Three segments, by how people use voice mode today

The segments

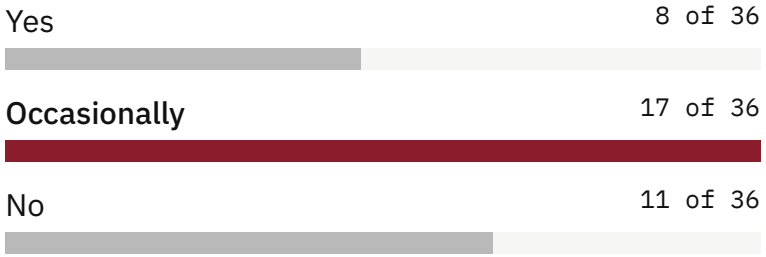
First-timers
Have never used voice mode.
What would make them try it once?

Aware users
Know it exists, rarely use it.
Why do they use it less than they could?

Heavy users
Use it regularly.
Why, when and for what do they use it?

Split by behaviour, so each person falls in exactly one group.

Survey: do you use voice when using AI, searching or working?



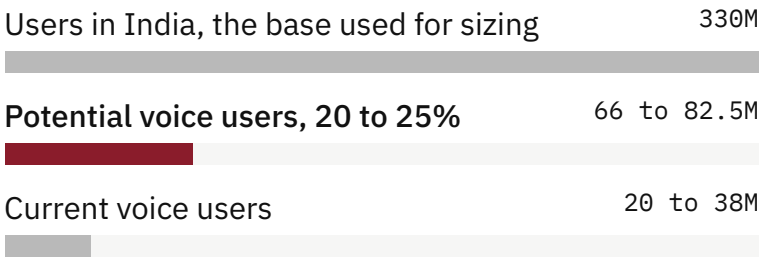
25 of 36 already use voice somewhere, so the habit exists.

77.8% use or are aware of ChatGPT's voice features. Awareness is not the gap.

Respondents were mostly students and working professionals.

Target: aware users first, then heavy users

They already know the feature, so the gap is a reason to use it, not awareness. They are also the likeliest to use it more often and to pay.



My estimates.

Source: my own survey, 36 responses.

People who skip voice mode aren't blocked. People who use it are

Three hypotheses, tested

1. Long voice conversations help with complex decisions `did not hold`

Heavy users said it drifts off topic and struggles with in-depth tasks.

2. People avoid voice because they aren't used to it `did not hold`

The hesitation came from the product: interruptions, slow replies, lost context.

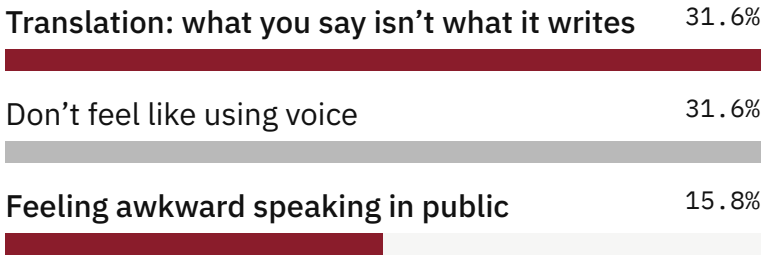
3. Local-language recognition is a barrier `held`

Hinglish and Gujarati were transcribed as English.

Survey

82% of non-users name no barrier to voice mode. They prefer typing or don't feel the need. Only 4% named an actual problem.

18 of 25 voice users hit a concrete barrier.



Challenges named by voice users. Smaller answers not shown.

One-to-one interviews, by segment

First-timer

"hinglish and gujarati is translated as english"

Aware user

"it is way too diplomatic" and "it interrupts frequently"

Aware user

"it keeps going off topic" and "it is slow"

Heavy user

"can't effectively pull information from the internet"

Heavy user

"after 1 hour of conversation the voice feels awkward"

Source: my own survey, 36 responses, and five one-to-one interviews across the three segments.

The true problem: people who use voice go silent when others are around

1. Who is facing it?

Students and working professionals who already use voice mode in private, and spend their day in libraries, reading rooms and offices.

2. What is the true problem?

They won't speak to ChatGPT aloud in a shared space, because they don't want to disturb the people near them.

Asked why voice felt awkward, this was the reason underneath.

3. Why should we solve it?

The habit is already there: 25 of 36 people surveyed use voice somewhere. The setting is what stops them, and the potential base is 66 to 82.5 million users.

4. How do we know it's real?

18 of 25 voice users named a concrete barrier, awkwardness in public among them. In interviews, users said they use voice when alone and stop in public settings.

5. Value for users

Voice becomes usable in the places where they actually study and work. Speaking a prompt is faster than typing it.

6. Value for business

Illustration: if 5% of 82 million potential users, about 4.1 million, took Go or Plus in equal numbers: 2.05M × ₹399 + 2.05M × ₹1,999, about ₹492 crore a month.

Also found, and set aside for now: mixed-language recognition for Hinglish and Gujarati; giving full context in one spoken request; long conversations drifting off topic.

Source: my own survey and interviews. Business value is an illustration, not a forecast.