# accenture

# BUILDING NON-BINARY VOICE ASSISTANTS

## VIDEO TRANSCRIPT

**Speaker 1**:
If I asked you what gender your voice assistant is, I'd bet you'd answer female.

**Speaker 2**:
And if you ask your voice assistant if it identifies as a particular gender...

**Speaker 1**:
... it would probably claim that it doesn't one.

**Speaker 2**:
Know why those popular voice assistants sound like women?

**Speaker 1**:
The answer is simple.

**Speaker 2**:
Countless studies have shown that voice assistant users prefer hearing a female voice to a male voice. Product design should match preferences. Right?

**Speaker 1**:
In this case, wrong. You see, when popular voice assistants sound female-

**Speaker 2**:
... we risk teaching children that women responded on demand.

**Speaker 1**:
And that reinforces gender stereotypes of women as friendly, subservient helpers.

**Speaker 2**:
We believe that voice assistants should have more than just one voice-

**Speaker 1**:
... and that those voices should represent everyone-

**Speaker 2**:
... men-

**Speaker 1**:
... women-

**Group**:
... and non-binary individuals.

**Speaker 1**:
Except, does a non-binary voice even exist?

**Speaker 2**:
Accenture Labs, in collaboration with CereProc, has created a non-binary voice by combining male and female data-

**Speaker 1**:
... with data from non-binary individuals. This voice doesn't just use pitch to distinguish itself as nonbinary-

**Speaker 2**:
... but also speech patterns and intonation.

**Speaker 1**:
We've worked directly with the non-binary community and integrated their feedback to develop the
final version of this voice.

**Speaker 2**:
Here's what it sounds like.

**Speaker 1**:
Hey, Sam? What's the weather today?

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**Sam**:
It's currently partly cloudy and 55 degrees.

**Speaker 1**:
Thanks, Sam.

**Sam**:
You're welcome.

**Speaker 1**:
And we thank all of you watching for helping us fight gender bias and stereotypes.

**Sam**:
It's way overdue. Join us in advancing gender representation by creating and using voice assistants that
sounds like me.