Alexa. What, Why, and Why Now?

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What
Daily Activities

Stay up to date
Listen to music
Learn
Get things done
Cook
Shop
Play games
Relax and unwind
Faster & Easier
Useful for daily life
Contextually appropriate
Engaging
More enjoyable
Innovative
Creating for Alexa

Conversational interactions
Voice forward, natural

Context matters more than ever
Why, when, where and how we do things

Omni-interface
Supporting single, offering multi-modality
Conversational Interactions

- Exchange meaning
- Inform & get informed
- Relate
- Fill time
- Share emotion
- Amuse ourselves
- Transact
“I really need to see you”
Getting it Right

Customer drives the conversation

One thought at a time

Clear choices and answers
“Alexa, how do I make a peanut butter & jelly sandwich?”
Why
Alexa Brings

Utility  Fun  Ease  Delight
CX Qualities

Useful, usable, desirable
Clear, predictable, satisfying
Faster, easier, more enjoyable
Conversational, familiar
Design Considerations

Discoverability
Context-sensitivity
Cognitive load
Memory

Organization
Perceived efficiency
Real-world language
Error recovery
Why now
It took a while to get where we are today...

Bandwidth
Small-scale processing
Limited recognition abilities
Narrow contexts
What’s Different?

Reliable high-speed internet
Large-scale machine learning
Broad and deep recognition
Everyday context of use
The future is already here – it's just not evenly distributed.

- William Gibson
Challenges Ahead

Complex turn-taking
Challenges Ahead

Complex turn-taking

Multi-speaker interactions
Challenges Ahead

Complex turn-taking

Multi-speaker interactions

Permutations of modes and devices
Voice-driven interactions are here, real, and growing. What, why, and how will you be a part of it?
Thank You!