ALEXA SKILLS

Developing Voice Experiences For Amazon Alexa
“The age of touch could soon come to an end. From smartphones and smartwatches, to home devices, to in-car infotainment systems, touch is no longer the primary user interface.”

SOURCE: DESIGN NEWS
YOUR VOICE EXPERIENCE

How RAIN can help you build your first Alexa Skill
ESTABLISHING A STRATEGY

Crawl
What’s your MVP?
Start Making Noise

Walk
Expand Features & Capabilities

Run
Evolve Skill Over Time
**Our Process**

We take the project from inception to launch through a process that includes:

- Kickoff
- Research & Discovery
- VX Design
- VX Production
- Technical Development
- Initial Skill Submission
- Beta Testing & Refinement
- Skill Launch

**Click here for a full view of our process**
AN ESTABLISHED & HONED PROCESS

Project Kick-Off
Determine the high-level details and deliverables for the Alexa Skill, and set expectations for the project moving forward.

At this stage in the process, we would identify:
- Skill strategic direction
- Skill creative direction
- High-level tech dependencies

Research & Discovery
During the Research and Discovery period, we would determine and agree on the features of the Alexa Skill.

In addition, a thorough technical discovery would take place to determine not only, any potential roadblocks for the project, but also confirm all the features being proposed are doable against the time and budget of the project.

At this stage in the process, we would identify:
- Skill functionality
- Skill features
- Skill user stories
- Authentication functionality
- Technical feasibility

VX Design
At this step, we should know the functionality and features of the Skill, and understand any technical limitations/opportunities around the project.

During VX Design, we would create scripts against the agreed user stories and feature list, as well as the user flow for the Skill. A technical specs/architecture document will also be created in preparation for starting technical development.

At this stage in the process, we would identify:
- Skill user scripts
- Skill user intents
- Skill user flow
- Authentication Design & Flow
- Technical architecture

Development & VX Production
Development and VX Production can begin once an approved Skill user flow/scripts and technical architecture is established.

QA for the Skill will also be conducted on Echo devices and simulators throughout development.

At this stage in the process, we would identify:
- Skill user responses
- Skill user utterances
- Skill user intents (cont.)

Amazon Submission & Launch
Once the Skill development has been QA'd and is complete, it is ready for submission to Amazon for review and beta testing - if approved Amazon will be able to set the Skill to launch.

This is usually a 3-4 week process, where RAIN, Client and Amazon would be working closely together.

At this stage in the process, we would identify:
- Launch timeframe w/ Amazon
RAIN + VOICE

RAIN Agency is a innovator and thought leader when it comes to Voice
ALEXA, TELL ME WHAT’S FOR DINNER

RAIN saw an opportunity to expand the reach of the Campbell’s Kitchen ecosystem through the design and development of a Skill for the Echo.

Campbell’s agreed and out of it was born a Skill that allows users to ask for and receive a selection of 5 curated recipes based on the amount of time the user had and their food type preference.

Since launch, the Skill has:
• Over 31,630+ unique users
• Over 78,000+ recipes served/mentioned to users
• Over 11,700+ recipe emails sent
• An average of 125+ unique users/day
A THOUGHT LEADER IN VOICE TECHNOLOGY

RAIN has positioned itself as a thought leader around Voice Technology. We hold monthly online training webinars around Voice Technology and developing Skills for the Amazon Echo and Alexa platform.

To encourage innovation, creativity within our own walls, we’ve also launched a number of our own Skills for the Amazon Echo built by our developers in their downtime.

- Sage of Elements
- MyMessages
- Basic Fantasy Helper
- Animal Sounds
- Currency Converter
- Rock Paper Scissors Lizard Spock

(featured on CNET)
THANK YOU