

**Online Group Presentation
Group 5**

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MODULE NAME: DIGITAL SKILLS AND RESEARCH METHODS
MODULE CODE: BMSW4003_LON
LECTURES NAME: SAQIB SHAMIM

- **TASK DESCRIPTION**

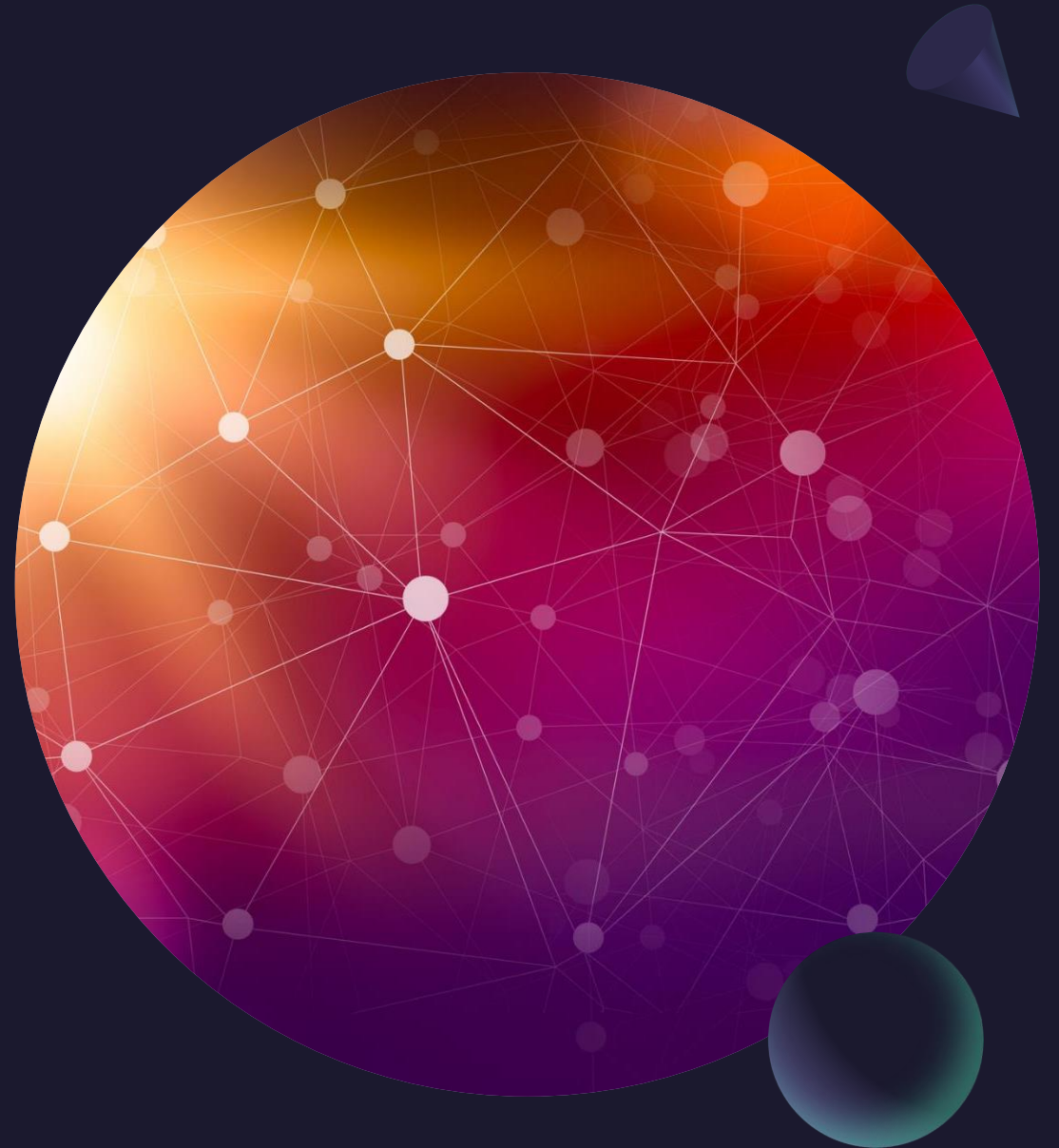
- As part of this task, each group is to identify an organisation and analyse how this organisation uses
- modern technology to improve workplace efficiency and employability.
- As a group you are required to present your PowerPoint slides (ideally 12 – 25 slides, depending on the
- number of group members) which should include the following elements:
 - background of the organisation;
 - the challenge(s) before the introduction of modern technology;
 - insights to the modern technology introduced;
 - the impact of the technology introduced;
 - and lessons that can be drawn from the case study

The background of Siri

Digital skills and Research Methods
Maria Ignat 2028007

Group Presentation-Group 5

Lecturer Saqib Shamin



In this presentation we will have a look at the full history and evolution of Siri:

in the year 2005 the first Siri was invented

Siri was not created by Apple, but it was built by the SRI international artificial intelligence center

In 2010 Siri app was made available to the iOS app store

The signature voice for Siri was provided by voice actress Susan Bennett

According to Wikipedia





After the Siri app was live for two months, Apple integrated the voice system into the iPhone 4S

Apple used this feature to attract costumers to upgrade their devices

Apple later included Siri on the iPod touch and iPad in 2012, the Apple TV in 2015 and the Mac in 2016

Other companies started using voice recognition technology in their devices

Google followed Siri with its own conversational assistant Google Now, Samsung invented S Voice

According to Wikipedia

The early versions of this voice systems often performed worst than Siri, this positioned Apple the leader in the industry

But this changed because of the decision Apple made. Apple decided that they will not collect data on their users

This is the same process Siri uses today and it's a major reason why Apple lost its dominance in this market

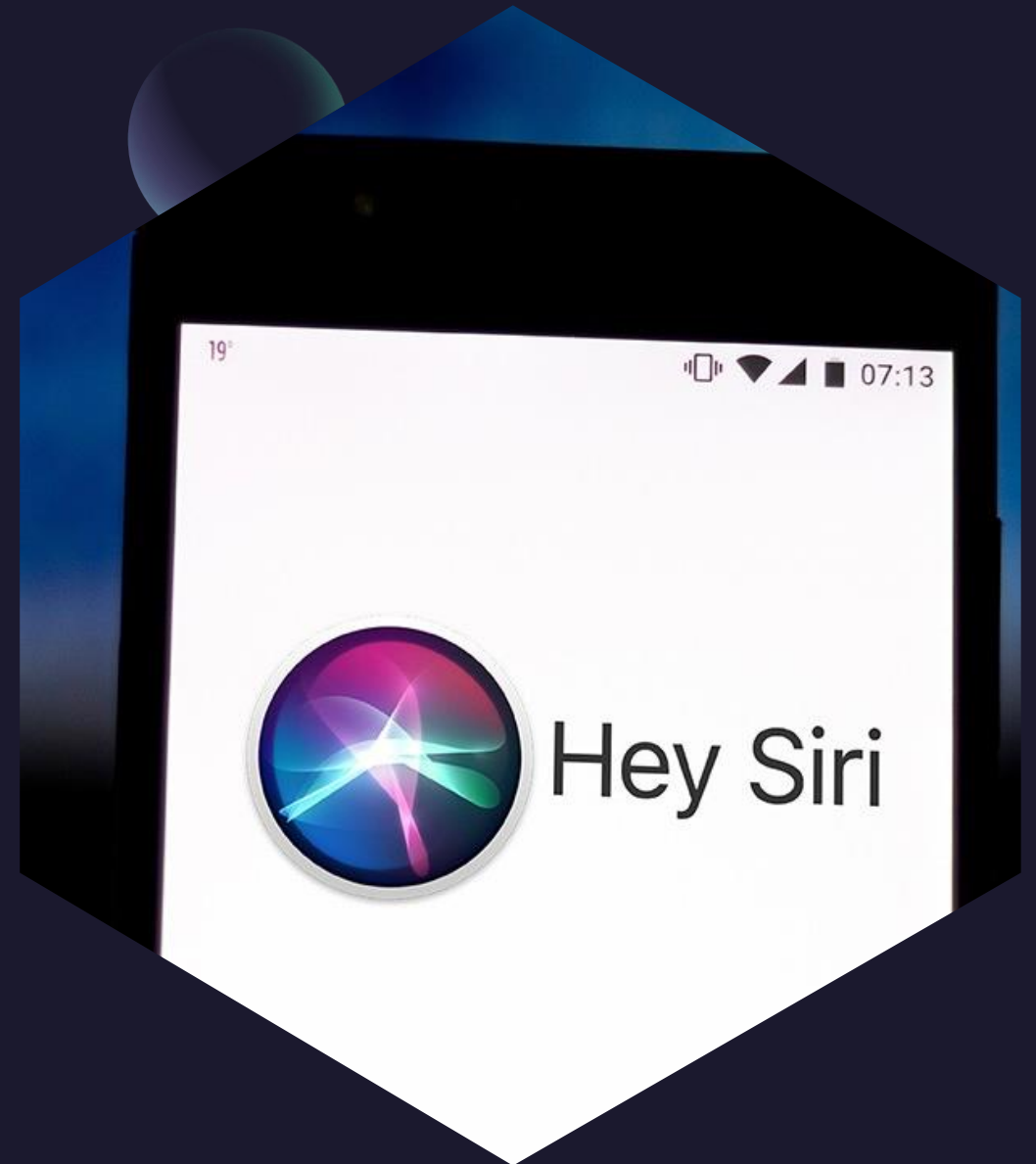
Apple enjoys earning about 75% of their revenue from hardware and its in a much better position to pass up the opportunity to monetize their user's data. They held strong to their belief that costumer data should remain private

But this decision didn't stopped Apple from making improvements to Siri. A year after its introduction iOS6 brought several new features

The introduction on now so familiar “Hey Siri” supported the biggest Siri-related news at WWDC 2014.

Apple also introduced the capacity to recognize music using Siri and Shazam, the ability to buy music through iTunes, and support in 22 languages.

According to Wikipedia



Still in 2016 Siri slowed down innovation while other big brands overtook artificial intelligence industry

Since 2012 other companies like Samsung and Google integrated similar systems into their company's newest communication technologies

Usage of Apple's voice assistant Siri dropped in 2016, while the usage of Alexa grew.

In 2017 Apple started playing catchup according to the Wall Street journal

The year 2018 began with the introduction of Business Chat with the addition of Siri jokes

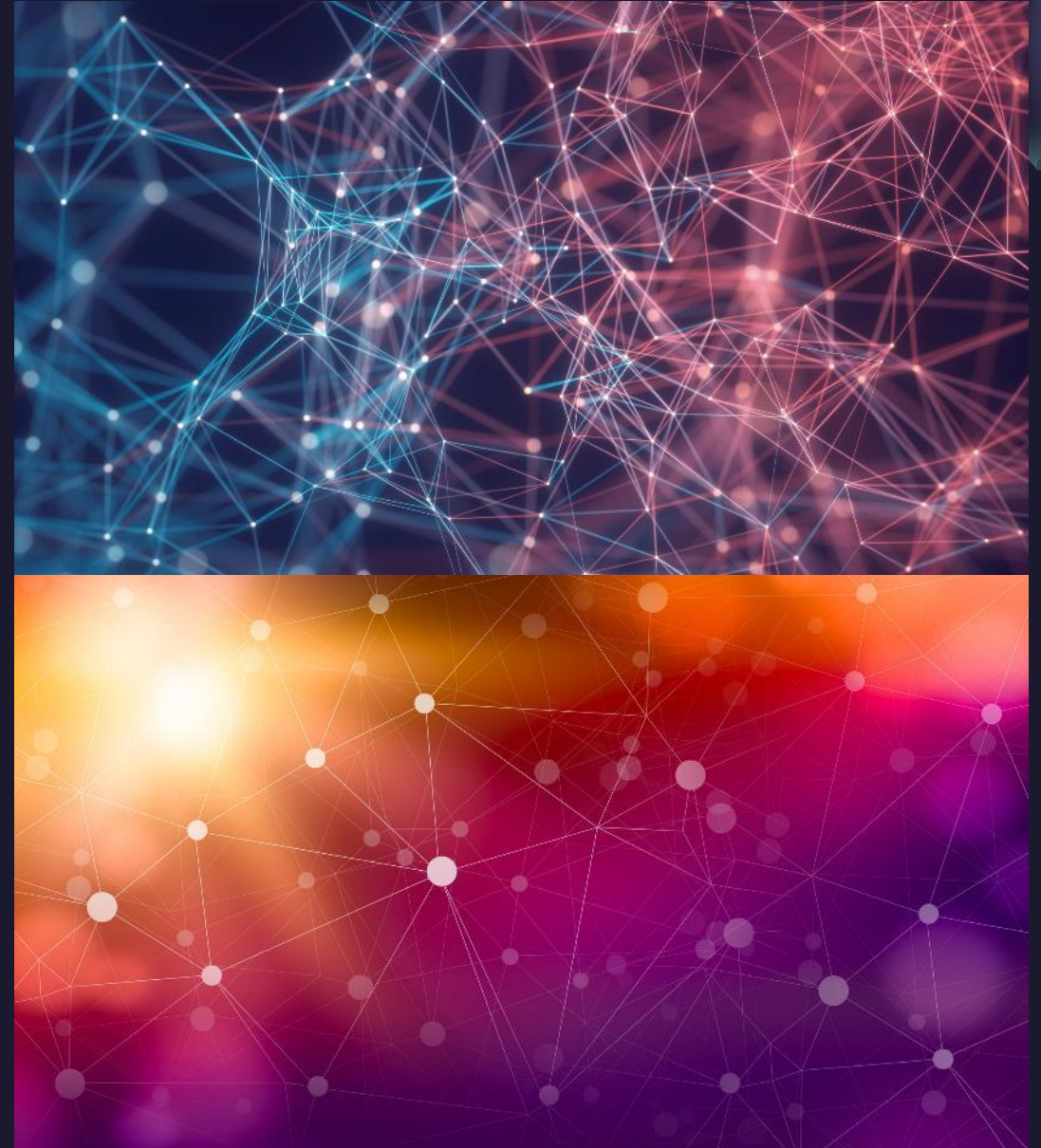
In the year 2020 Apple outlines iOS 14 changes that will include Siri enhancements

- Apple's digital assistant Siri will process audio in device by default in iOS 15, meaning you will be able to use the feature without an active internet connection.
- This upgrade will make Siri faster—said Apple in a press statement.



Thank You

Any Questions?



GROUP-05
Presentation
on



Siri their challenge before the introduction of modern technology

Module Code- BMSW4003

Module Name- Digital Skills and Research Method

Presented to:
Saqib Shamim

Presented by:
Mohammad Hasanuzzaman
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Siri

"Siri was theme A.I.(Artificial Intelligence) technology to everyone,"



- Siri ("**Speech Interpretation and Recognition Interface.**") It's speech recognition engine was provided by Nuance Communications, and Siri uses advanced machine learning technologies to function. the first virtual assistant with a voice, which responded by way of technologies based on **Artificial Intelligence (AI)**, was born of this desire to make our interactions with computers more 'human-like'. Now an integral part of the Apple iPhone, Siri was born at SRI International.

According to Wikipedia,

- The idea of Siri technology dates back to the early 1980's and was fully implemented in Apple near 2003, and wasn't fully installed until their recent iPhone 6S model which was released in 2013-2014 (Cult of Mac, 2018, pg. 1). During this time, the 80's were all about technology, innovation, and industrial work. In the 1980's it was ironically mentioned as a neat feature they would eventually like to acquire or wish they were able to

Sources: (Cult of Mac, 2018, pg. 1)

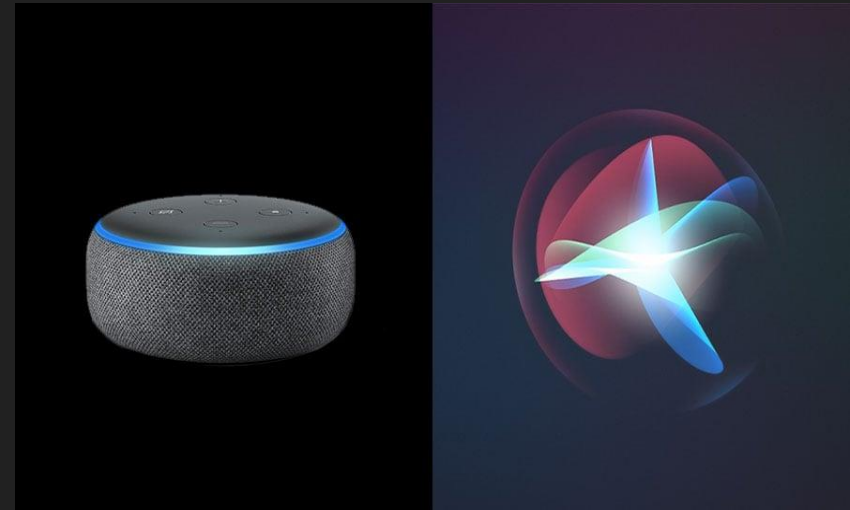
Challenges before Introduction to modern technology

- Adopting new tech just because it's new.
- Not implementing the right systems and procedures.
- Failing to win staff over to the new technology.
- Not training staff adequately in the utilization of the new technology.
- Not monitoring the data.



Insight to the modern technology introduced

- Digital Platform Design for Value Creation
- Create value through collaboration
- Useful and usable user experience
- Design to be scalable
- Design for emergence
- Survival of the Matrixed
- Digital Engagement to Drive the Visitor Economy



Source: [Thomas De Luze on Unsplash](#)

Source: <https://calvium.com/digital-platform-design-for-value-creation/>

The impact of the modern technology introduced



- Making it a huge leap forward in voice recognition technology.
- Siri is not Apple's first venture into voice-activated controls and speech- recognition, although the program makes a few big leaps over the capabilities of Voice Over, the technology used in iPhone 4.
 - It has both speech input and output, meaning you can speak to it, and it can speak back to you.
 - You speak to Siri to ask it questions and give it commands, such as small tasks that you'd like it to complete.
 - Siri does not process your speech input locally on your phone.
 - The software sends commands through a remote server, so you have to be connected to Wi-Fi or a 3G signal.

Lessons Drawn from this Case



- While Siri might be employed more often to help users find a latte than do anything life-changing, the technology itself is pretty amazing.
- Siri can listen, interpret, and respond to user voices, making it a huge leap forward in voice recognition technology.
- While Siri and other voice recognition tools could be an asset in traditional classrooms, these kinds of programs could also do wonders for online learners.
- Siri makes it simple to Communicate and Collaborate with Siri, users can easily email, text, or call without having to lift a finger.
- There are few things computers are better at than math, being based entirely on algorithms themselves.
- With a voice-activated program, students could use their mobile device as a calculator and also as a reference tool for finding help with a particularly troublesome question.
- Instead, they can simply ask Siri how to help them work through an especially puzzling problem.

Source: www.mmpant.net

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- "Use Siri on all your Apple devices". support.apple.com.
- Google Assistant beats Alexa, Siri". gadgets.ndtv.com.
- Mickle, Tripp (June 7, 2017). "'I'm Not Sure I Understand'—How Apple's Siri Lost Her Mojo". The Wall Street Journal. Dow Jones & Company. Retrieved June 10, 2017.



THANK YOU



Online Group Presentation 5

Presented by: Niculae
Mihaita Cristian
Student ID: 2028439



Hey Siri

Insights to the technology utilised for Siri

- Siri interacts with the users through intelligent voiceover technology.
- Siri also allows the users to stay connected via cloud technologies across all their Apple devices.
- One can even ask Siri to make calls, open maps, or other miscellaneous tasks in a hands-free manner.
- Siri can also set alarms, check calendars, and perform basic mathematical tasks.



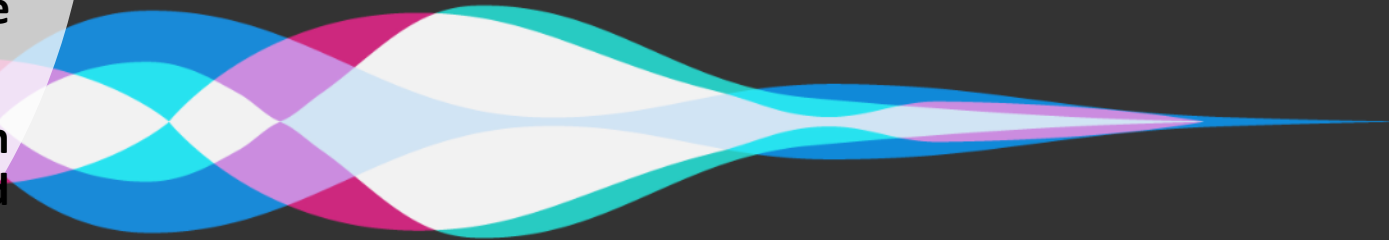
Insights to the technology utilised for Siri (contd.)

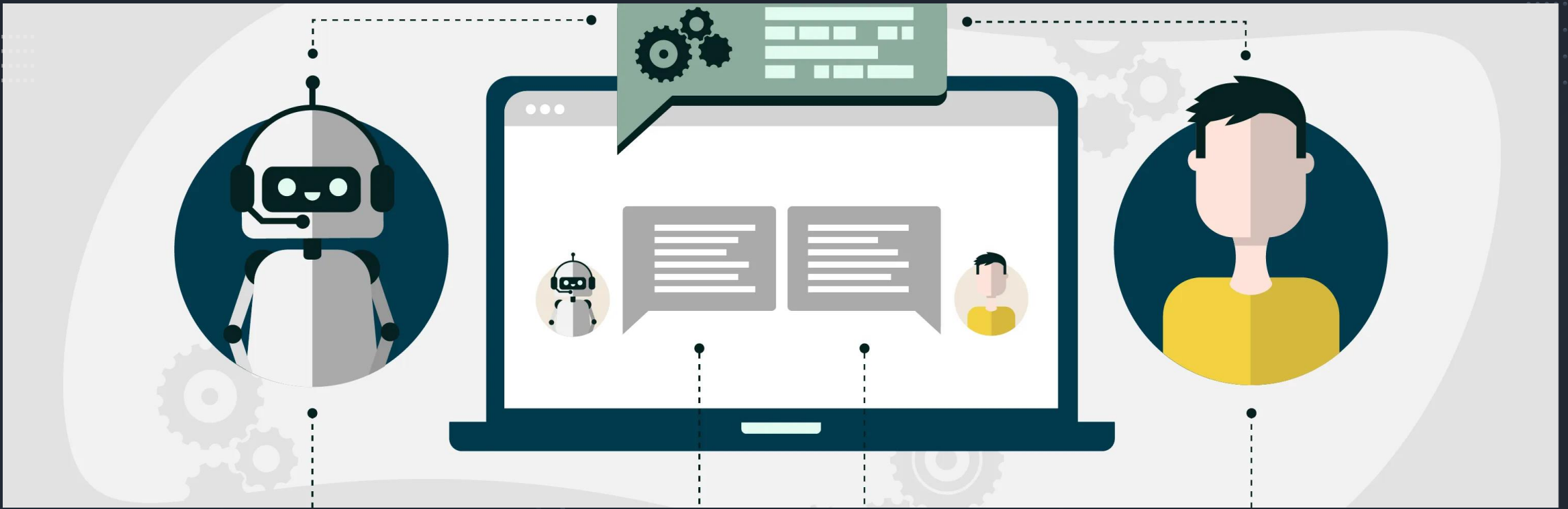
- Siri's algorithm is based on that artificial intelligence and its complementary emerging technologies.
- Deep learning, machine learning, speech recognition and NLP are all different approaches and applications of AI.
- Siri's algorithm makes use of these very technologies to improve user experience.
- Apple is focused on making Siri a virtual assistant that can provide accurate and smart recommendations to the users.

Insights to the technology utilised for Siri (contd.)



- ❑ Siri was originally an idea based off of the technology being developed in another firm.
- ❑ Speech recognition, natural language processing, and machine learning (along with deep learning) are at its core.
- ❑ Siri was actually released as an application that iOS users could download from the Apple store, in 2010.
- ❑ Siri's speech recognition efforts are commendable since the entire process is very challenging.
- ❑ Vast sets of data are required to train the algorithm to ensure that the voice commands are interpreted appropriately.





Insights to the technology utilised for Siri (contd.)

- NLP or natural language processing takes control after the work of speech recognition is done.
- NLP is aimed to deciphering the actual meaning and intent of the commands that have been converted into text.
- NLP is that branch of AI that enables computers and other electronics to understand the commands of the users.
- This technology helps Siri interpret the tasks as demanded by the users so that the correct results can be returned.

Insights to the technology utilised for Siri (contd.)

- Machine learning is the most important technology as used by Siri for functioning smoothly.
- It enables the algorithm of this program to learn continuously from its surroundings without any human intervention.
- Deep learning is also being used to make Siri more human-like from iOS 10 onwards.
- Dictations can be understood and interpreted by Siri because of the incorporation of both machine learning and deep learning.

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Ault, S.V., Perez, R.J., Kimble, C.A. and Wang, J., 2018. On speech recognition algorithms. *International Journal of Machine Learning and Computing*, 8(6), pp.518-523.

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THE IMPACT OF THE TECHNOLOGY BY LAVINIA



SIRI

Siri is a voice-controlled personal assistant designed to improve human interaction with Apple products. Its working builds on the Artificial Intelligence and the way it allows the software to learn automatically from combined and analysed data. By having the access to applications it helps a user to manage it with less effort.

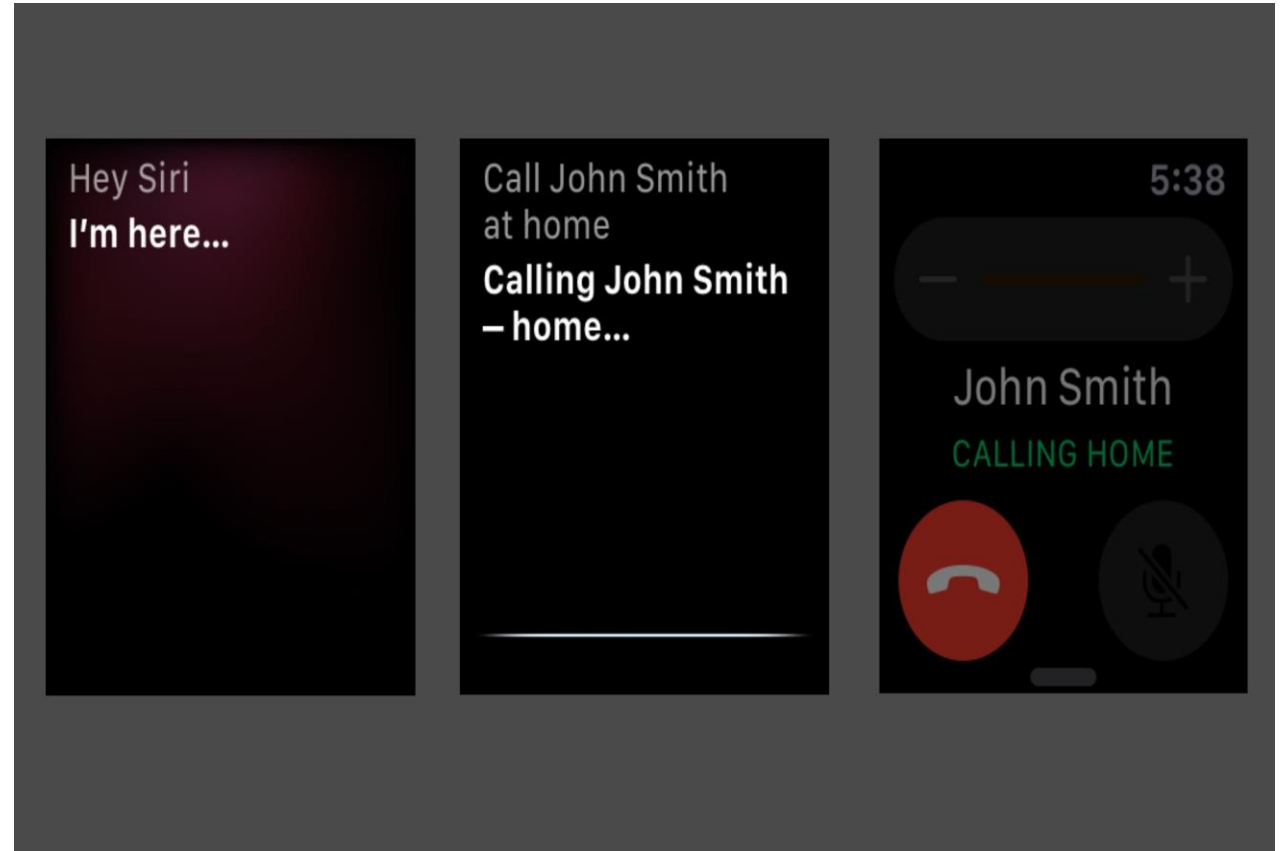


Siri does more than ever. Even before you ask

Calls and Texts

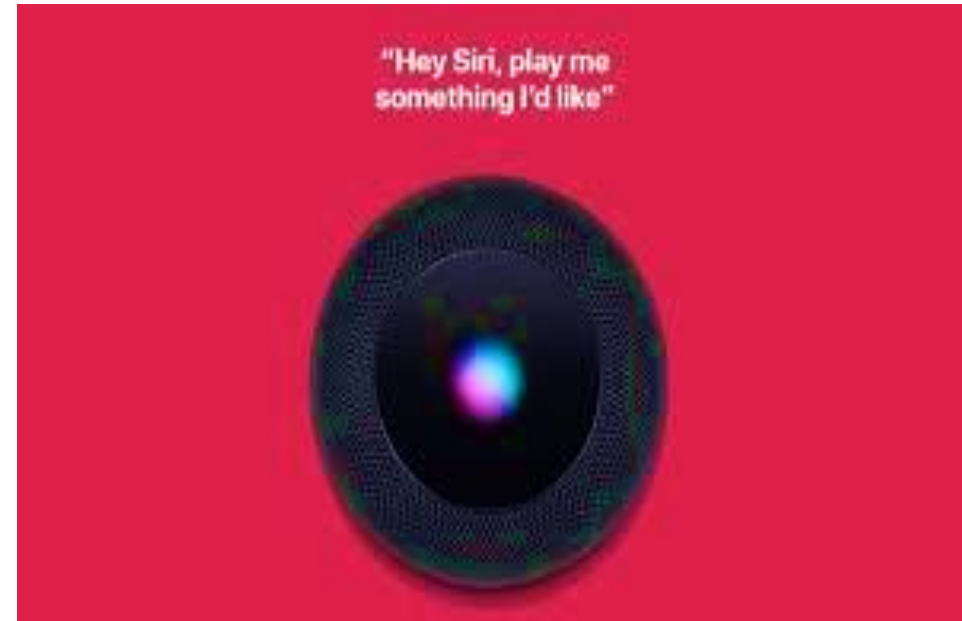
Siri lets you stay connected without lifting a finger.

Siri can make calls or send texts for you whether you have your hands full, or are simply on the go. It can even announce your messages on your AirPods. It also offers proactive suggestions like texting someone that you're running late for a meeting so you can stay in touch effortlessly.



MUSIC

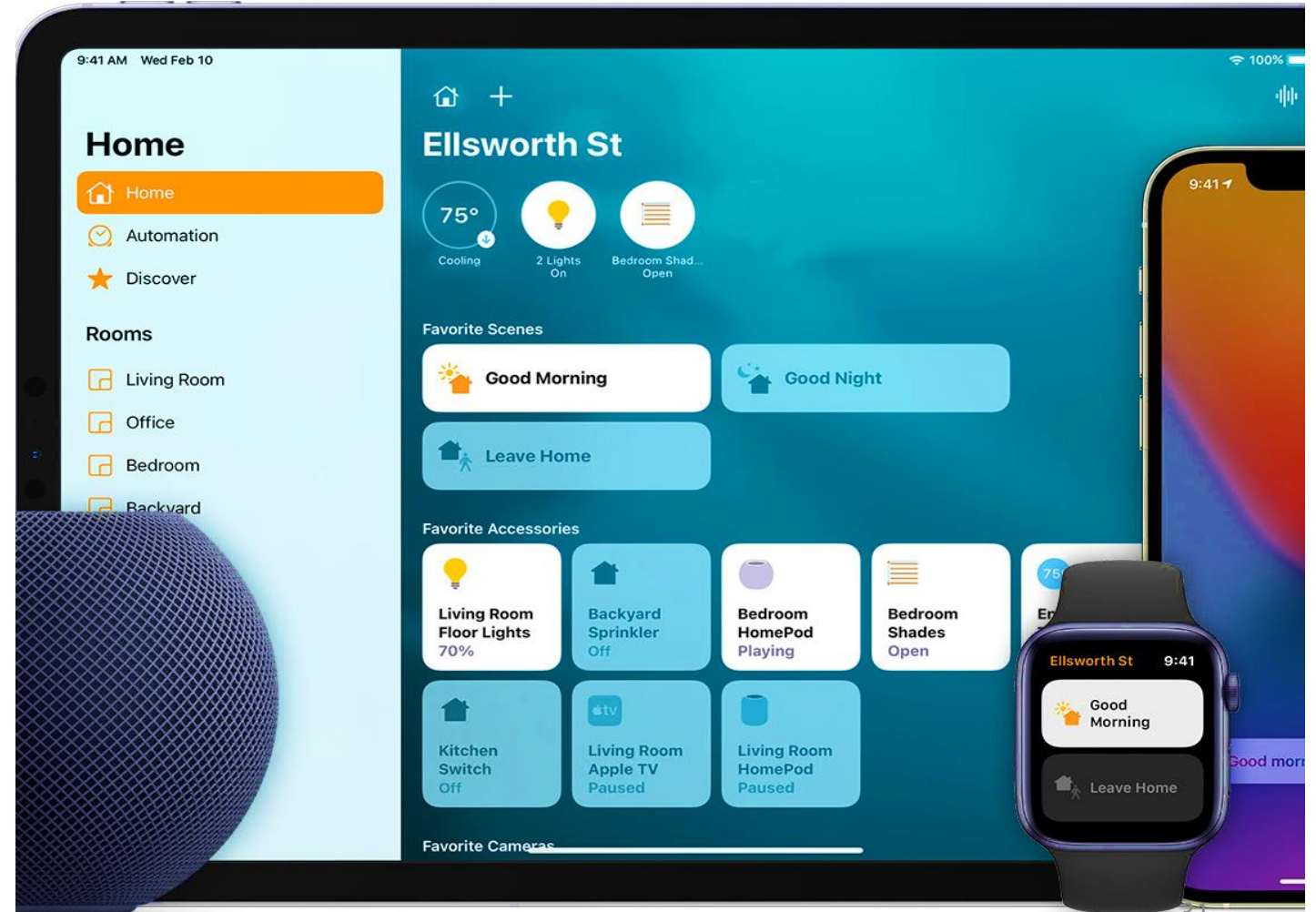
Siri can find the song you want to hear. Just ask.
Apple Music and Siri work together beautifully.⁴ Which means you can ask Siri to find a new song you'll like. Put on a favourite album. Or even answer questions about bands you love. Siri can also suggest your favourite playlist when you arrive at the gym or start your drive home. Just tap to play.



Home

Siri is a smart way to run your smart home.

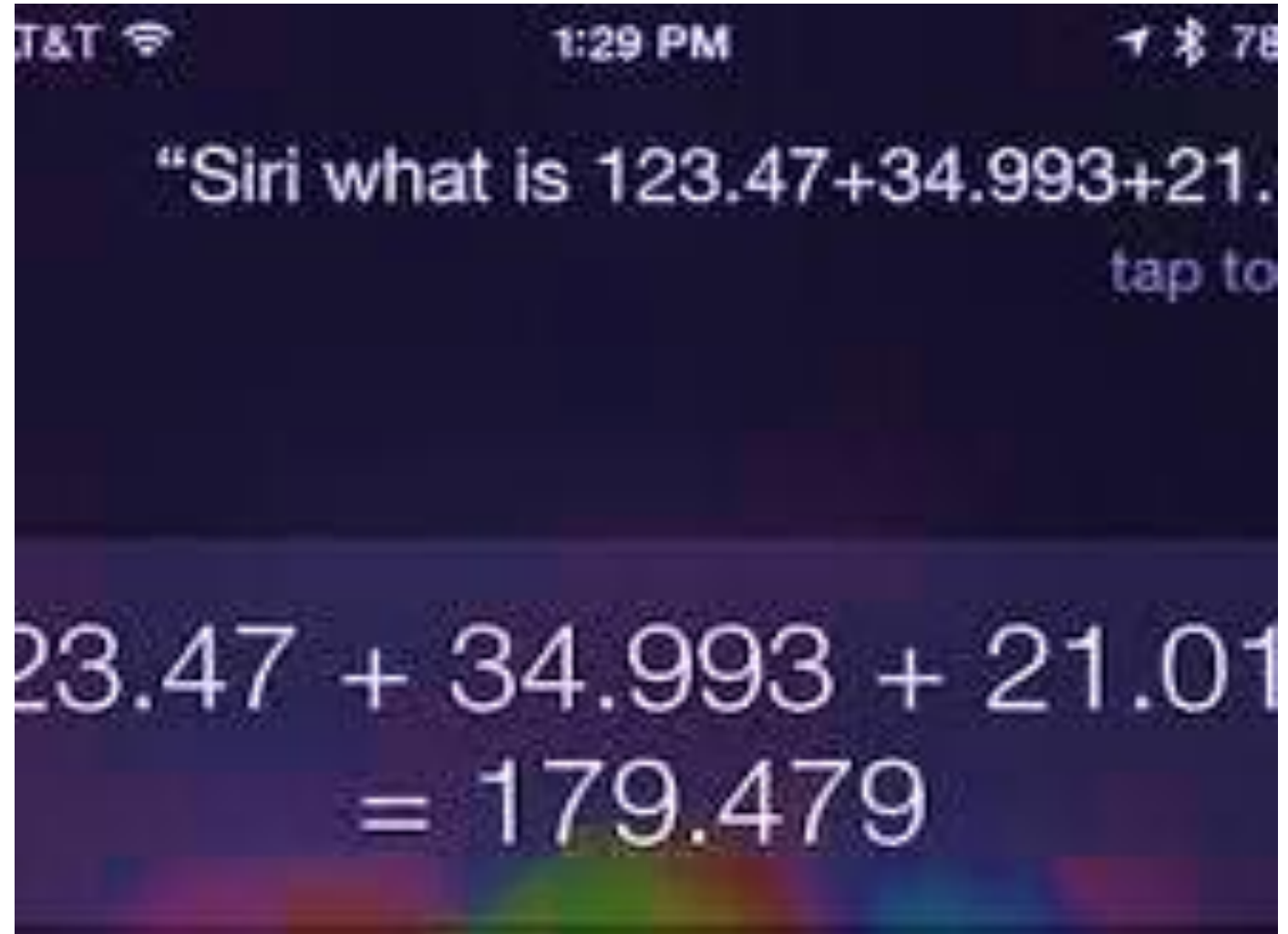
Now you can control your smart appliances, check their status, or even do a bunch of things at once using just your voice. In the Home app, for example, you can create a scene named “I’m home” that opens the garage, unlocks the front door, and turns on the lights.



Knowledge on the Go

Siri has answers to all kinds of questions.

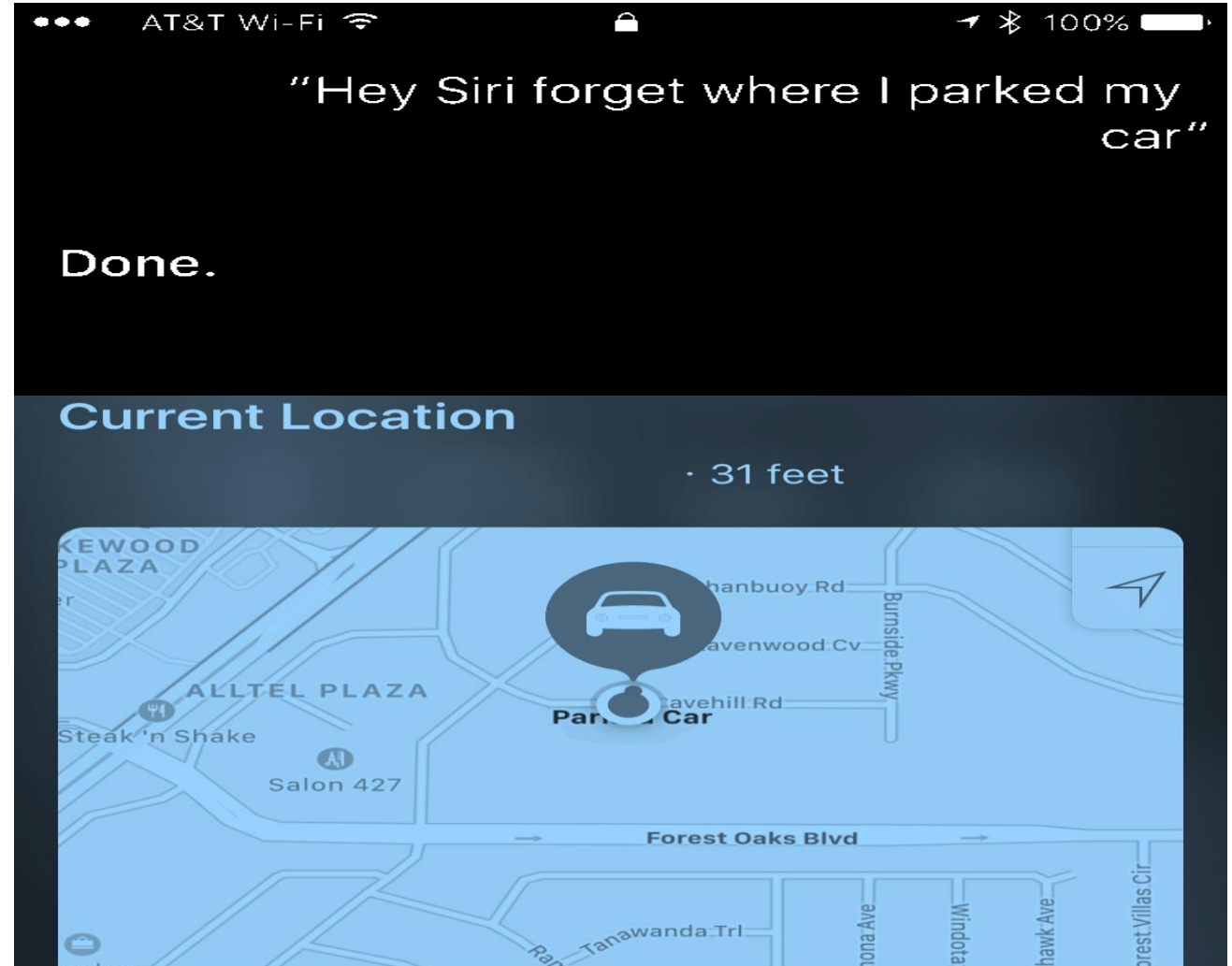
Quickly check facts, do calculations, or translate a phrase into another language. Even when you don't ask, Siri works behind the scenes like a personal assistant. A great example is the Siri watch face, which serves up events, news, suggestions, and more right when you need them



More Powerful Tasks

Siri can search, send, and book faster than you can.

It's amazing how quickly Siri can find photos of your kids, locate your parked car, get you a ride, or unearth what you're looking for from massive numbers of files. And the capabilities of Siri are optimized for each device, so you get the right kind of help, anywhere you are.



REFERENCE

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- Apple's Siri Is as Revolutionary as the Mac by James Allworth October 13, 2011

Digital Skills And Research Methods

Lessons drawn from the Case Study

Name: Mihai Cicu

ID: 2028265

Description

- Chose Apple as our focused company
- Outlined all the related topics
- Outline the lessons that I gained



Feeling

- Apple is one of the renowned and reputed brands
- Learned about Siri as their main AI service
- Different opinions of groups members
- Difficulty in keeping independent views



Evaluation and Analysis

- Many insights of the company, Including Siri as their main AI system
- Sorting out information related to Apple
- Conducting a group meeting through a virtual platform



Conclusion

- Pandemic situation
- Communication Gap
- Virtual platform



Action Plan

Skills	Actions	Deadline
<i>Improve Teamwork skill</i>	● Indulge in more group activities ● Take up more group works and assessments in future ● Acquire knowledge in some teamwork skills and apply them in real field	3-4 months
<i>Develop leadership skills</i>	● Watch videos of some of the great leaders around the world ● Apply the acquired skills in all my task	2-3 months
<i>Enhance communications skills</i>	● Try to convey each information while working in a group ● Include me to more group work ● Boost my vocabulary so that words do not limit by conversation	5-6 Months

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THANK YOU