
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

ALX201

10 things every voice application should do

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Amazon

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Games back

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	W	L	PCT	GB	E#	WCGB	L10	STRK	RS	RA	DIFF	X-W/L	HOME	AWAY	>.500	Next Game
NY Yankees y	97	61	.614	-	-	-	7-3	L1	795	555	+240	104-54	57-24	40-37	46-40	Oct 3 @ TEX
Toronto w	90	69	.566	7.5	E	+4.0	6-4	W3	761	672	+89	89-70	47-34	43-35	39-46	Oct 3 @ BAL
Tampa Bay w	86	73	.541	11.5	E	-	4-6	L2	660	598	+62	87-72	51-30	35-43	39-44	Oct 3 @ BOS
Baltimore	82	77	.516	15.5	E	4.0	4-6	W1	667	674	-7	79-80	44-34	38-43	36-43	Oct 3 vs TOR
Boston	75	84	.472	22.5	E	11.0	3-7	L3	719	781	-62	73-86	40-38	35-46	42-61	Oct 3 vs TB

	W	L	PCT	GB	E#	WCGB	L10	STRK	RS	RA	DIFF	X-W/L	HOME	AWAY	>.500	Next Game
Cleveland y	90	69	.566	-	-	-	8-2	W1	682	624	+58	86-73	44-34	46-35	22-27	Oct 3 vs KC
Chi White Sox	79	80	.497	11.0	E	7.0	3-7	W1	674	702	-28	77-82	35-43	44-37	31-36	Oct 3 vs MIN
Minnesota	77	82	.484	13.0	E	9.0	4-6	L2	681	672	+9	80-79	46-35	31-47	29-44	Oct 3 @ CWS
Detroit	65	93	.411	24.5	E	20.5	8-2	W2	537	689	-152	61-97	36-46	29-47	24-41	Oct 3 @ SEA
Kansas City	64	95	.403	26.0	E	22.0	4-6	L1	630	794	-164	63-96	39-42	25-53	23-47	Oct 3 @ CLE

	W	L	PCT	GB	E#	WCGB	L10	STRK	RS	RA	DIFF	X-W/L	HOME	AWAY	>.500	Next Game
Houston z	104	55	.654	-	-	-	6-4	W2	724	513	+211	104-55	53-25	51-30	36-23	Oct 3 vs PHI
Seattle w	87	71	.551	16.5	E	+1.5	6-4	L1	666	603	+63	86-72	43-34	44-37	36-29	Oct 3 vs DET
LA Angels	73	86	.459	31.0	E	13.0	8-2	W7	616	658	-42	75-84	40-41	33-45	30-55	Oct 3 @ OAK
Texas	66	92	.418	37.5	E	19.5	2-8	L5	695	731	-36	75-83	32-45	34-47	24-52	Oct 3 vs NYY
Oakland	57	102	.358	47.0	E	29.0	2-8	W1	558	763	-205	57-102	26-51	31-51	31-55	Oct 3 vs LAA

		W	L	PCT	GB	E#	WCGB	L10	STRK	RS	RA	DIFF	X-W/L	HOME	AWAY	>.500	Next Game
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The Magic Door

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Alexa, open the Magic Door!

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Alexa, ask the Experts
Alexa, begin the Amazing Race
Alexa, launch Rocket Ship Stories
Alexa, load the Dishwasher Diaries
Alexa, open Box Maker
Alexa, play TKO Trivia
Alexa, play the game TKO Trivia
Alexa, resume My Story
Alexa, run The Race Trainer
Alexa, start Your Engine
Alexa, tell My Diary
Alexa, use Toothbrush Timer

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VIATRI

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VIATRI

by way of three

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THREE CLUES

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Focus on intents, not commands

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Voice Developer

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Commands

Alexa, ask Voice Developer about monetization.

Alexa, tell me about persistence.

Alexa, ask Voice Developer to say “Bazinga.”

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Intents

“Teach me something new.”

“Play a speechcon for me.”

“What should I learn next?”

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Simplify choices



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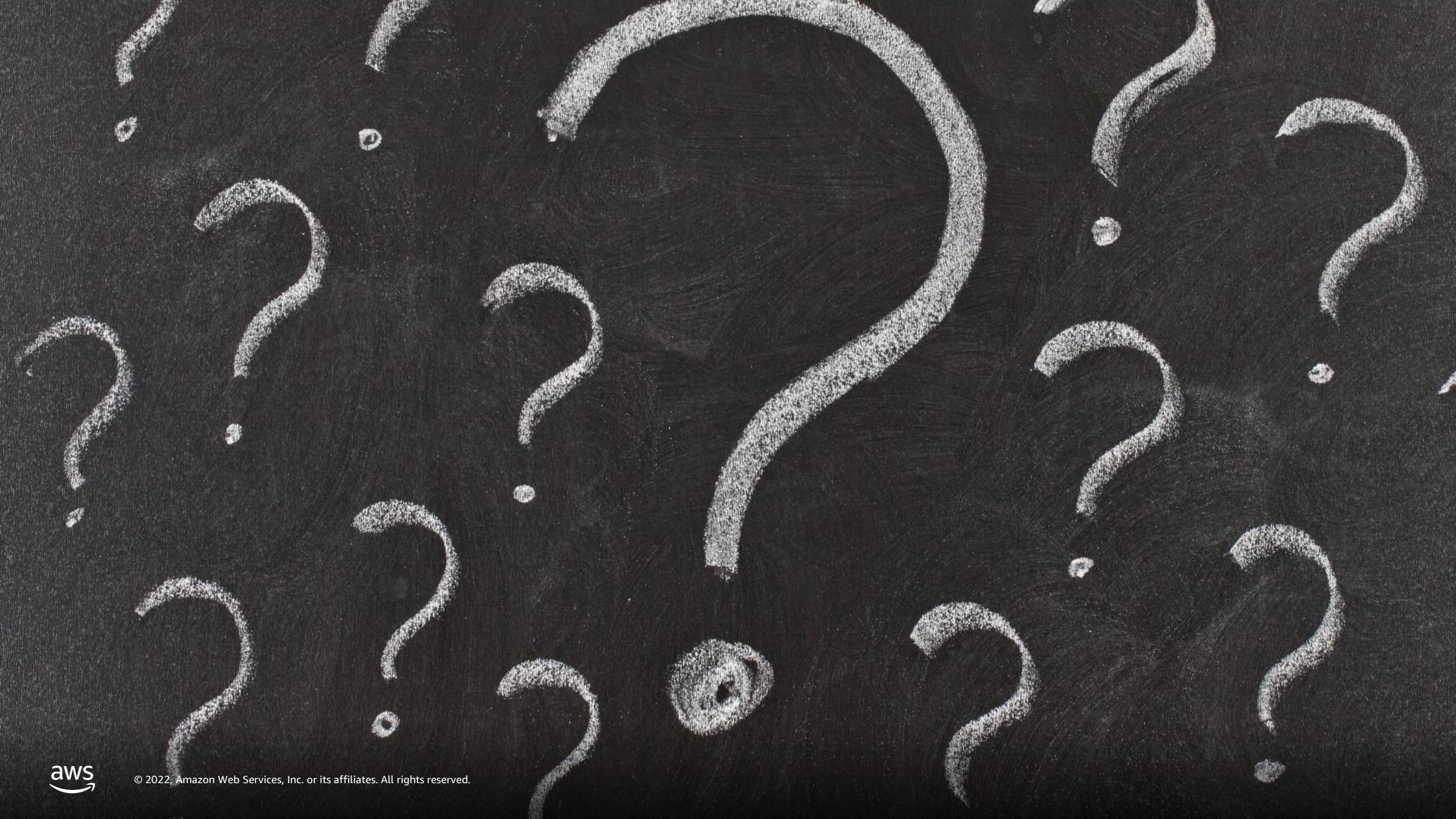


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Open-ended questions

“Is there something else I can help you with?”

“Do you have another question?”

“Would you like to know something else?”

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Open-ended questions

“What else would you like to know about?”

“What can I help you with?”

“What topic can I assist you with?”

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If you had to choose one, forever . . .

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If you had to choose one, forever . . .

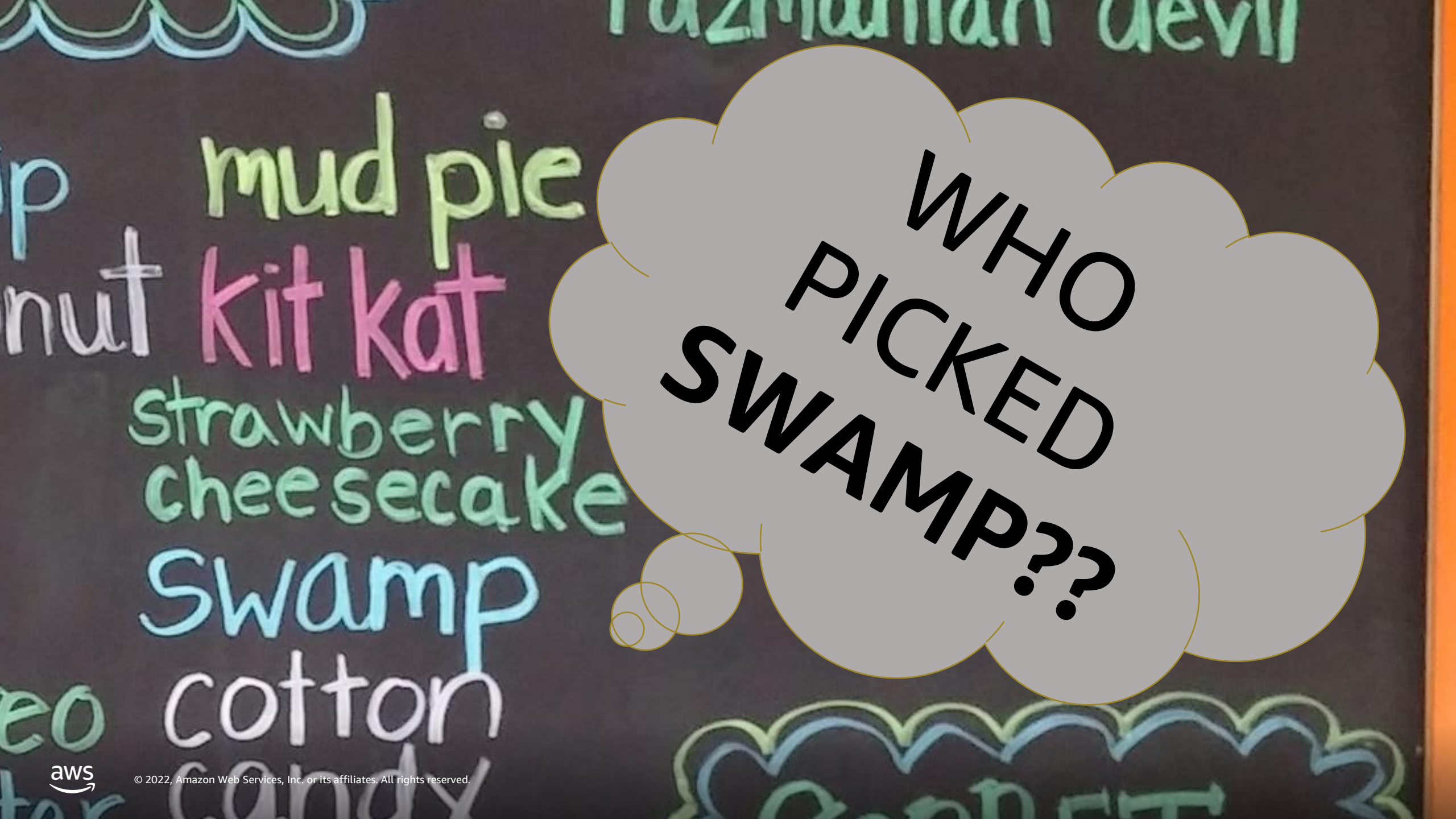




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SWAMP



Vanilla ice cream with Oreo crumbs, malted milk balls, chocolate chips, M&M's, and a caramel swirl

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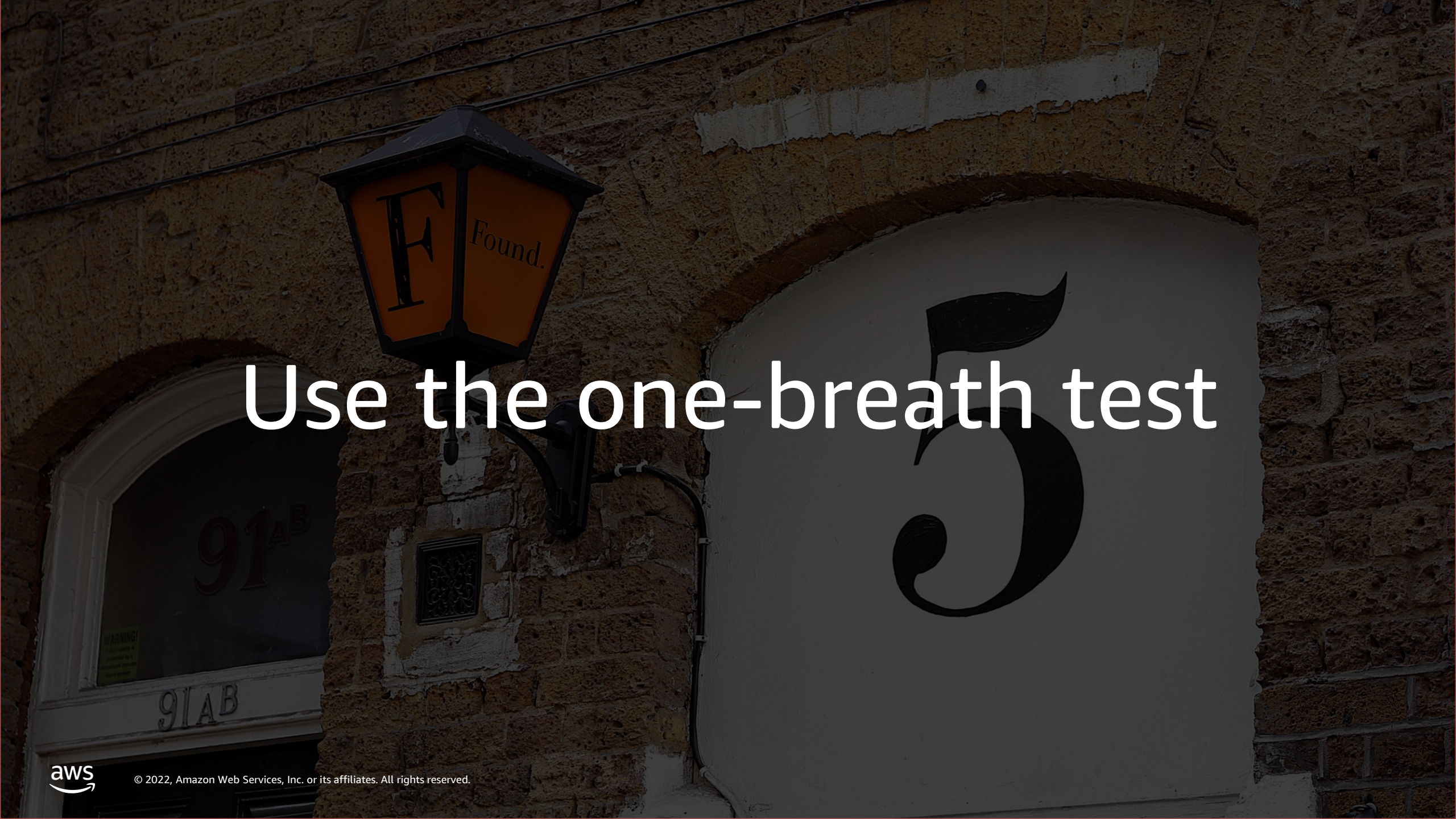
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Use the one-breath test

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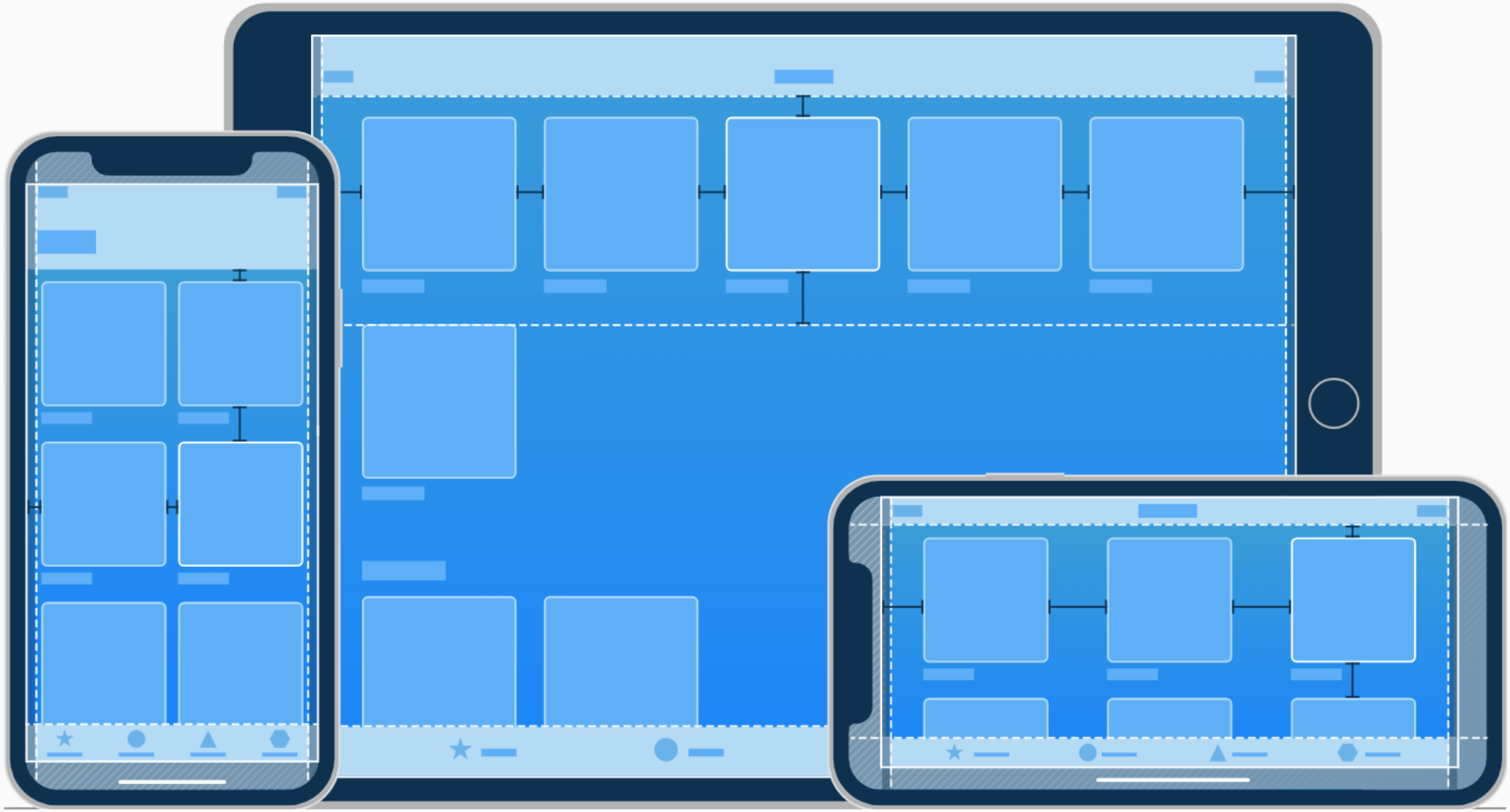


Include a variety of responses

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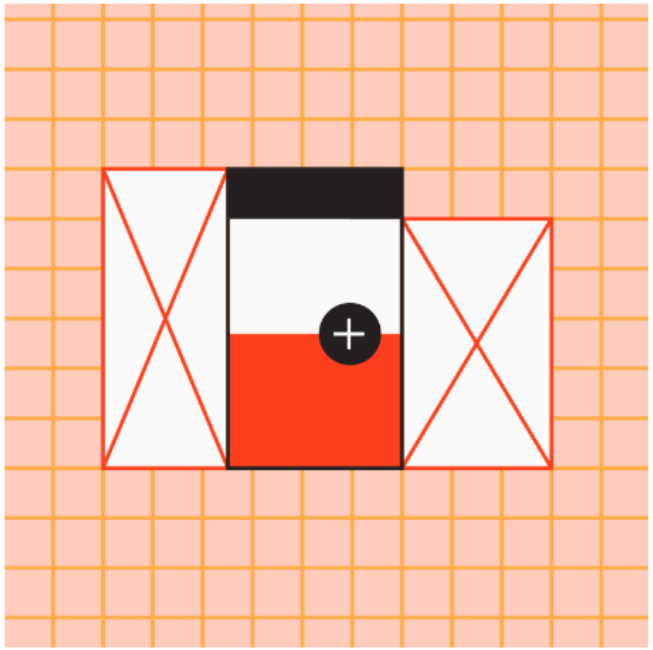
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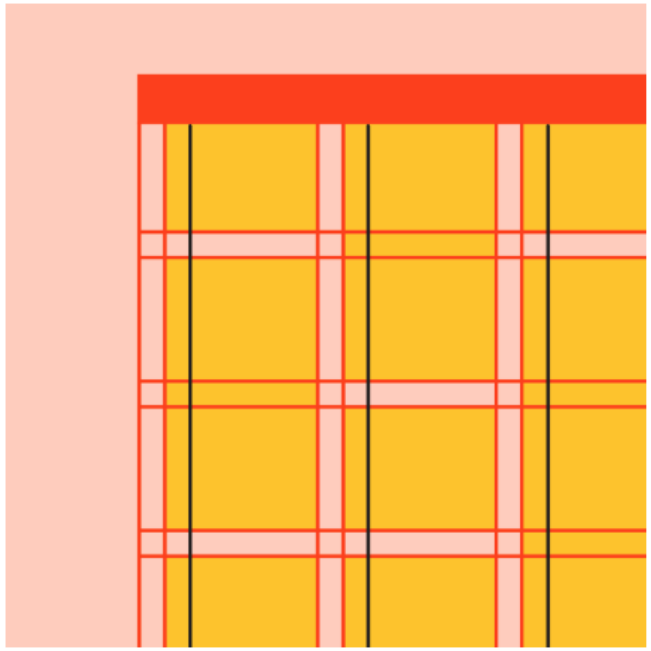
iOS Human Interface Guidelines,
Apple Developer

Principles



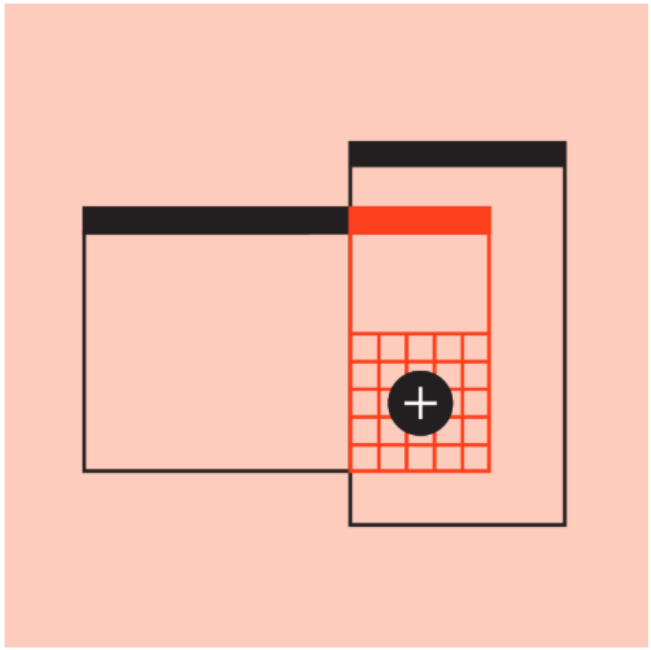
Predictable

UIs should use intuitive and predictable layouts, with consistent UI regions and spatial organization.



Consistent

Layouts should use a consistent grid, keylines, and padding.



Responsive

Layouts are adaptive and react to input from the user, device, and screen elements.

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Keep it fresh, keep it random

Write 5–7 versions of every statement you make

*when possible

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TKO TRIVIA

PLAY FOR FUN, PLAY FOR KEEPS



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Responses

Goodbye | Welcome | SpeechconCorrect | SpeechconWrong | QuizRules | Help | TeamNames | Errors

Grid view | Hide fields | Filter | Group | Sort | Color

	RecordId	VoiceResponse	Image	Number
1	rec4YqpSPMTQqP7e9	See you later, alligator!		
2	recAjAj8ddC0ppS7e	After while, crocodile!		
3	rec12g2dAT3KT0F3k	If I don't see you around, I'll see you square.		
4	recngqhDeGTXHsJMJ	Stay classy.		
5	recqFhTk3bzTHkjVq	Catch you on the rebound.		
6	recRdycDhE5rnCZX6	Gotta go, buffalo.		
7	recCNXHH8F4jV0i3g	Peace out!		
8	recVYM3KuNM61spKu	Live long and prosper!		
9	rec7WWifCOQM5RYWW	Well, I'm off!		
10	recLbeyUlADlxURFZ	Bye bye, butterfly.		
11	rec4xz2CEZeKkZHxT	Gotta get going, I get it.		
12	recFOlFqUnTLfCxo6	Out the door, dinosaur.		
13	recN8LFzLbfQv7dgl	Excuse me. I have to go. Somewhere, there is a crime that needs justice.		
14	recNW8Yl6bnlY2Zzl	Catch you on the flip side.		
15	rec5c1h7tbDYtkSop	See you soon, racoon.		
16	recvSpPzRDEhrZnKV	I gotta go too. The world needs me.		
17	recC5seNUU1JDbv75	You're still here? It's over. Go home. Go!		
	reclzyHlys3ujC5nH	Have a good one.		
19	recOTpmADqv47cX07	It was nice to talk to you again.		
20	recAdA07qVGtX8UYR	Hasta la vaesta, baby		

Keep it fresh, keep it random

Vary the order you present your statements

*when possible

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Travel agent

Origin
Destination
Airline
Departure date
Return date

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Travel agent

Departure date
Return date
Origin
Destination
Airline

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Errors can happen: Be ready

“There was a problem with the requested skill’s response.”

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Errors can happen: Be ready

~~“There was a problem with the requested skill’s response.”~~

“It seems our trivia questions are better than our software developers. Something is broken, but we’ve alerted our team to the problem. Can I offer you a random trivia question instead?”

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Games back

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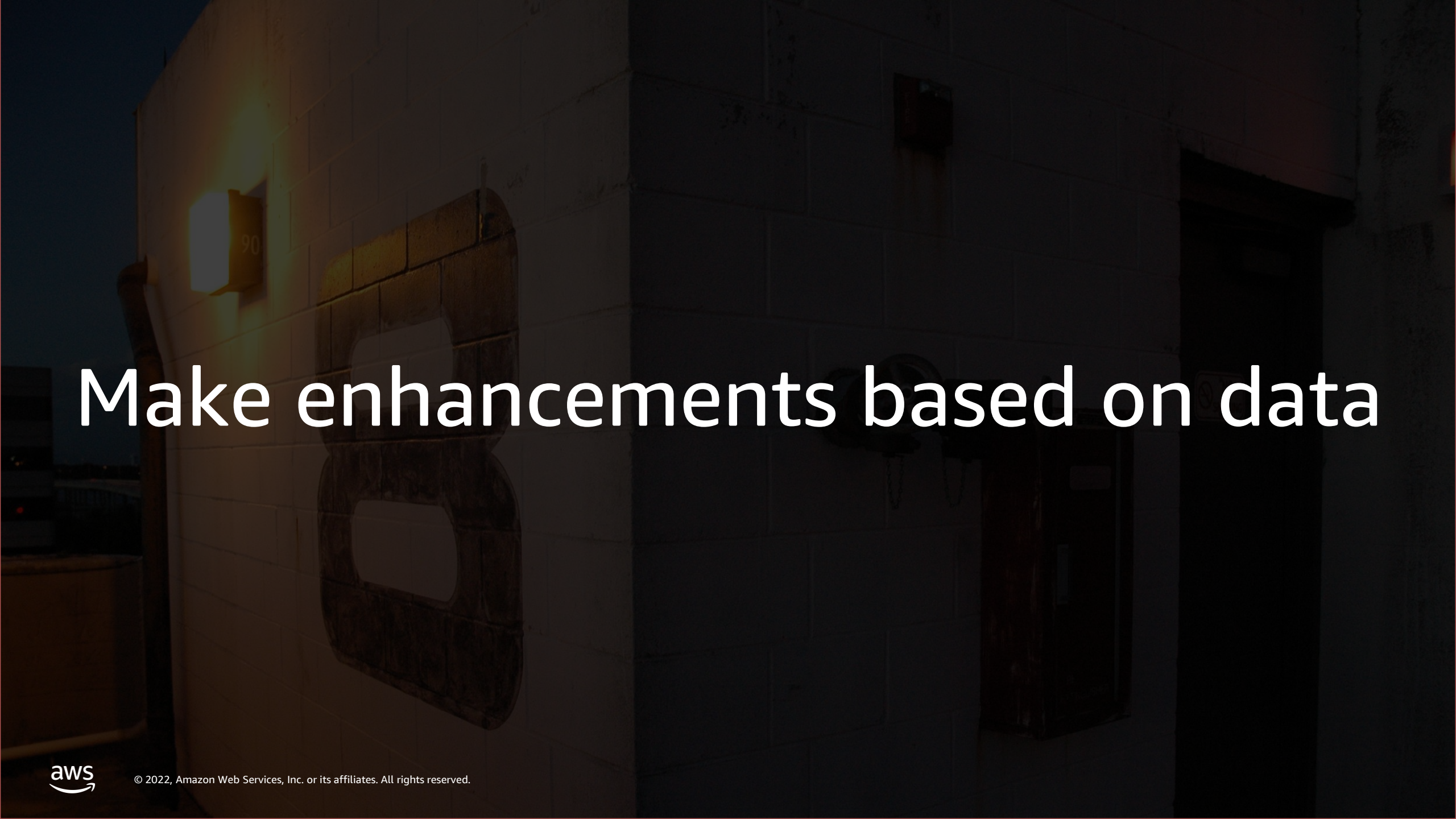
Users will say the unexpected: Expect it

“I’m sorry, but the New York Jets aren’t a baseball team. Is there a different team I can tell you about?”

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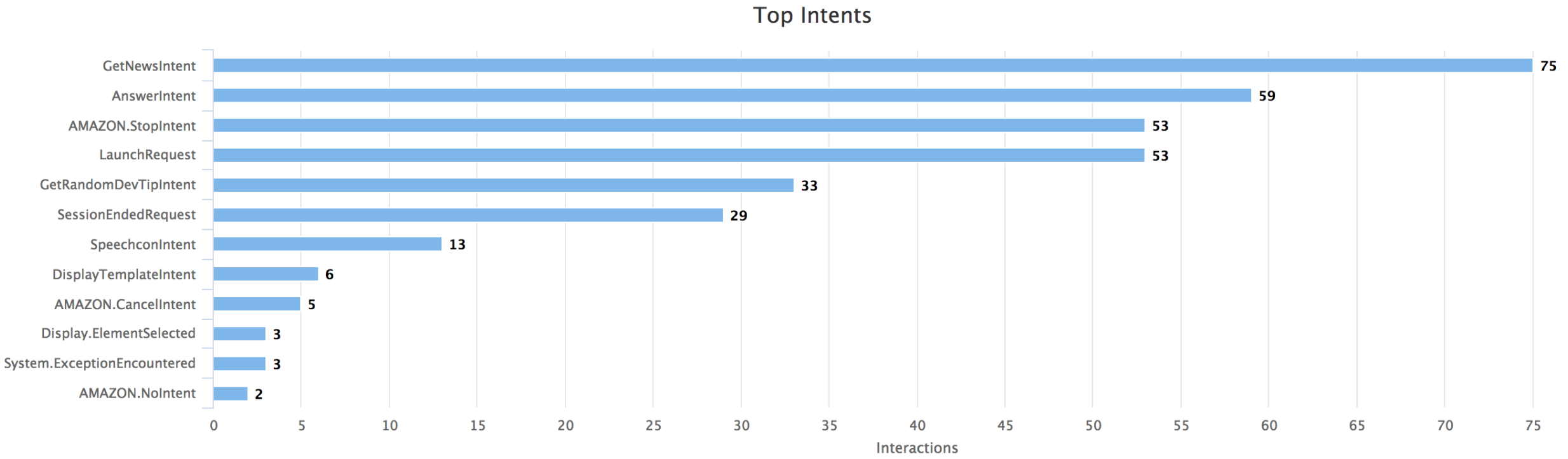


Make enhancements based on data

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SpeechconIntent speechcon = undefined
AnswerIntent topic = something cool
AnswerIntent topic = persistence
AMAZON.CancelIntent
AnswerIntent topic = have
DisplayTemplateIntent displaytemplate = list template 2
AnswerIntent topic = spoken languages
System.ExceptionEncountered
Display.ElementSelected
AnswerIntent topic = list events
AnswerIntent topic = dialog management
AnswerIntent topic = switch
AMAZON.NoIntent
DisplayTemplateIntent displaytemplate = list template 1
AnswerIntent topic = Dev tips
DisplayTemplateIntent displaytemplate = body template 1
AnswerIntent topic = myself
SpeechconIntent speechcon = bazinga

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Provide contextual help



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“This skill lets you order from our big menu of pizzas, breadsticks, pasta, sandwiches, wings, and desserts.

What would you like to do?”

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“It looks like you are trying to order a pizza. You can add or remove toppings by saying things like “add pepperoni” or “remove anchovies.” You can also add extras like sauces, extra cheese, or our different crusts. Just ask for them!

Do you want to get back to your pizza, or do you need help with something else?”

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Beta test with real users

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Beta Test

Give access to skill beta testers by adding their email addresses. Once Beta Test is enabled, you can continue to edit your skill until you are ready to submit your skill for Amazon review.

Your Beta Test is Active

TKO Trivia Beta Test is available to 37 testers. They will have access to this skill through Saturday, August 25, 2018.

Copy invite URL | End Test

Beta Test Administrator Email Address

tkotrivia@jeffblankenburg.com

Add

Manage Access to your Skill Beta Test (37 total testers, 21 active testers)

EMAIL ADDRESS ▲	STATUS	ACTIONS

Add beta testers

Enter tester email addresses

Invites remaining: 463

Delimit email addresses by semicolon or line by line

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Consumables

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Ten things every voice app should do

01. Do one thing really well
02. Make your name memorable
03. Focus on intents, not commands
04. Simplify choices
05. Use the one-breath test
06. Include a variety of responses
07. Handle the unexpected gracefully
08. Make enhancements based on data
09. Provide contextual help
10. Beta test with real users

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Eleven things every voice app should do

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05. Use the one-breath test
06. Include a variety of responses
07. Handle the unexpected gracefully
08. Make enhancements based on data
09. Provide contextual help
10. Beta test with real users
11. Monetize your content

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Thank you!

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Please complete the session survey in the **mobile app**

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