Labs

UDIO ENGINEER PORTF

Meet the Team

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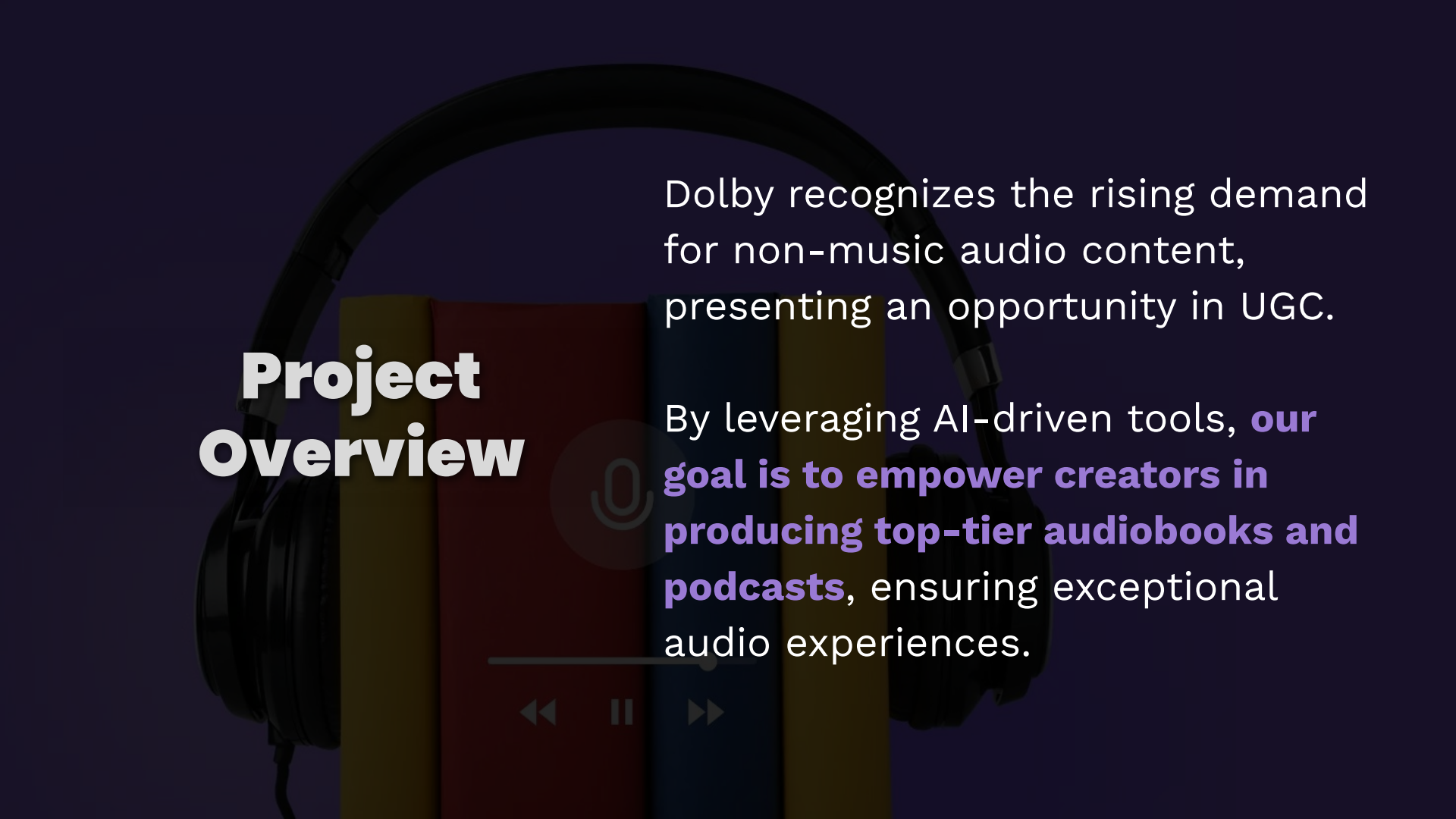
Agenda

1. Introduction
2. How do we help?
3. Design concept
4. Rationale
5. User Story/Solution
6. User Testing
7. Next steps

Dolby Laboratories, Inc. (Dolby Labs) is a global company that designs and manufactures audio and imaging products for cinema, television, broadcast, and entertainment industries.



Project Overview

Dolby recognizes the rising demand for non-music audio content, presenting an opportunity in UGC.

By leveraging AI-driven tools, **our goal is to empower creators in producing top-tier audiobooks and podcasts**, ensuring exceptional audio experiences.

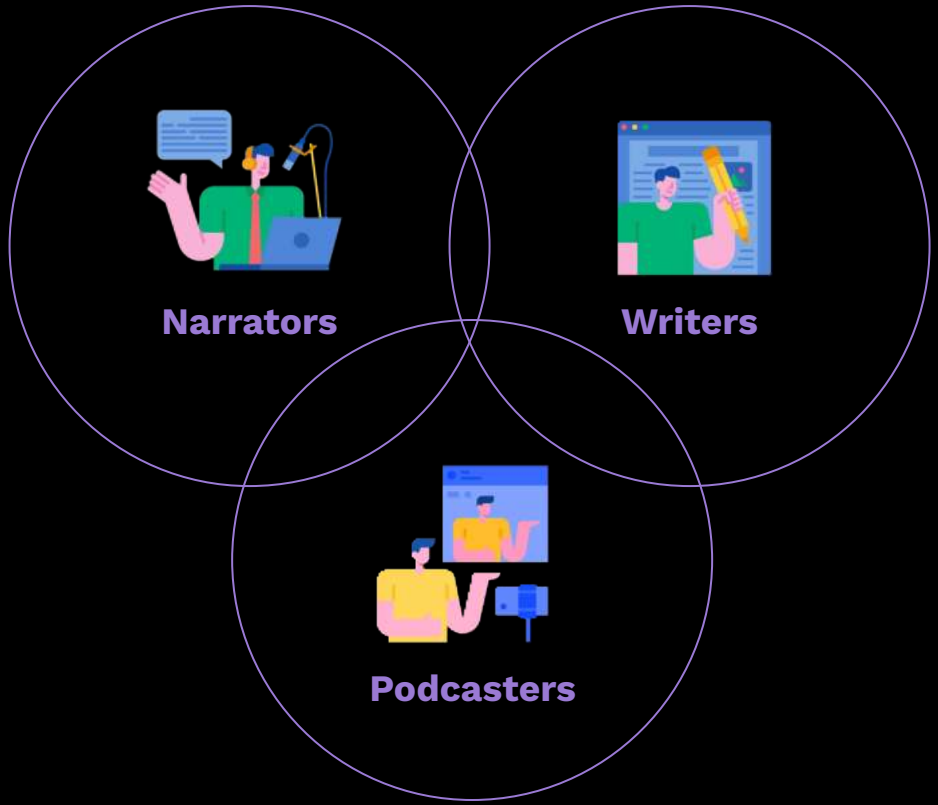
Who are UGC Creators?

UGC creators create media content for an established **user base through platforms like YouTube, Facebook, and Instagram**. They produce content **non-professionally as a hobby or passion**.

UGC = User Generated Content

UGC Audiobook Creators

UGC Audiobook Creators **share content creation strategies with:**



Problem Statements

Authors proficient in narration lack accessible tools and resources to enhance their audiobook creation skills.

Authors uncomfortable with narration lack user-friendly tools and suitable options for beginner-friendly audiobook production.

Addressing the Issue

Offer accessible, user-friendly tools and guidance for both experienced and novice authors entering audiobook creation to enhance narration skills and aid beginners.

Collecting insights from UGC Audiobook Creators

Our Goals

1. **Conduct interviews** with UGC Audiobook creators producing different types of audio content

2. **Gather insights** and **understand pain points** between different roles, and how they overlap

3. **Discover gaps** in existing audiobook production processes for feature implementation

Narrator Insights

Methods Employed

Punch & Roll

Allows the narrator to **correct mistakes by stopping, rewinding a short distance, and seamlessly resuming from that point** during recording

Pronunciations

Consults a Dictionary/Thesaurus to **accurately pronounce** the words in the writing

Annotations

Make **quick character notes that will aid** in the narration process

*Professional narrators do not edit towards the final production

Narrator Insights

Narrator's Toolkit

Setup Environment

Optimal environment for a **noise-free recording at home**

Tools & Resources

Tools such as ACX, Audacity used to **create and publish audiobooks**

Fiction vs Nonfiction

Process tweaks in narration for these genres

Podcaster Insights

Takeaways

Tools & Tactics

Varied tools and approaches adopted by podcasters compared to narrators

Editing Process

Most **time-consuming process** in order to create rich and engaging content

Creative Strategies

Unique value proposition
Ensuring their content receives **visibility**

Authors uncertain about creating audiobooks

Creating rich audiobook content

How can AI help?

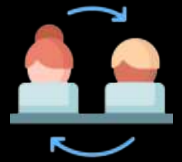
How can AI help?

After synthesizing our insights through affinity diagrams, we saw opportunities with authors **learning to narrate** and authors **editing/processing their audio**.

AI can help **guide authors** through the audio creation process with **best practices**.

Authors can use AI for **editing assistance** no matter their **skill level**

Recommended Features



AI Guided Onboarding

An AI-driven tool assisting creators in the initial stages of the audiobook production

Background Noise Reduction

Software designed to minimize unwanted background noise

Microphone Distance Monitor

Tool providing real-time feedback on microphone positioning

Text to Expression Analyzer

Assisting narrators in conveying appropriate emotions and expressions while narrating

Recommended Features

Pronunciation Guide

Providing guidance on the correct pronunciation of words or phrases within the script

Digital Annotation & Highlighting

Software enabling creators to annotate and highlight sections of the audiobook script

Automated Pacing Tool

Tool helping creators regulate and maintain consistent pacing narration

Segmentation Tool

Division of audiobook content into segments or chapters for easier management and editing

Competitive Analysis

Goals

1. Compare AI editing tools across five AI platforms for audio editing features
2. Choose features that fit into our interviewees' vision for creating an audiobook

Adobe Podcast (Beta)

MyEdit

Descript

Auphonic

Altered AI

Competitive Analysis Takeaways

Descript

Best Features

- Speech to text
- Chapter markers to navigate through content

Auphonic

Best Features

- Filler word removal
- Toggle for studio quality audio

The best features of Descript and Auphonic greatly influenced our **tool sketches and wireframes**

Auphonic

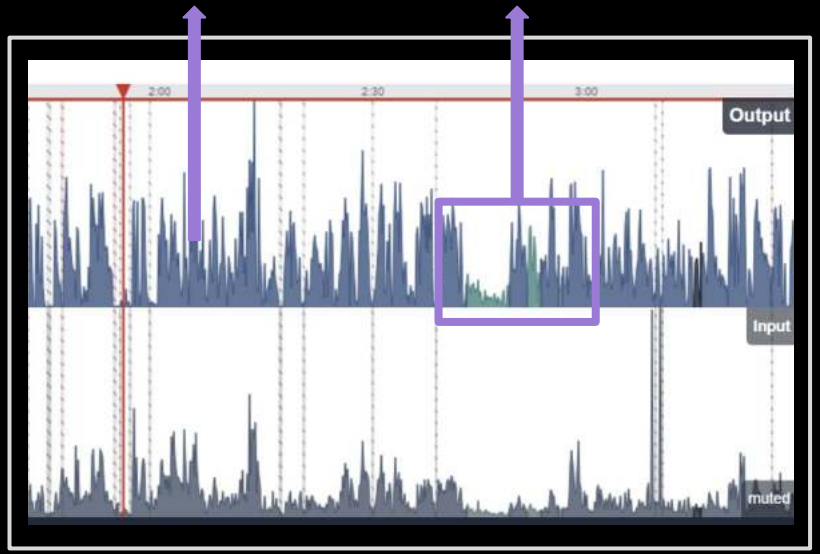
Auphonic requires an audio file as it is solely an editing tool

Preset: Remove noises and filler words

Can be confusing for beginners to understand what changes have been applied.

Enhanced output by increasing volume to match ideal levels of sound

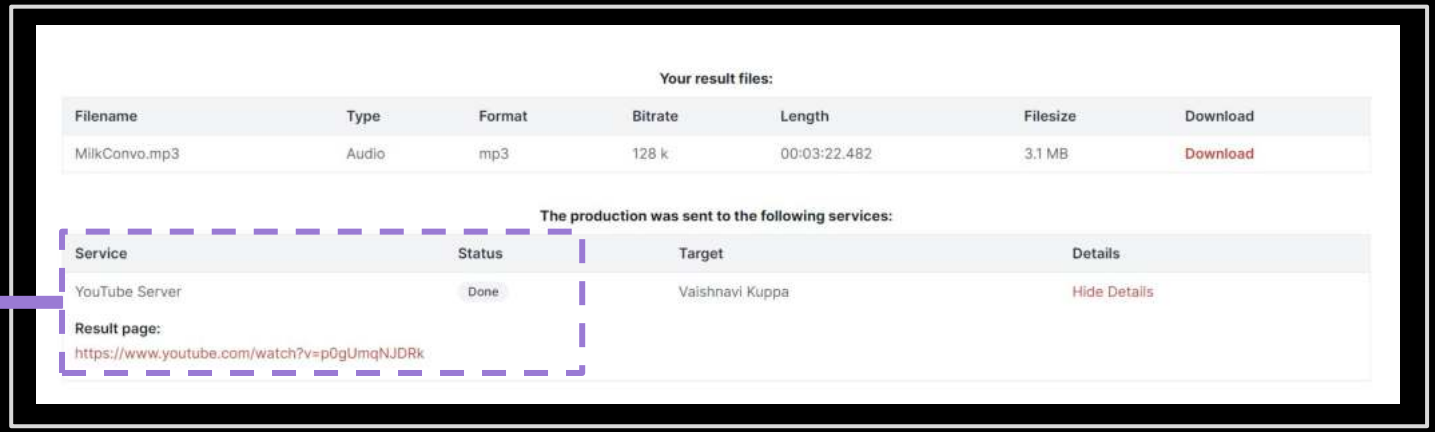
Removed the background noises it deemed removable



Auphonic

Automatically uploads to the YouTube or selected service after processing

Does not offer pre-publishing edit previews



Your result files:

Filename	Type	Format	Bitrate	Length	Filesize	Download
MilkConvo.mp3	Audio	mp3	128 k	00:03:22.482	3.1 MB	Download

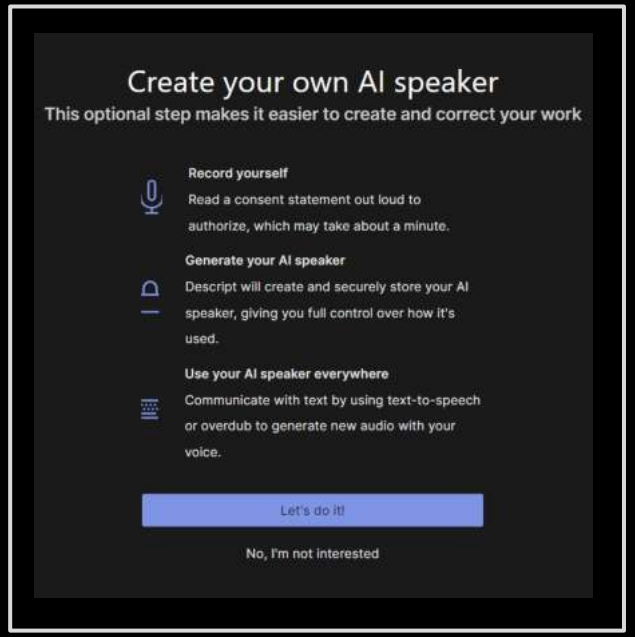
The production was sent to the following services:

Service	Status	Target	Details
YouTube Server	Done	Vaishnavi Kuppa	Hide Details

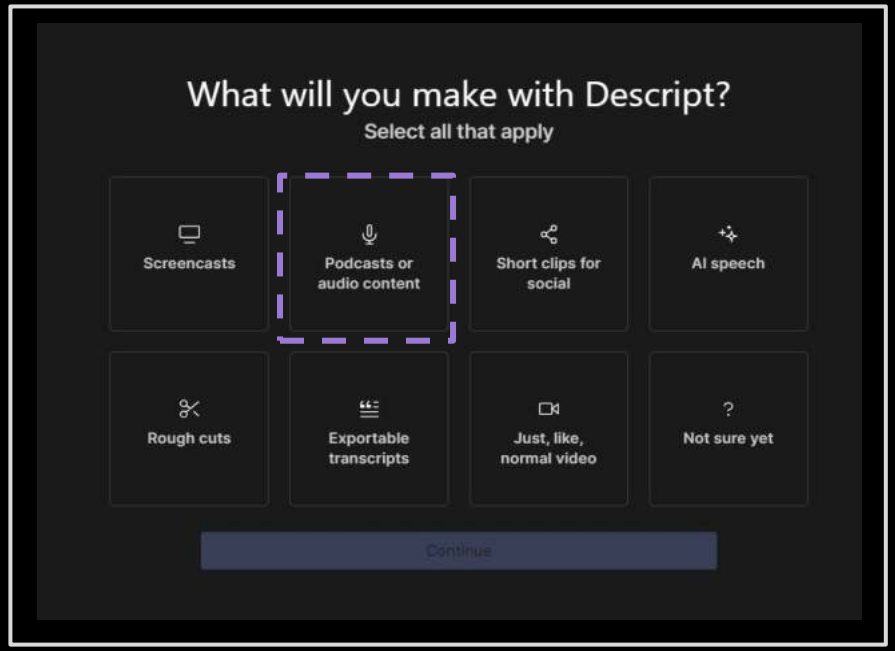
Result page:
https://www.youtube.com/watch?v=p0gUmqNJDRk

Descript

Gives the option to opt in or opt out of AI voice generation



Onboarding included choosing the type of content you will input to curate the service for it



Our Proposed Stages for UGCs

Onboarding

Narration Teacher

Editing & Quality Assurance

Reaching Broader Audience

Meet Allison!

Allison – Author

- **Loves writing** as a hobby
- Wants to **extend her written works** by creating audiobooks
- Has **no idea where to start!?**

Allison - Creating an Audiobook

Pain Points

Where to start?

Unsure how to begin creating an audiobook

How to Voice Act?

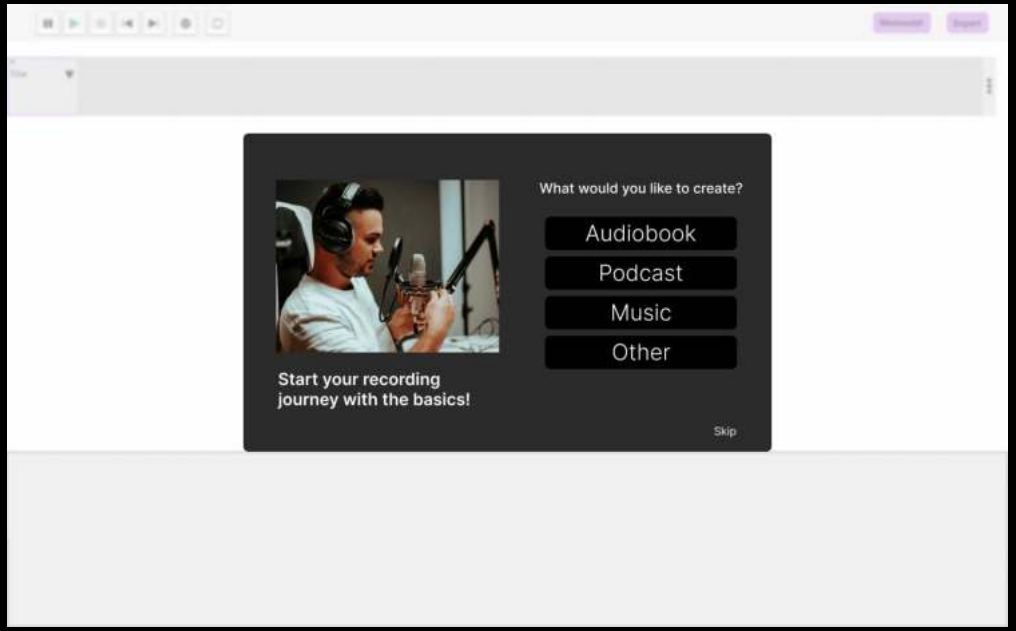
Needs assistance in delivering her character's lines

Limited Budget

Mindful of her budget in the tools and resources she invests in

Wireframes – Onboarding

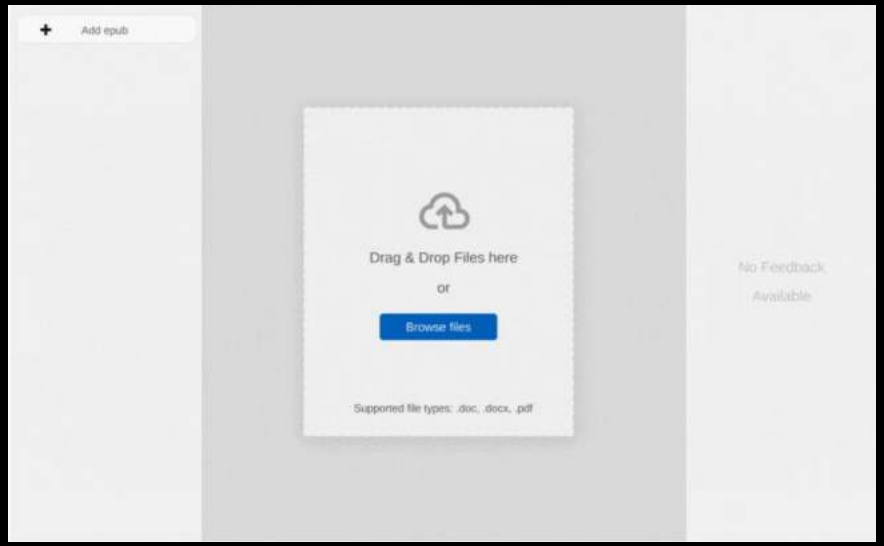
Many UGC creators **feel overwhelmed** with recording process



Allison feels **less confused** when starting her narration by following the onboarding screens

Wireframes – Narration Teacher

UGC creators **struggle with shift in characters or pronouncing unfamiliar words** while recording, hence **have notes** while recording

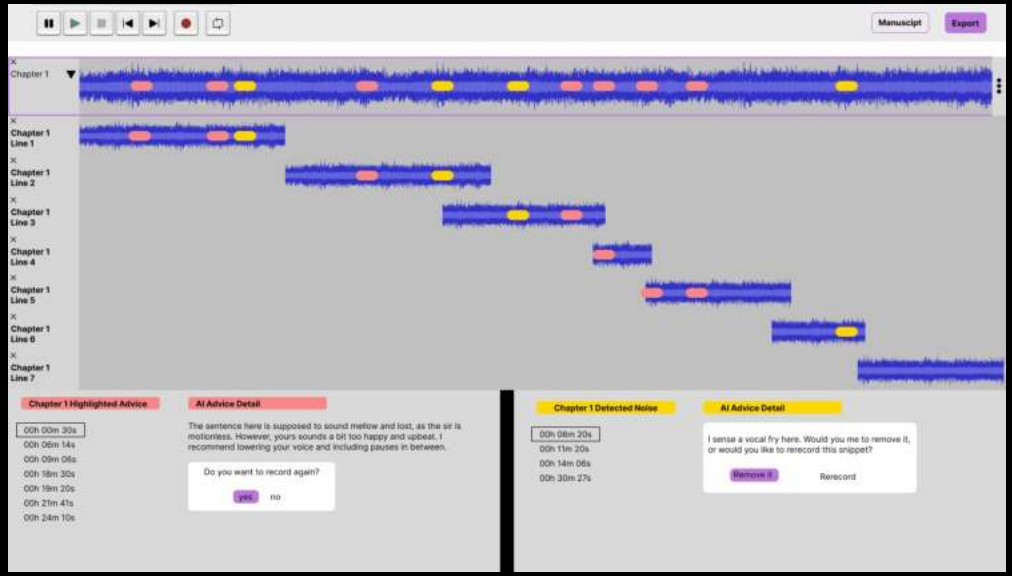


AI provides **pronunciation feedback and detects character shifts** before recording, along with **offering a space for notes.**

Allison **now feels confident** before she records. She can **easily go back to her notes** for recording, trying to achieve higher quality work

Wireframes - Editing & Quality Assurance

Many UGC creators **spend most of their time editing**, slowing the creation process

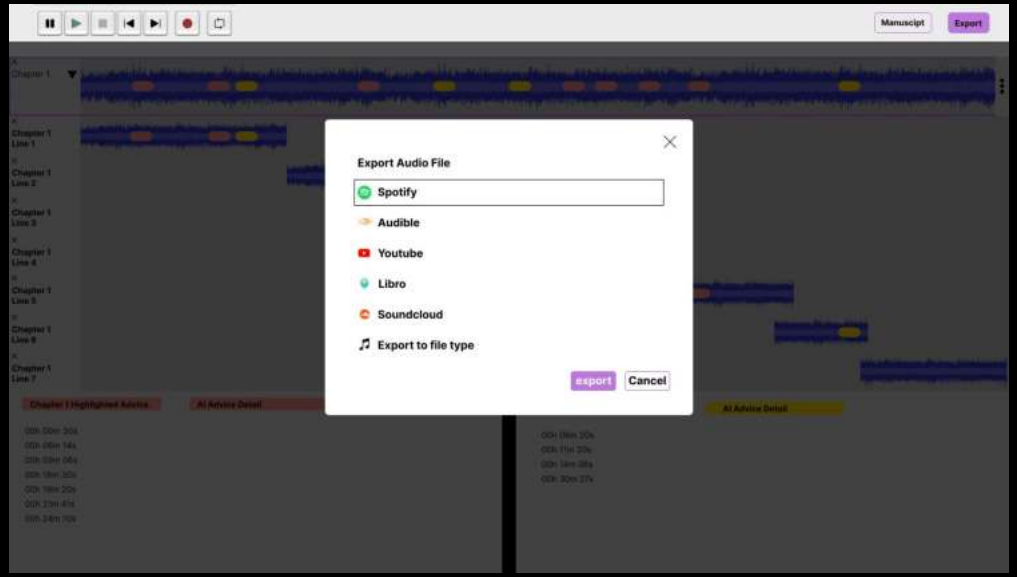


UGC creators **might struggle to know what a good narration** might look like

With AI-integrated suggestions, Allison can **receive advice** while recording and **easily edit** background noise or filler words, **reducing** her editing time

Wireframes - Reaching Broader Audience

UGC creators want to **reach a broader audience** in order to succeed with their content creation



Identified **several platforms** where UGC creators **can upload** their content

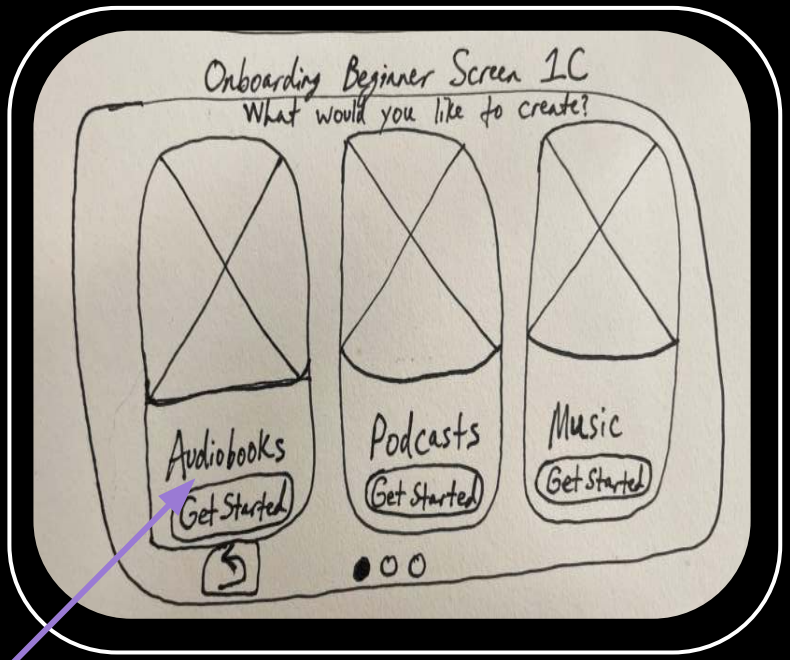
Allison can now export audio files corresponding to the platform's supported formats **more quickly**

User Testing - Concept

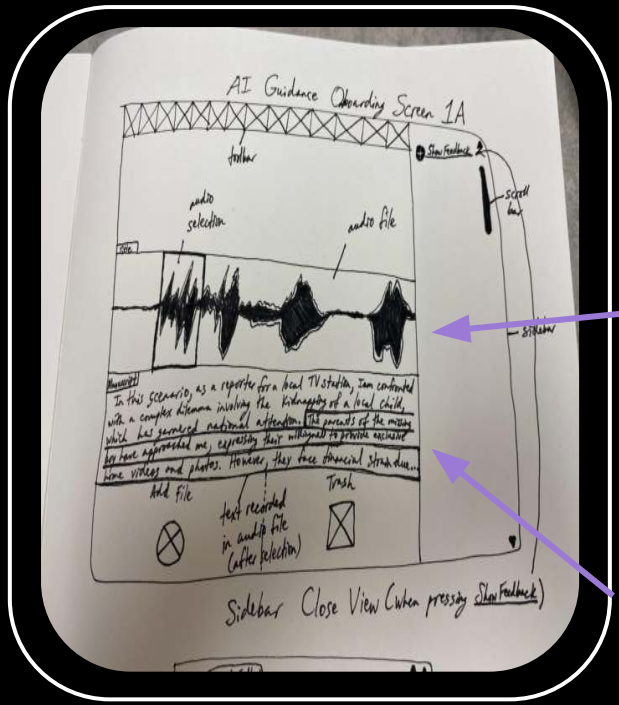
Goals

1. Validate how our tool's visuals/layout appear to writers/audiobook consumers
2. Adjust for different audio creation paths with tool

User Testing - Concept



Different audio creation tutorials/onboarding



Audio waves for selection editing

Manuscript text selection

User Testing - Concept

> Having an AI chat bot pop up while onboarding & editing would help if I have questions

> I worry about the distractions while recording

> I think the narration helper should be before I select the microphone and record

> The ability to create a voice sample/memo would help with pronunciations

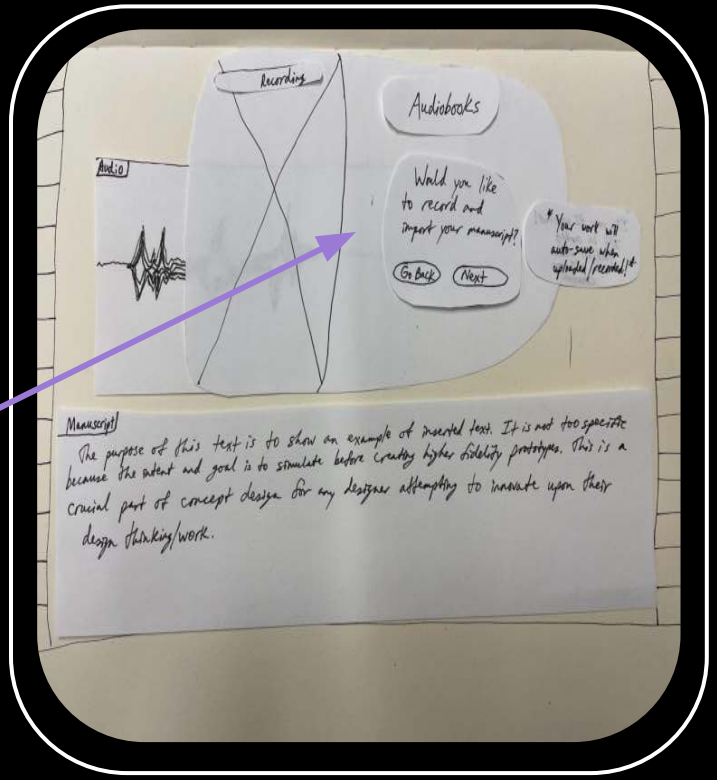
User Testing - Usability

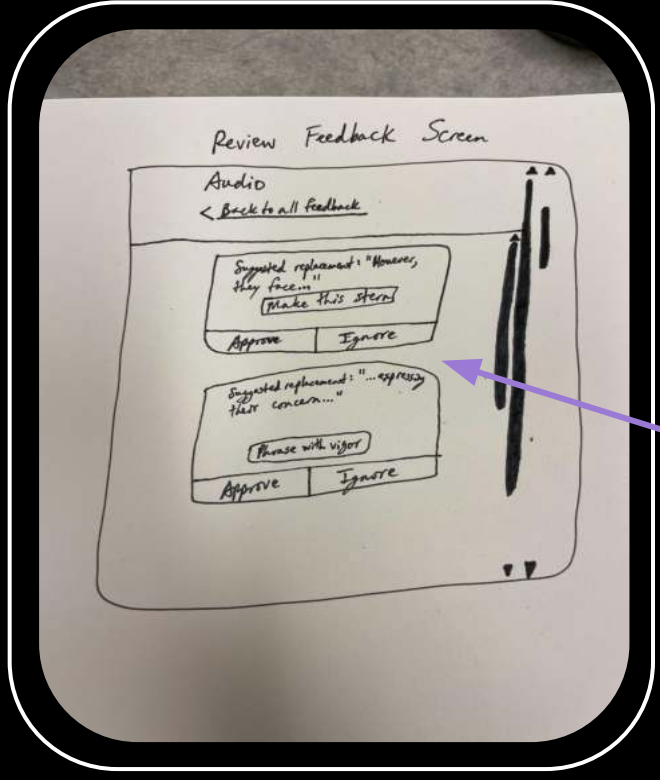
Goals

1. Validate how our tool's stages assist UGC audiobook creators with potential users
2. Adjust and iterate upon user feedback when completing the audio creation process

User Testing - Usability

Screen pop ups during each stage of tutorial





Audio feedback based on Packback correction feature

User Testing - Usability

> Will the AI give me suggestions based on the platform I upload to?

> If I'm only recording some parts like chapters, can I save and pick up where I left off?

> I tend to skip through a lot of tutorial screens when it's too information-heavy

> Editing the manuscript in the interface makes more sense for podcasts, since they use it as an outline; it's not a word for word

User Recommendations

1. Limit information/icon overload during all stages
2. Make saving & accessing files explicitly clear
3. Editing within the tool should be minimal

Next Steps

Conduct end-to-end testing with UGC audiobook creators

Create high-fidelity mockup screens

Create real-time feature demo

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thank you!