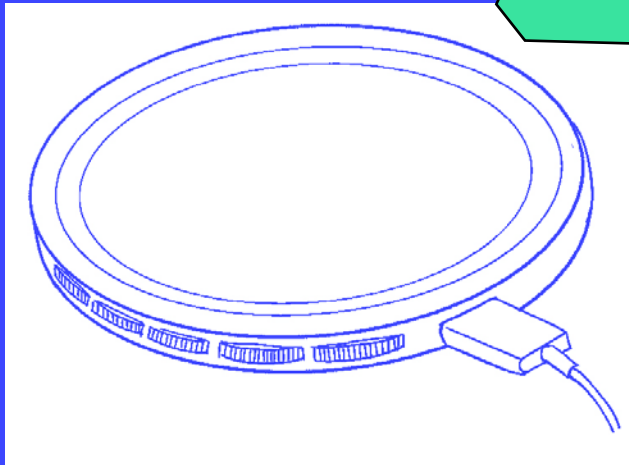
# personality traits

We looked at 6 personality traits that make a good worker, which we will reassess and narrow down to find what is the most important regarding the context of freelance work. By exploring what is sought for in an employee, we believe that being able to alter them could help these individuals achieve the image they want to.

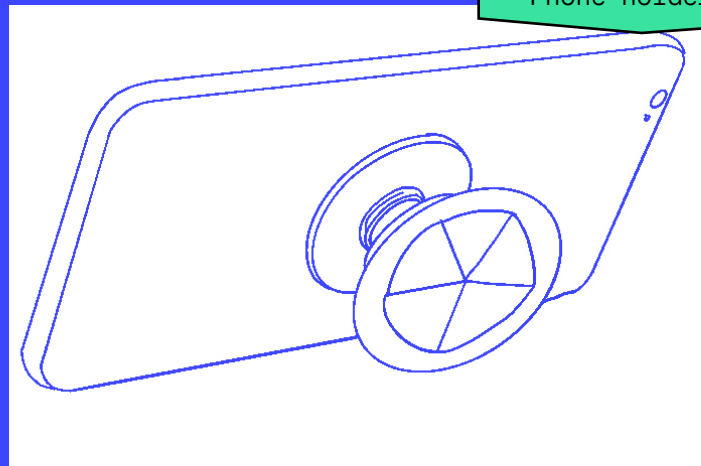
# Form Exploration



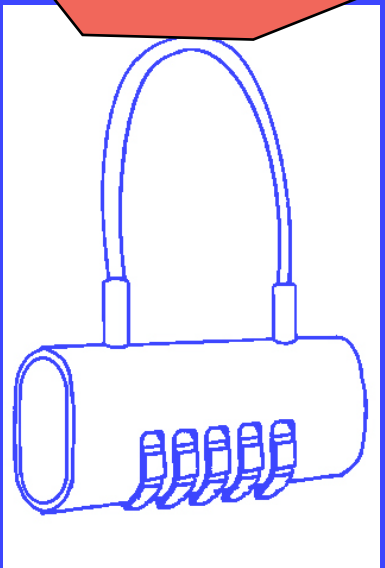
charging Adapter



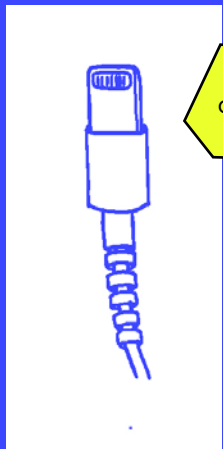
Wireless charger



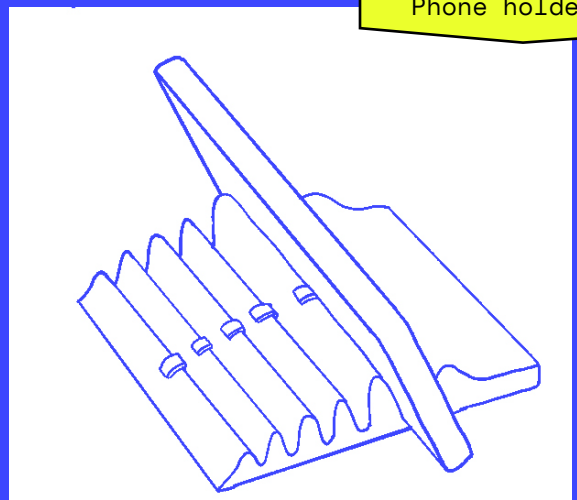
Phone holder



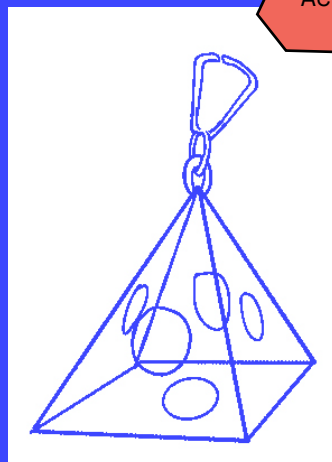
Battery pack



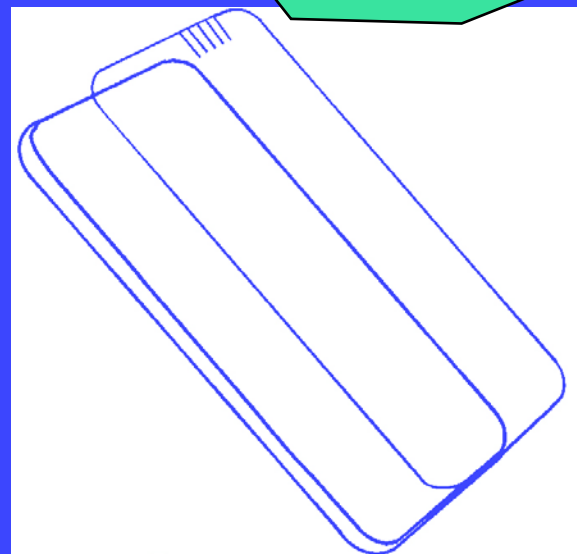
charging Adapter



Phone holder



Accessories



Charging Adapter

*Overview*

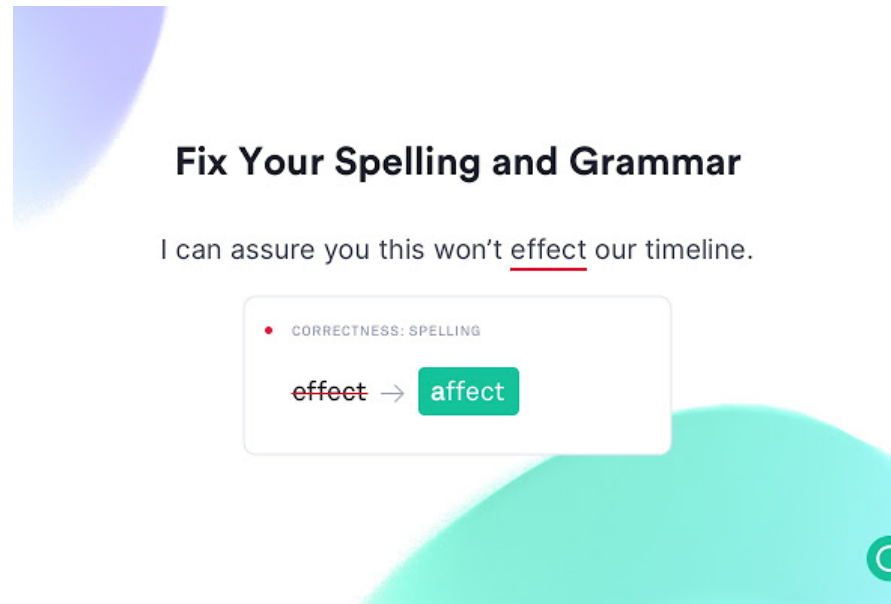
*Related Concepts*

*Exploration*

***Speculative Future***

*Moodboard*

# Speculative Future



Grammarly is a relatively new tool people have been using to analyze their online writing. It looks over your writing in real-time and allows small grammar mistakes to be fixed with a click of a button. Most recently they've implemented a tone indicator that analyzes text to see how you sound. While this is useful to help increase quality of writing, many students have turned to relying on this technology and can cause a dissociation between digital and in-person communication skills.



Children relying on technology such as Siri and Alexa raises concerns about conversation skills and learning, as well as forming real, human connections. As this technology grows, children may rely on them for not just knowledge, but emotional support. They may stop making the effort to make friends in person, which is critical when it comes to child development.

# Speculative Future

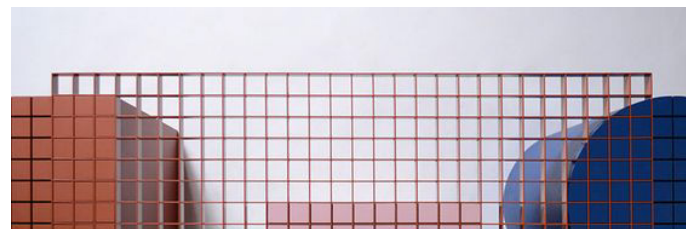
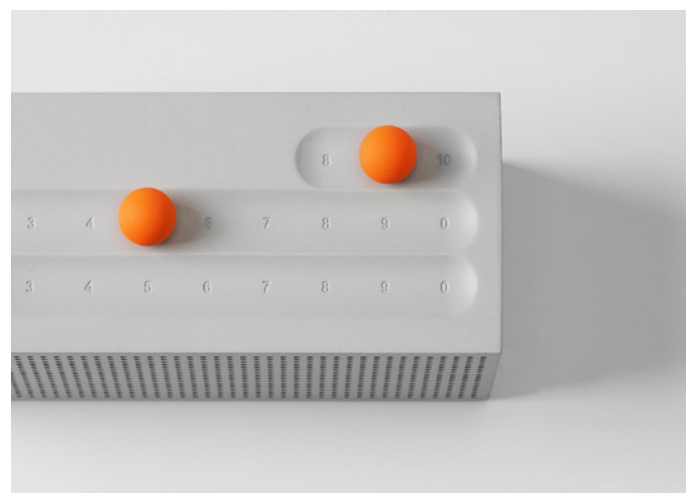
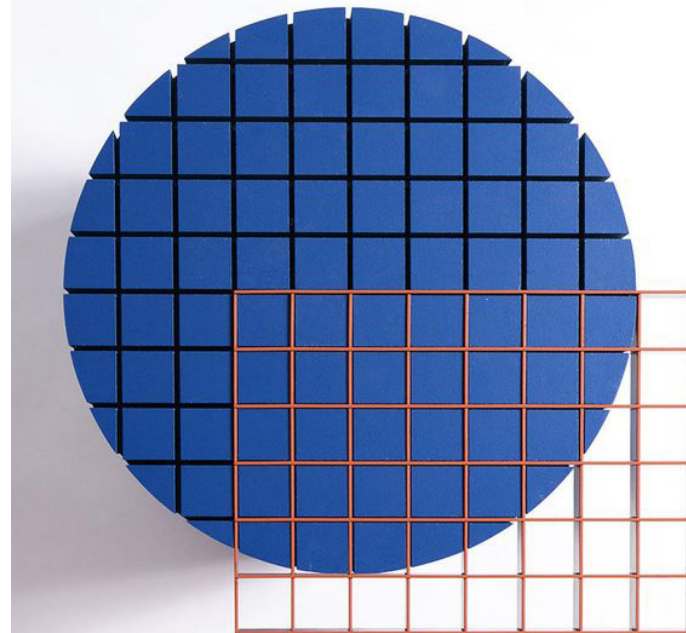
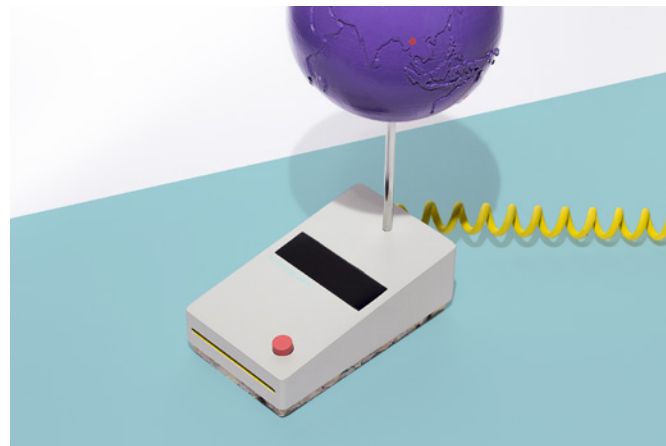
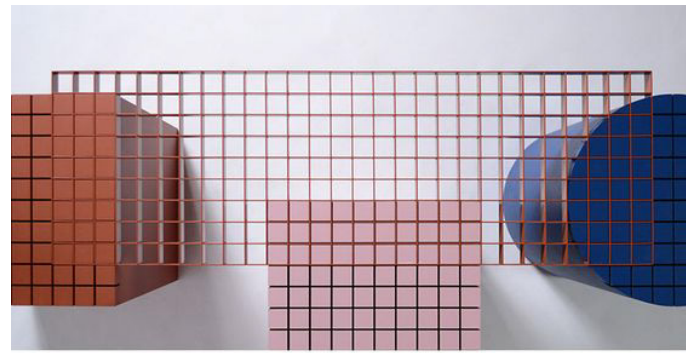
In our perceived future, a reliance on this voice-altering technology may further increase the reluctance to meet with real people, which would greatly affect their professional lives. An increasing mismatch between phone and in-person conversation could lead to employers taking increasingly drastic measures throughout the hiring process, such as only allowing applications from those that can meet in person.

People may begin to use the device in other contexts such as communicating with loved ones. Individuals can falsely communicate how much they're invested in a relationship, or use the device to mask an uncaring tone after receiving a call from their parents.

*"What should I say"*

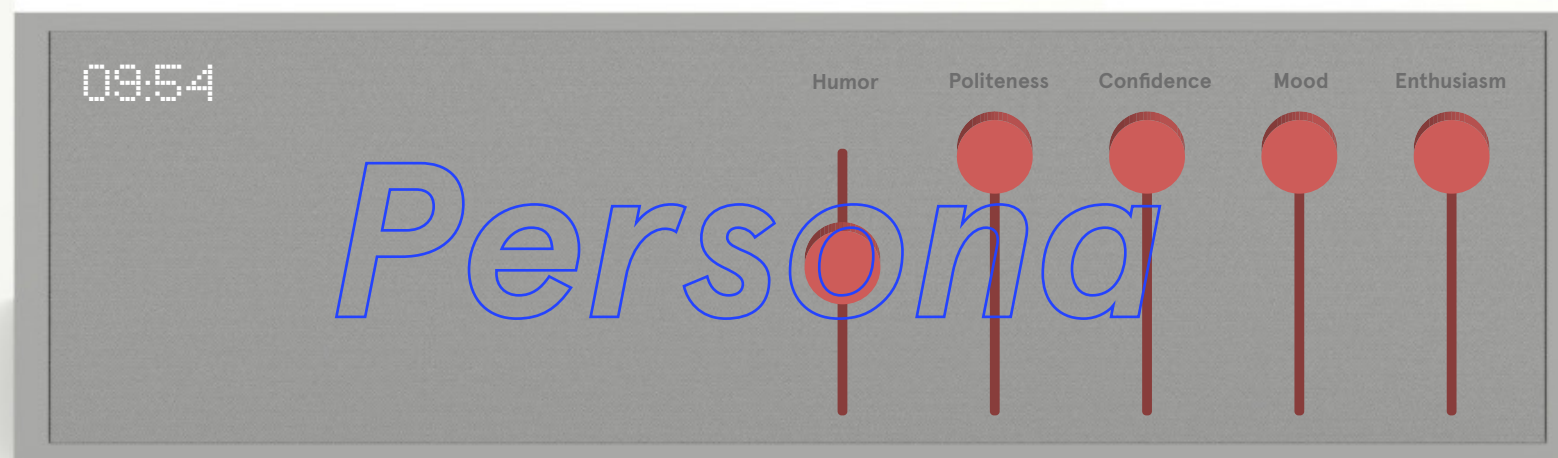


# Moodboard



# *Refined Concept*

*Exploration #2*

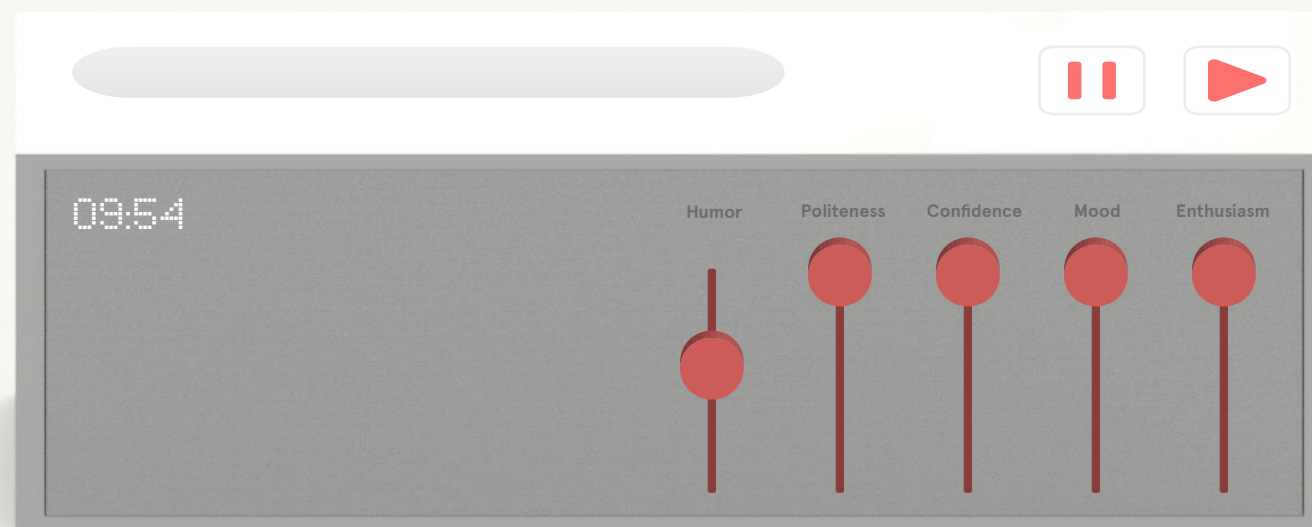


*Speculative Future*

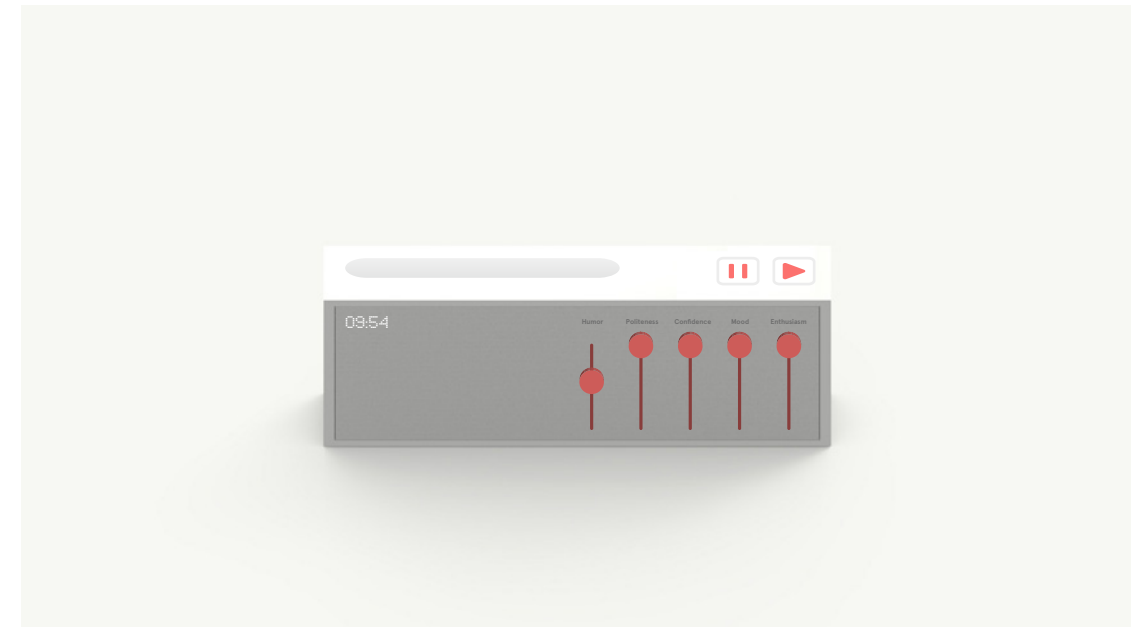


# Refined Concept

Vocalize is an office desk accessory with a built-in front-facing speaker that can connect to your digital devices via Bluetooth and changes and produces a certain tone when making calls, allowing the altering of mood, humour, politeness, confidence, and enthusiasm.



Digital communication has allowed those with telephobia to more easily voice their thoughts to others, but in most cases, it has not helped with their real-life social skills. Email has become one of the preferred methods of communication for freelancers as it's fast and efficient. However, it lacks personal connection and can have a misleading tone of voice. On the other hand, verbal communication through the phone provides a more personal and immediate response. For many people with telephobia, communication through the phone poses a problem as **they may struggle to get their message across due to nervousness, unintended apathy, or discouragement, even when it's not necessarily what they're trying to communicate.** People in this situation are anxious about how they are perceived through the phone. They worry about what they say and what their tone as they tend to overthink and obsess about what was said during the call. This design is meant to create a diversion to alter the tone so that the user can focus on the content of the call, rather than how their tone is being perceived.



*Refined Concept*

***Exploration #2***

*Persona*

*Speculative Future*



## Form Exploration#2

Because freelancers work at home at their own desks most of the time, we want to make a product that would easily fit in with this setting and doesn't stand out too much. Simple, muted colours help evoke a laid-back tone. To make sure what Vocalize is producing matches what the freelancer wants to communicate, they can playback the speech it outputs after they're done talking into it.

By keeping the functionality and logistics of Vocalize to a minimum, we're able to focus more on not what it is capable of but how one might use it, and how their usage of it could affect their work interaction



### Mega speaker

We were looking into playing with the metaphor of using a megaphone to see if we could come up with a slightly playful concept since our product involves taking a user's original voice and altering it through a machine.



### TimeFlip

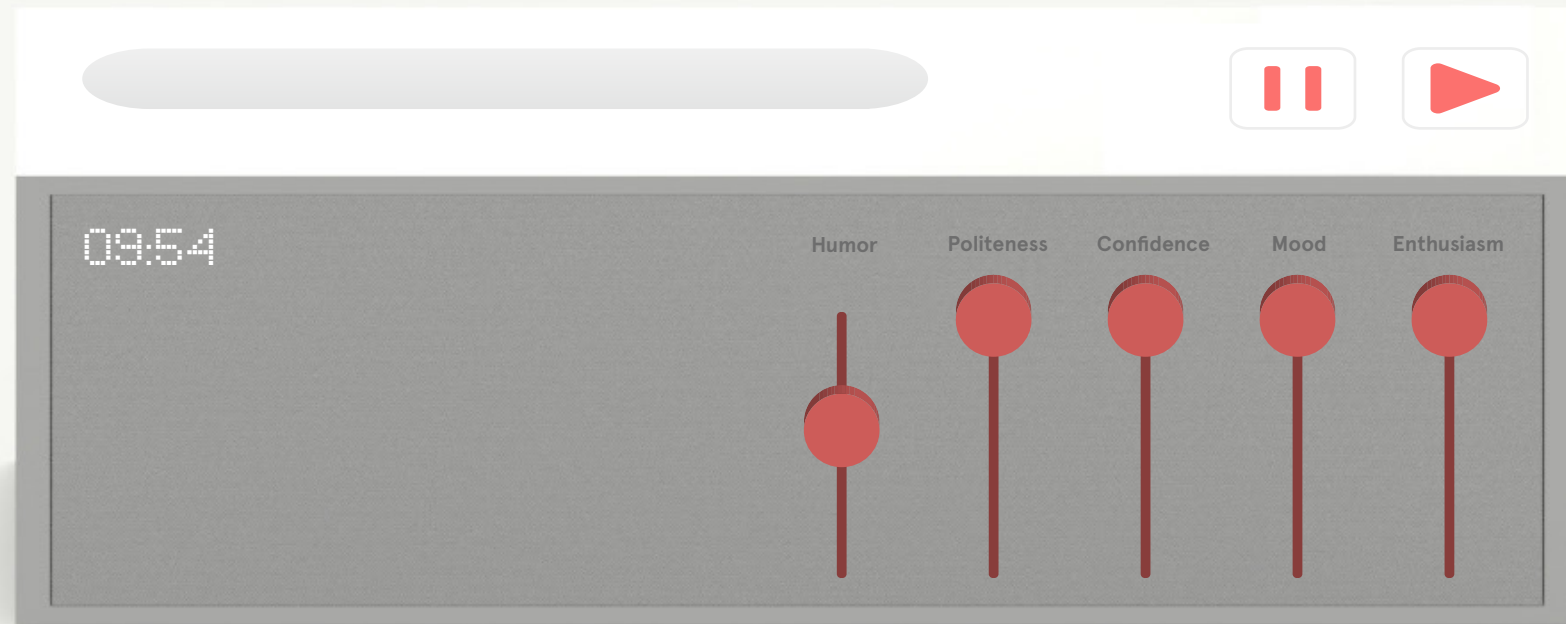
TimeFlip is a pentagonal smart device that tracks time to maximize productivity during work. Similar to the fidget cube, we thought that TimeFlip has a pretty playful form that adapted well in a work setting. It is small in size and could also act as an accessory



# Final Form

Because freelancers work at home at their own desks most of the time, we want to make a product that would easily fit in with this setting and doesn't stand out too much. Simple, muted colours help evoke a laid-back tone. A small digital clock and a stationery compartment helps Vocalize blend in with a desk setting. To make sure what Vocalize is producing matches what the freelancer wants to communicate, they can playback the speech it outputs after they're done talking into it.

By keeping the functionality and logistics of Vocalize to a minimum, we're able to focus more on not what it is capable of but how one might use it, and how their usage of it could affect their work interactions.



*Refined Concept*

*Exploration #2*



**Persona**

*Speculative Future*

# Persona



Robert Burns is a 22-year-old millennial who is freelancing as a graphic designer in his parents' house. He's confident in his skills as a graphic designer but because he suffers from social anxiety, specifically telephobia, or a fear of making phone calls, Robert believes that taking up freelance work would help to minimize verbal interactions between him and the people he works with.

He's comfortable for the majority of his job as most interactions take the form of email, but the occasions where calling is required to clear details up often make him anxious, finding himself stuttering and pausing often during the call. Because of this, Robert worries that his ability to complete tasks is lost in the dynamic of the calls he makes.

Robert also struggles with negotiating with his clients for a multitude of project aspects such as due dates and pay. He often finds himself being persuaded into catering to the demands of his clients rather than considering what would be best for him. If he had more confidence, Robert believes he could maximize what he gets out of freelancing compared to what he currently gets

# Persona



## Goals

- to land as many potential clients as possible
- to develop strong relations with his clients
- to build his reputation of a freelance graphic designer

## Concerns

- communicating efficiently
- how he is perceived by his clients
- losing potential clients due to poor communication skills
- negotiating project details

With Vocalize, Robert is able to alter his tone and even correct his verbal stuttering and mistakes. This helps to provide a temporary bandage to Robert's anxiety as his tone of voice is perceived to be more confident and enthusiastic. The interviewers are impressed by how Robert presents himself through the phone and as a result, Robert's conversion rate of landing a job from interviews has increased by fivefold.



*Refined Concept*

*Exploration #2*

*Persona*

***Speculative Future***

# Speculative Future

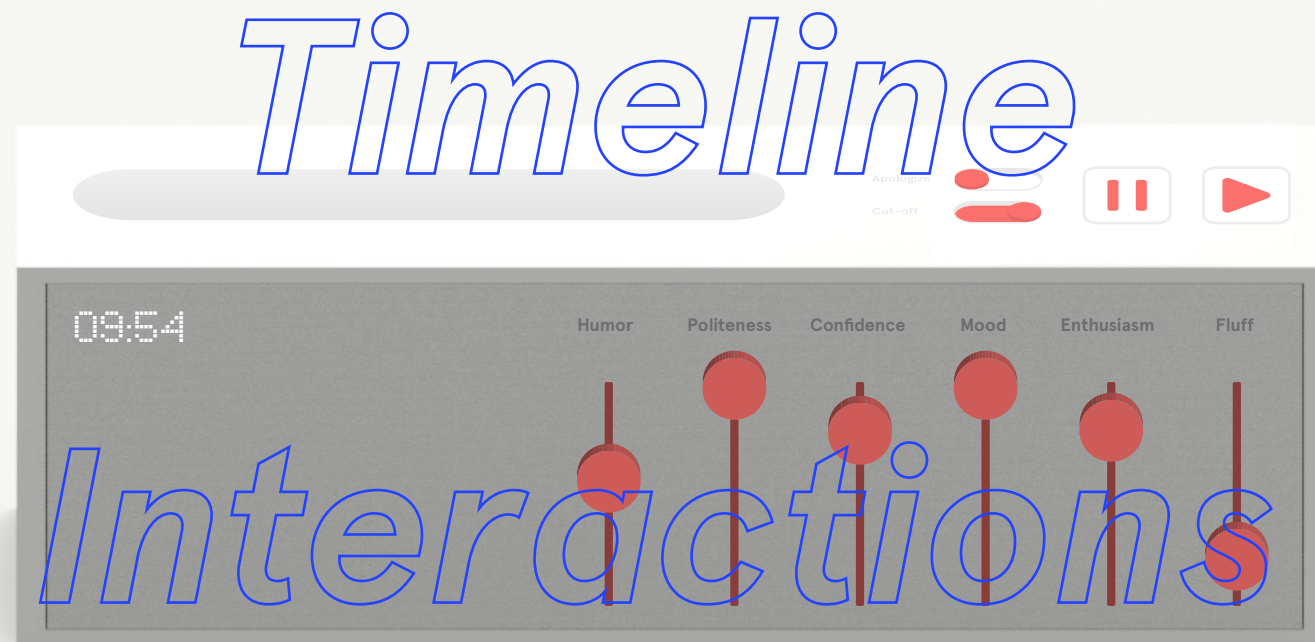
Growing development in digital communication technology has continued to help individuals realize and correct common errors. Tools such as Grammarly continuously analyze grammar and tone to help ensure professional communication when needed.

We are speculating a future where such tools could be developed to help not only text-based, but verbal communication as well, and are questioning the usefulness of them when it comes to developing authentic, in-person communication skills. Continued reliance on these tools could greatly affect professional work dynamics, especially considering how non-verbal means of communication are already heavily preferred by those with social anxiety.

How will these individuals react when faced with a situation that calls for in-person communication? How does it affect their decisions when it comes to professional communication? How does this mismatch affect how they're perceived?

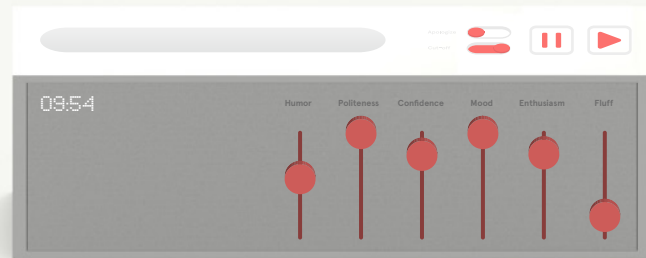
By considering a situation where a freelancer's client insists they meet face-to-face to talk about their project, we explore their reliance on Vocalize and some of the lengths they might take to continue communicating clearly with them. By ignoring the need to actually practice and develop their communication skills and instead relying on Vocalize to do the work for him, his actions during the exchange become counter-intuitive.

# Concept Overview



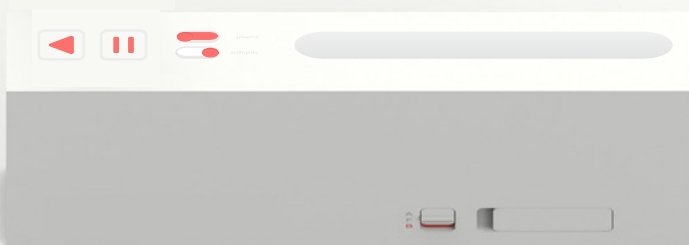
*Speculative Future*

# Overall



Vocalize is an office desk accessory for freelancers with a built-in front-facing speaker that can connect to your digital devices via Bluetooth, and changes and produces various tones when making calls, allowing the altering of mood, humour, politeness, confidence, and enthusiasm. Other aspects of work conversation such as apologizing and adding word fluff are also integrated as features to minimize the cognitive effort required when making calls.

Digital communication has allowed those with telephobia to more easily voice their thoughts to others, but in most cases, it has not helped with their real-life social skills. Email has become one of the preferred methods of communication for freelancers as it's fast and efficient. However, it lacks personal connection and can have a misleading tone of voice. On the other hand, verbal communication through the phone provides a more personal and immediate response. For many people with telephobia, communication through the phone poses a problem **as they may struggle to get their message across due to nervousness, unintended apathy, or discouragement, even when it's not necessarily what they're trying to communicate.** People in this situation are anxious about how they are perceived through the phone. They worry about what they say and what their tone as they tend to overthink and obsess about what was said during the call. This design is meant to create a diversion to alter the tone so that the user can focus on the content of the call, rather than how their tone is being perceived.



# Concept Overview

## **Timeline**

0954

## Interactions

## Speculative Future

# Direction/critique

We want to explore how dependency on a product like this could affect real, in-person communication. By having Vocalize slowly take over and be able to handle all aspects of a conversation, we aim to provoke speculation on how beneficial or detrimental it could really be on those with social anxiety. If there is absolutely no required effort into displaying social skills, how will we learn to develop these skills in real-life? What are the implications of this on in-person behaviour?

By placing our product in the context of a tech company that releases newer, updated versions models every year, we're able to show **the slow progression of customer demands, the feedback they have, and how new features to this product could be used in different contexts.** By showing this evolution of our product, we hope to elicit questions about this shift in agency in digital communication. Although this company provides more features that are beneficial to socially anxious individuals in the immediate sense, continuing to ignore confrontation and genuine conversation can further amplify the problem.

"Anyone else wish they could just tell their clients to shut up...but in a nice way? Just let me do my work man lol."

"I love it, but I still occasionally mess up my setup from client to client and have to come up with some excuse for it which can be annoying"

"It's cool so far, but from my experience, conversation is so much more than just these 5 things. It doesn't matter how polite or enthusiastic I am, I still need to sound like I know what I'm doing"

"I'm not sure how I feel about the device. I worry how I may portray myself to my clients if I constantly change up the options. Would they notice that something fishy is going on?"

"Man... i thought this device just automatically detects and adjusts the settings for me when I'm talking with my clients, but nah.. I have to manually adjust it... bummer... thought I could just let this device do all the relationship building with my clients. "



# Feedback from users

# Timeline

This page explores an example product page made by the company outlining the development of Vocalize over its years.

2024 **Vocalize**

2025 **Vocalize 2.0**

2026 **Vocalize 3.0**

## The world's first digital communication assistant

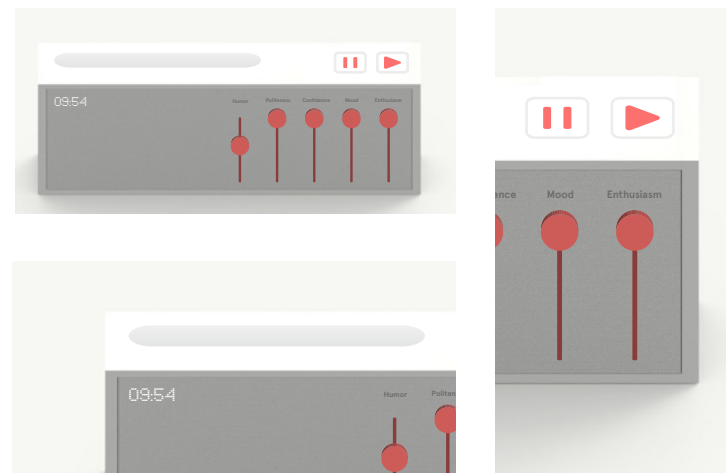
The beginning of Vocalize was seen as a basic tone modifier freelancers could use to help make calls more easily. After our research, we determined humor, confidence, and politeness to be the most sought-after traits individuals wish they could improve on or have more confidence when talking with their clients. Building a small but dedicated user base, Vocalize has successfully provided many struggling with verbal conversation a means to become less self-conscious about how they sound to others.



## Built for the home office

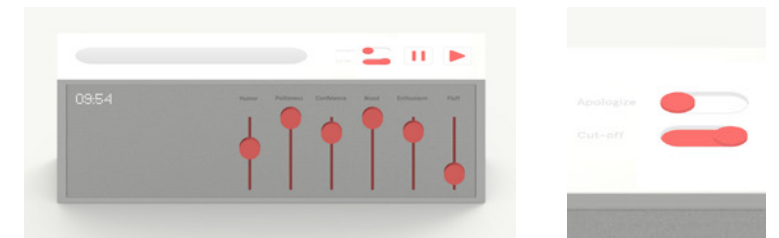
Our second Vocalize model aimed to better fit it within a work environment. After receiving and considering feedback and analyzing speech patterns of those with social anxiety, we developed two additional modifiers, mood and enthusiasm, to further tailor desired tones for any situation.

Most importantly, however, came our playback feature, which allowed users to listen to Vocalize's outputted speech once they've finished speaking into it. With playback, users would no longer be left wondering what Vocalize has translated to their clients, and can re-listen and reflect on their conversation whenever they choose.



## Made a mistake?

Everyone makes mistakes, but don't let that deter you from working with your clients. The third Vocalize model comes with 3 new functions that helps you get out of sticky situations. The apologize switch offers a humble apology when you perhaps made a mistake or had a wrong adjustment with the modifiers and said something you intend to. Are your clients getting on your nerves and are wasting your time during calls by spouting unnecessary nonsense? The Cut-Off feature offers an excuse so that you can get off the call and get on with the actual work. The third function, the Fluff modifier can be used to avoid talking about a difficult topic or to "beat around the bush".



# Concept Overview

*Timeline*



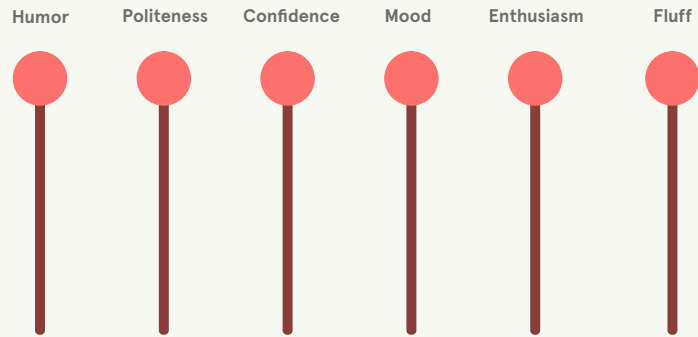
***Interactions***

*Speculative Future*



# personality traits

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## Humour

Make quick connections with the people you talk to! The right amount of humour can make you approachable and fun to work with. Make your clients' experience memorable.

## Politeness

Be professional when it matters. Seeming polite can help develop respect for your clients. On the other hand, you may want to seem less polite when dealing with a client who is stubborn to make your message clear.

## Confidence

Never worry about stuttering or awkward pauses again. Confidence helps give your clients trust and faith in your ability to complete tasks and can help them deal with unpredictable situations by communicating control.

## Mood

Feeling down? Sometimes it's just not your day. Don't let that affect your conversations with your clients. Turn the mood level up when needed to seem happier to your clients.

## Enthusiasm

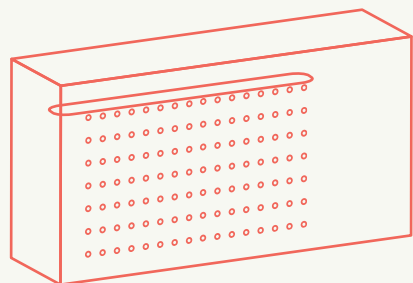
Show how passionate and ecstatic you are about a project! Enthusiasm helps show your interest and ensure clients to hire someone who really wants the job.

## Fluff

Are clients wasting your time and nagging through the phone? The fluff modifier fills your dialogue with buzzwords to convince clients that everything is in good hands. So you can focus on the work that actually matter.

# mic & speaker

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The speaker and microphone encompass the entire front face of the product, ensuring your voice is always clearly interpreted and converted.

# modes

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## Bluetooth

Easily connect to the many devices you use to communicate in real-time with clients.

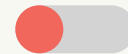


## Playback

When you're not talking to anyone, you can playback speech going into Vocalize to hear how you'd sound to others.

# switches

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## Apologize

Made an unintended mistake? The apologize switch can conjure a humble apology without damaging the relation between you and your clients.

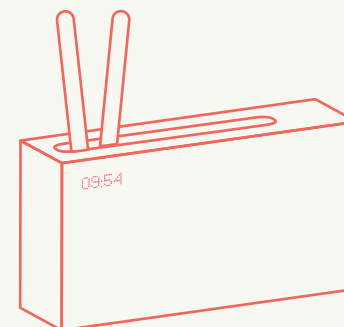


## Cut-off

Need a quick excuse to hang up for whatever reason? The cut off switch decreases the audio quality so that your speech becomes incomprehensible, giving you an excuse to hang up and to recollect yourself.

# additional

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Vocalize includes a digital clock and a compartment for stationery to fit in with your work station aesthetic. Vocalize fits seamlessly into your current at-home environment to provide the least interruption to your current workflow as possible.

# *Concept Overview*



# ***Speculative Future***



# Amanda Collins

Age: 30

Occupation: Freelance Accountant

Characteristics: forgetful, systematic

## Bio

Amanda has found success in freelance and is in a comfortable position, believing she can continue doing it for a while longer. She's found a good balance between earning enough while also maintaining a healthy social life with her friends. Amanda sees herself as an organized person, keeping track and staying on top of schedules and deadlines, but she still struggles from time to time when it comes to voicing her thoughts when discussing things with her clients.

## Goals

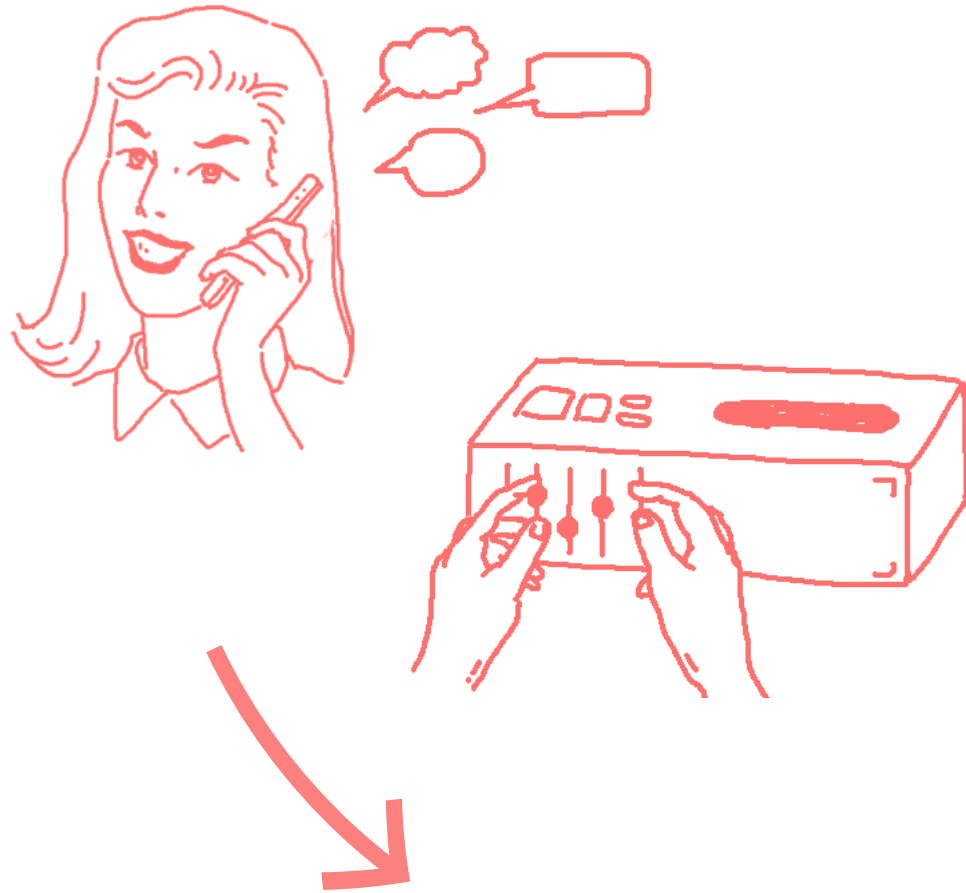
To stay organized and communicate efficiently while handling multiple clients

## Frustrations

Has a difficult time remembering the settings that corresponds to each individual client

Becomes overwhelmed and disorganized really easily

# Scenario



1

Amanda has been in the freelance scene for a while and often finds herself juggling many clients at a time. Because every client is different and communicates differently, Amanda needs to constantly remember and adjust the settings on her Vocalize to match the tone she thinks is appropriate for them. For example, she's able to increase the humour knob and lower the politeness knob for one client since it feels more casual while needing to reverse these for another, more professional job.

2

Working with several clients simultaneously and with each having their own nuances of communication style, Amanda keeps track of each client's settings by taking pictures with her phone.





# Robert Burns

Age: 22

Occupation: Freelance Web Designer

Characteristics: hesitant, shy, introvert

## Bio

Robert is an undergraduate and a part-time freelance web designer for 5 months. Since he is still fairly new to freelancing, he wants to build a good reputation for himself so that his clients will refer him to other potential clients or become repeat customers. Fortunately, his clients are more laid back and crack jokes here and there but Robert has a hard time connecting as he does not know how to respond to their jokes or sarcasm and it usually ends with awkward silence.

## Goals

To build his freelance career by developing and maintaining healthy relationships with his clients

## Frustrations

Wants to have a laid back and easy going relation with his clients but has a hard time connecting.

# Scenario



1

Robert is on good terms with one of his clients and has been working with them for a while now. He suddenly gets a call from his client telling him that due to one of his family members getting into a serious accident, the project must be suspended until further notice.

Robert offers his condolences, but not realizing he'd left the humour knob fairly high from a previous conversation, Vocalize blurts out a distasteful joke about the situation instead.

2



3

From his client's reaction, Robert quickly realizes something isn't right and looks at his Vocalize and notices that the humour knob is on high, immediately filling him with regret and guilt.



4

However, Robert is able to easily recover with Vocalize's new auto apology switch. Turning it on, Vocalize automatically generates an apology with an according tone to his setup.



# Chris Pierre

Age: 36

Occupation: Freelance Senior Software Developer

Characteristics: impatient, overly tolerant,

## Bio

Chris has been a software developer for 8 years and has been freelancing for 2 years. As a father of 2, he enjoys the freedom that freelance provides so that he can stay home and take care of his boys. As a senior software developer, Chris has become more picky with the types of jobs he takes on as he doesn't want to waste his time with low paying gigs. However, when he takes on higher paying projects, he feels that the clients become more attentive and is always wasting time by talking about unnecessary details during calls. He feels that they're always "looking behind his shoulder" to make sure that the tiniest of detail is made to their satisfaction.

## Goals

To find consistent high paying gigs

To find clients who are easy to work with

## Frustrations

He values his time a lot and dislikes clients who act as his boss.

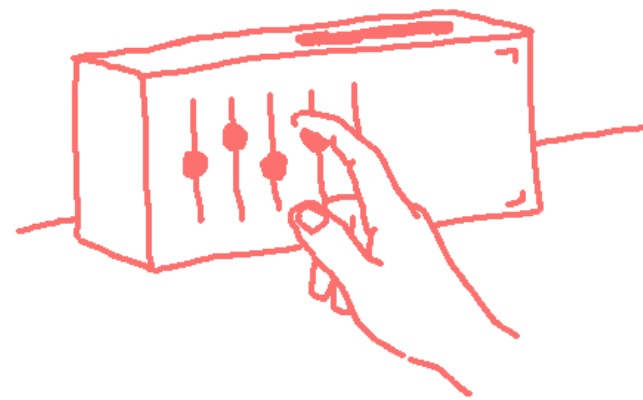
Overwhelmed by unnecessary pressure

# Scenario

Chris has taken a freelance job that pays quite well but over its course, his client becomes increasingly picky and harder to work with. Conversations between the two drag on without much progress while Chris just wants to get to work as soon as possible so that he can get feedback.



1



2



With Vocalize's fluff knob, Chris is able to increase the amount of buzzwords that fill his outputted speech in an effort to sound increasingly professional and more quickly convince his client that things are good in his hands. Now, Chris is able to sit back and focus on something else while Vocalize does all the talking for him.

3





# Emily Lu

Age: 24

Occupation: Freelance Graphic Designer

Characteristics: hesitant, shy, introvert

## Bio

After graduating, Emily didn't find much luck getting the jobs around her area she'd hope for. She was never really good at interviews and struggled to keep her composure during all the ones she'd been through. After some thought, she decided to turn to freelance in an attempt to help continue building connections and expand her network while being able to complete her work in a more natural environment.

## Goals

To avoid conversation she feels is unnecessary

To find work that is not too demanding or pressuring

## Frustrations

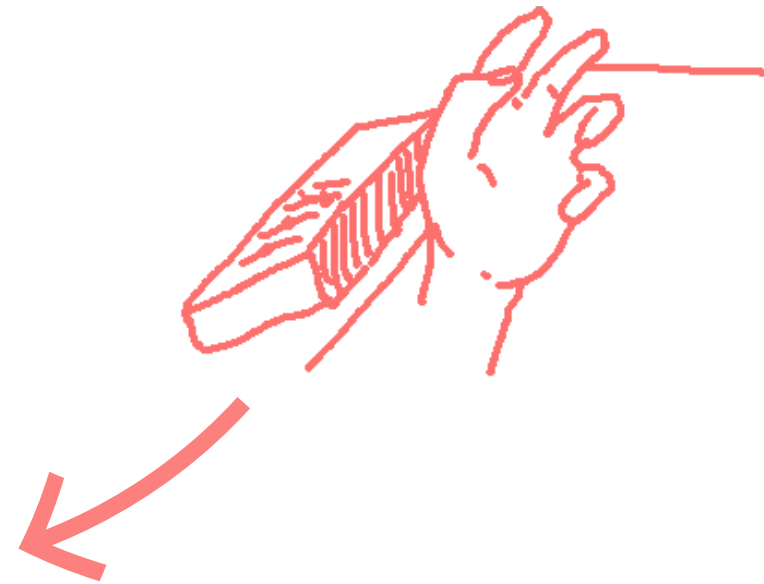
Not knowing how to end conversations

Being self-conscious about stuttering or pausing while talking

# Scenario

Emily has been using Vocalize for a couple of weeks and has been mostly finding improvement in communicating with clients. She plays back some of her conversations with her clients and notices her speech flows perfectly, even though she'd stumble in person. One day she talks with one of her clients and feels the need to write some of the conversation's details down so that she remembers. Quickly moving her arm to grab a pen, she accidentally knocks Vocalize off of her desk.

1



2

Panicking and picking it up, she notices the knobs got shifted from their initial position.



Emily knows about the signal disruption mode but since she's only had this for a week she didn't think she'd have to resort to it so soon. Activating it, her client experiences a sharp drop in audio quality that makes Emily's speech incomprehensible, allowing her to use it as an excuse to hang up and either talk again when she's ready, or request remaining details through email.

3

