

# Perception and Quality of Spoken Messaging v. Texting

Is spoken messaging more effective and user-friendly than text-based messaging in terms of speed and quality?

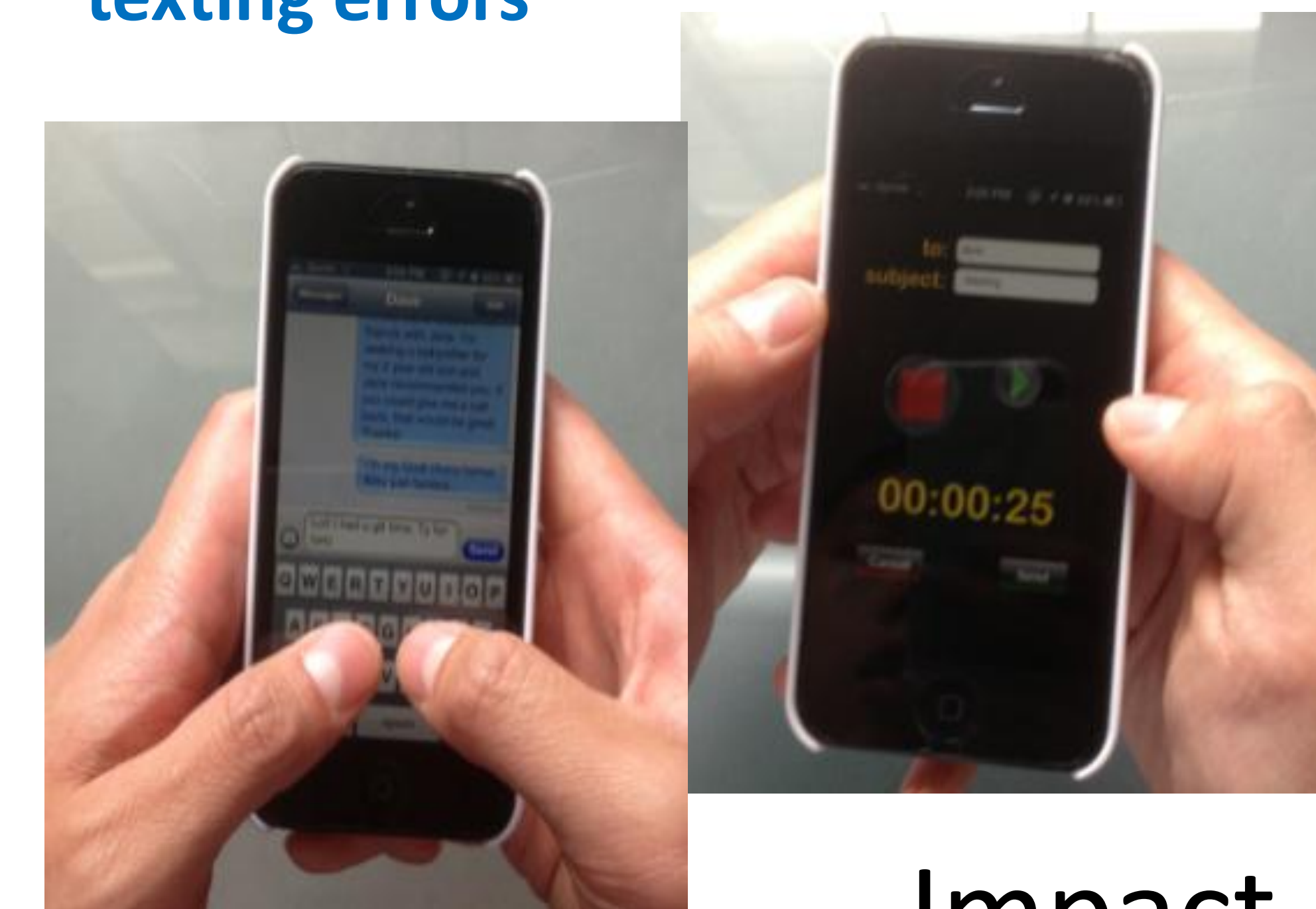
## Results

Results in the first table compared the average speed of texting v. the Gibber for each scenario.

- Gibber (spoken messaging) was much faster than texting in each scenario

Quality was only measured in texting and results in the second table measured the number of texting errors.

- The longer and more difficult the text, users were more prone to texting errors



## Impact

Through interviews and usability testing, spoken messaging seemed to be the more effective communication medium, but is it the preferred method of communication remains to be seen. We have seen voice-to-text change the way users communicate. By taking the next step in changing how we communicate, the value of simplicity and efficiency can be modeled by Gibberin.

## About

Gibberin is a spoken messaging iPhone application. Simply record a message and send it off as an audio message.

Gibberin attracts certain types of customers and management would like to understand those market segments in order to become an effective application to officially roll out.

## Scope

To evaluate

- whether spoken messaging is a viable alternative to text in the mind of the cellphone users
- Gibberin's impact on smartphone communication market by comparing spoken message to texting

## Process

Participants

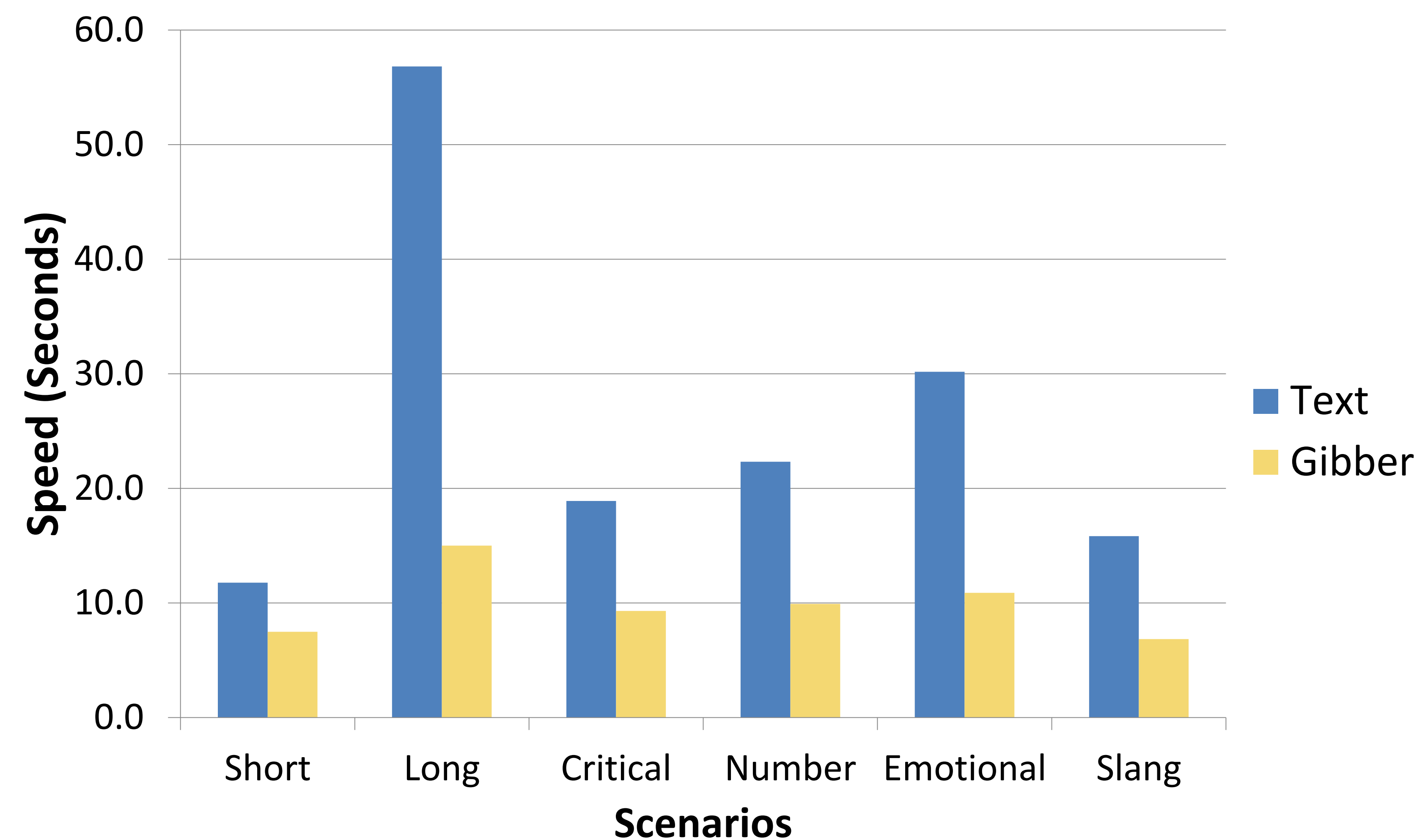
20 participants: 11 males/9 females

Methodology

Interview: demographics, cellphone general usage, phone interaction preferences, and affection scale with certain applications and cellphone functionality.

Usability Test: 5 different scenarios: short, long, critical, date & times, and emotional

Avg. Text v. Gibber Speed (Seconds)



Avg. Texting Errors

