



User Research Insights on — ChatGPT Voice Usage

Among Indian Students



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Milestone 2- Chosen Segment & Justification of Impact

Market Segmentation | India — ChatGPT Mobile | Voice Adoption

MARKET SEGMENTS

👤 Students - Chosen Segment

- India has 250M+ students
- Heavy daily screen time (5+ hrs)
- Use ChatGPT for learning, assignments, translation
- High future LTV (early habit → long lifecycle)

👤 Job Seekers

Resume & interview prep • Moderate weekly usage • Episodic

👤 Content Creators

Scripts, ideas, captions • High engagement • Smaller TAM

🌍 Regional Language Users

Tier 2/3 India • Struggle with English typing • Overlaps with students


👤 Homemakers / Casual

Translation & info search • Sporadic • Lower monetisation

WHY STUDENTS?

Criteria	Assessment	Score
TAM	Very Large (250M+)	●●●●●
Mobile-first	High (65% Gen Z)	●●●●●
Voice relevance	High (Hinglish friction)	●●●●○
Habit potential	Very High (daily use)	●●●●●
Long-term LTV	High (early habit)	●●●●○
Regional overlap	Strong (66% Hindi)	●●●●○

USER PERSONAS



Rahul
21 | Tier 3 City | BA Student

📅 Age: 21
📄 Stream: BA
🗨️ ChatGPT Usage: 4 times/week

Behaviour


- Uses ChatGPT for assignment help.
- Types long questions.
- Rarely uses voice.

Anxieties

- Voice might misinterpret Hindi accent.

💡 Typing gives better answers

- Feels voice is less accurate for complex topics.



Ananya
20 | Tier 2 City | B.Com Student

📅 Age: 20
📄 Stream: B.Com
🗨️ Hindi (Primary) 3 times/week

Behaviour

- Uses ChatGPT for translation & explanation.
- Uses voice occasionally for quick clarification.

Anxieties

- Sounds robotic.
- Not confident speaking academic English aloud.

Mental Model

- Voice is useful only for small tasks.

🏆 CHOSEN SEGMENT
STUDENTS — College / UG / PG

HYPOTHESES

Why students aren't using voice ?

H1 Perceived Value Gap

Students believe typing is more efficient for academic tasks.

EVIDENCE: 33% say "no clear benefit over typing"

H2 Seriousness Bias

Voice feels casual, not "study appropriate".

EVIDENCE: "Voice is for lazy mode, not serious study"

H3 Accent Anxiety

Fear of wrong recognition due to Hindi / regional accent.

EVIDENCE: "What if it misunderstands my accent?"

H4 Social Discomfort

Reluctance to speak in shared spaces (hostel / library).

EVIDENCE: 33% cite privacy / public setting concern

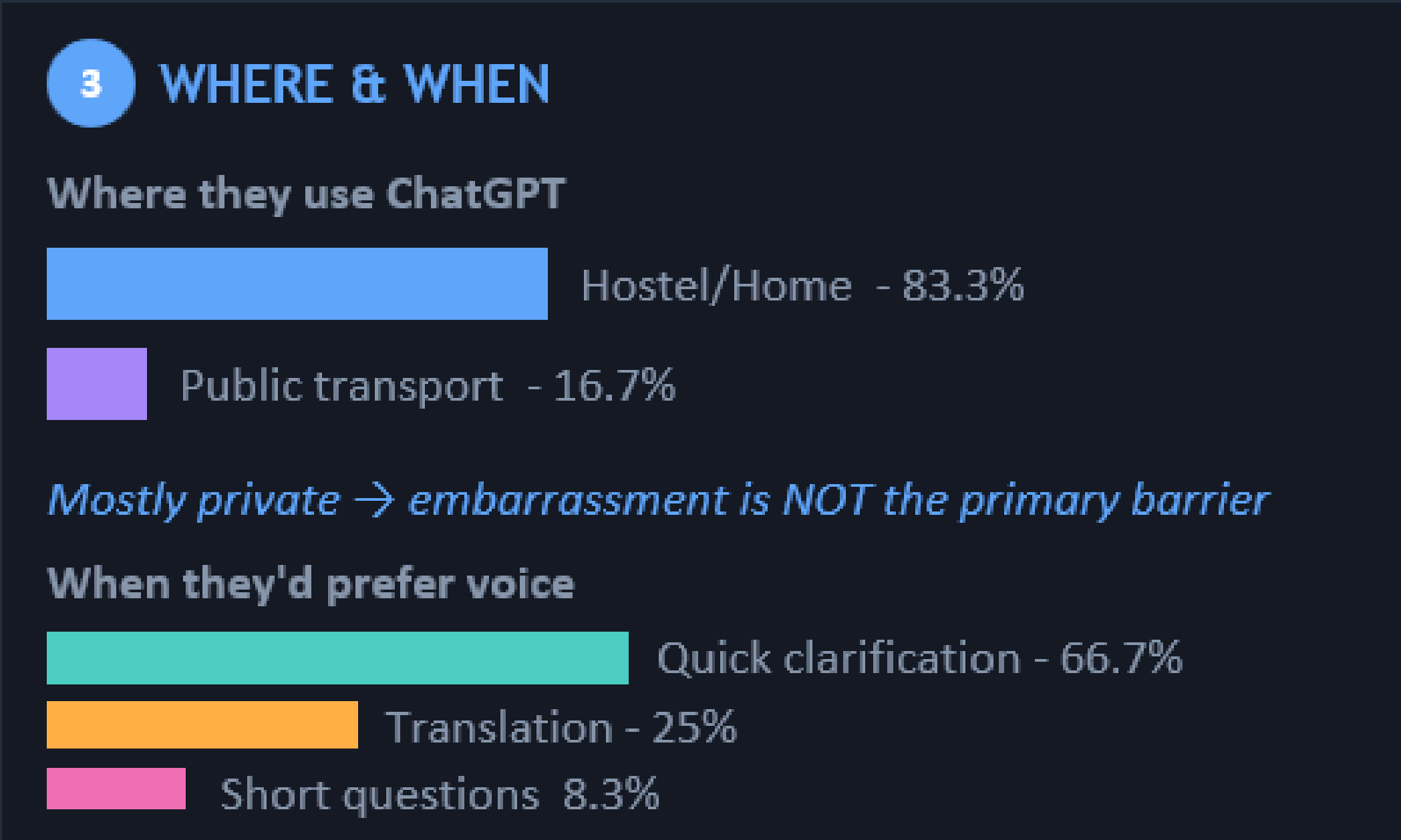
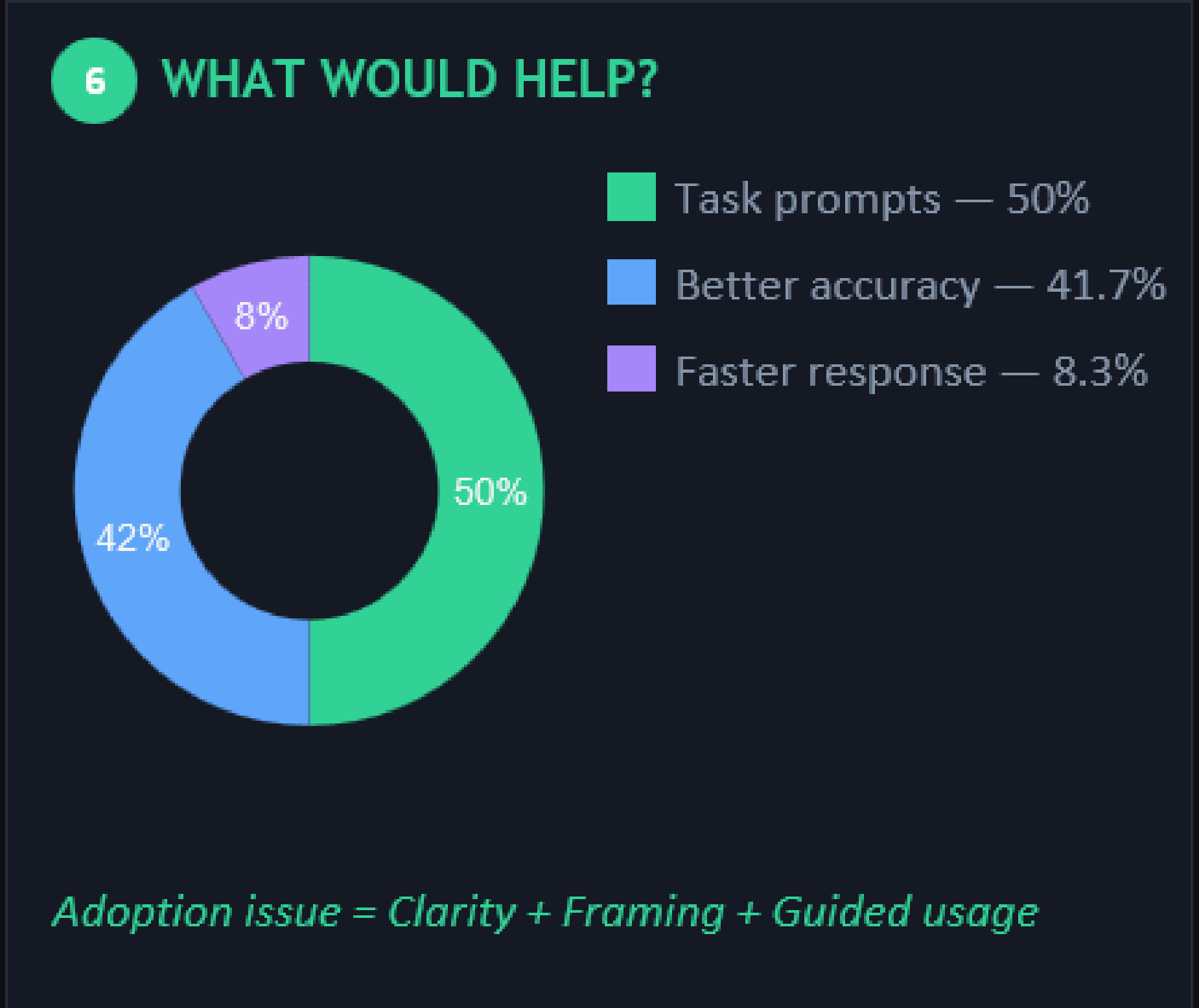
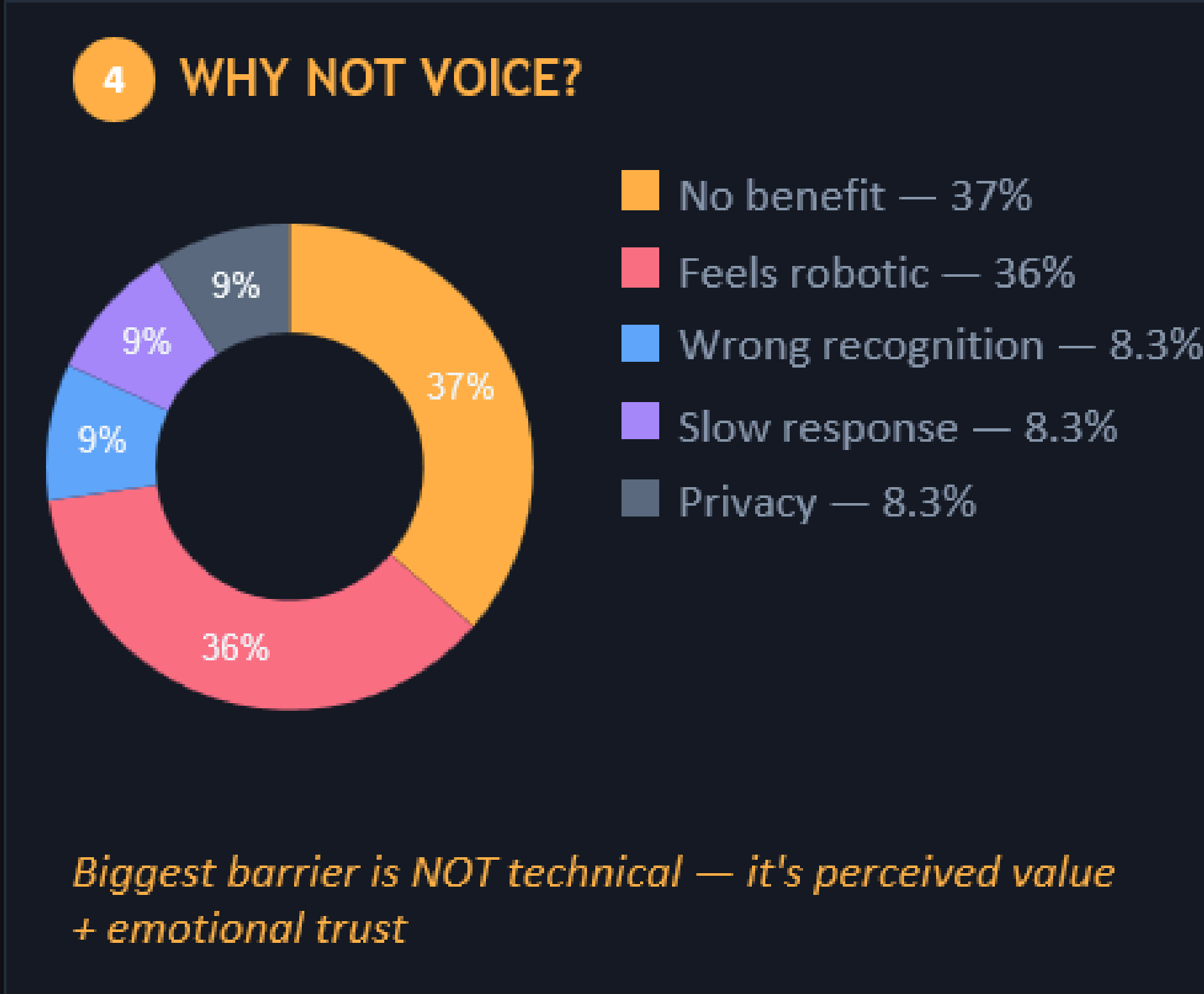
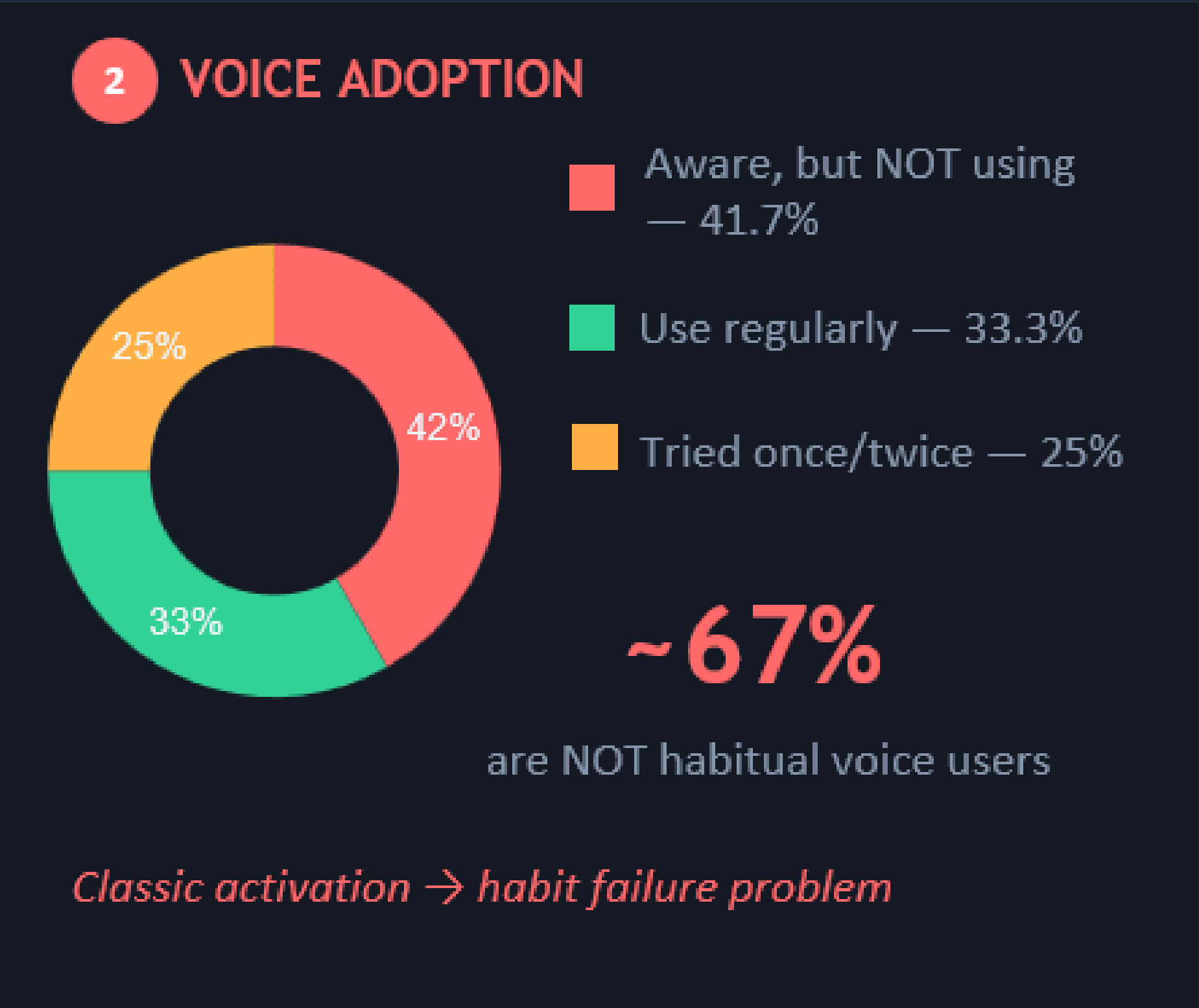
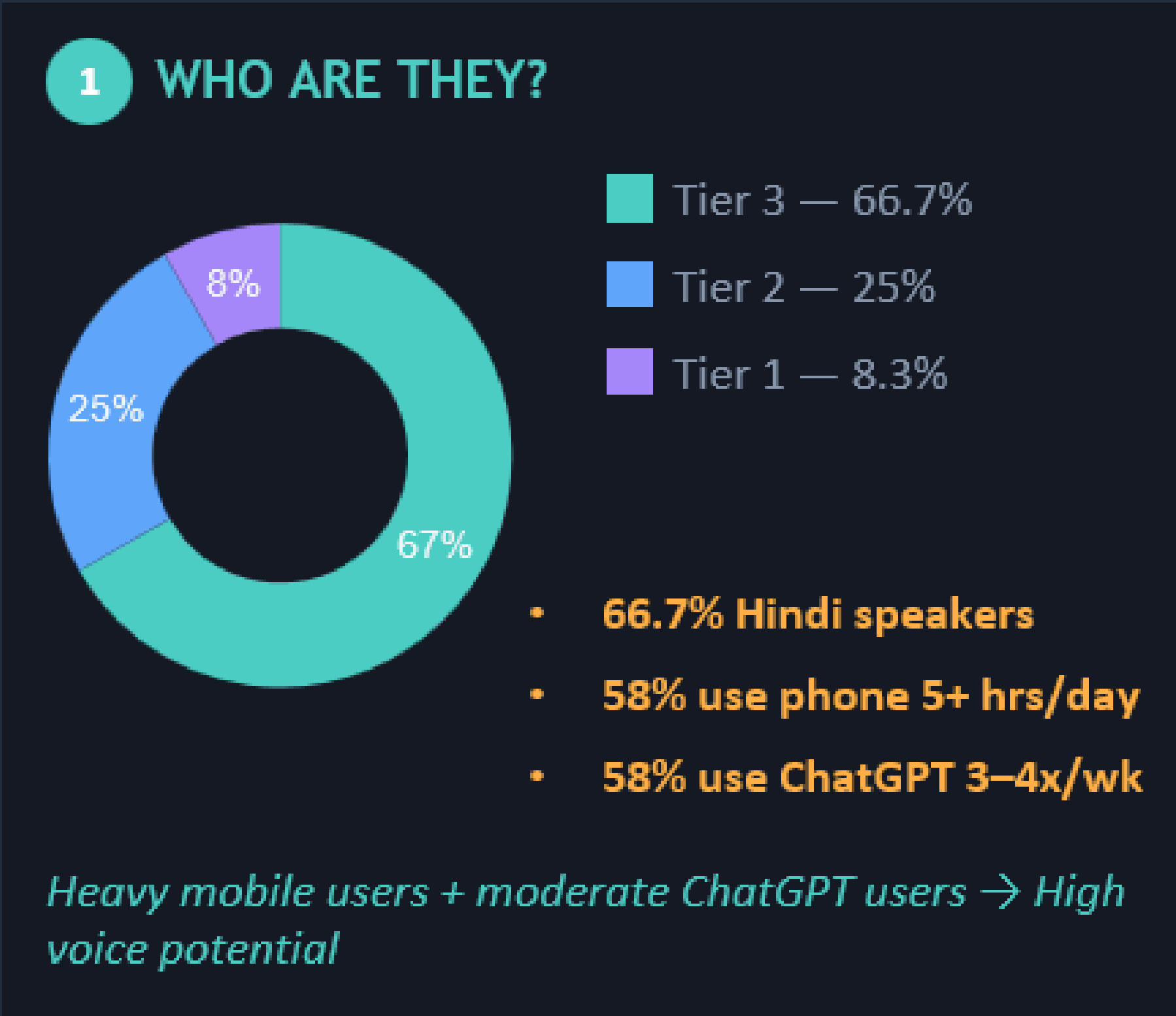
H5 Lack of Guided Use Cases

Students don't know when voice is better than typing.

EVIDENCE: 50% want "clear task-based prompts"

User Research Insights

Quantitative + Qualitative | Students Segment | n = 32 | 6 in-depth interviews



7 QUALITATIVE INSIGHTS — From 1:1 Interviews

CONTROL "Typing gives me control."	PERCEPTION "Voice is for lazy mode, not serious study."	TRUST "What if it misunderstands my accent?"
EMOTION "It sounds robotic — not natural."	PRIVACY "I don't want others to hear my questions."	MOTIVATION "I only use voice when I'm tired."
CLARITY "What is voice even good for?"		

KEY PATTERN: Students see voice as a fallback, not a primary input. The barrier is mental model + framing, not technology. They need to see voice as a shortcut for specific tasks — not a replacement for typing.

🔥 CORE INSIGHT: The voice adoption problem is NOT about capability — it's about perceived value, emotional trust, and lack of guided entry points. Students need a reason to try voice (task-based prompts) and a reason to stay (accuracy + natural tone).

Problem Framing Canvas

ChatGPT Voice Adoption — India | Survey n= 32

What is the true problem?

- Indian young adults (18–26) are not adopting ChatGPT's voice input despite being heavy text-based users. Voice feels robotic, inaccurate for Hinglish/Regional language, and offers no clear benefit over typing in private settings.

Who are the customers facing the problem?

- Primarily, 42% students from 26+ year olds from Tier 1 metro cities,
- 42% Studying Arts and Science,
- 58% who use ChatGPT daily, & 67% in English — but almost 83% exclusively use via text from home.

How do we know it is a real problem?

- 58.3% have never used voice or tried it only once. 33% see no benefit over typing. 33% cite privacy/public concerns. Validated via a 16-question quantitative survey across demographics, usage patterns, and barriers.

What is the value generated by solving this problem?

For the target customers

- Users can interact with ChatGPT hands-free using natural Hinglish/ Regional language, enabling faster concept explanations, translation, and brainstorming — their top use cases (83% use it for Idea generation / brainstorming.).

For the business

- Higher engagement and session depth from voice users. Unlock Tier 1 India's 500M+ Hinglish / Regional language speakers as power users. Reduce churn from the 58% who tried voice and abandoned it. Competitive moat vs. Google/Gemini.

Why should we solve this problem now?

- 50% of users say faster response would make them try voice. 42% want better accuracy. India's GenAI adoption is surging — early voice optimization creates first-mover advantage in a market where competitors haven't localized yet.