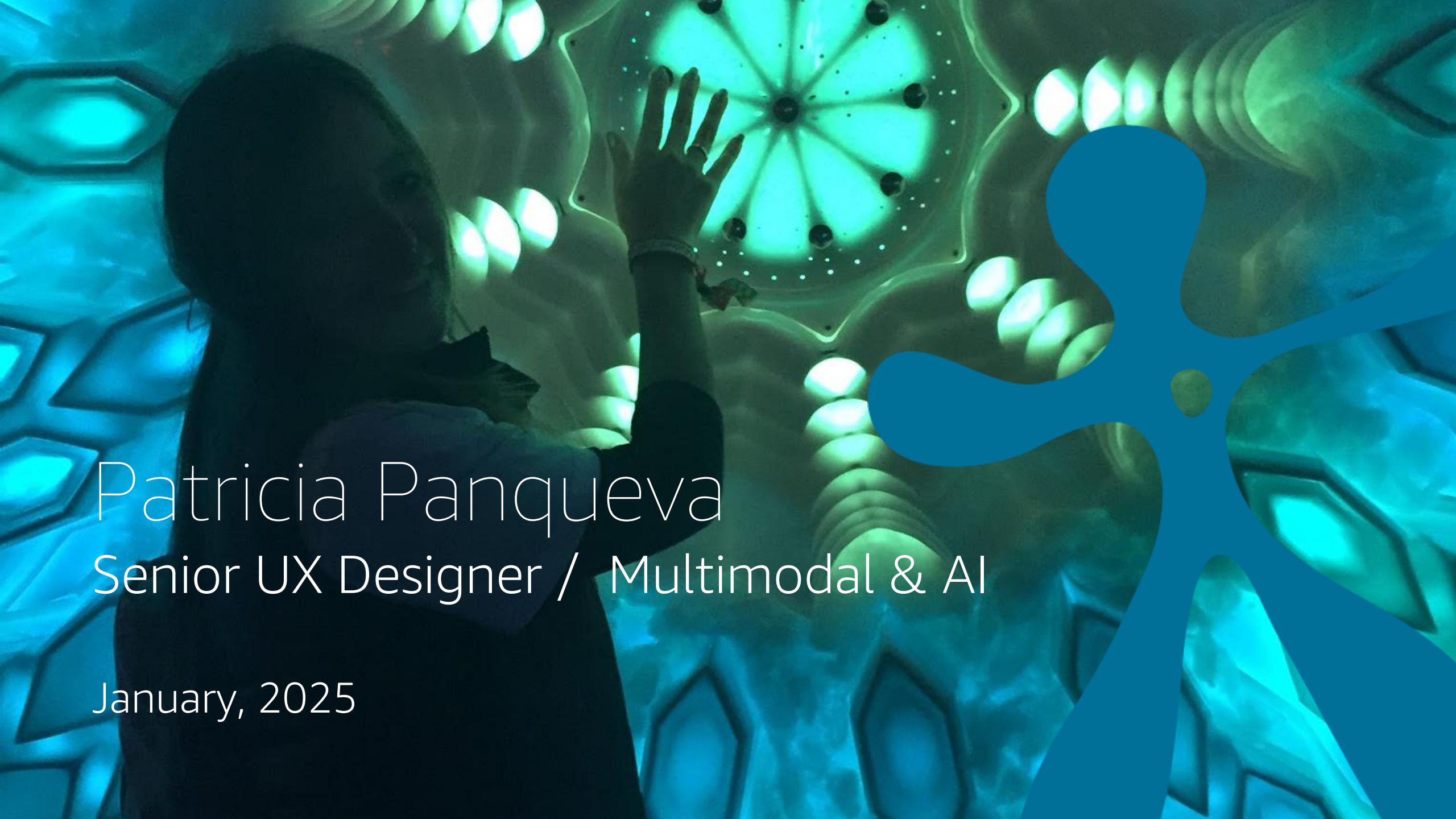
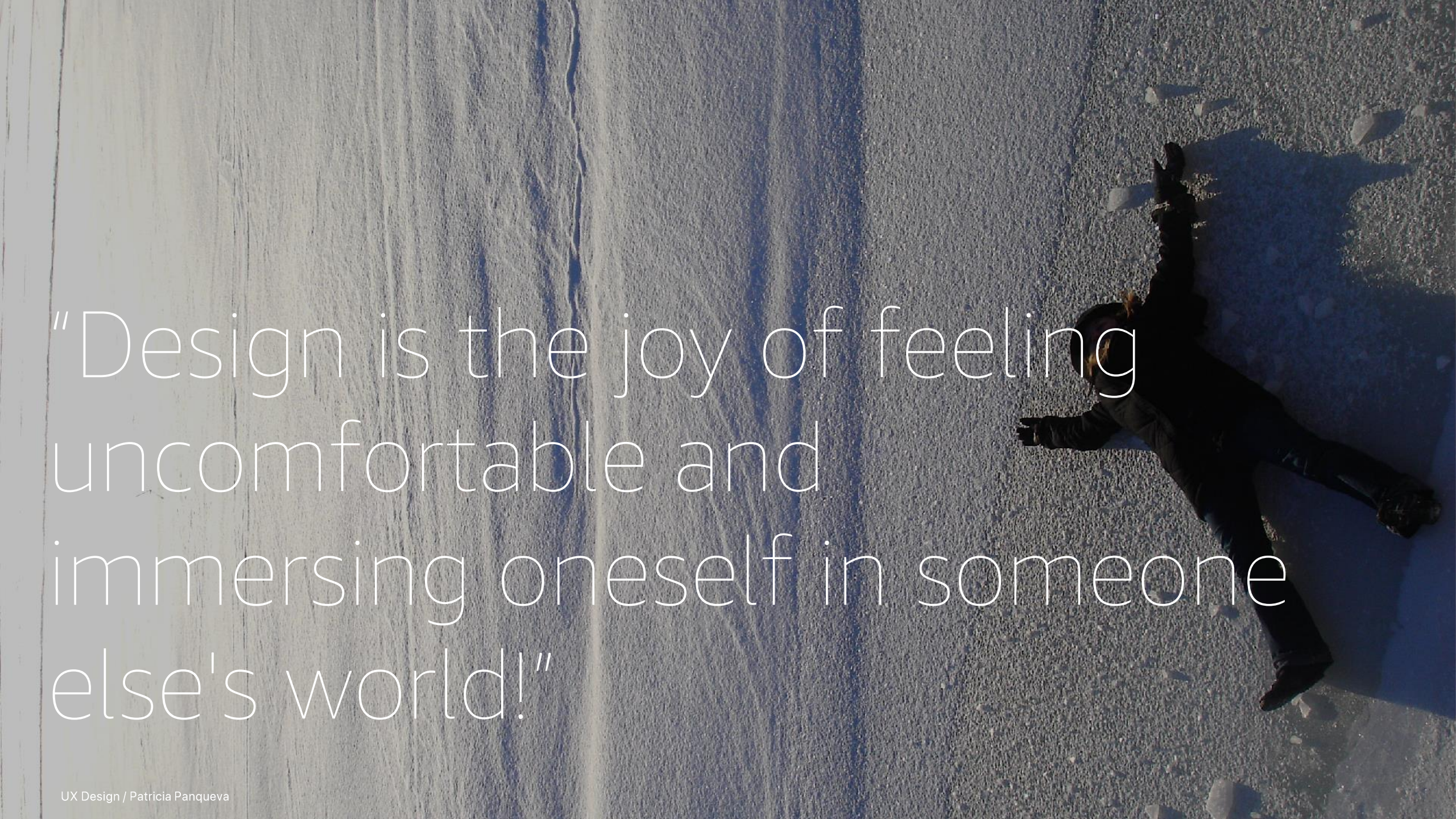


A person is shown from the side, reaching out to touch a large, glowing blue circular interface. The interface has a radial pattern with several small dots and a central point. The background is filled with various glowing blue geometric shapes, including hexagons and circles, creating a futuristic, high-tech environment. A large, stylized blue graphic element, resembling a flower or a star, is overlaid on the right side of the image.

Patricia Panqueva

Senior UX Designer / Multimodal & AI

January, 2025



"Design is the joy of feeling uncomfortable and immersing oneself in someone else's world!"

I will lead you through the process of crafting products that empower people



Yamaha Future Keyboard

Yamaha R&D London
Lead UX Designer
London, UK



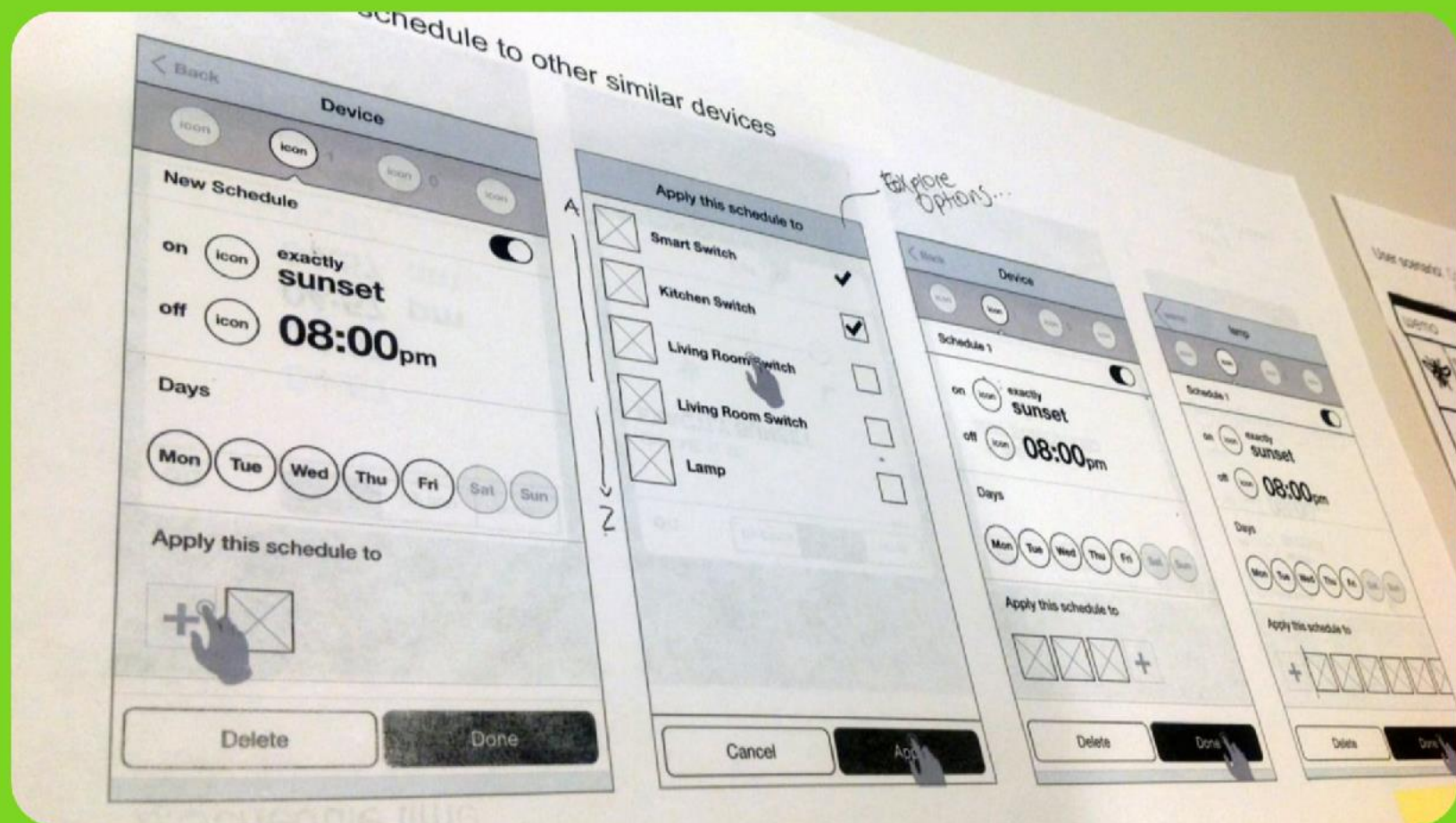
Ubuntu Touch

Canonical UK
UX Lead Designer
London, UK



WeMo Schedules

Belkin International
UX Lead Designer
Los Angeles, CA



HP Sprout 3D Capture

HP Inc.
R&D Immersive Computer Group
UX Design Manager/
Lead UX Designer
Palo Alto, CA



Alexa Email

Amazon
Alexa - Household Organization Team
Lead UX Designer /
Voice & Multimodal Designer
Santa Clara, CA



Alexa Cook Along

Amazon
Alexa - Household Organization Team
Lead UX Designer /
Voice & Multimodal Designer
Santa Clara, CA



Alexa Search

Amazon
Alexa - Household Organization Team
Lead UX Designer /
Voice & Multimodal Designer
Santa Clara, CA



Alexa App

Amazon
Alexa, Household Organization Team
Lead UX Designer /
Email Account Linking - Routines

Voice & Multimodal Designer
Santa Clara, CA



“Alexa, check my email”

Alexa Email Email on the Go

Launched on December / 2018

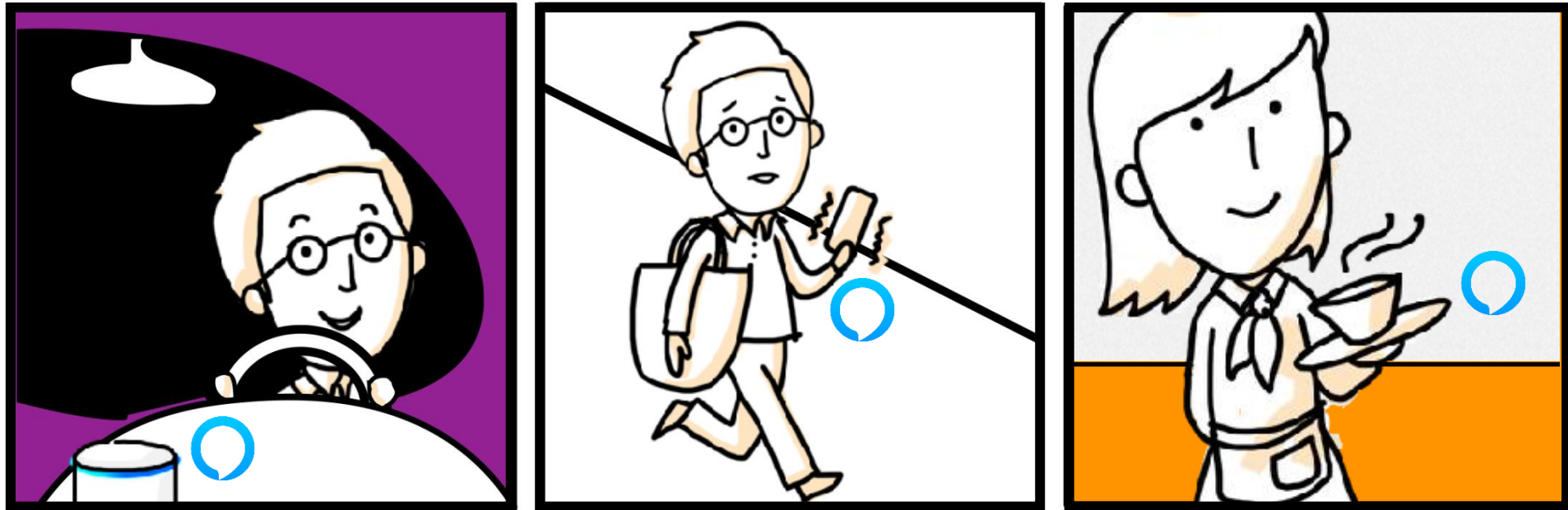
Senior Lead UX - Voice and Multimodal Designer
Amazon, Santa Clara, CA.

Busy adults in the family

- Private VS Social in the household
- Multiple locations
- Understanding priorities



Why Designing for Voice-forward experiences?

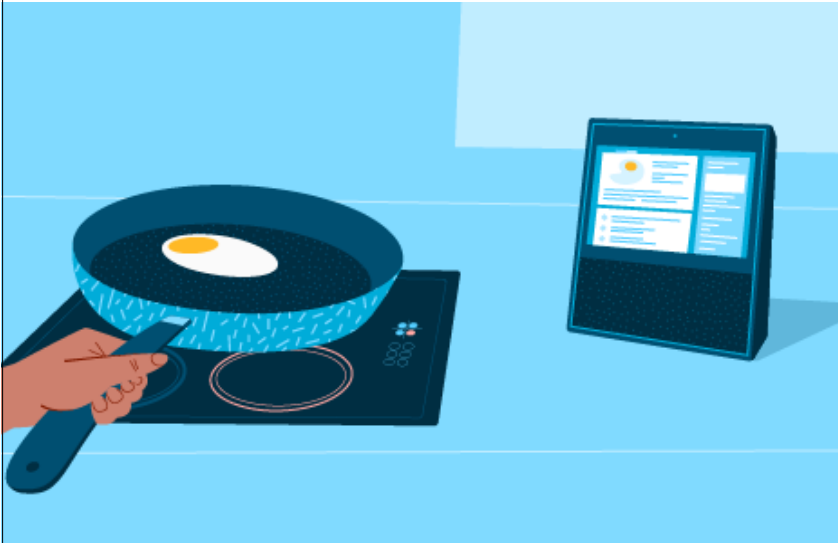


Catching up with emails on the go,
whether driving or at home when hands
are unavailable.

Voice VS Text to capture/recall emails

Voice

- Hands busy
- I'm alone



Text

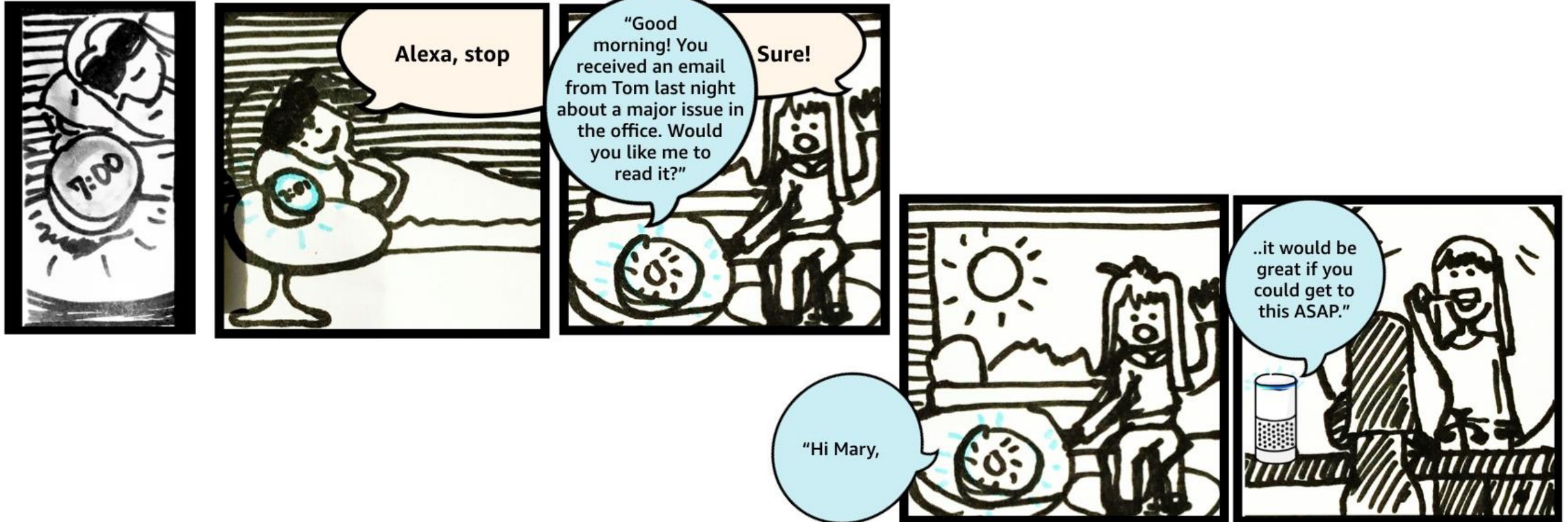
- On the go
- Not disturbing others



Storyboard: Starting your day

Scene 1 : Mary - 32 years old, in a rush to get to the office on time

An alarm goes off on Mary's bedroom Alexa device. Mary sleepily rolls over and turns it off. She gets out of bed a few minutes later, which is Alexa's cue that Mary is ready to start her day.



Mary walks into her bathroom, and Alexa continue to read out Tom's email from a device there.

Storyboard: Starting your day



Mary heads out the door and puts in her headphones, while Mary is walking to her car, Alexa gives her a run-down of her day

Golden Utterances Examples

“Alexa, good morning”

“Alexa, check my email”

“Alexa, email”

“Alexa, gmail”

*“Alexa, do I have any
email from Tom”*

*“Alexa, tell me when Tom
Smith sends me an email ”*

ALEXA EMAIL

User Research & Insights

Crafting design- dialogs sample



User

"Alexa, check my email"

Alexa

"Mary, from the last 24 hours, you have 3 unread emails. 1 marked important from Peter: "Check out the pictures". What would you like to do: read, reply, delete, archive email, or next?"

User

"Next"

Alexa

OK, the next email is from American Express: "Special offers for you and your family".

User

What would you like to do?

"Delete"

UserTesting & Keynote conversation prototype example

2 Multiple Choice Question

[▶ Watch Task 2 27:32](#)

Imagine that you have an assistant who helps you with keeping up with your emails. You recently received three new emails, from Macys's about their upcoming Fathers Day Sale, from your sister Jean about her upcoming trip, and from Grubhub about a promotion offer.

You ask the digital assistant:

""What's my email?""

The digital assistant could respond in the following 3 ways. Please click or copy and paste these links into your browser to hear the options:

Option 1: https://ut-assets.com/40db2428-8fec-4a99-a64e-2fbaf933a955/Email_1A.mp3

Option 2: https://ut-assets.com/40db2428-8fec-4a99-a64e-2fbaf933a955/Email_1B.mp3

Option 3: https://ut-assets.com/40db2428-8fec-4a99-a64e-2fbaf933a955/Email_1C.mp3

Which of the 3 options would you prefer to hear from your digital assistant?



User quote example

“I preferred the first option because I liked that it said how many TOTAL unread emails I had, regardless of who they were from. Also, I liked that it did highlight the "important" email by also giving me what sounds like the subject line so I would know what the email is about without actually having to have the whole thing read. Also, I liked my choices of what I'd like to do next.”

-Jane

ALEXA EMAIL

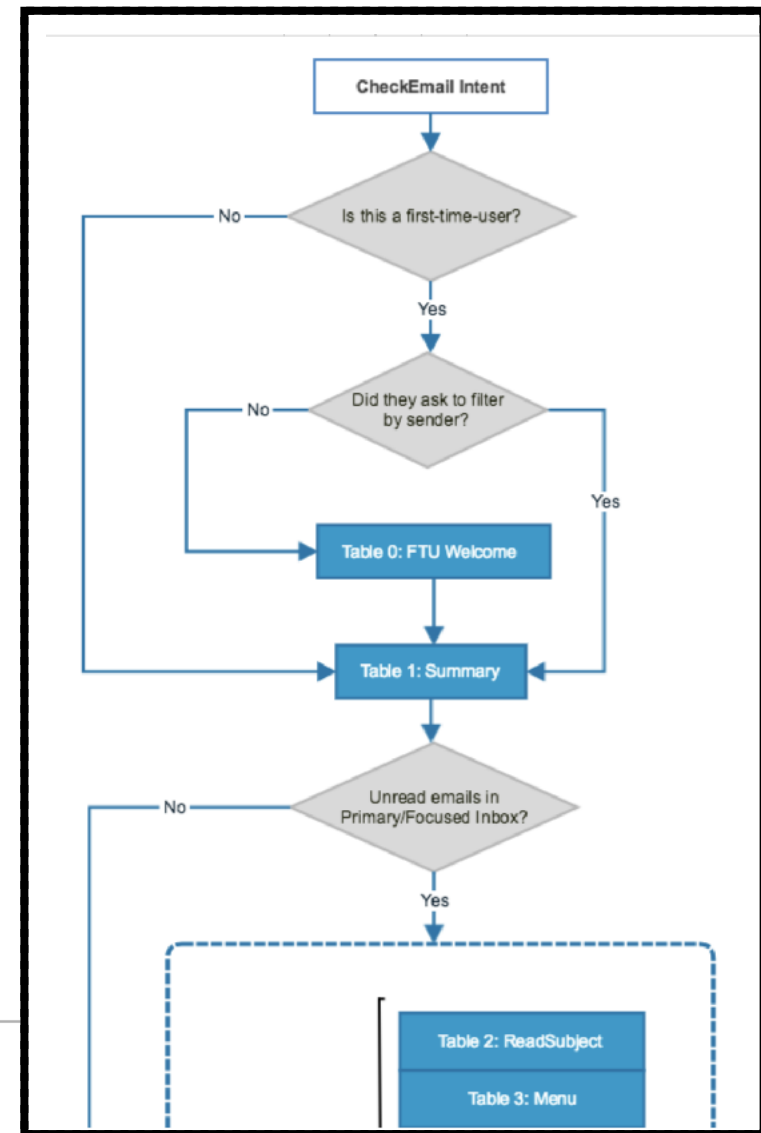
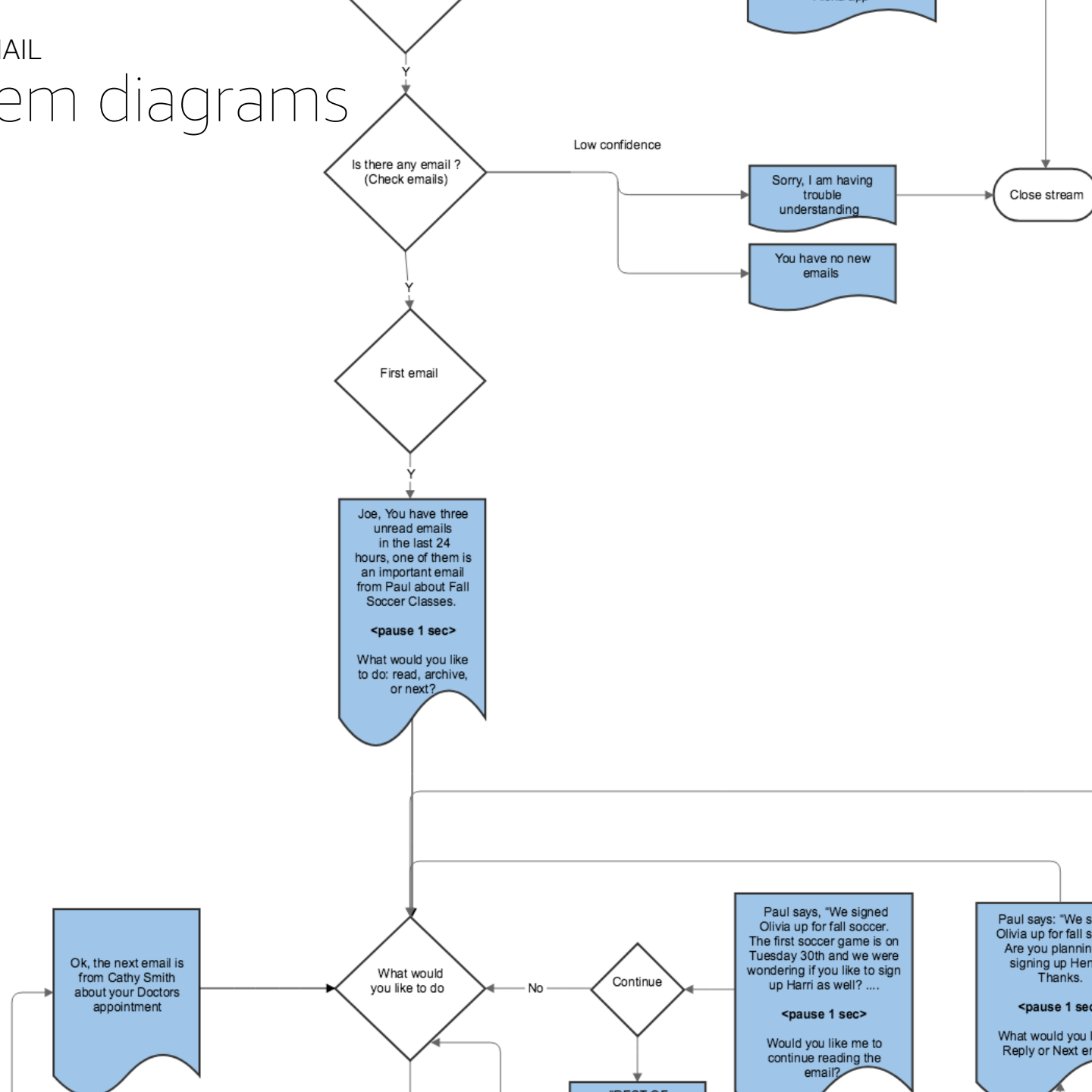
Crafting

Crafting Alexa's email summary respond - pattern

"For [inbox owner], from the last 24 hours you have X unread emails, X marked important. The first [important] email is from [sender], [subject].

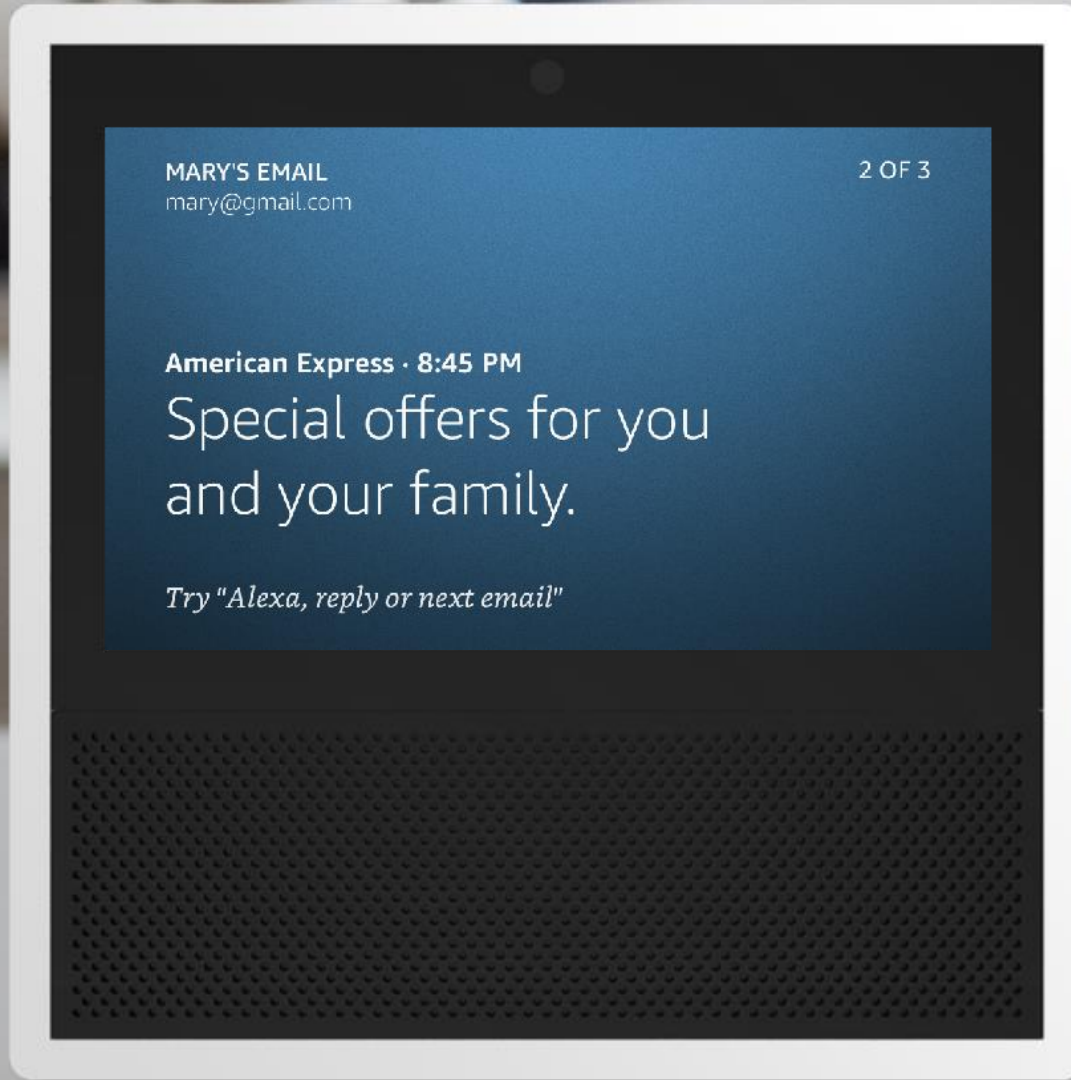
Do you want to [read, reply, forward, delete, archive or next]?"

ALEXA EMAIL System diagrams



ALEXA EMAIL

Multi-Modal Echo Show & Echo Spot



ALEXA EMAIL

Multi-Modal Echo Show

MARY'S EMAIL
mary@gmail.com

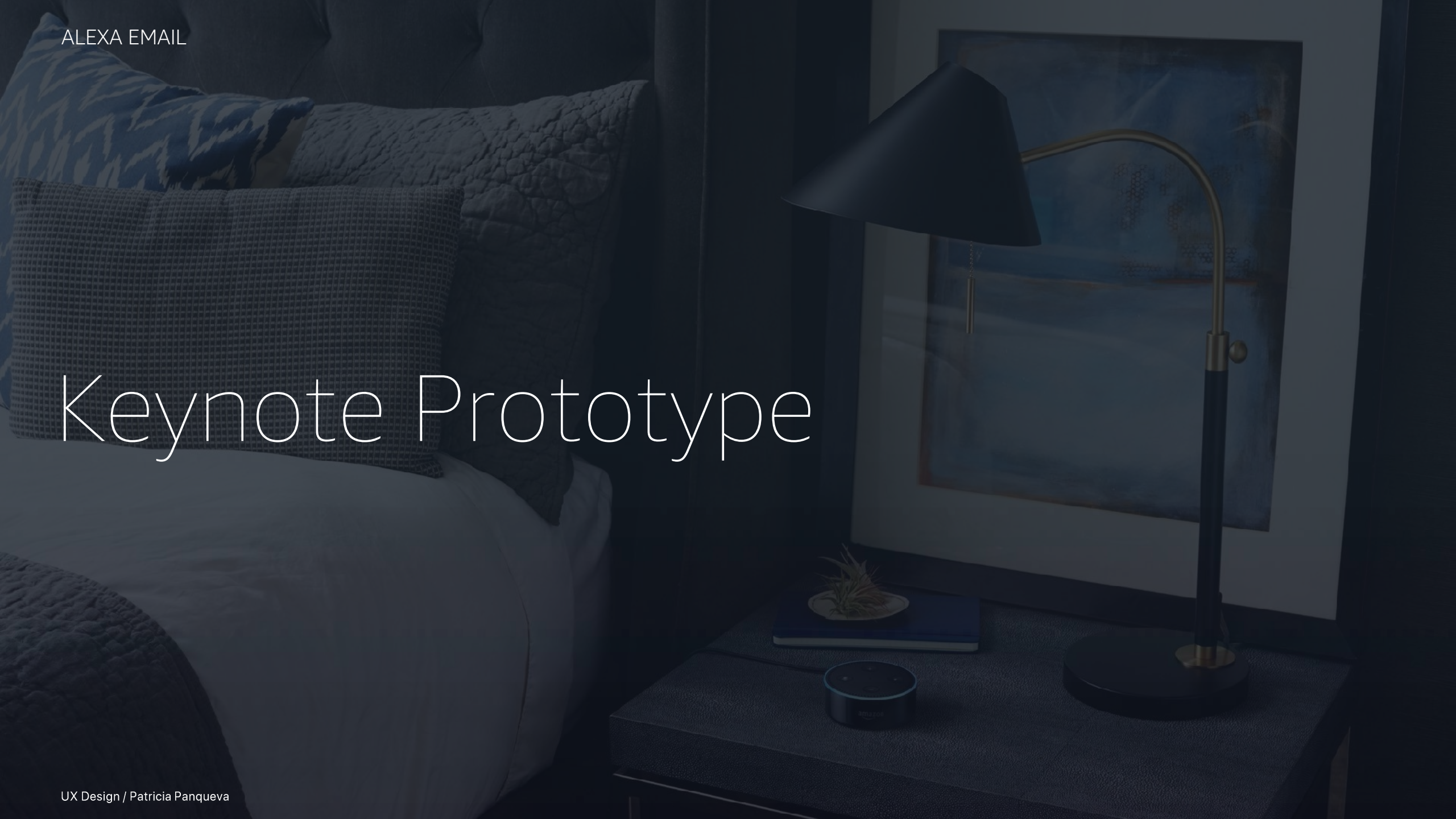
2 OF 3

Expedia Fare Sale - 8:45 PM

Nicely done, Mary Elizabeth
Catherine Markle! We're pulling back
the curtain on the flight deal of a
lifetime. Sign-in in the app to get
your award ✈

Try "Alexa, reply or next email"

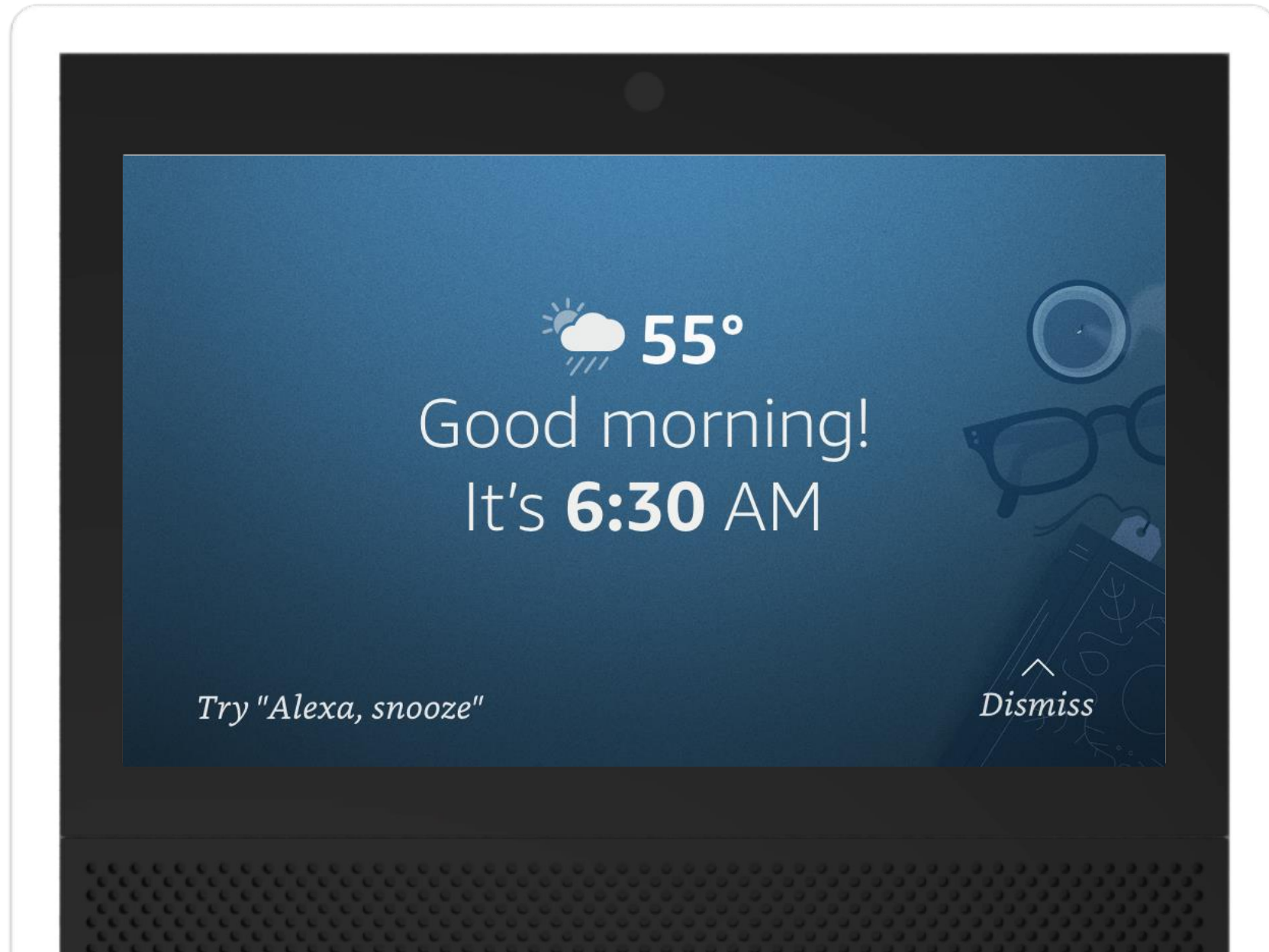
ALEXA EMAIL

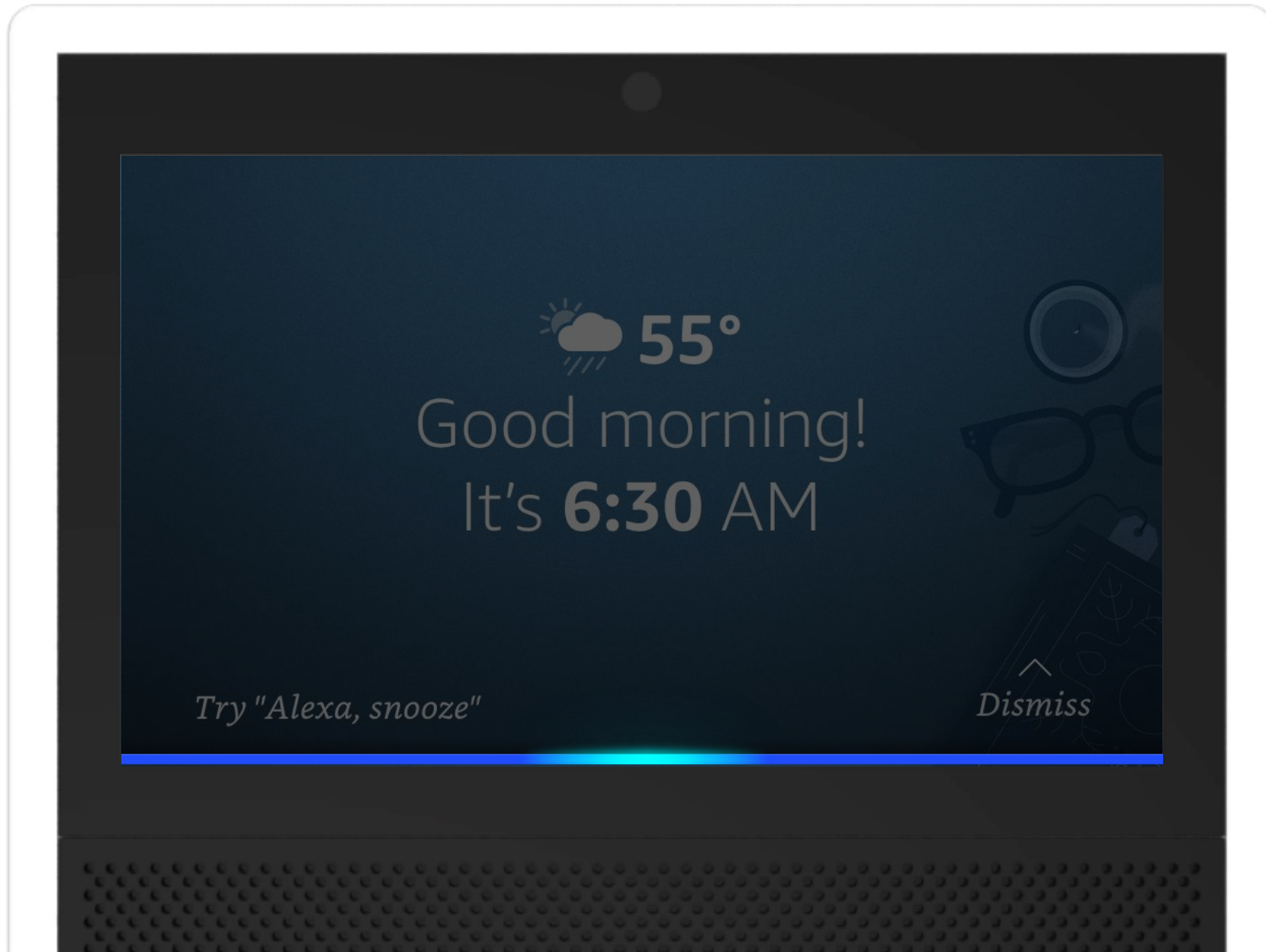


Keynote Prototype

ALEXA EMAIL

Crafting design - prototype





"Alexa, check my email"

MARY'S EMAIL
mary@gmail.com

1 OF 3

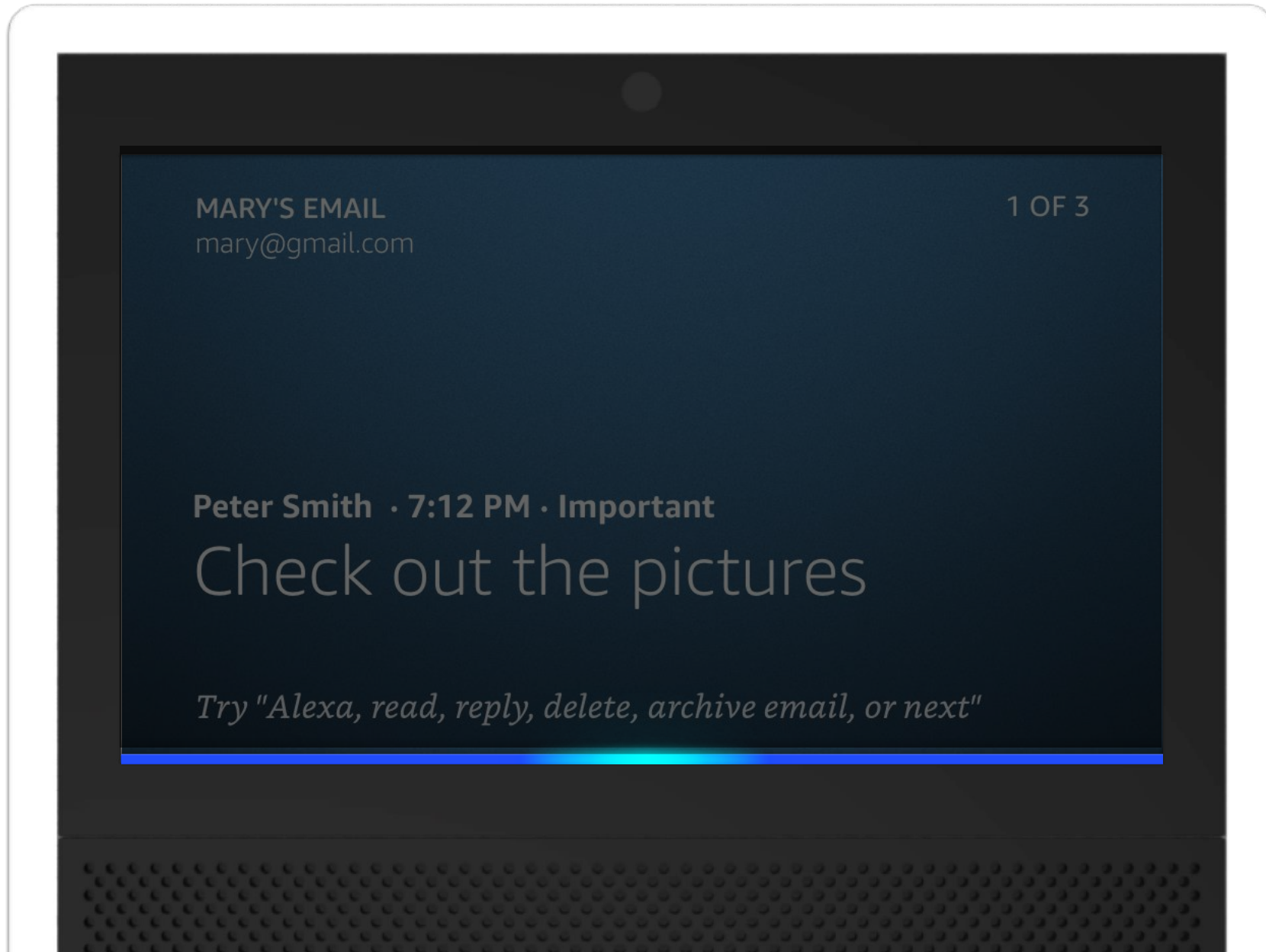
Peter Smith · 7:12 PM · Important

Check out the pictures

Try "Alexa, read, reply, delete, archive email, or next"

"For Mary, from the last 24 hours, you have 3 unread emails. 1 marked important from Peter: Check out the pictures"

What would you like to do: Read, reply, delete, archive email, or next?"



"Read email"

MARY'S EMAIL
mary@gmail.com

1 OF 3

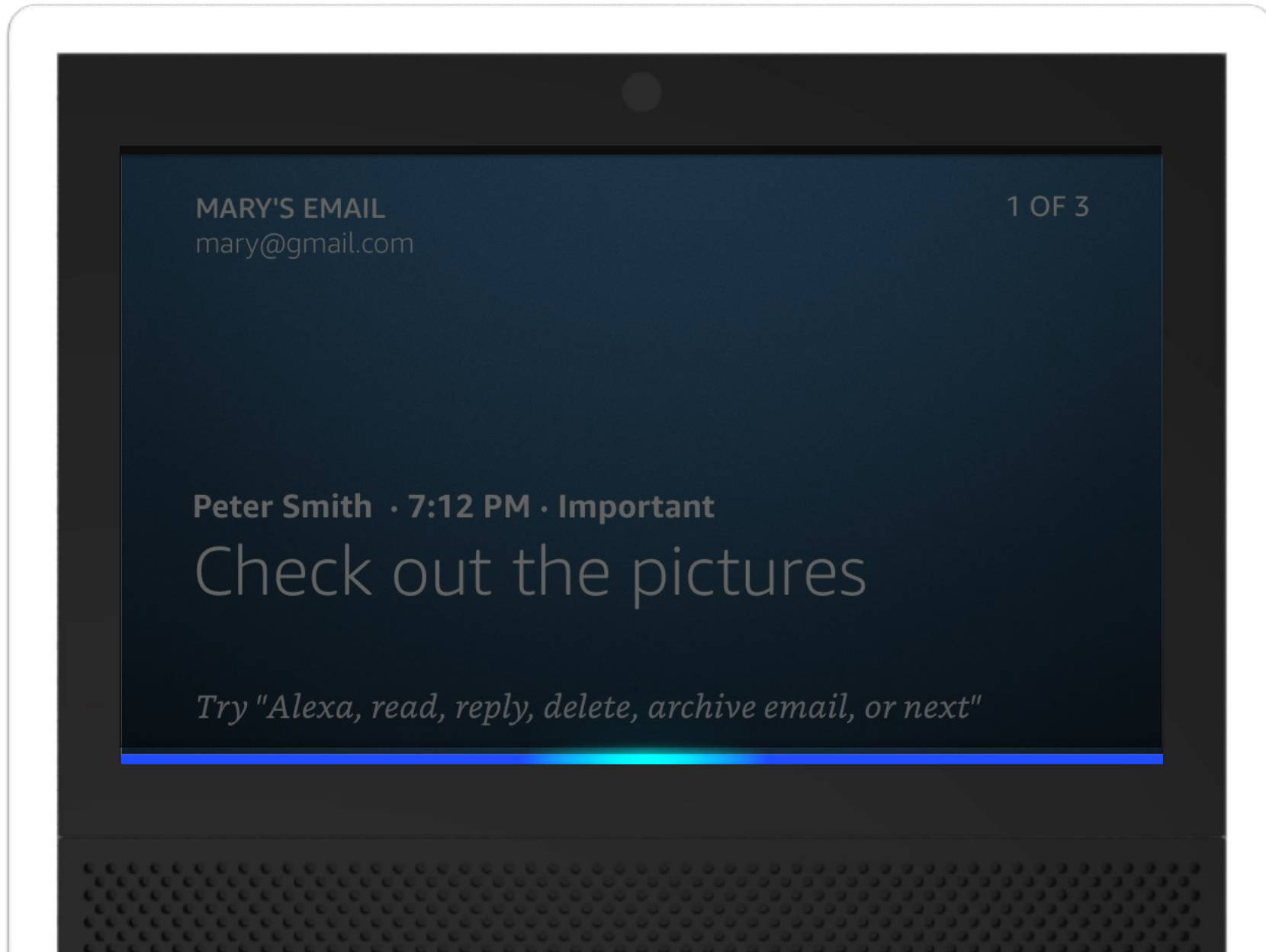
Peter Smith · 7:12 PM · Important

Check out the pictures

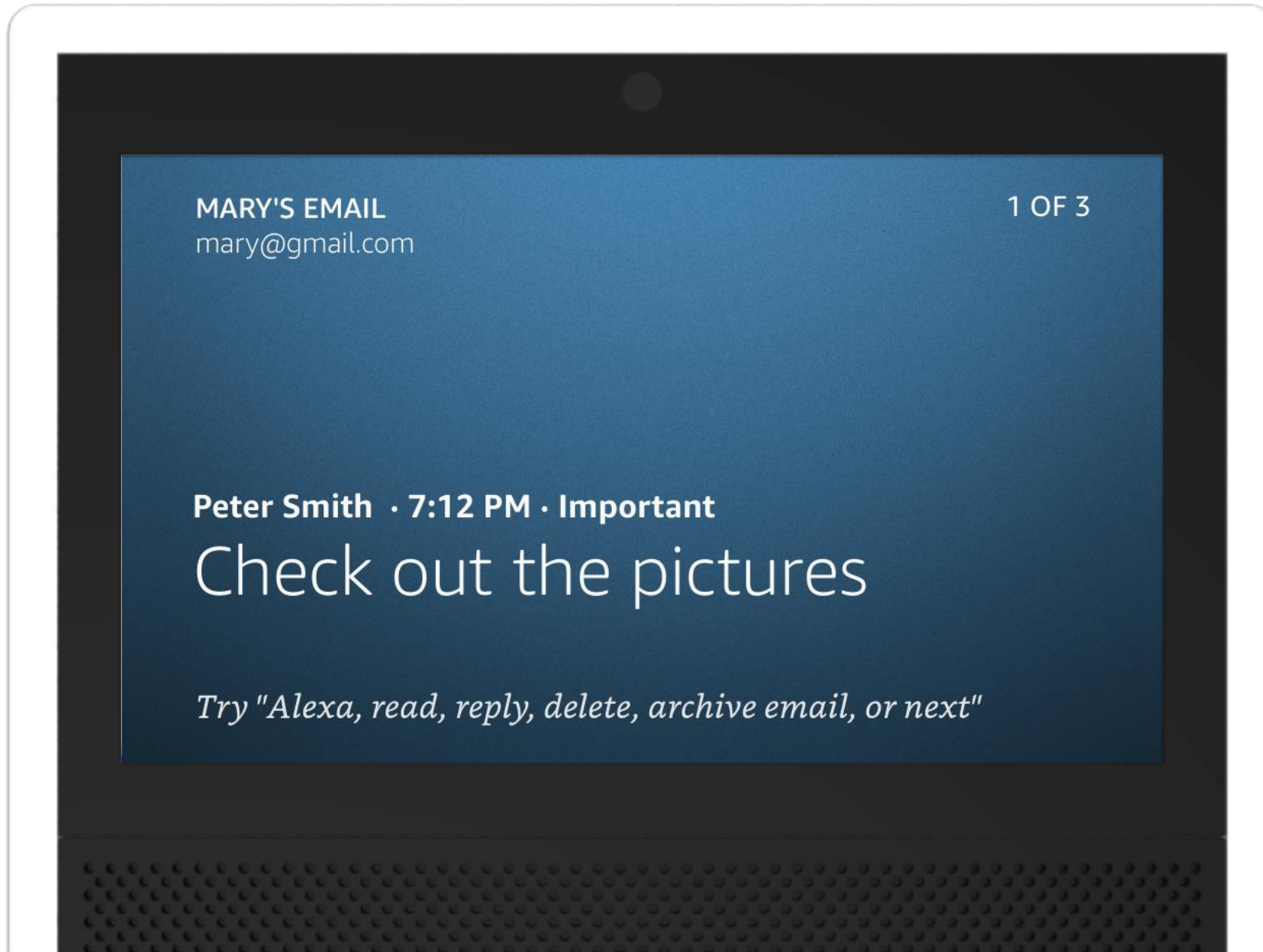
Try "Alexa, read, reply, delete, archive email, or next"

*"Peter says, "Hi Mary,
Could you please
review the pictures as
soon as possible.
Thanks!"*

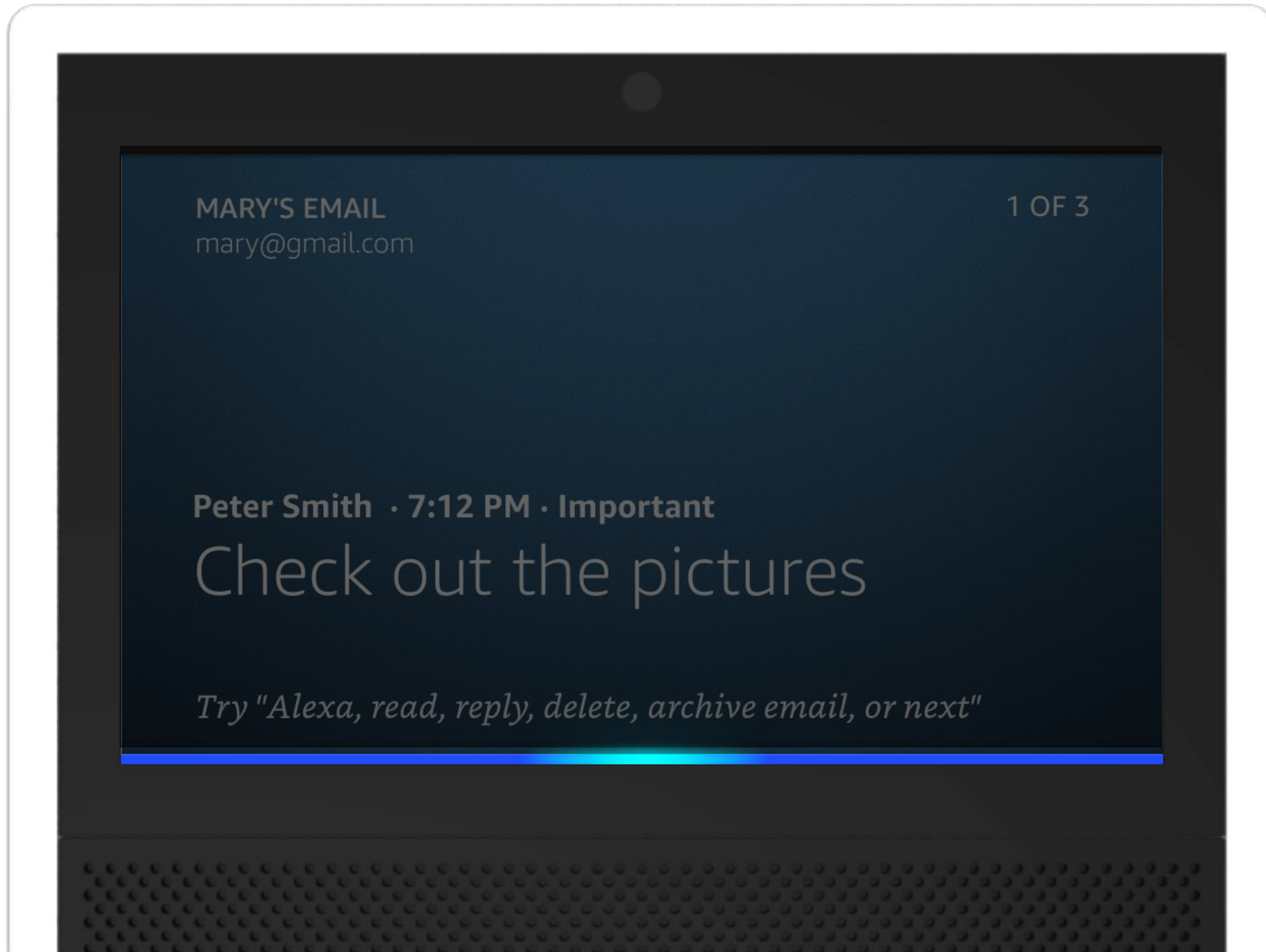
*What would you like to
do: reply, delete,
archive email, or
next?"*



"Reply"



"What's your reply?"



"Yes, I will"

MARY'S EMAIL
mary@gmail.com

1 OF 3

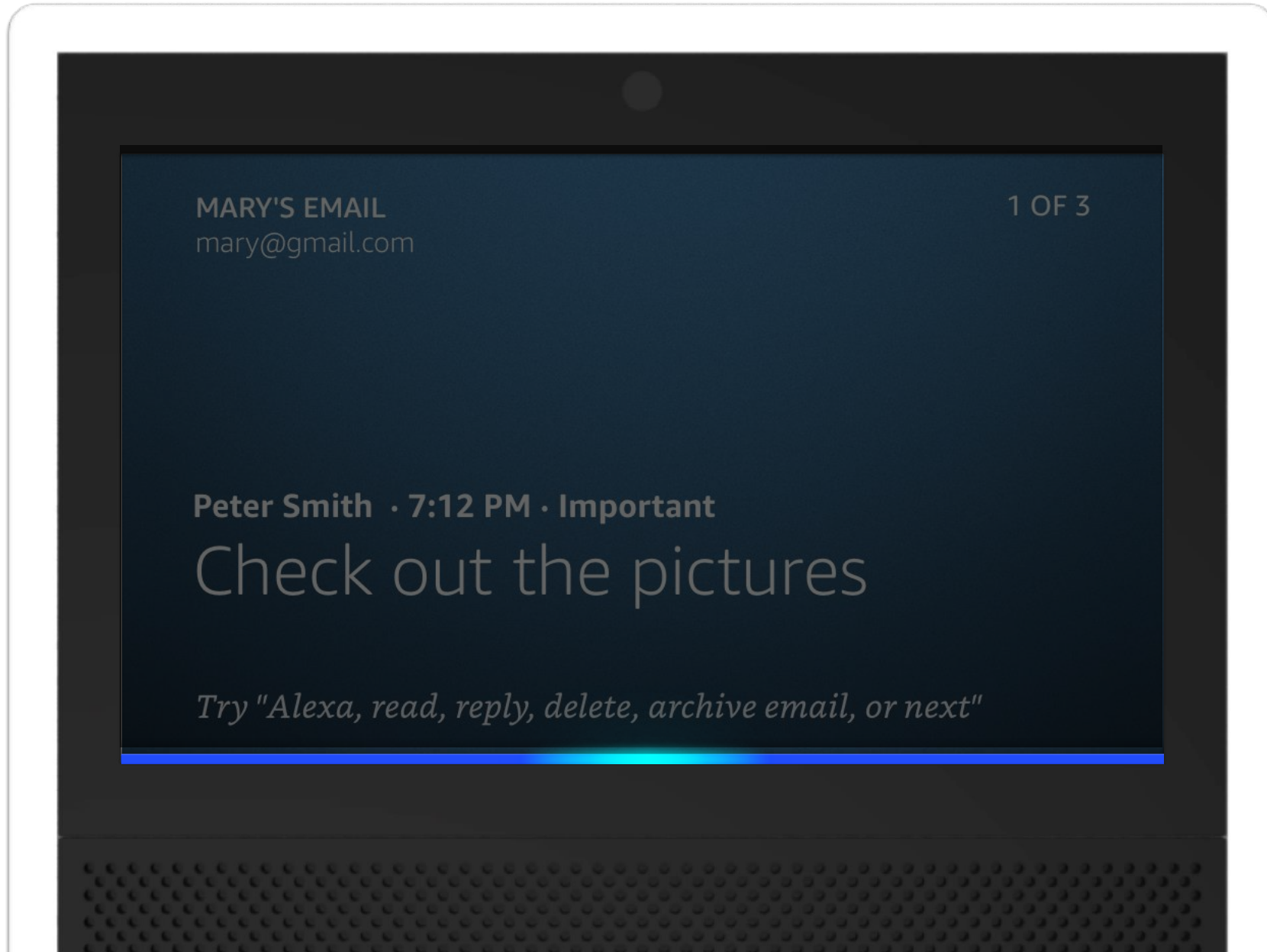
Peter Smith · 7:12 PM · Important

Check out the pictures

Try "Alexa, read, reply, delete, archive email, or next"

*"Here is your reply to
Peter "Yes, I will".*

*Would you like to send
it?"*



"Yes"



Email sent

To Peter Smith

Peter Smith · 7:12 PM · Important

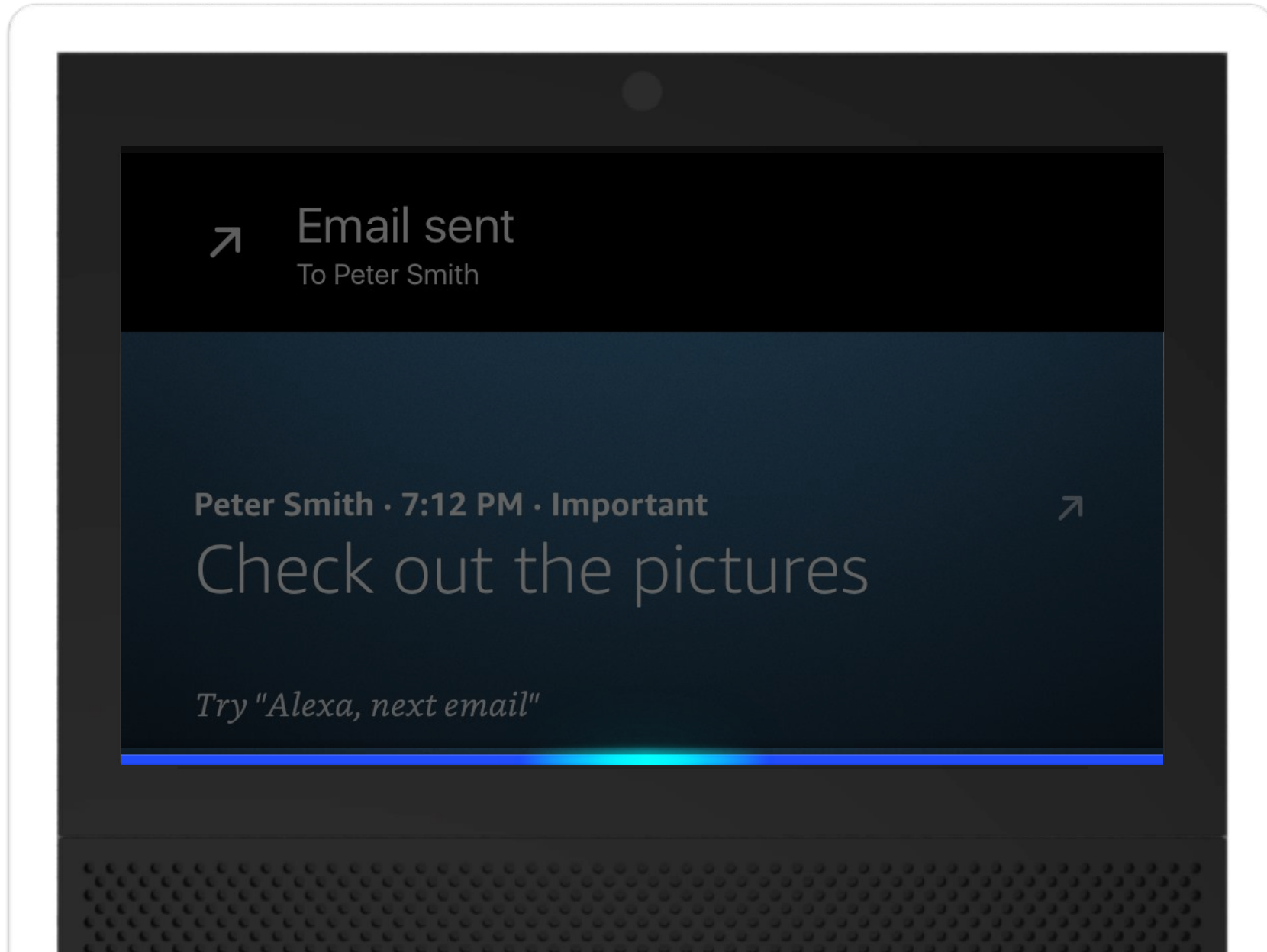


Check out the pictures

Try "Alexa, next email"

"OK, email sent.

*What would you like to
do?"*



"Next"

MARY'S EMAIL
mary@gmail.com

2 OF 3

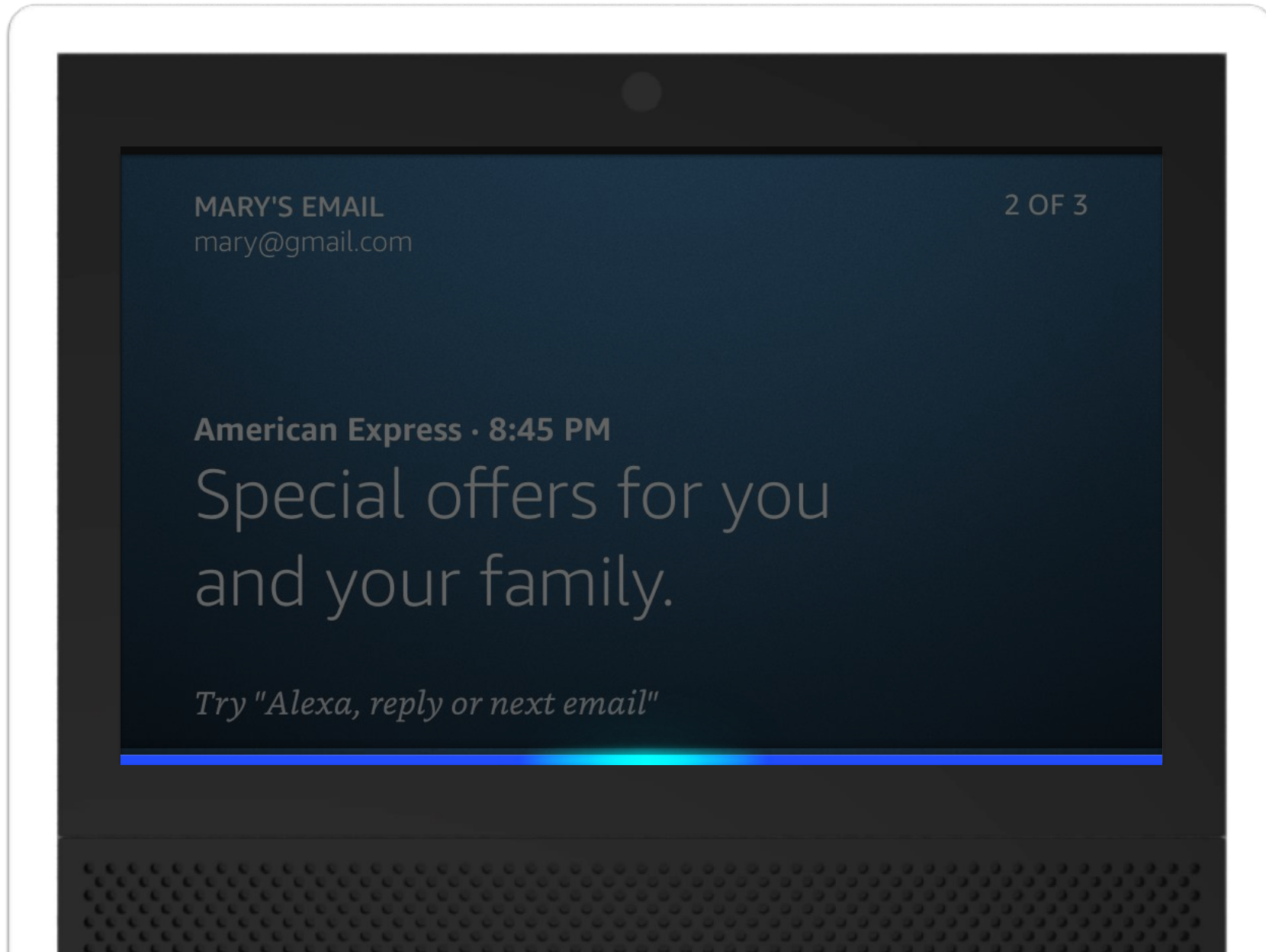
American Express · 8:45 PM

Special offers for you
and your family.

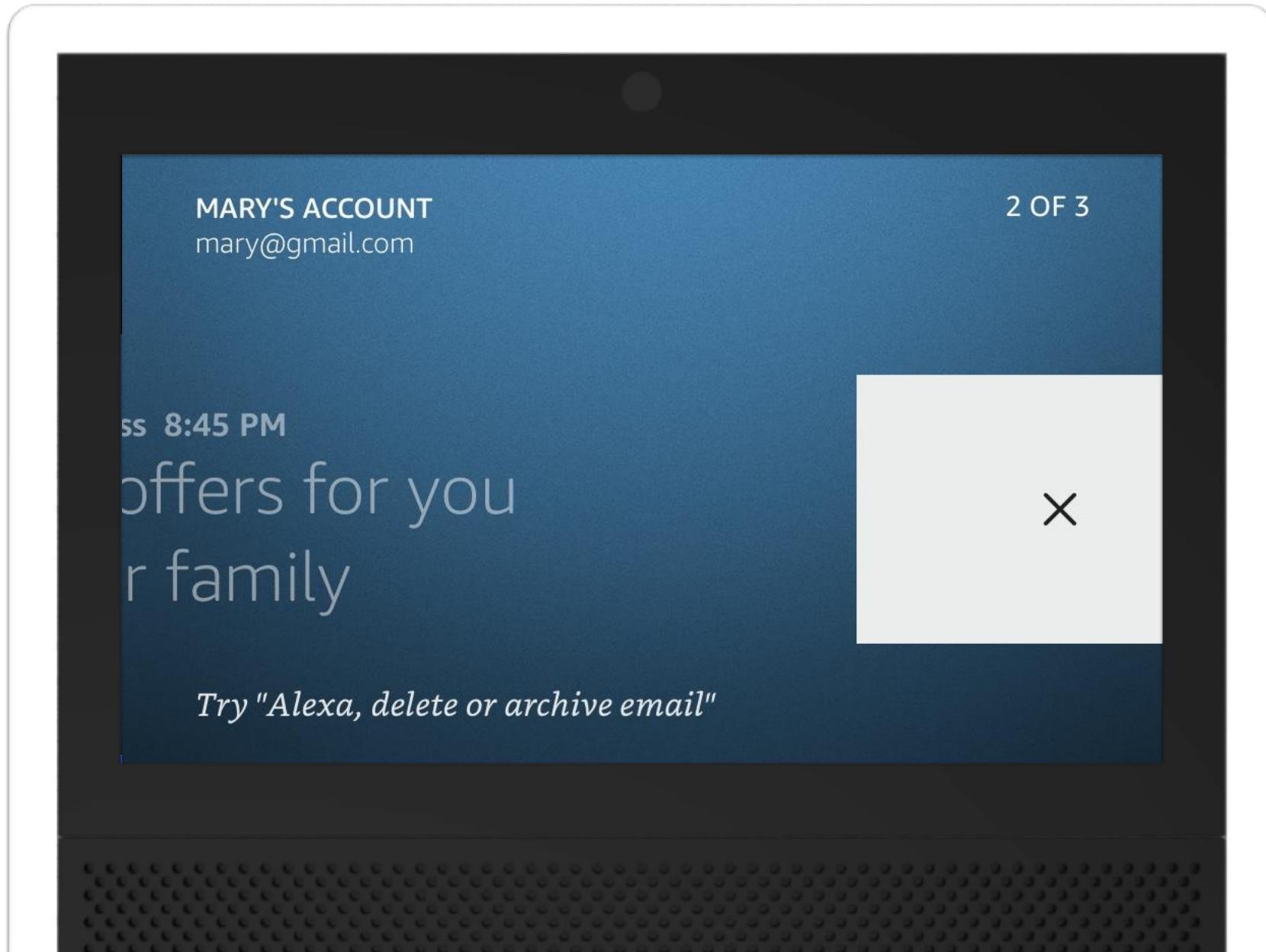
Try "Alexa, reply or next email"

*"OK, the next email is
from American
Express: "Special offers
for you and your
family".*

*What would you like to
do?"*



"Delete email"



"OK, I deleted your email"

"What would you like to do?"

ALEXA EMAIL

Multi-Modal Echo Show

MARY'S EMAIL
mary@gmail.com

2 OF 3

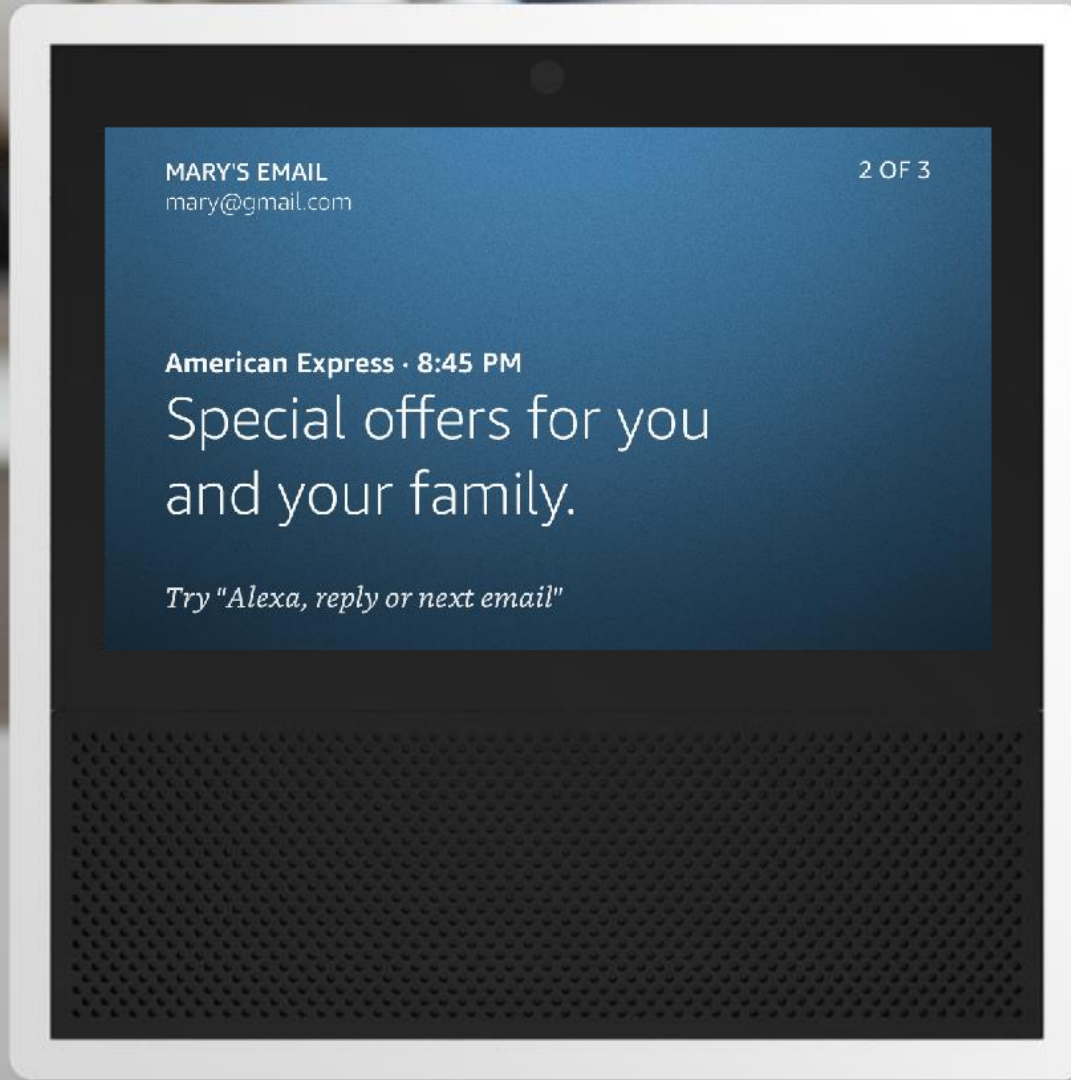
Expedia Fare Sale - 8:45 PM

Nicely done, Mary Elizabeth
Catherine Markle! We're pulling back
the curtain on the flight deal of a
lifetime. Sign-in in the app to get
your award ✈

Try "Alexa, reply or next email"

ALEXA EMAIL

Multi-Modal Echo Show & Echo Spot



ALEXA EMAIL

Redlines

Multi-Modal Echo Show / Redlines sample

Multimodal Knight HHO Email | List Control

TEXT LEGEND

None

ASSETS

None

CONTROLS

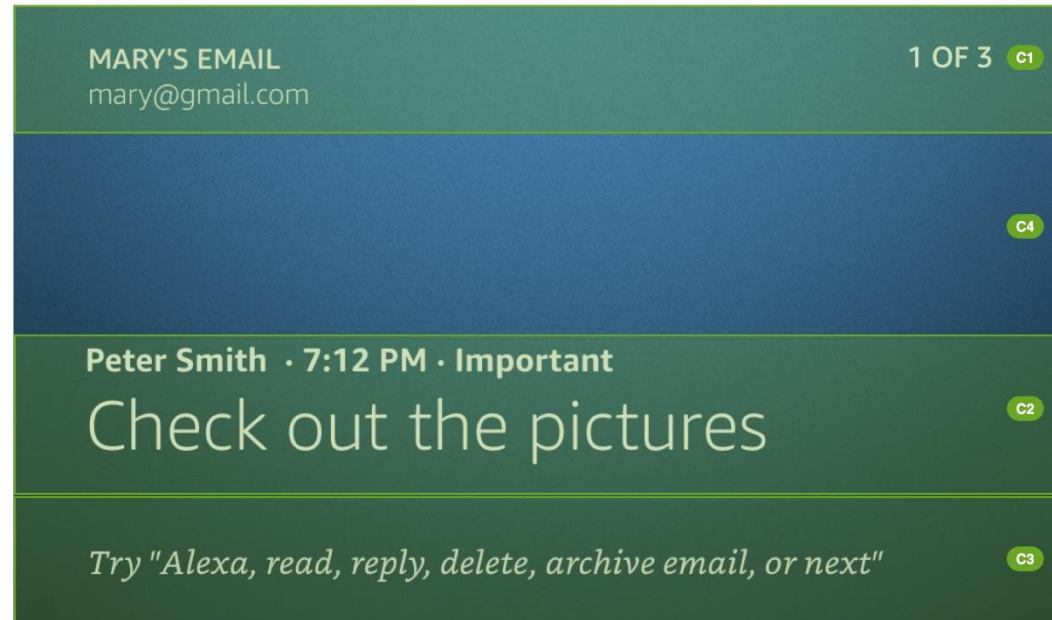
- C1** @layout/f_header_speech_03
android:layout_gravity="top"
@id/f_title_text
@id/f_subtitle_text
- C2** f_list_item_primary_double_inverted
@id/f_primary_text
@id/f_secondary_text

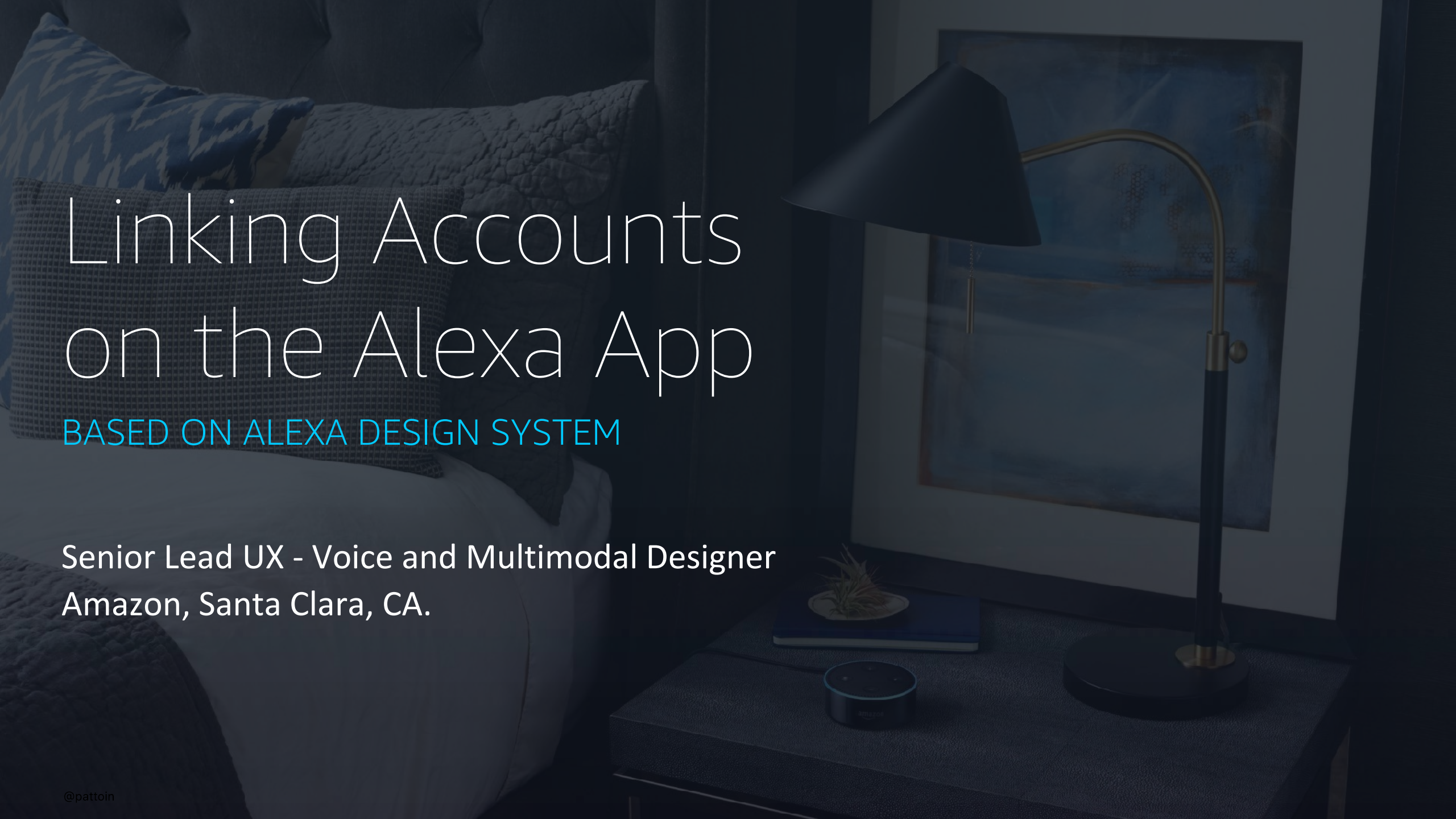
Divider displayed after each list item
?android:attr/listDivider
- C3** @layout/f_hint_speech_bottom_left
@id/f_hint_text
android:layout_gravity="bottom"
TextAppearance.Fluid.Speech.Primary_Hint.
- C4** Background
amazon.fluid.widget.BlendedLayersImageView
android:layout_width="match_parent"
android:layout_height="match_parent"
app:f_baseLayerColor="?attr/f_colorSpeechBackgroundCommsContact.s"
Background info:
<https://wiki.labcollab.net/confluence/display/KABDEV/BlendedLayersImageView>
Backgrounds are here:
<https://code.amazon.com/packages/DpMultimodalAssets/trees/mainline/--/backgrounds/bishop/v2>

NOTES

In the title aligned to the right add the ordinals, starting with the current email and then the total emails one can have in a session.

Navigation: No back button..



The background image is a dark, moody photograph of a bedroom. On the left, a bed with a patterned pillow and a quilted blanket is visible. To the right, a nightstand holds a black lamp with a brass-colored base and arm, a small potted plant, and a blue book. A framed abstract painting hangs on the wall behind the lamp. The overall lighting is low, creating a serene and modern atmosphere.

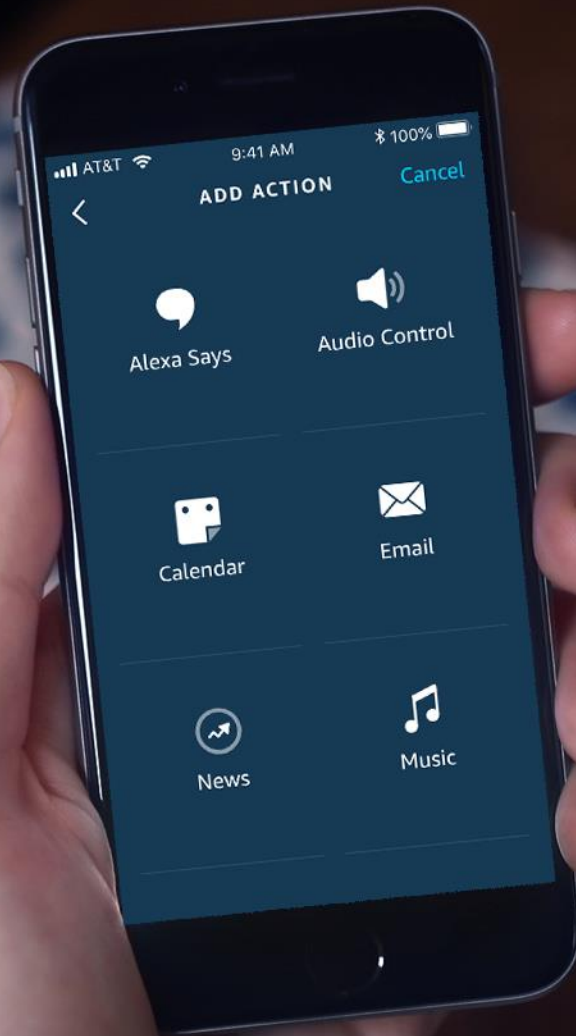
Linking Accounts on the Alexa App

BASED ON ALEXA DESIGN SYSTEM

Senior Lead UX - Voice and Multimodal Designer
Amazon, Santa Clara, CA.

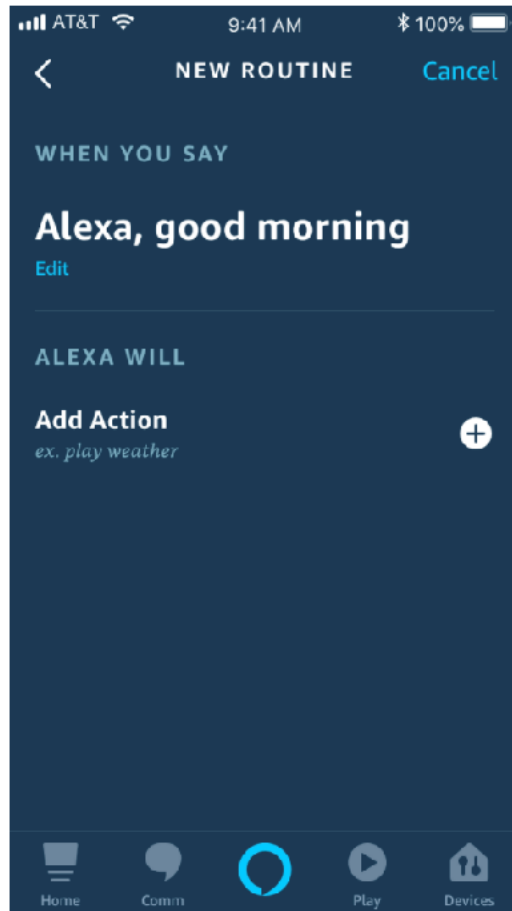
ALEXA EMAIL

Scheduling morning routines in the Alexa App



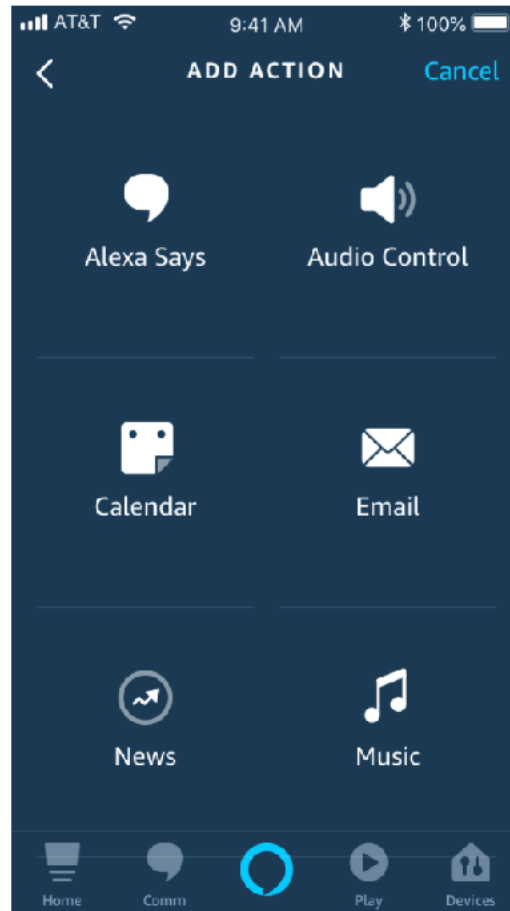
Scheduling an email morning routine with Alexa's Design System

01



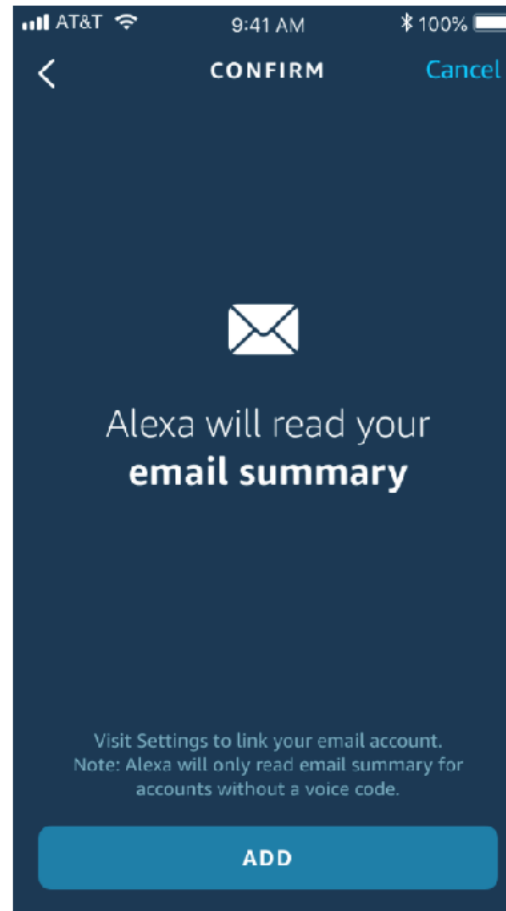
Name your routine and add an action

02



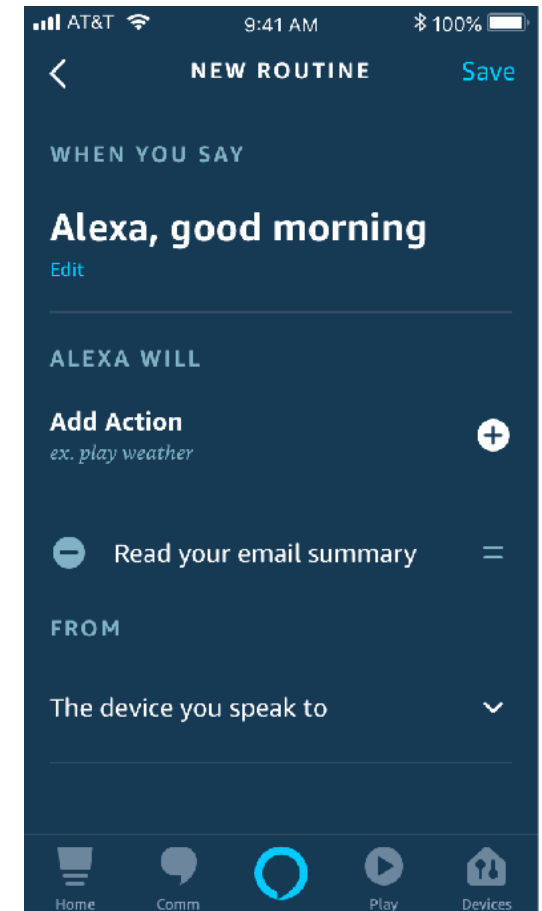
Add read email

03



Review and add

04

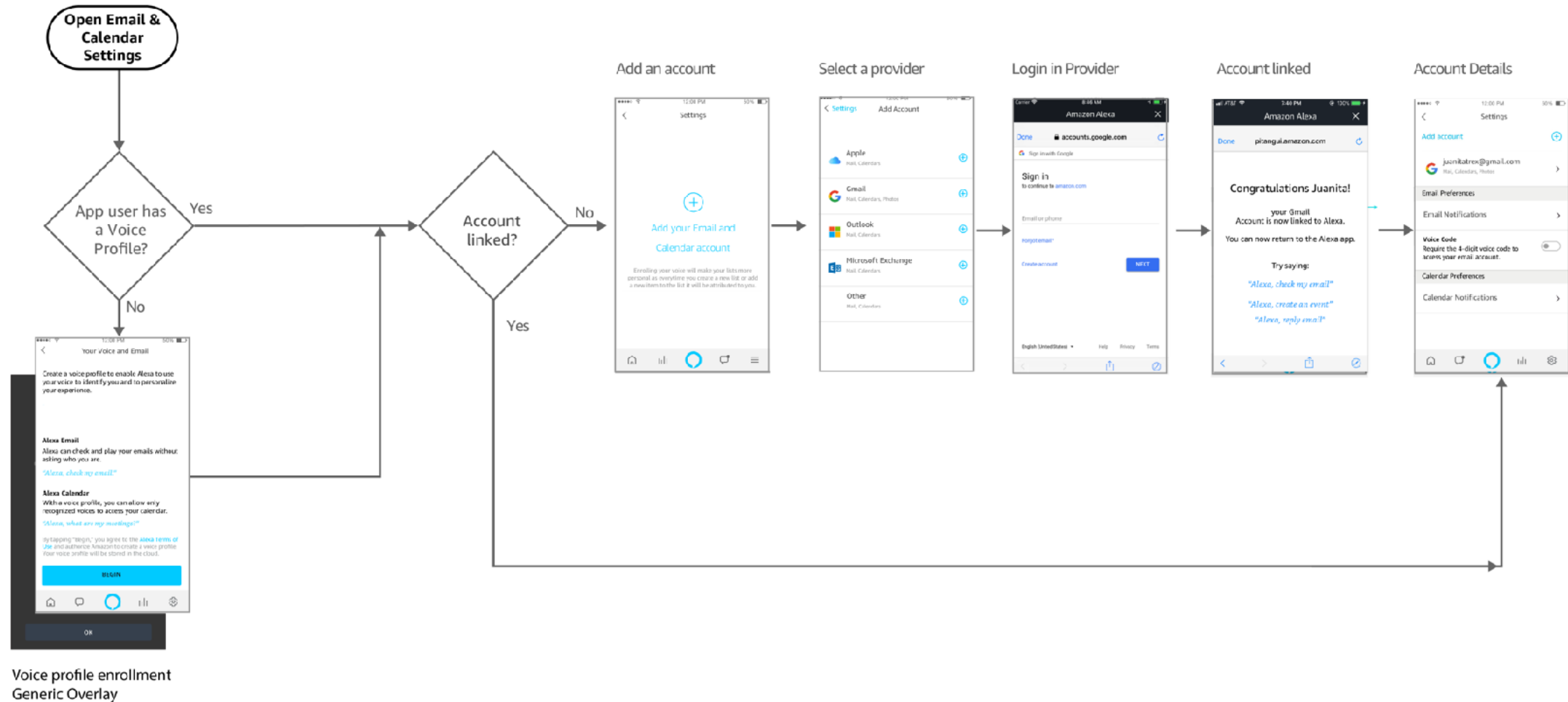


See your routine

Linking Alexa to Your Inbox / Speaker ID

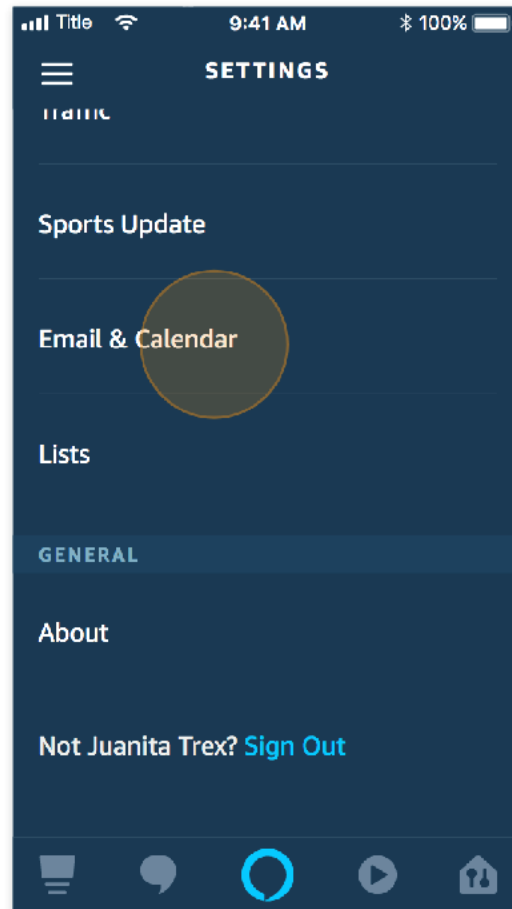
Alexa APP Email & Calendar _ Speaker ID Flow Diagram Linked Account Email & Calendars Interaction

Option 1



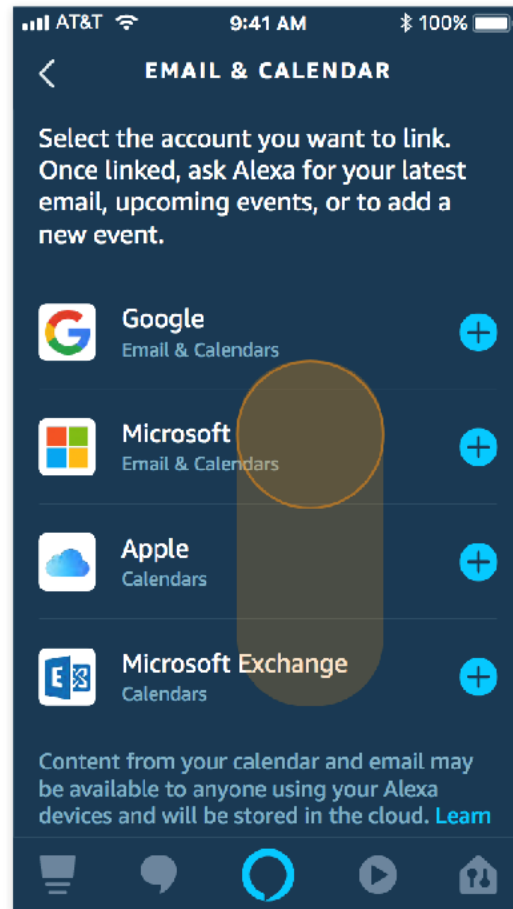
Linking Alexa to Your Inbox / User Journey

01



Ingress location subject to change. Shown here for illustrative purposes only.

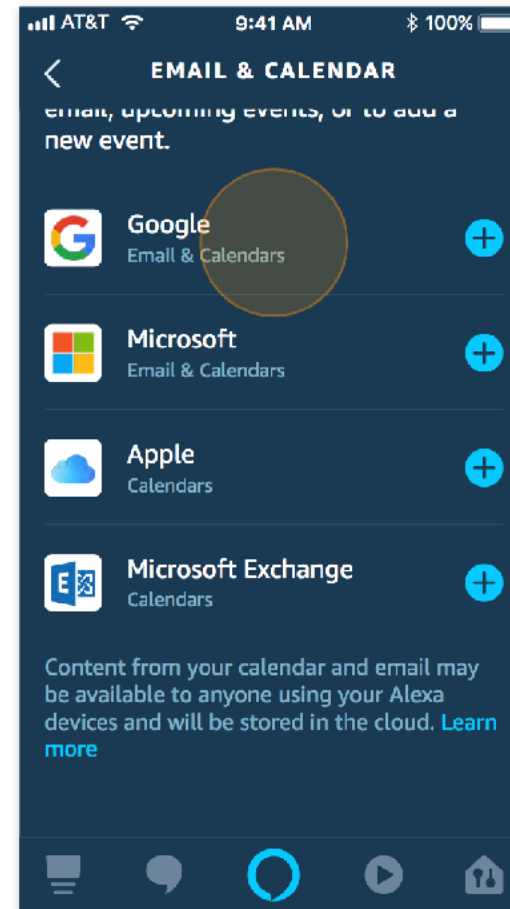
02



On first visit, all services are shown.

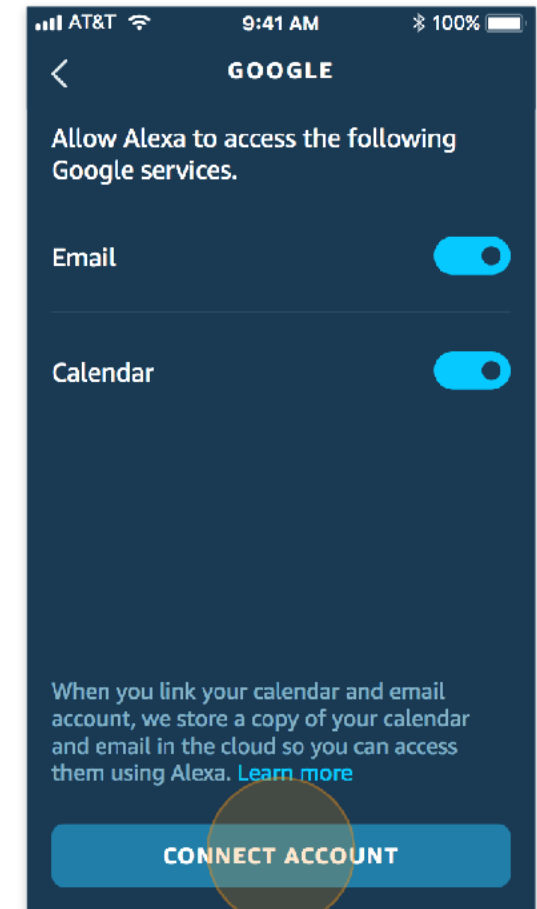
One at least one service is linked, this screen changes to include general settings and a list of linked accounts.

03



Note that the string at the bottom of the page is anchored to the bottom of the provider list items (not to the bottom nav bar).

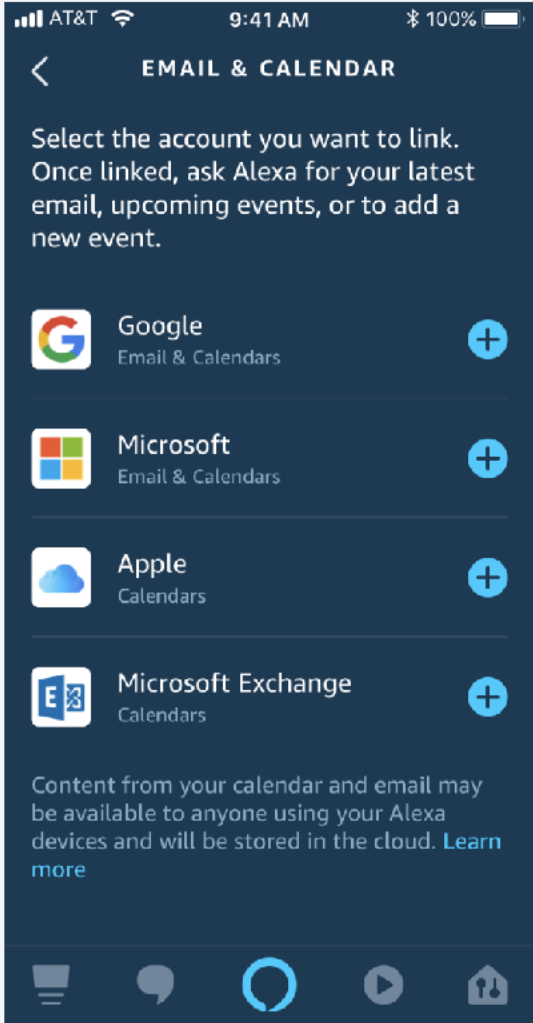
04



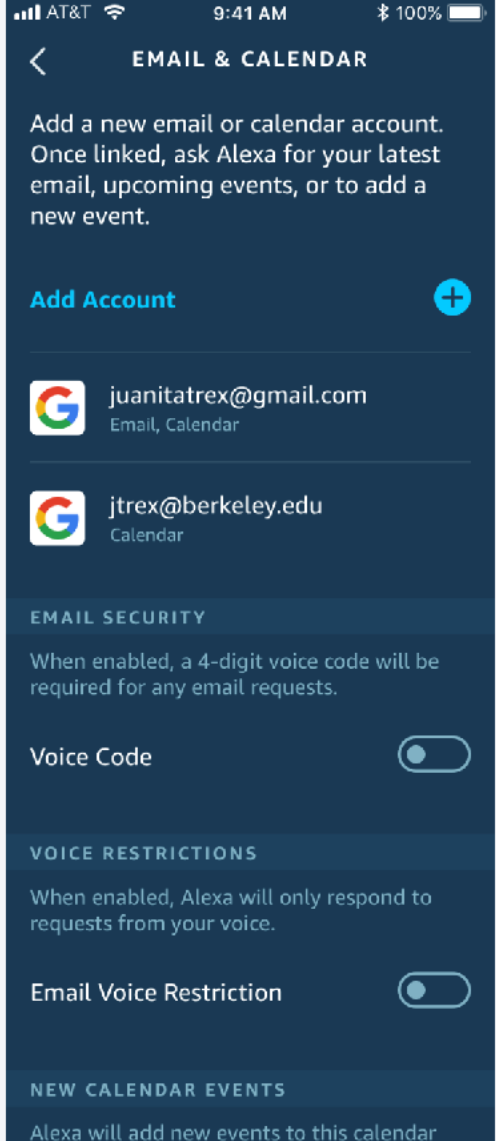
Note that the string at the bottom of the page is anchored to the bottom nav bar.

Note that this will vary depending on the options available. See later example for Apple account linking.

Linking Alexa to Your Inbox / Wiki Specs

	Key Screens	Strings & Notes	Last Updated
1		Suggested string update: <i>"Select the account you want to link. Once linked, ask Alexa for your latest email, upcoming events, or to add a new event."</i>	 30 Oct 2018

Linking Alexa to Your Inbox / Wiki Specs

11		Suggested string updates: <i>"Add a new email or calendar account. Once linked, ask Alexa for your latest email, upcoming events, or to add a new event."</i> (noted previously) --- <i>"Alexa will add new events to this calendar when initiated using your voice."</i> --- <i>"Alexa will add new events to this calendar when initiated by other voices."</i>	19 Oct 2018
----	--	--	--------------------

Linking Alexa to Your Inbox / Redline Specs

C1 Default Platform Header**C2 Primary Button**

see: stickersheet_buttons.pdf

C3 Dark Borderless Button

see: stickersheet_buttons.pdf

C4 Double Line List Item 16

see: stickersheet_list_items.pdf

icon: ic_add_inline @color.Accent 24x24

*Icon can be found in VDNA icons folder

C5 Single Line List Item 5

see: stickersheet_list_items.pdf

T1 text.Title_04

@color.TextPrimary

T2 text.Body_02

@color.TextPrimary

T3 text.Subhead_02

@color.TextSecondary

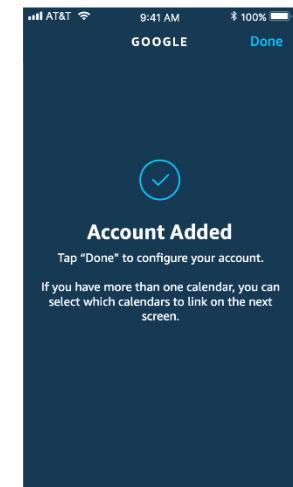
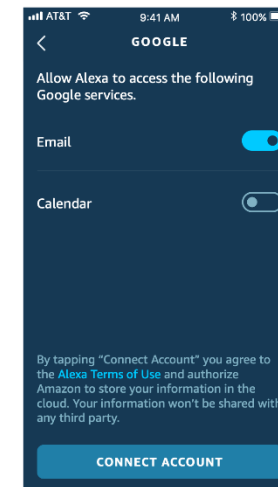
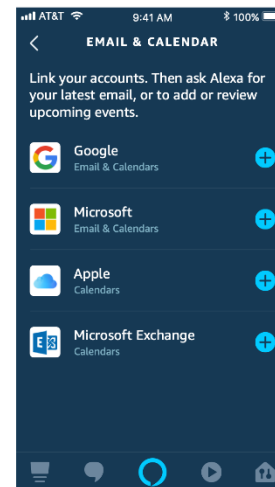
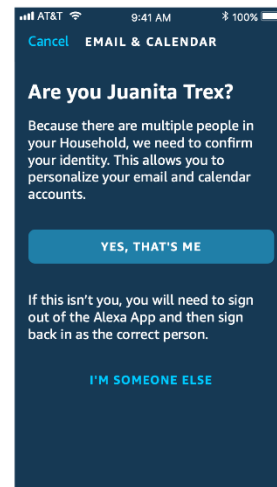
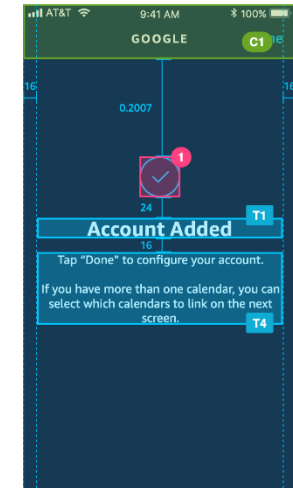
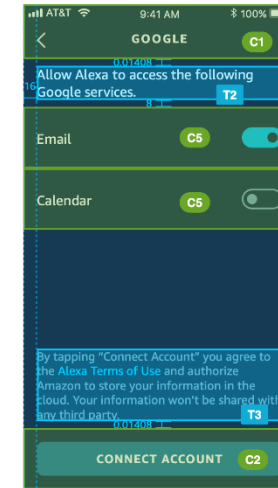
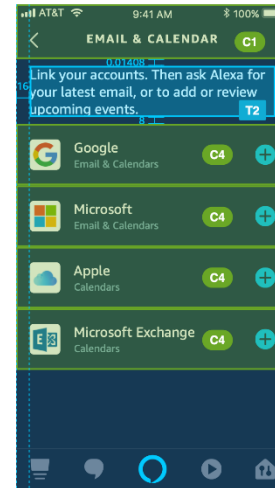
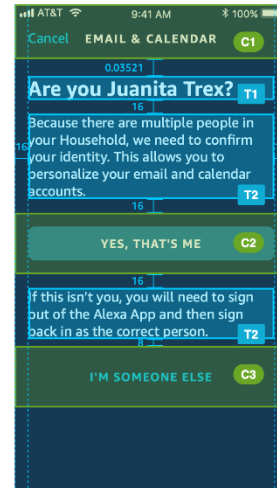
T4 text.Subhead_02

@color.TextPrimary

1 ic_done_inline_48dp

@color.Accent

48x48



Doctor Now

SCHEDULING DOCTOR APPOINTMENTS
VISION PROJECT



Doctor Now

Frustrated patience

"There is nothing worse than being sick—except, perhaps, having to go to the doctor when you're sick."



Day in a life

Angie,
72 years old
Maryland

We are
retired and
spend a lot
of time at
home.



Get 3-4
Amazon
packages a
week



RETIRE
72 y
lives with
husband

Amazon
should pay
attention to
older people
because there
could be

a lot of bene
fits for
us and we
~~can~~ have a
power acquisition

WHO?

WAKING

"We bought our first Echo in January and love it so much we now have 3 so that we can access it from around the house.

I think it is a MUST for people whose mobility is impaired because of age, disability, or a cat on the lap. (Her cat jokes are pretty bad, though.)"

THINK
oo

I want to
listening to
the radio and
wake up with
my Fox station

Day in a life

Looking at her day, scheduling appointments is part of her daily routine.

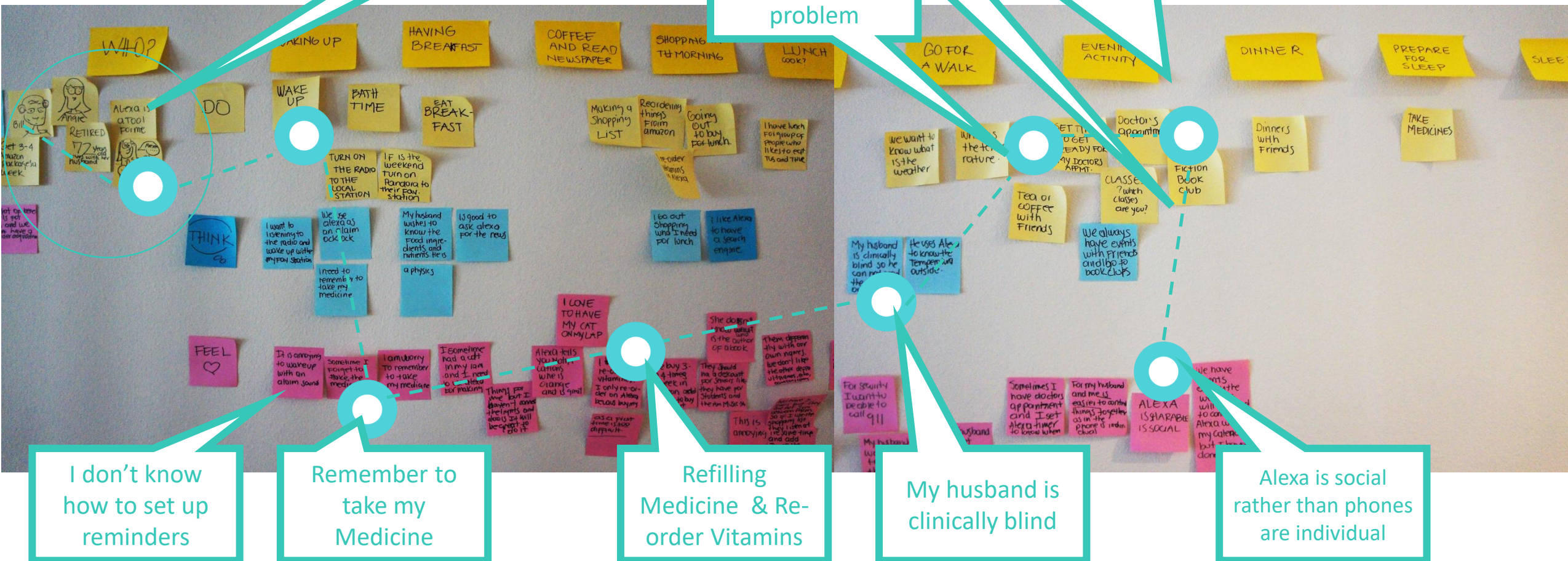


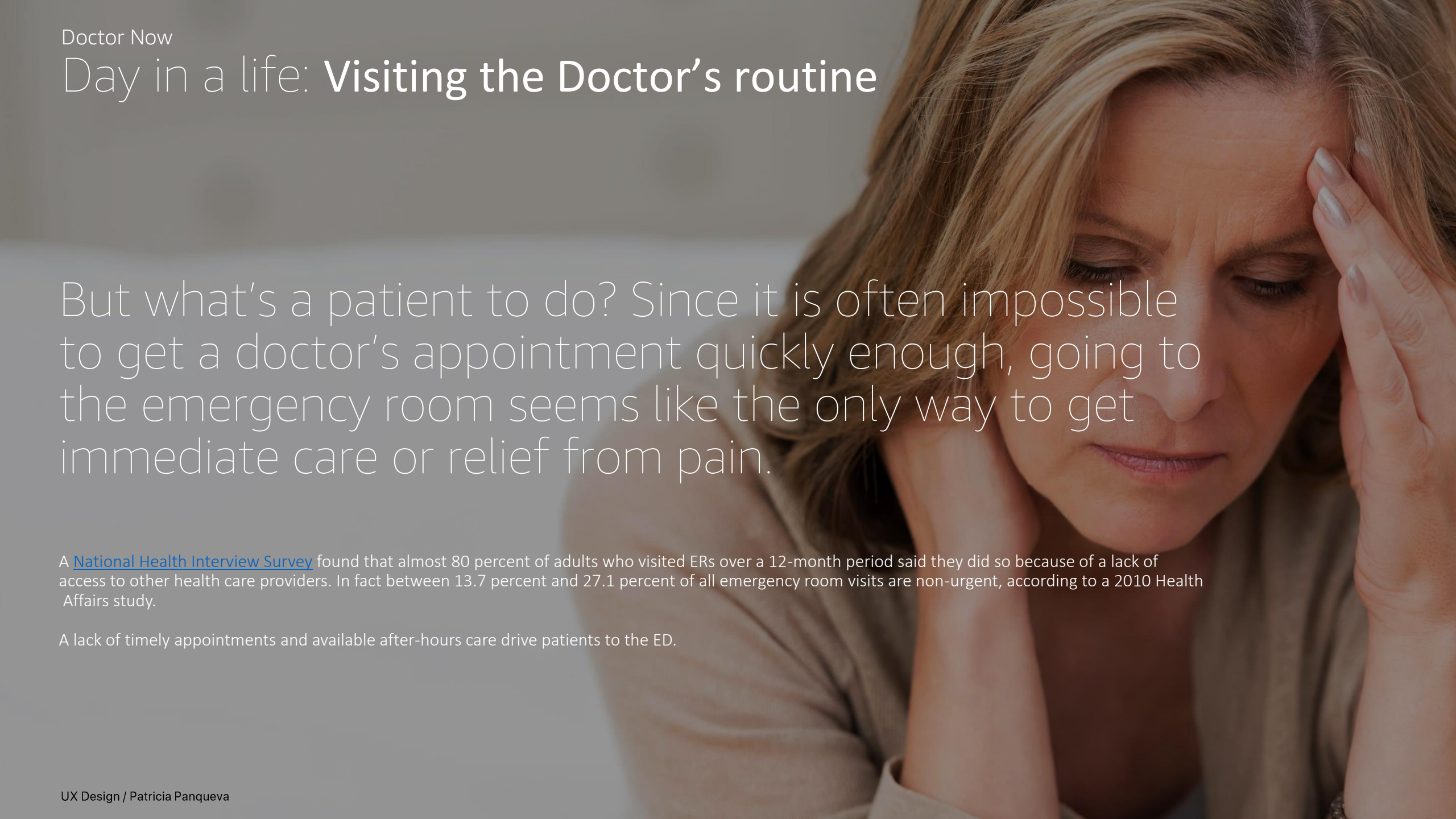
Day in a life

For her **Alexa is a Tool**

Reading the thermostat is a problem

"The last time I went to the **ER** I had already been to the **urgent care center**, which recommended the emergency department of our local hospital because they feared I MIGHT be having a heart attack (I was not.). It was a holiday week-end, and I waited 10 hours"





Doctor Now

Day in a life: **Visiting the Doctor's** routine

But what's a patient to do? Since it is often impossible to get a doctor's appointment quickly enough, going to the emergency room seems like the only way to get immediate care or relief from pain.

A [National Health Interview Survey](#) found that almost 80 percent of adults who visited ERs over a 12-month period said they did so because of a lack of access to other health care providers. In fact between 13.7 percent and 27.1 percent of all emergency room visits are non-urgent, according to a 2010 Health Affairs study.

A lack of timely appointments and available after-hours care drive patients to the ED.

Day in a life: **Visiting the Doctor's routine**

The pain points she
had experienced in
that process

1.The difficulty of scheduling a visit

2.The long waits

3.The high cost

4.The impact in her health

Doctor Now

Day in a life: **Doctor Now**

A Sick Day
video

Day in a life: **Doctor Now**

What Angie would say:

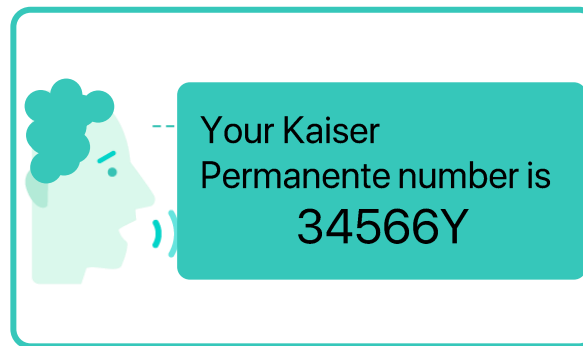
"Alexa Doctor Now is a really useful service. I am not very mobile and my husband is clinically blind. Being able to speak to a doctor now frequently without having to wait weeks or lost time in the ER has changed our life and we feel really taken care of."

Angie, MD

Day in a life: **Doctor Now**

How to get started

1. Link Health provider account to Alexa
2. Scan your Health insurance ID
3. Add your medical number to the Alexa app skill
4. Speak your ID (future)



User account health provider card

Amazon Business Opportunities

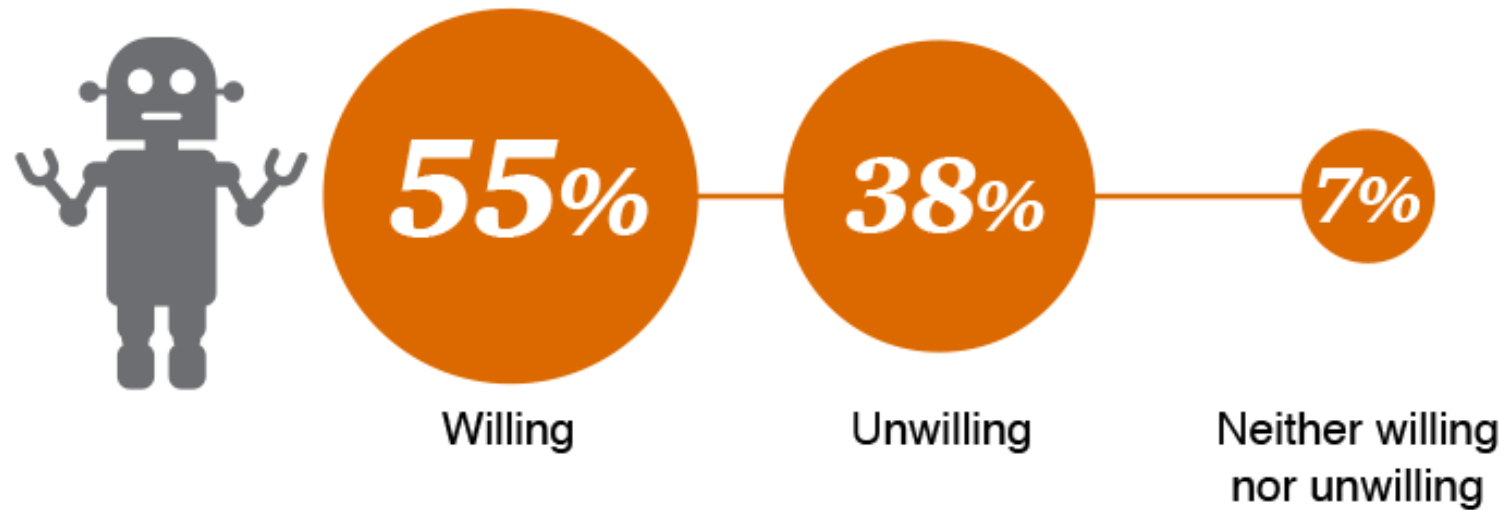
1. Helping user to connect with their doctors could bring important partners like health providers Kaiser Permanente, CVS and Walgreens.



1. Potential opportunities to lead online medicine and shopping for health.
2. The home as a platform for healthcare with virtual assistants and connected health devices

Willing/ Unwilling to engage with AI

Figure 2: Percentage of respondents willing/unwilling to engage with AI and robotics for their healthcare needs (total sample)



Source: PwC survey



Thank you!

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Appendix

