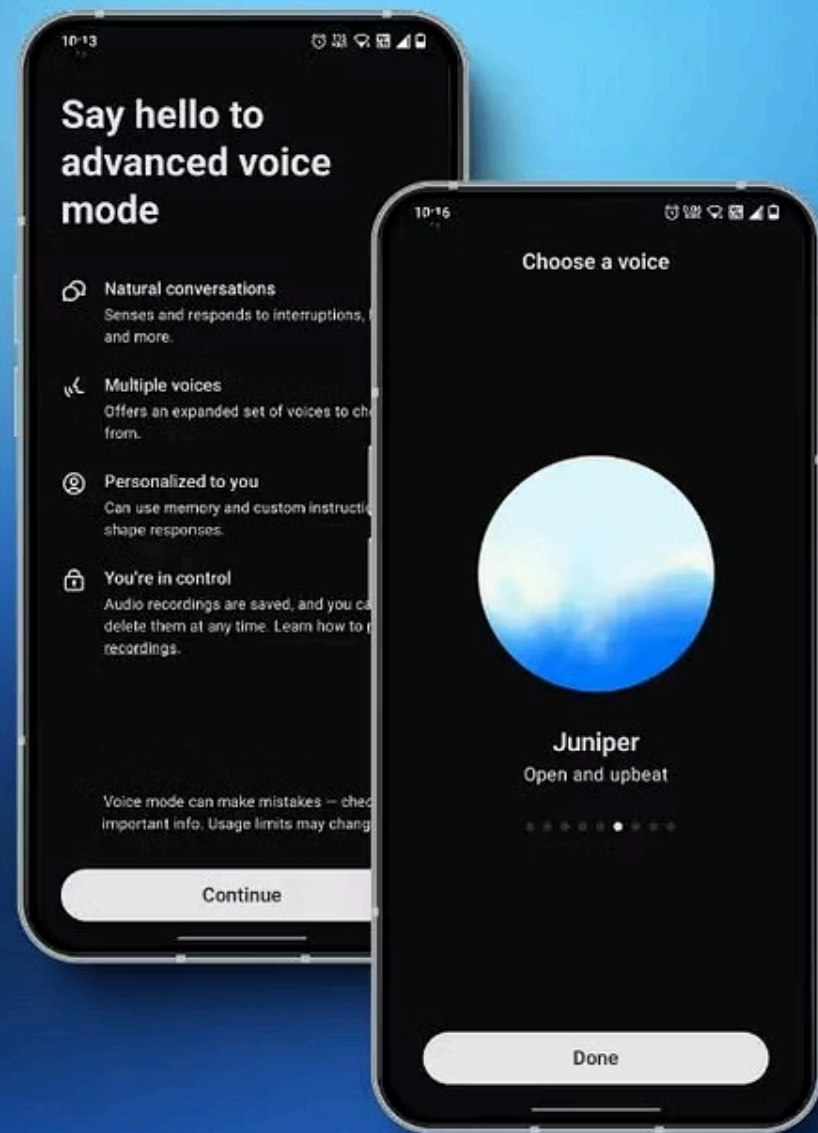


# User Research on the Usage of ChatGPT's Voice Input

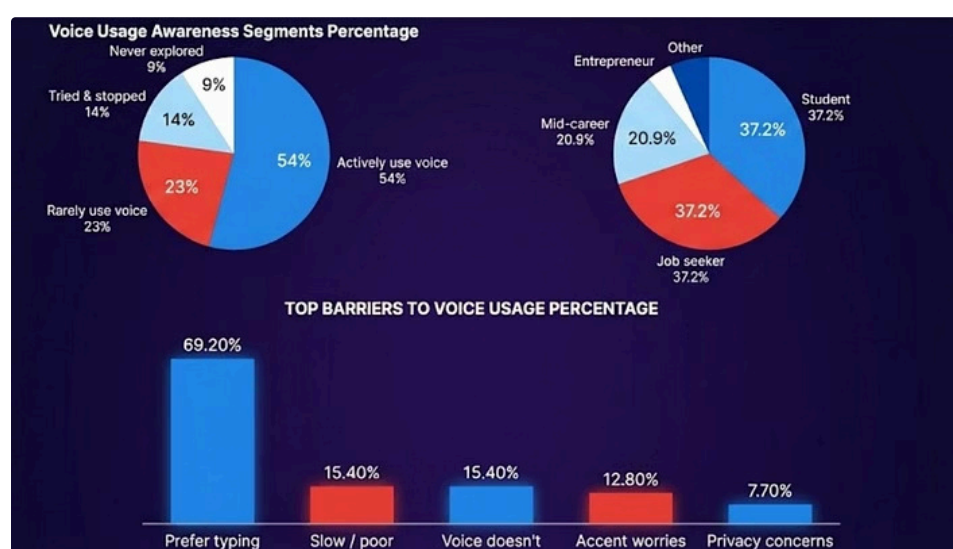
Why users are not using voice input on ChatGPT mobile



# Research Foundation

## Hypothesis

- Job seekers prefer typing because it feels faster, more precise, and easier to edit for high-stakes tasks like resumes and interview preparation, while voice feels harder to control.
- Users feel uncomfortable using voice input around colleagues, family, or in public spaces, which limits when and where they can use voice.
- Users assume voice input may misunderstand accents or complex queries, making it unreliable for professional or career-critical questions.



## Segment Chosen: Job Seeker / Early Career (Age 24–30)

- Job seekers lead fast-paced but **high-stakes lives**, juggling job applications, interviews, and skill prep. In this context, **precision matters more than speed**, which makes typing feel safer than voice.
- They are **not unfamiliar with voice technology** (Siri, Google Assistant, WhatsApp voice notes), but they **don't trust voice input for career-critical tasks** like resumes or interview answers.
- This segment strongly prefers typing because it allows them to **edit, refine, and control wording**, which is essential for professional outcomes. Voice feels messy and harder to correct once spoken.
- Many operate in **shared or public environments** (home with family, offices, public transport), making voice input feel **socially awkward and unprofessional**.
- Early negative experiences with voice (slow response, misinterpretation, accent issues) lead to **quick abandonment**, as this segment has **low tolerance for friction** and will default to typing or switch tools easily.

## Quantitative Survey (40+ Responses)

70%

Prefer Typing

Of respondents prefer typing over voice, citing speed, control, and ease of editing as primary reasons.

15%

Use Voice Rarely

Indicating awareness but low habitual adoption.

15%

Tried and Stopped

Tried voice once or twice and stopped, usually after a poor first experience.

- **Accent/pronunciation concerns (~12–13%)** and **privacy concerns (~7–8%)** emerge as secondary but meaningful barriers.
- **Discoverability is not a major issue** — almost no users reported being unsure how to use voice input.
- Job seekers / early-career users (24–30) form a **significant portion of respondents**, making this segment reliable for deeper insight.

**Key takeaway:** Voice input awareness exists, but **preference strongly tilts towards typing** due to perceived control and reliability.

# Top Barriers to Voice Usage

From Survey

Preference for  
Typing

~70%

Speed + editability —  
dominant barrier

Voice Feels  
Unreliable or Slow

~15%

Doesn't Work for  
Complex Queries

~15%

Accent /  
Pronunciation  
Anxiety

~12–13%

Privacy Concerns

~7–8%

## Interview Snippets

From Job Seekers

“

"I avoid voice because I'm usually in public or noisy places. Speaking out loud feels awkward."

“

"For resumes or interview prep, I don't trust voice. One wrong word can change the meaning."

“

"Sometimes I'm worried it won't understand my accent or mixed language, so typing feels safer."

”

”

”

## Qualitative Interviews (5+ Users)

- Voice is seen as **low-risk only for casual or exploratory questions**
- **Public and shared environments** create strong hesitation to use voice
- **Accent + code-mixing anxiety** reduces trust in outcomes
- Voice is **not preferred for structured or professional tasks**
- Users quickly abandon voice after **one bad experience**
- Privacy and control strongly influence perceived safety
- Voice has potential during **low-stakes moments** (waiting, commuting), but not for career-critical work

# Problem Definition

## 1 What is the true problem?

Job seekers and early-career users avoid voice input on ChatGPT mobile because it feels risky, imprecise, and hard to control for high-stakes professional tasks. Typing is preferred as it allows editing, accuracy, and confidence, while voice is perceived as unreliable—especially in shared or noisy environments.

## 2 Who are the customers facing the problem?

- Job seekers and early-career professionals (age 24–30)
- Frequent ChatGPT mobile users
- Use cases include resumes, interview preparation, skill learning, and career guidance
- Often operate in public or shared spaces (home, commute, office)

## 3 How do we know it is a real problem?

- ~70% of respondents prefer typing over voice
- ~30% either rarely use voice or tried and stopped
- Accent, privacy, and complexity concerns repeatedly surfaced in survey data
- Qualitative interviews consistently showed avoidance of voice for professional or structured tasks

## 4 What is the value generated by solving this problem?

For the target customers:  
Faster and more natural interaction during low-friction moments, reduced cognitive load for simple or exploratory queries, higher confidence using voice without fear of errors or judgment

For the business:  
Increased adoption and habitual usage of voice input, stronger engagement on mobile, improved retention among a high-value, future-long-term user segment, clear differentiation in voice-first AI experiences in India

## 5 Why should we solve this problem now?

- Voice awareness exists, but habit formation is failing
- Job seekers are high-frequency users with low tolerance for friction
- Early negative experiences risk permanently pushing users to typing-only behavior
- Fixing this now prevents voice from becoming an ignored feature in a voice-ready market like India