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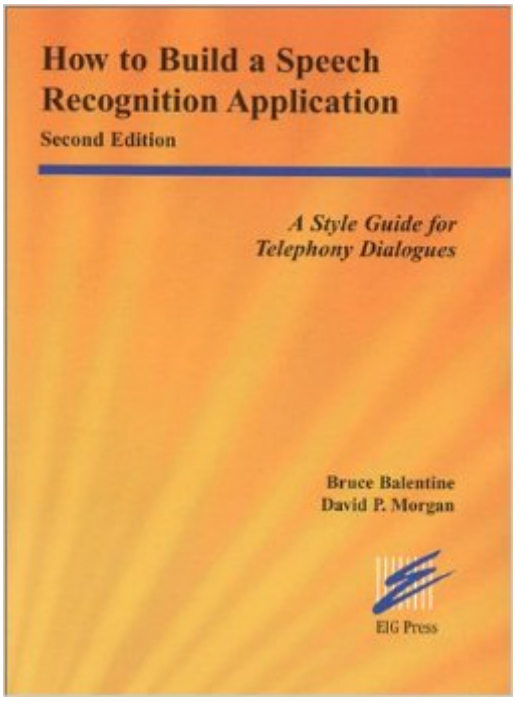
# How To Build A Speech Recognition Application: Second Edition: A Style Guide For Telephony Dialogues

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## Synopsis

Although this style guide has stood up fairly well over the two and a half years since it was first published, the voice user interface subject area has continued to expand and mature. In this edition we have taken more time to address voice portals and we have added an appendix on selecting and training "Voice Talent." It has become obvious over the past few years that selecting the talent for the application can have as much impact on the end user as the design itself. Furthermore, the application designer and the talent must work together to create a satisfying user experience. We have also rewritten and expanded on Chapter 11, "Usability Testing and Performance Reporting." Most of the new material summarizes our experiences since the first edition was published. In addition, we have added a major section to Chapter 8 on "Challenges in Implementing Natural Language Systems"-new material that has been compiled since the first edition. We have also updated the yes-no discussion in Section 6.3 with a description of some recently-proven methods for handling mixed-initiative replies. Other improvements in this edition include updated dialogue examples, more copious cross references, and improvements to the index and glossary. Since this book was published, many speech vendors and application developers have conducted formal studies and/or focus groups to learn more about design decisions and to provide guidelines for future voice user interface development. In all of the studies we are aware of, our empirical observations have been validated. Hence none of the guidelines in the first edition have been overturned or found to be in error. In several cases, we have upgraded our guidelines from "Good Practice" to "Recommended" or to "Required" based on these results. Finally, we tried not to make any structural changes to this text. None of the section numbers have been changed except in Chapter 11, Appendix A, and the beginning of Chapter 9. So if people on your design team have copies of both the first and second editions, you should be able to cross reference them easily.

## Book Information

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## Customer Reviews

This book is so well organized and articulated it’s bound to be of value to anyone doing ASR application development. My own experience in voice response runs from end-user representative to application designer and I found every chapter enlightening. In this second edition of Bruce and David’s ASR style guide, I believe the end users will find the new sections on voice portals and managing your voice talent of particular interest. And all users should take particular note of the expanded discussions of usability testing and performance reporting.I found the first version of How to Build a Speech Recognition Application so useful that I actually took the time to compared the new edition, page for page, with the original. That was a relatively easy task, because the authors retained the original section numbering wherever possible. My comparison showed that the original guidelines have been substantially updated, based on continuing research and the hands-on experiences of both the authors and other acknowledged experts. In addition, I believe the new sections and expanded discussions of critical design considerations are going to prove valuable to both novice and seasoned developers.In short, developing effective telephony dialogues is a complex, rapidly evolving and downright expensive task. Given that reality, every development team ought to have at least one copy of this landmark style guide.

This book is simply the best for your bookcase if you are a voice dialogue designer. I would strongly recommend it to novice and expert alike, especially for those learning VoiceXML for the first time, or working with it day to day.Grounded in hours of human-computer experiments, and a multi-disciplinary approach to user interface design - this book is a rare combination of a careful ear for human language and dialogue, extensive engineering experience, and pragmatic knowledge of the strengths and limitations of current voice recognition technology.The second edition has brought it bang up-to-date. It cuts through the hype that has always surrounded each successive generation of voice technology - focussing always on the building of robust useable interfaces which work with the user rather than against them.

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