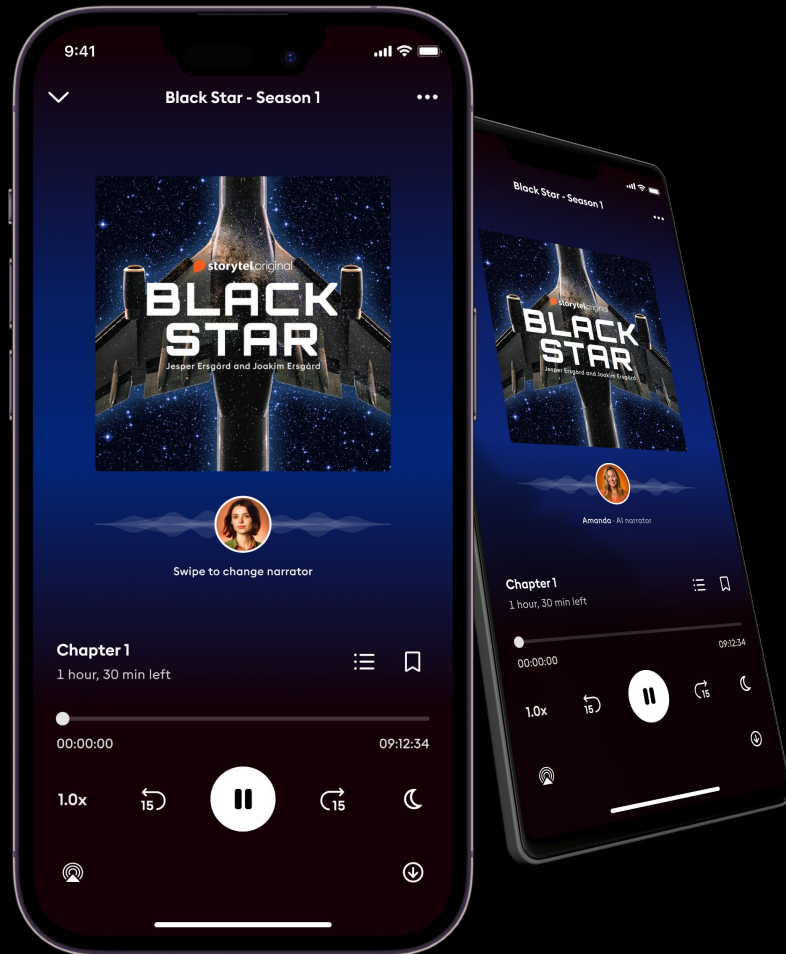


Voice Switcher

Designing for AI narration



The power of voice.

Human narration
is core to our service



86%

Have **given up on a book** because of
the narrators voice

The power of choice.

Passionate Storytel
individuals

+

ElevenLabs



First prototype



Create the **AI voices**





 Earselect

Avatar soundwave







storyteloriginal
**BLACK
STAR**

AI Narrators • SciFi • Action



Listen



Read



Save

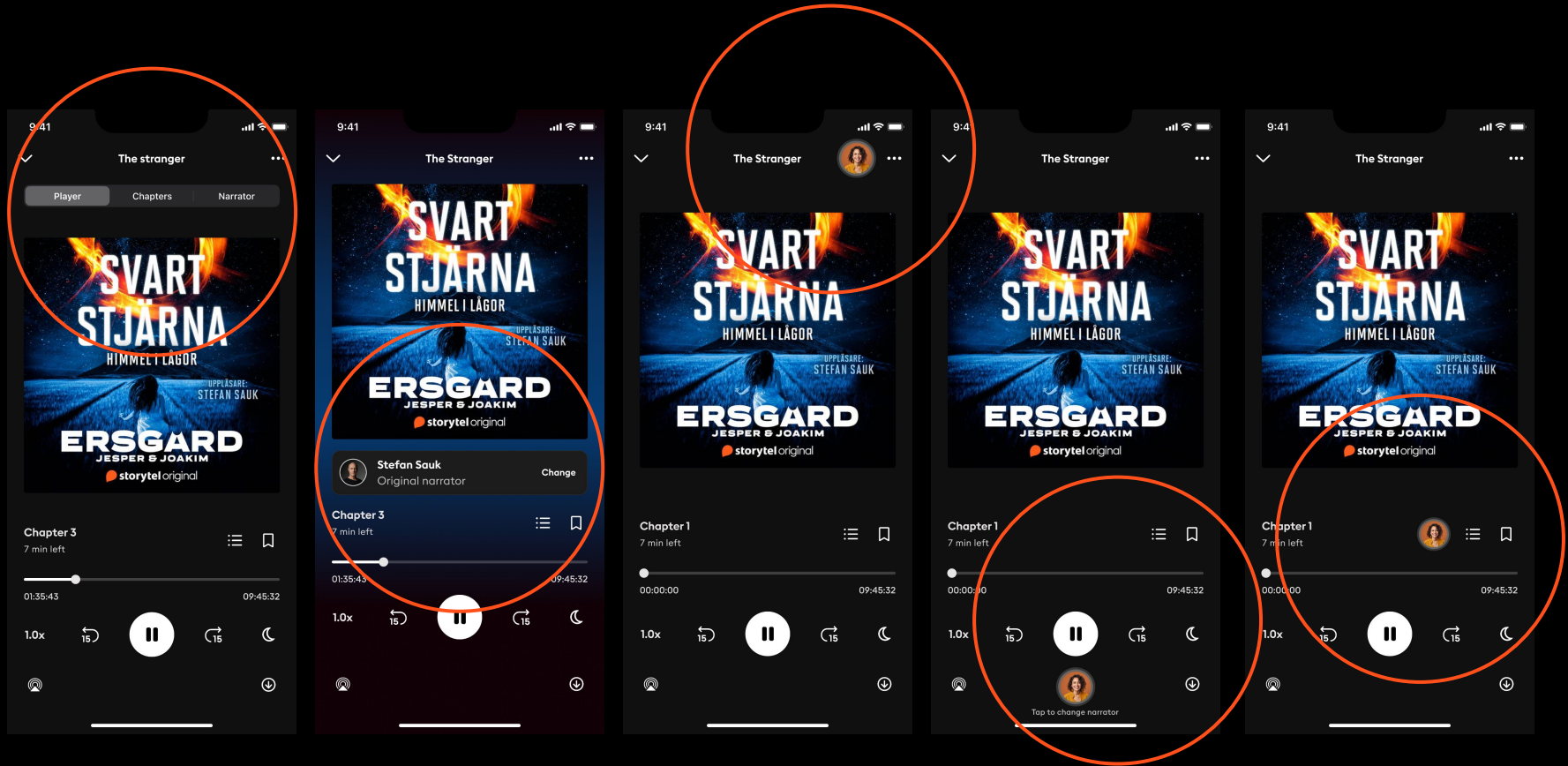
Swipe up to see more

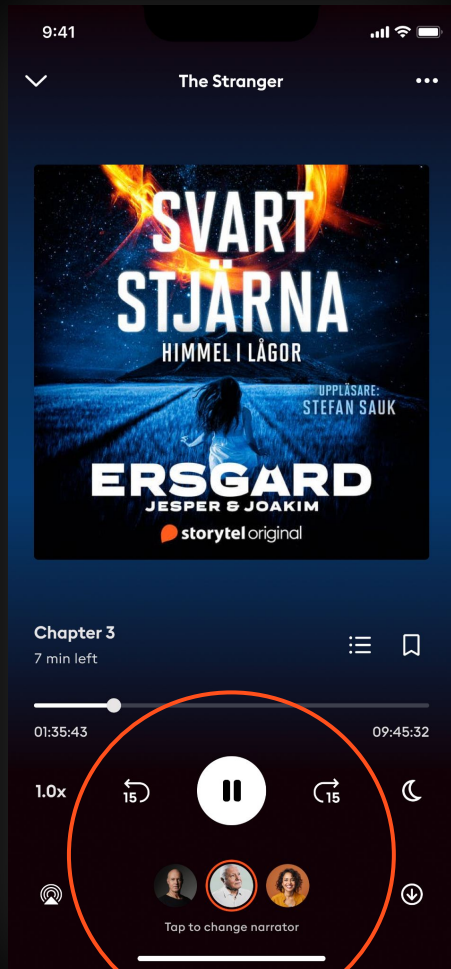


Designing the switcher UI

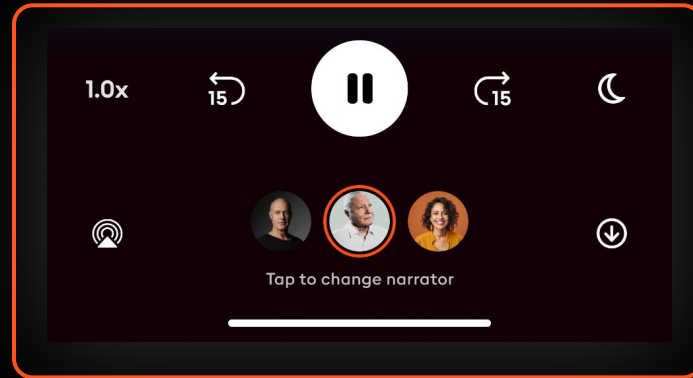


Early explorations

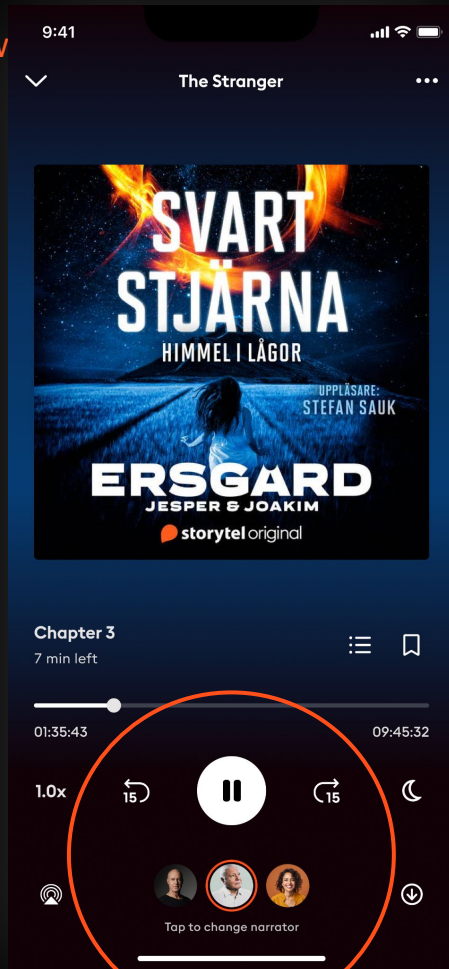




Avatar below the player

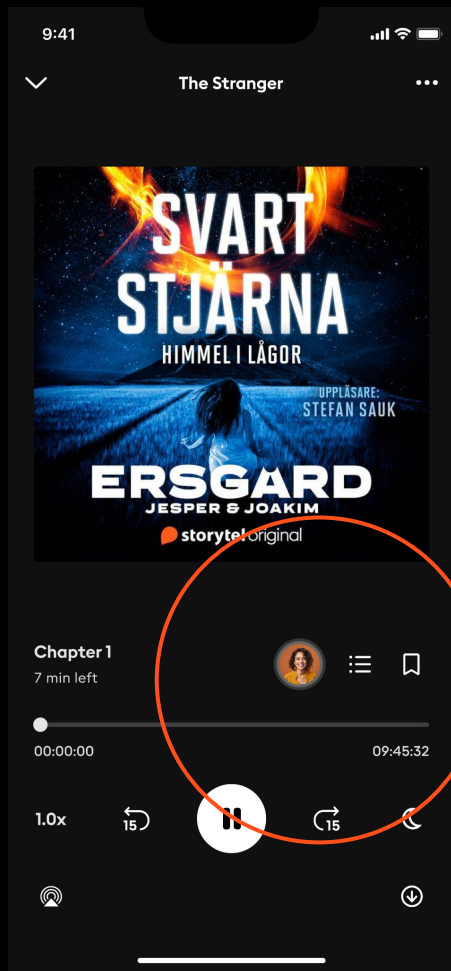


Avatar below

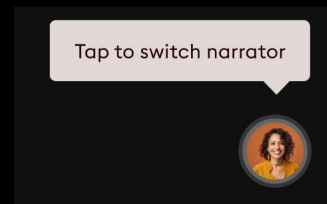
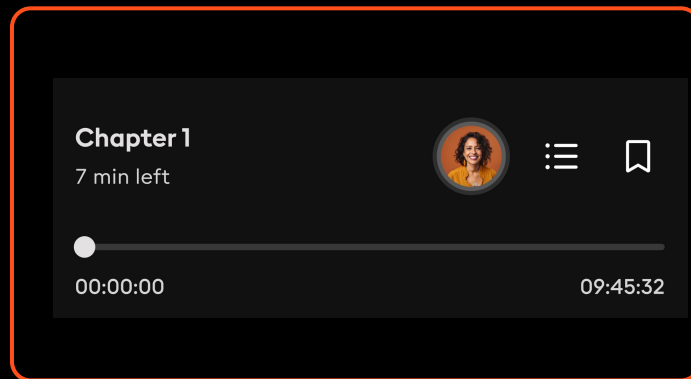


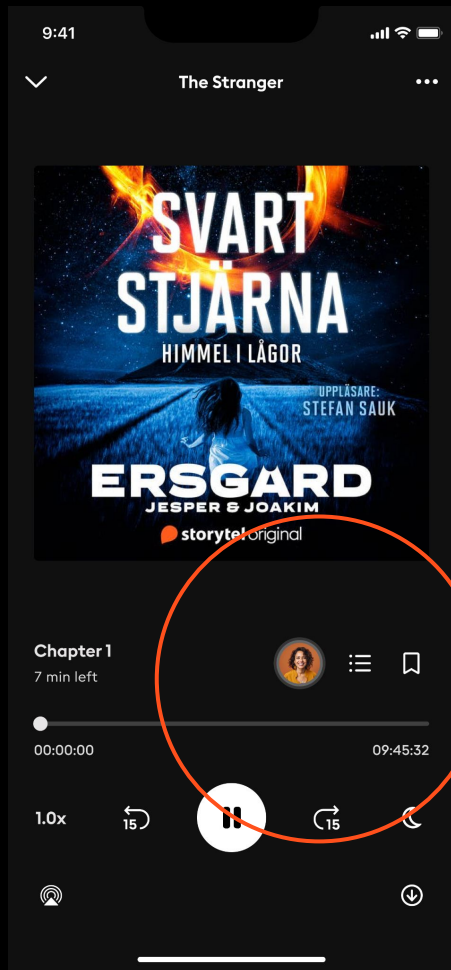
Avatar below the player

- Too detached from the art work
- Too close to functions
- Risk tapping pause instead of Ai Switcher
- Could go unseen since it becomes hidden when too far at the bottom



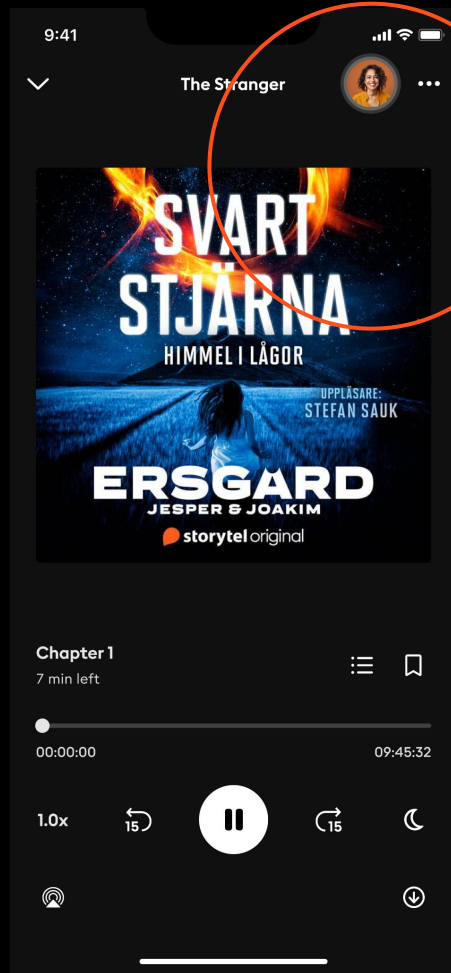
Avatar among core actions



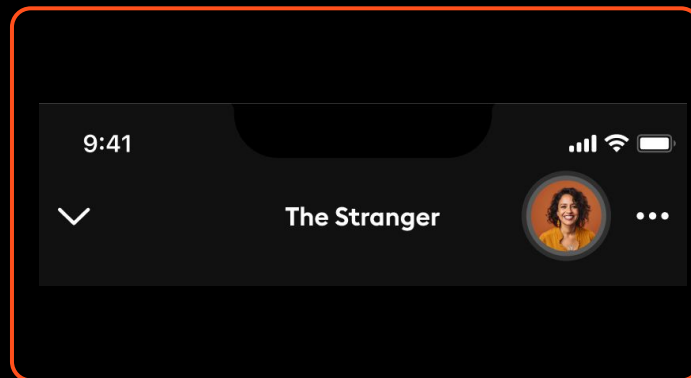


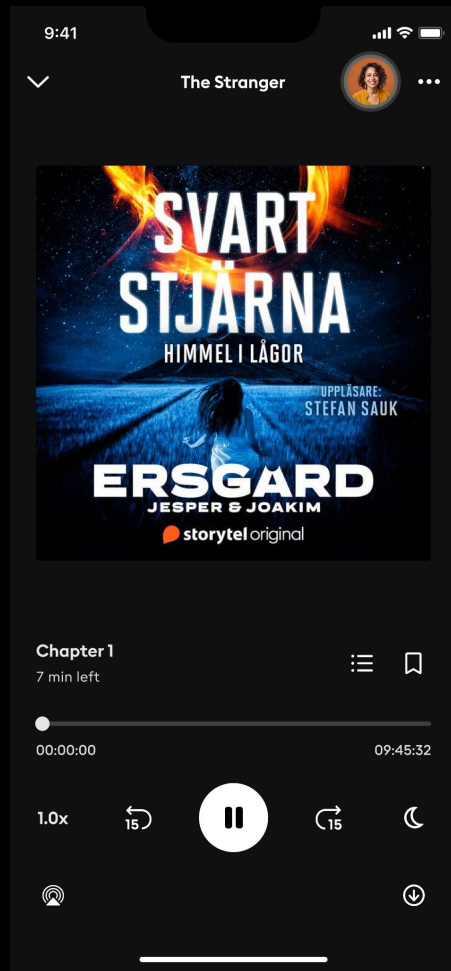
Avatar among core actions

- Swiping not possible
- Too close to the functions
- Too related to a chapter



Avatar in top navigation

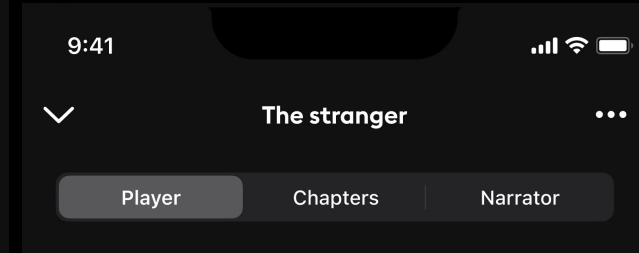
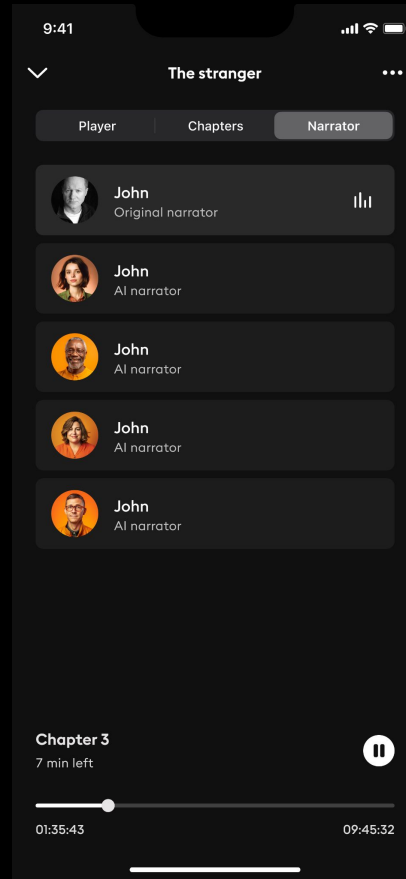
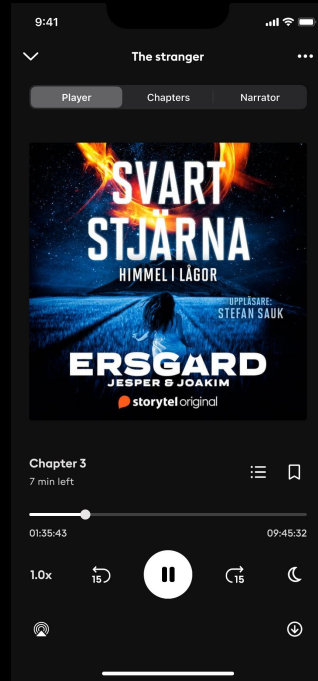




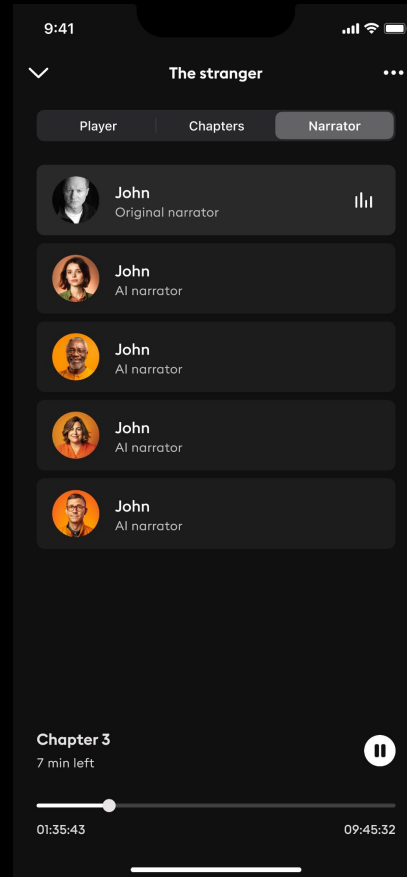
Avatar in top navigation

- Not visible enough
- Size of the title limited
- Swiping not possible

Avatar as part of a tab option

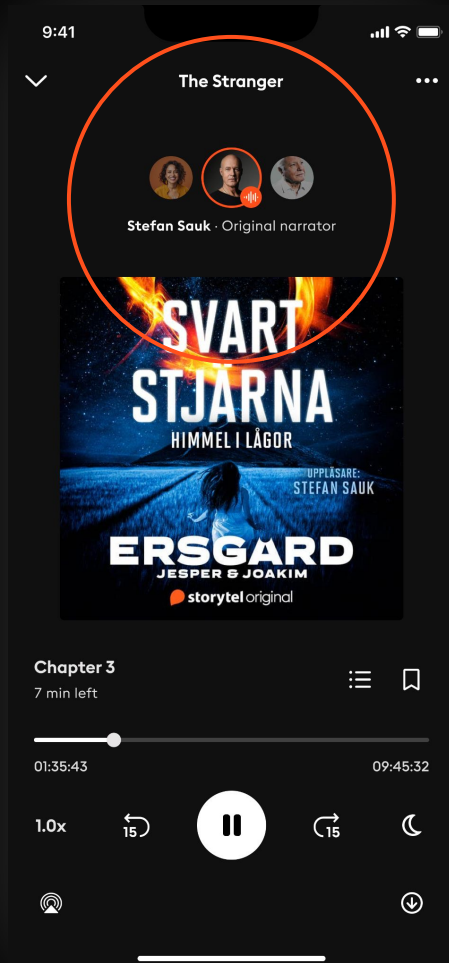


Avatar as part of a tab option

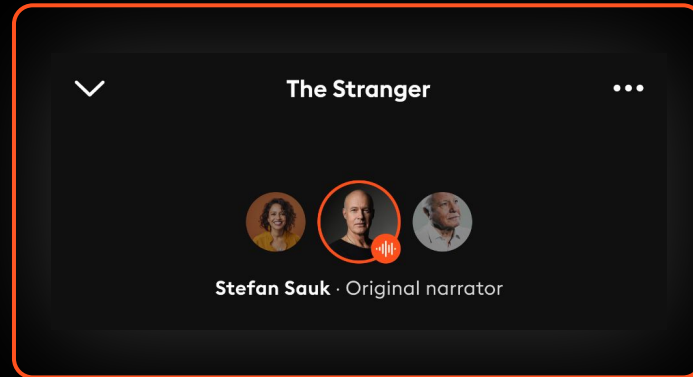


Avatar as part of a tab option

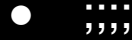
- Feels like it would only show more info about the narrator and not actually change the narrator
- Too much complexity in the player
- Too technical
- Hiding this cool feature

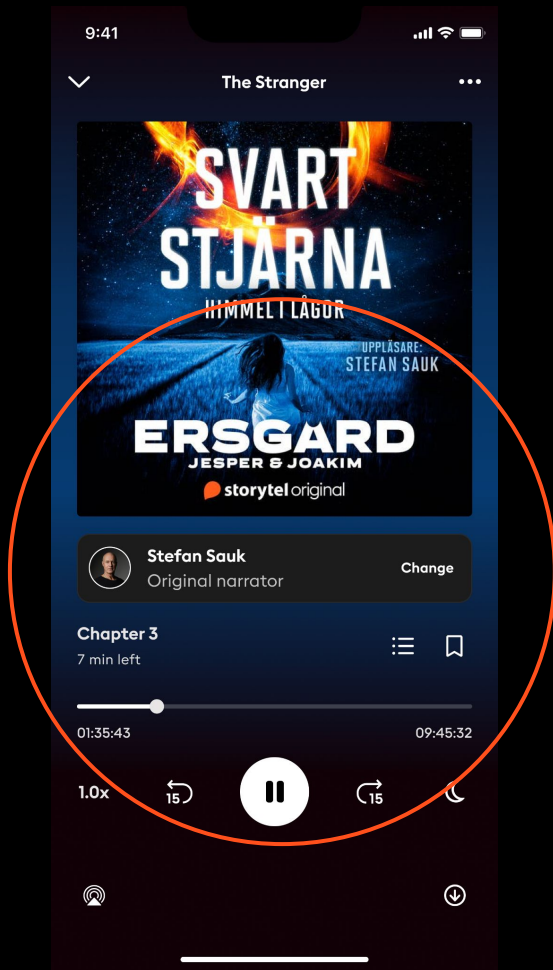


Avatar on top of the art work

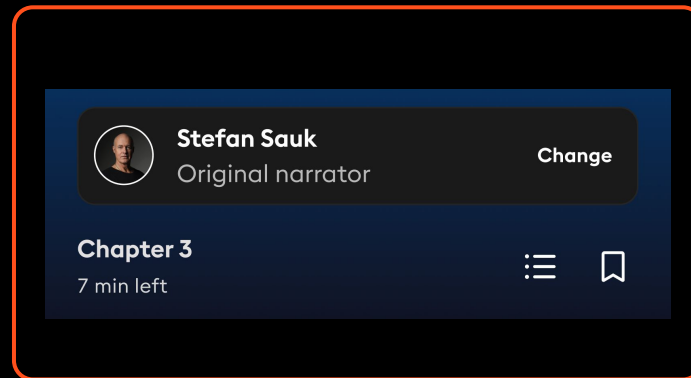


Avatar as part of a tab option

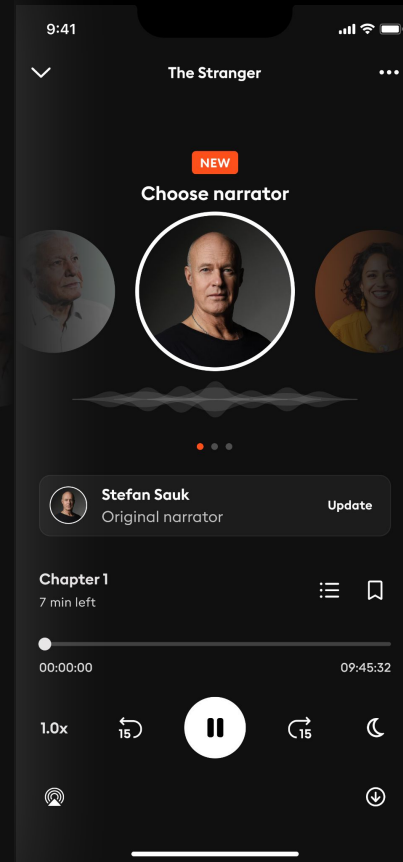
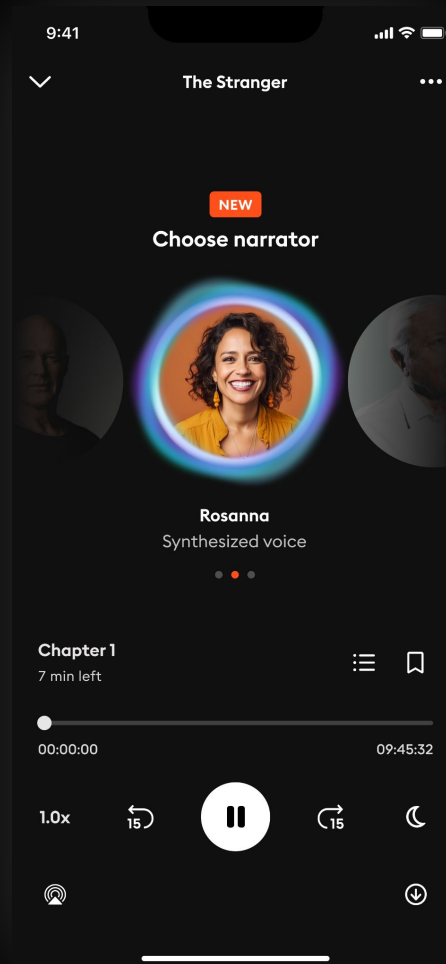




Avatar as separate section

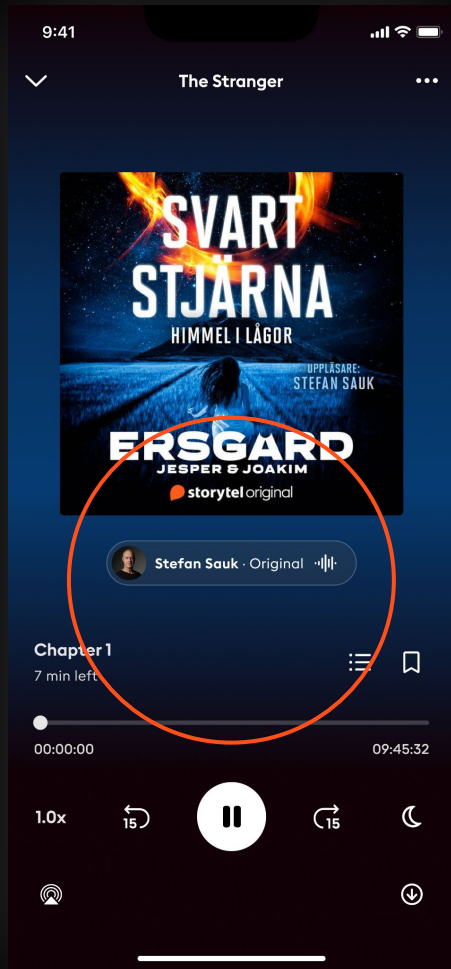


Avatar in separate section

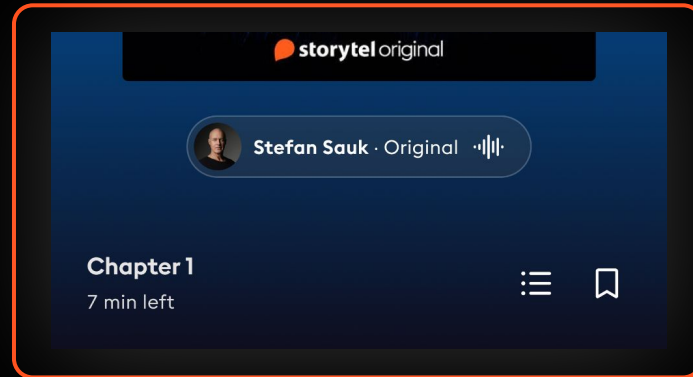


Avatar in separate section

- Prominent enough more like a fixed setting
- Too much space in the player
- We do want it to be easy and without opening a new screen



Avatar below the art work



9:41



The Stranger



Original

Stefan Sauk



David

X Close

Chapter 1

7 min left



1.0x




Avatar below the player


- equires an extra step to change the voice, and it does not draw as much attention as other alternatives

9:41 📶 🔋

Black Star - Season 1 ⋮



storytel original
BLACK STAR
Jesper Ertsgård and Joakim Ertsgård



Swipe to change narrator


Chapter 1 ☰ 🔖

1 hour, 30 min left

00:00:00 ▬ 09:12:34

1.0x ↶ ⏸ ↷ 🌙

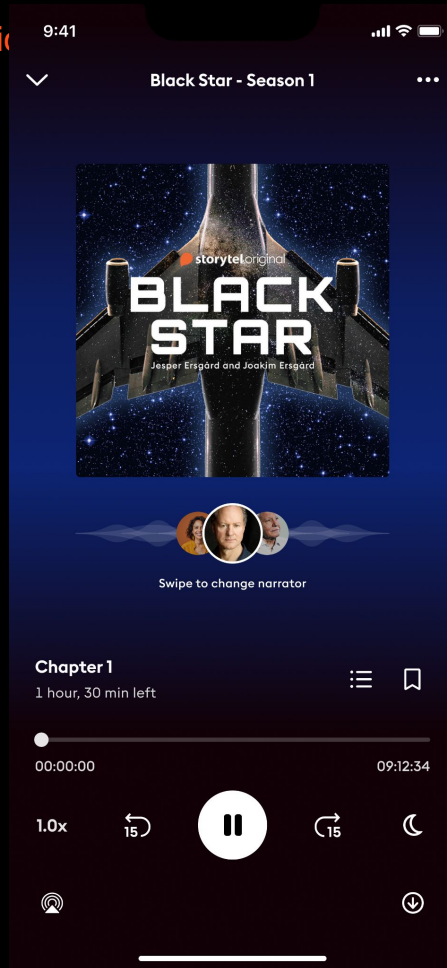
🔊 ⏴



Swipe to change narrator

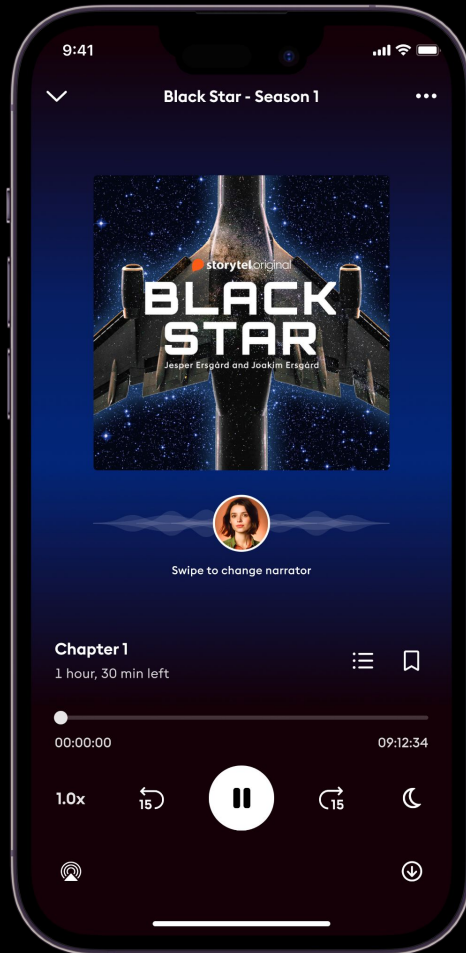
Chapter 1 ☰ 🔖

Avatar as part of a tab opti

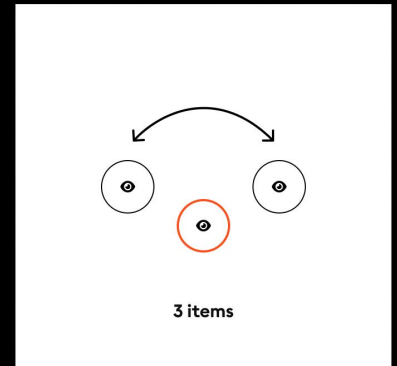
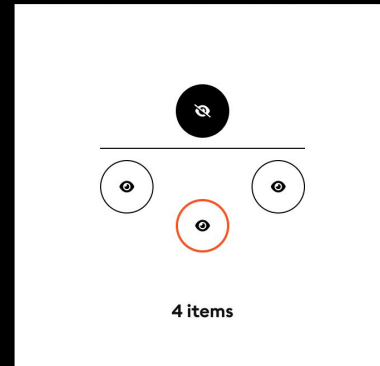
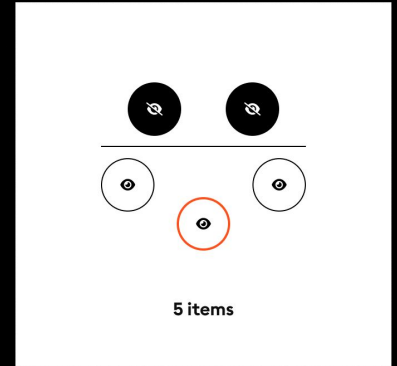
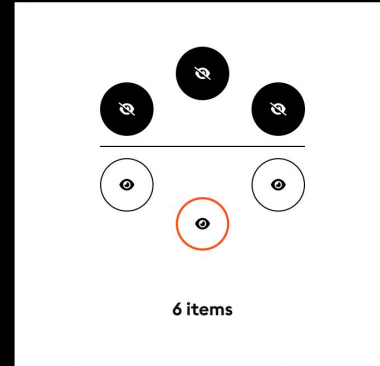
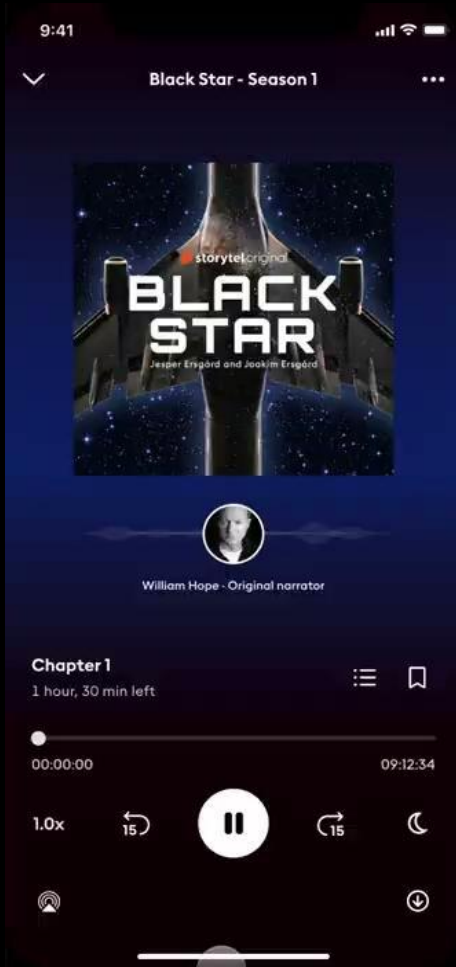


- In focus and prominent
- Close to art work
- Intuitive
- Ease of swiping

The implemented result



Avatar interaction



Learnings

- Soundwave doesn't help the swiping
- Hint to swipe comes very late
- Takes long before the narrator is visible
- People try to tap or longpress the avatar.
- Some people tap or swipe the whole screen ...
- visible outside the player

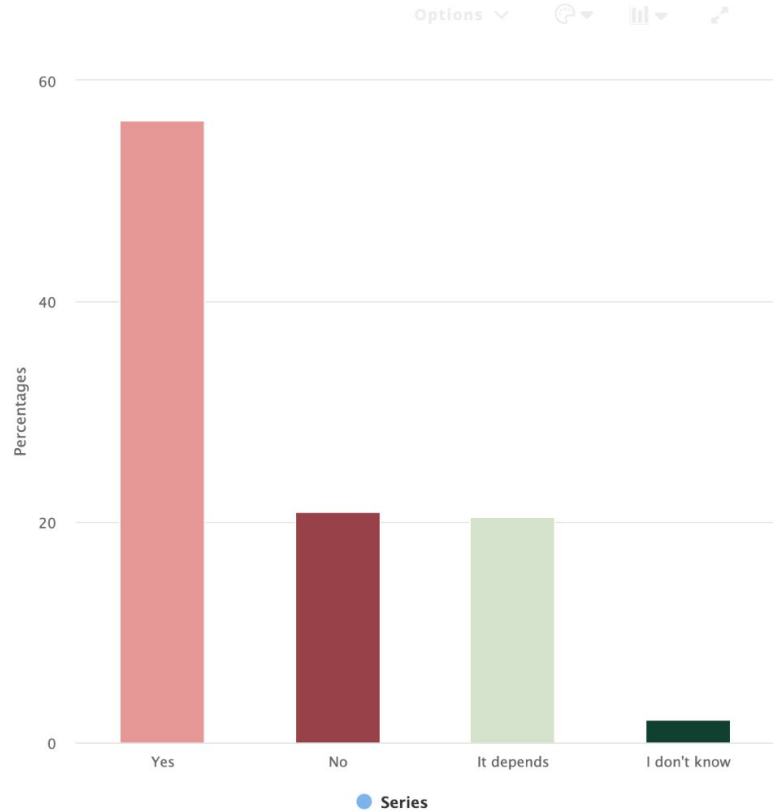
More work to be done!!

So, how does it
perform?



Would you consider listening to more books with an AI-narrator?

Page 3 - Question 2



A table with two columns: 'Answers' and 'Count (Percentage)'. The rows are numbered 1 to 4, corresponding to the response options. The total number of answers is 186.

1 Yes	105 (56%)
2 No	39 (21%)
3 It depends	38 (20%)
4 I don't know	4 (2%)
Answers	186

What are your
take aways



Thank you

