

## Overview:

As a software development company, we were approached by a long-established newspaper publisher in California to develop an Alexa skill for their weekly newspaper. The project entailed converting their WordPress website into highly interactive news interface with Alexa skill, allowing users to explore, search, and listen to the latest news from the newspaper using their voice on multimodal devices such as Echo Show Family, Fire TV, and Echo Dot with interactive APL screen designs. The skill provides a convenient way for visitors to access breaking news, multimedia, and archives, to increase engagement and retention and reach a new audience of voice-enabled device users. Our ability to deliver this innovative and effective solution demonstrates our expertise in meeting such specific needs of publishers.

## Client details:

**Name:** Confidential | **Industry:** Media | **Location:** USA

## Technologies:

Python, Alexa Skill Kit, Alexa Presentation Language (APL), AWS - Lambda, DynamoDB, Polly, S3, CloudWatch, EventBridge, Revive Ad Server.

## Project Description:

As the use of smart speakers continues to rise globally, businesses are required to keep up with this trend to remain competitive. Our client, a newspaper publisher, recognized this and approached us intending to develop an Alexa skill to allow subscribers to access their latest news using Alexa devices. We focused on creating an interactive and user-friendly interface to meet this goal while eliminating any potential conversation gaps.

Some key features of the skill include the ability rendered to users to search for news from various categories using simple voice commands.

- Users can search for news from different categories by just saying:
  - *“Alexa, give me articles from the sports category.”*
  - *“Alexa, what’s in sports?”*

# Alexa Skill Implementation for a Gazette



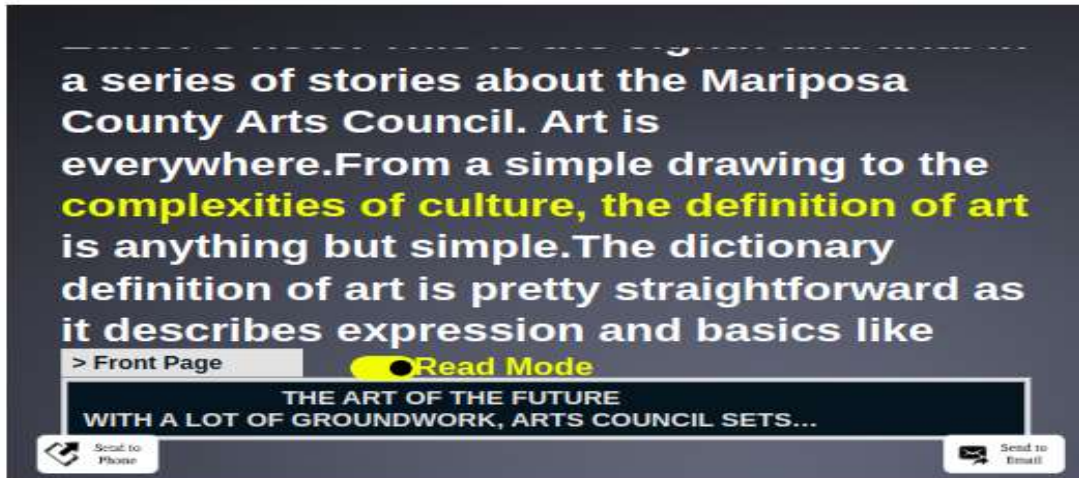
- "Alexa, play some sports news."
- "Alexa, what in education?"
- The home page of the skill presents an intuitive and user-friendly layout, providing a seamless experience for users to navigate & select desired categories through a touchscreen interface. Here is a snapshot of the homepage



- To cater to different preferences, we have implemented two distinct listening modes:
  - Read Along Mode
  - Normal Mode

By offering these two modes, we provide a versatile and customizable experience for the users, enhancing their engagement and satisfaction.

- The "Read Along Mode" allows users to read along with the article as Alexa reads it, similar to a karaoke mode. The current line being read is highlighted in yellow, and the paragraph is automatically scrolled to aid in following along. This feature provides an engaging and interactive experience for users.



- The "Normal Mode" offers a more traditional experience, where the news article is read like a video with a background image of the article. This mode is perfect for users who prefer to listen to the article without actively reading along.



- We implemented a convenient and efficient way for users to share news articles. By linking their account with the Alexa skill, users can easily send the link to the current article to their phone or email. This feature can be accessed through voice commands or the "Send to Phone" and "Send to Email" buttons on the screen.

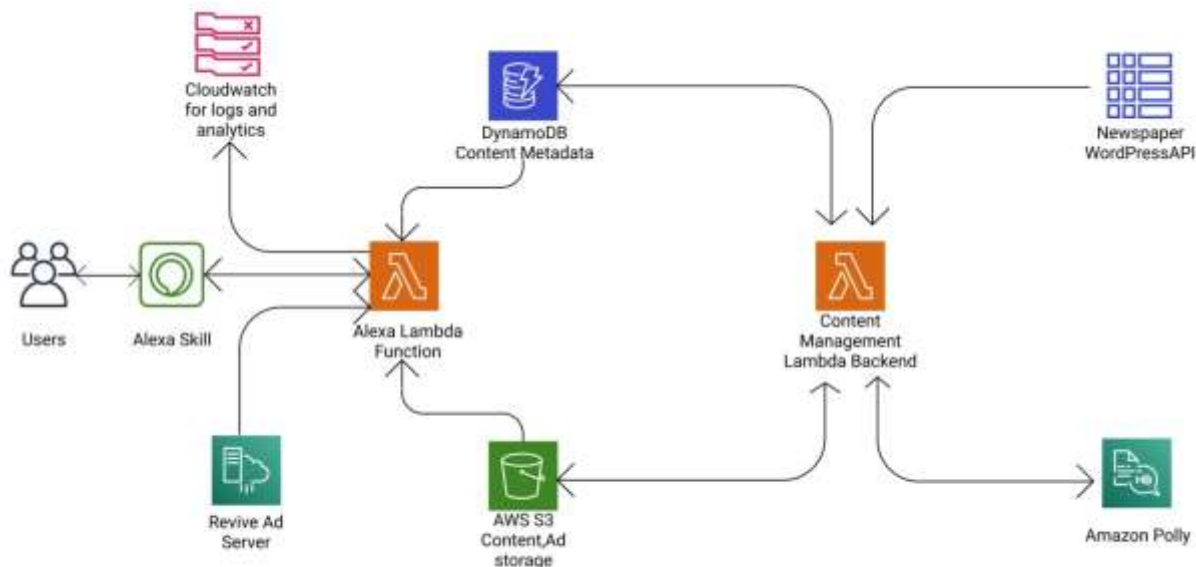
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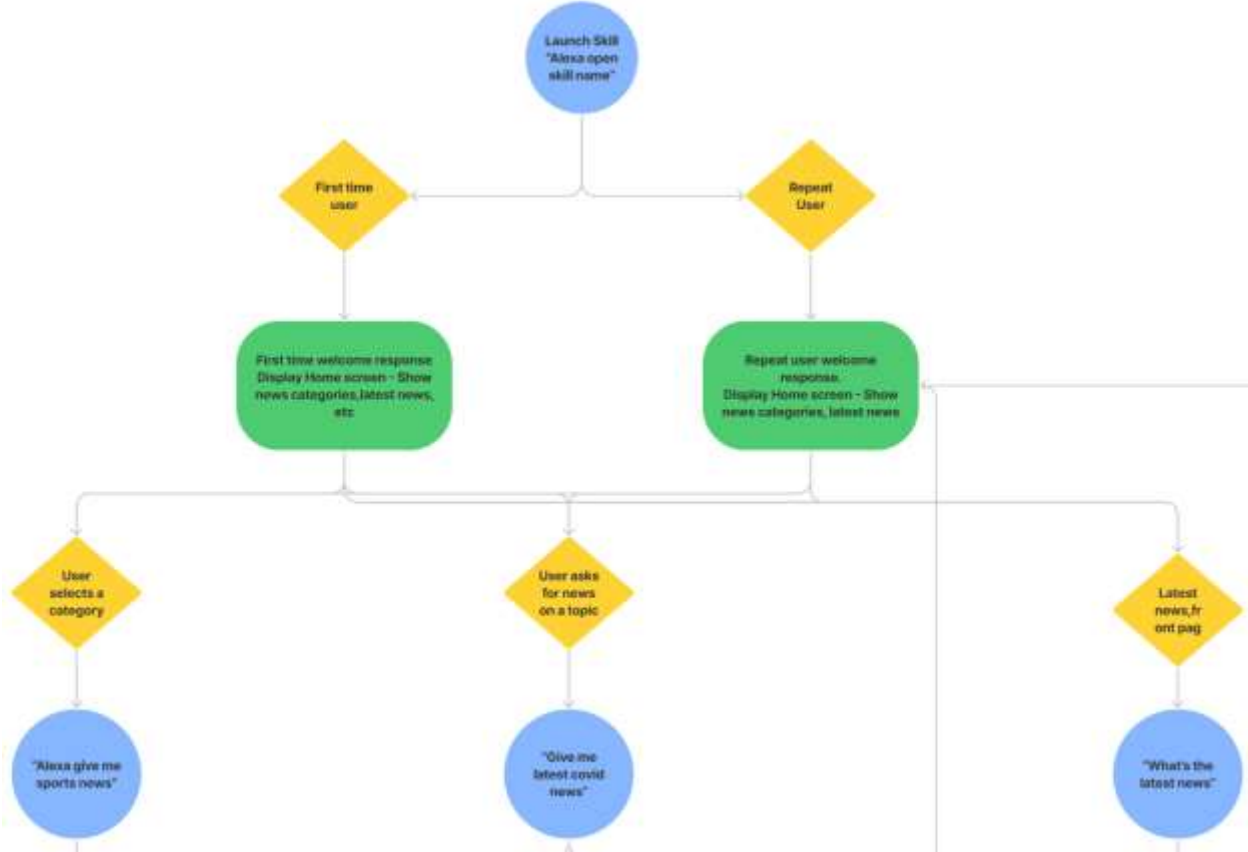
- The skill includes a 24/7 live broadcast radio channel that delivers real-time updates on natural disasters and California fires. This feature in Alexa skill is designed to keep users informed and aware of any potential dangers and help them to stay safe. This feature is an important value addition to the skill and helps to attract more customers and increase user engagement.
- By permitting Alexa notifications, users can receive alerts for breaking news or when a new version of the gazette is live on the skill. Additionally, notifications are also sent via email and SMS to the registered contact details of the users, providing a multi-channel notification system that ensures the timely delivery of important updates.

This project exemplifies our expertise in developing innovative and effective solutions that meet the specific needs of our client and their users. The Alexa skill we created for the newspaper publisher is a prime example of how we can help businesses stay competitive in today's digital landscape. It showcases our ability to understand the client's requirements, deliver a product that exceeds expectations, and bring value to their business.

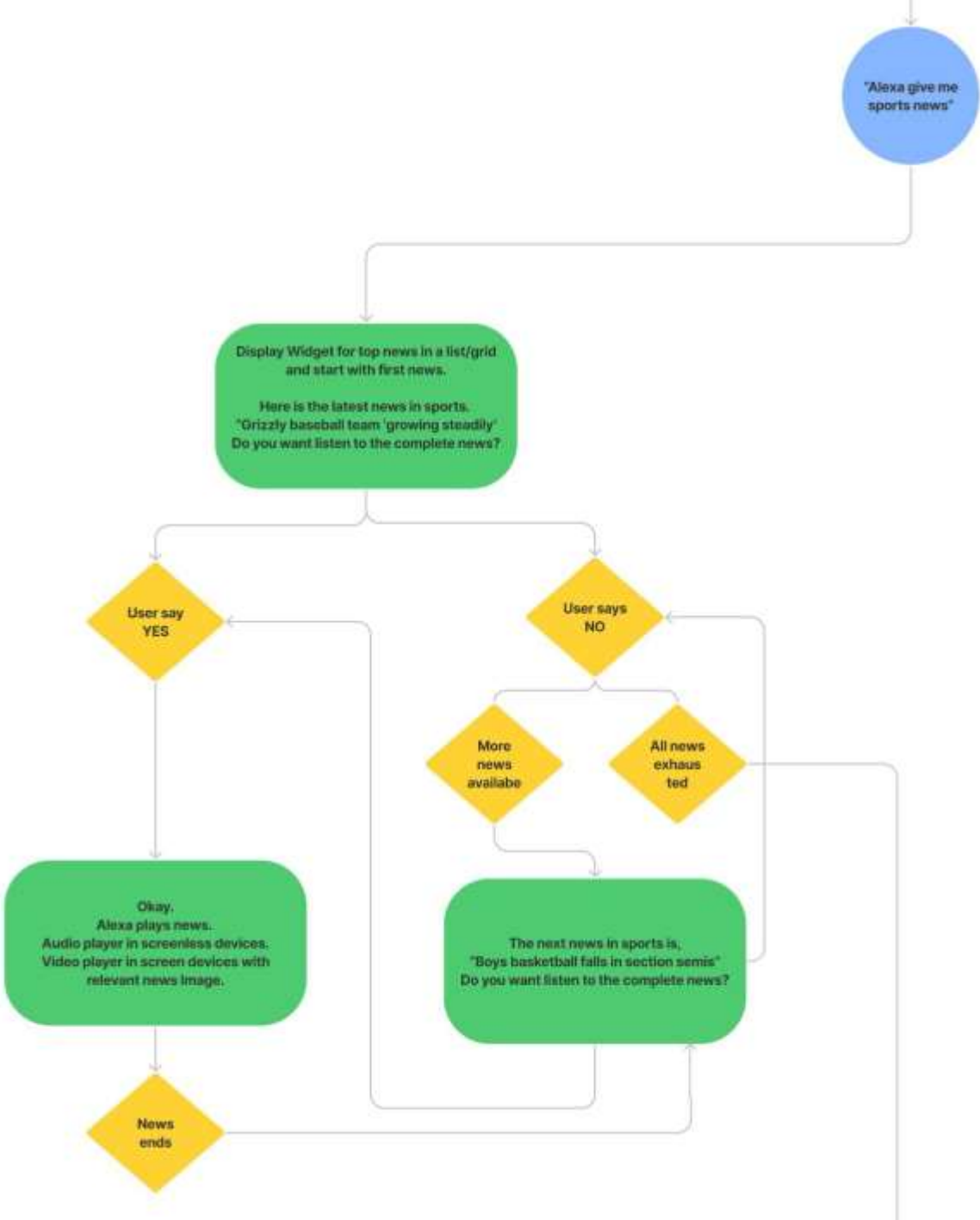
## Architecture:



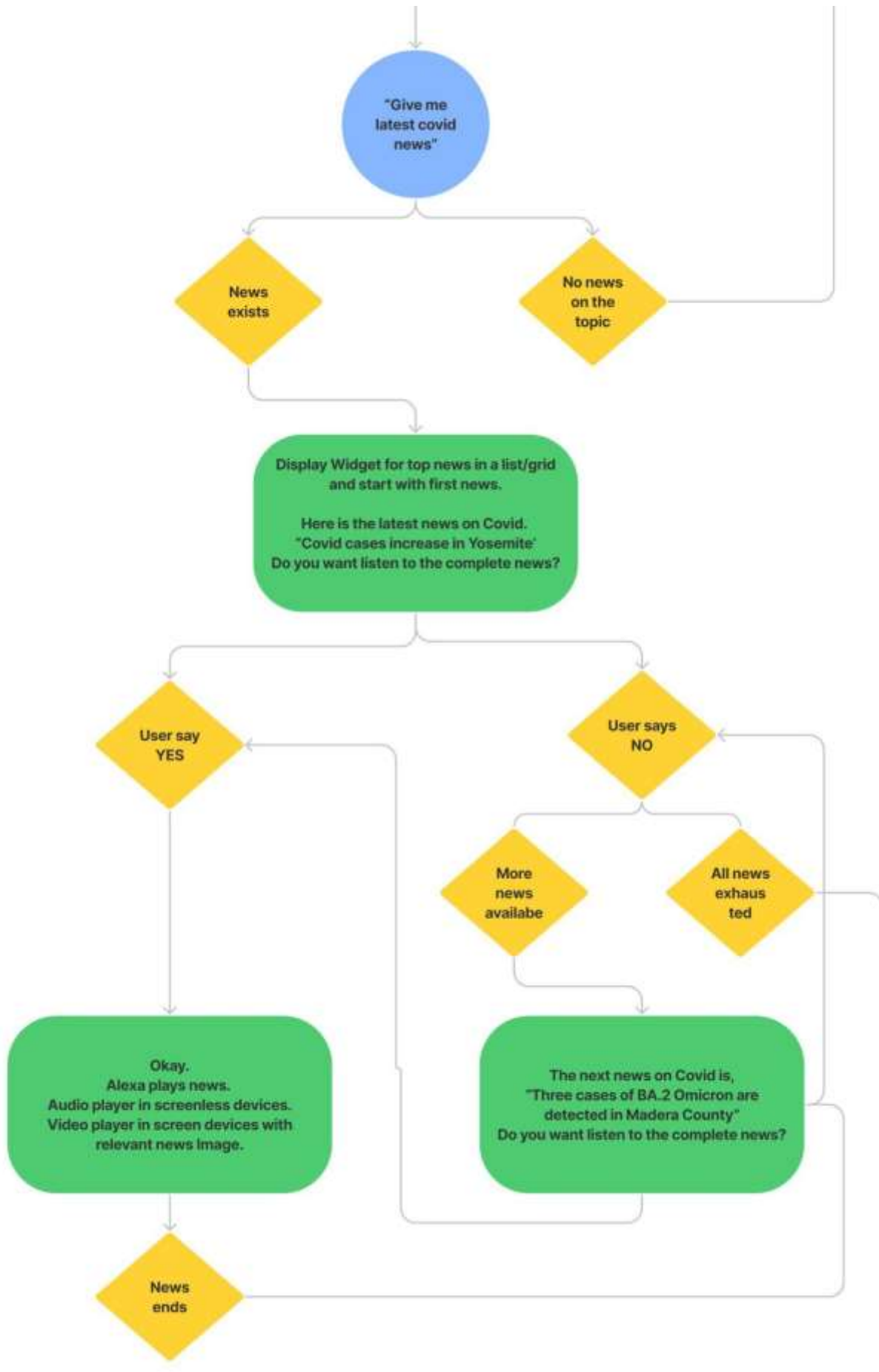
## Conversation Design Flow:



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