



# Alexa Skill Implementation for a Gazette

It so happened that an old and established newspaper publisher based out of California faced a challenge, the size of which it had not preempted. The threat was from smart speakers and voice-enabled devices, because the consumers were making a shift at an alarming pace. They realized they needed to adapt to the changing times to stay alive.

The publisher approached us, seeking our expertise in creating an Alexa skill for their weekly newspaper. They wanted a highly interactive news interface that would allow users to explore, search, and listen to the latest news using their voice. We were excited to take on this project and showcase our ability to respond quickly to a market shift.

Imagine having the power to simply ask Alexa for news from any category you want. That's exactly what we created. Users could say things like, "Alexa, give me articles from the sports category" or "Alexa, play some sports news." It was like having a personal news assistant right on your fingertips.

But we didn't stop there. We wanted to make the experience even more engaging. So, we implemented two distinct listening modes: Read Along Mode and Normal Mode. In Read Along Mode, users could follow along with the article as Alexa read it out, almost like a karaoke experience. For those who preferred a more traditional approach, Normal Mode provided a video-like experience with a background image of the article.

We also made sharing news articles a breeze. By linking their account with the Alexa skill, users could easily send article links to their phone or email with just a voice command or a simple tap on the screen. We wanted to make it effortless for users to stay connected with the news they cared about.

We also included a 24/7 live broadcast radio channel that delivered real-time updates on natural disasters and California fires. This feature was designed to keep users informed and safe,

providing an added value to the skill.

To ensure that the users never missed out on any important updates, we enabled Alexa notifications. Users could receive alerts for breaking news or when a new version of the gazette was live. And to make sure nobody was left out, notifications were also sent via email and SMS.

Our client was thrilled with the final product. We had not only met their expectations but exceeded them, with the sheer pace at which we got the job done. In fact, it quickly translated to positive responses they received from their customers. Our custom software development expertise could help transform their newspaper into an interactive and engaging experience for their readers.