Alexa Agency Curriculum Summary

An Overview of the Alexa Agency Curriculum Resources and How to Reference Them

amazon alexa

Welcome to the Alexa Agency Curriculum!

This document overviews the curriculum content available and how best to dive in.

The Alexa Agency Curriculum is a set of resource materials designed specifically for agencies and independent developers who work with brands. The curriculum walks through key steps in bringing an Alexa skill to life, with focus on topics agencies will find most relevant.

Throughout the curriculum, you will gain an understanding of Alexa and how to design, develop, and drive usage of your voice experiences—to reach customers effectively through this growing cloud-based voice service.

The Agency Curriculum is created as a supplement to the Alexa Developer site. You can also visit the Alexa Agency and Tools page to find companies with expertise in creating Alexa skills, and additional tools & frameworks to help get started.

Refer to the Amazon Echo/Alexa Brand Guidelines for guidance on appropriate usage of Amazon Echo and Alexa brand assets. TV commercials, film, video advertising, radio broadcasts, packaging, sweepstakes, or contests will require Amazon review. Please reach out to ae-skills-partners@amazon.com.

The Alexa Agency Curriculum

The Alexa Agency Curriculum consists of the following main components.
For the 360 view, we recommend reviewing the material in the following order:
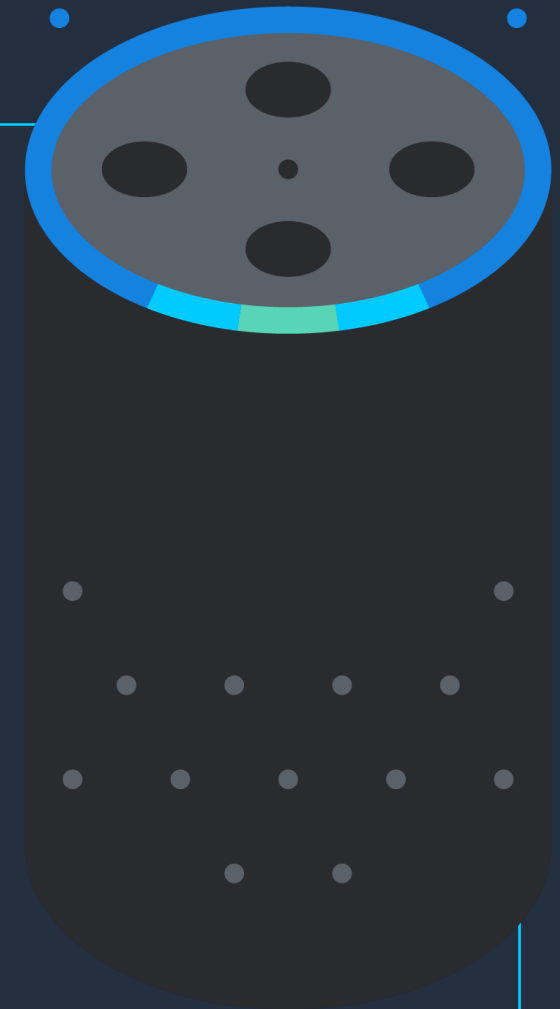
1 VOICE STRATEGY & PLANNING SPOTLIGHT

2 SKILL DELIVERY FRAMEWORK

3 INTRO TO ALEXA DESIGN

4 SKILL RETENTION SPOTLIGHT

5 SKILL MONETIZATION SPOTLIGHT

6 USABILITY TESTING SPOTLIGHT

7 VOICE CMS SPOTLIGHT

8 SKILL ANALYTICS SPOTLIGHT

9 ALEXA MARKETING GUIDE

10 SKILL CASE STUDIES

Voice Strategy & Planning Spotlight

WHAT IS IT FOR?

Review the *Voice Strategy & Planning Spotlight* to learn about how to start your voice journey and establish a strong foundational strategy for your clients.

WHO IS IT FOR?

Executives, Strategists/Planners, Account Managers, Project Managers, Business Development Team

WHAT DOES IT INCLUDE?

INSPIRE & EDUCATE YOUR CLIENTS ON THE VALUE OF VOICE

The first step in your voice journey with your clients is helping them understand the voice landscape and why it is important for their business today.

Here, you'll learn about some topics that you might want to explore with executive leaders on your client's teams.

ALIGN ON VOICE OPPORTUNITIES

A Voice Strategy Workshop can help your client and teams rapidly identify compelling and valuable use cases for voice.

Here, you'll learn about how you can host a Voice Strategy Workshop with your clients, resulting in a complete brief that ties together business/consumer goals, voice strategy, high-level requirements, timing & budget.

PLAN & ACTIVATE

Once you align with your clients on a strategy and core idea, it's time to activate it!

Here, you'll learn about key steps to help you move from an idea to an action plan.

Alexa Agency Curriculum

Skill Delivery Framework

WHAT IS IT FOR?

Use the *Skill Delivery Framework* to learn the ins and outs of developing for Alexa, including product scoping, VUI and technical development, testing and certification, and post-launch considerations.

WHO IS IT FOR?

Engineers, Developers, Testers, Producers, Project Managers

WHAT DOES IT INCLUDE?

PLANNING

Scope Planning

Understanding the Skill Build Lifecycle

Scope Process Overview and Key Considerations

DESIGN

VUI Development

Voice Design Process and Principles Overview

DEVELOPMENT & LAUNCH

Development

Skill Build
Account Linking Server
Developer Accounts

Testing

Quality Assurance
Functionality Testing
User Acceptance Testing

Release

Certification
Post-Launch Considerations

An Intro to Alexa Design

WHAT IS IT FOR?

Review the *Intro to Alexa Design* to learn about the key principles and processes for designing engaging and delightful Alexa skills.

WHO IS IT FOR?

Strategists/Planners, UX, CX, Creative, Copywriters, Account Managers, Project Managers

WHAT DOES IT INCLUDE?

PRINCIPLES & PATTERNS

A strong knowledge foundation of core design patterns is imperative when building a new product.

Here, you'll learn how to leverage situational design to create purposeful and valuable customer experiences.

THE VOICE DESIGN PROCESS

An Alexa skill is not simply a duplication of a website or app into a voice experience.

Here, you'll find key considerations for building an engaging experience for the customer, as well as guidance on navigating the design of conversations via Alexa skills.

VISUAL DESIGN

There are a number of design considerations for devices with a screen that accompanies your voice-first experience.

Here, you'll learn about Alexa's visual design framework, Alexa Presentation Language (APL), various devices, and more.

Skill Retention Spotlight

WHAT IS IT FOR?

Review the *Skill Retention Spotlight* to learn about the key principles and processes for designing with retention in mind, ultimately creating a stickier and more valuable experience.

WHO IS IT FOR?

Strategists/Planners, UX, CX, Creative, Copywriters, Account Managers, Project Managers

WHAT DOES IT INCLUDE?

HOW TO MEASURE & MONITOR YOUR SKILL'S RETENTION PERFORMANCE

The first step in driving retention is eliminating sources of friction, and there are a number of tools and techniques you can leverage to identify and measure friction.

Here, you'll learn about what causes friction and ways to monitor, track and identify areas of friction within your skill experience.

HOW TO DESIGN & OPTIMIZE YOUR SKILLS FOR RETENTION

Along with eliminating friction, there are many retention mechanics to consider in your skill creation and design process.

Here, you'll learn about best practices for optimizing for retention including creating high-quality content, mechanics to spark reengagement, and more.

Skill Monetization Spotlight

WHAT IS IT FOR?

Review the *Skill Monetization Spotlight* to learn about Alexa monetization capabilities and how you can create engaging voice experiences that drive revenue for your clients.

WHO IS IT FOR?

Strategists/Planners, UX, CX, Creative, Copywriters, Account Managers, Project Managers

WHAT DOES IT INCLUDE?

IN-SKILL PURCHASING

In-Skill Purchasing makes buying premium content and digital services easy for users.

Here, you'll learn more about what you can sell with in-skill purchasing and see an example of a major brand skill that offers in-skill purchasing.

AMAZON PAY

Amazon Pay for Alexa skills can facilitate seamless transactions for real world goods and services.

Here, you'll learn more about what you can sell through your skill with Amazon Pay, how it works, and see an example of a major brand skill that offers in-skill transactions with Amazon Pay.

MONETIZATION BEST PRACTICES

It's not enough to simply integrate monetization with your skill, you need to create a great experience.

Here, you'll learn about some best practices for selling through voice.

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Skill Usability Testing Spotlight

WHAT IS IT FOR?

Review the *Skill Usability Testing Spotlight* to learn about how to test your Alexa Skills with real world users.

WHO IS IT FOR?

Strategists/Planners, Testers, UX, CX, Creative, Copywriters, Account Managers, Project Managers, Developers

WHAT DOES IT INCLUDE?

THE TYPES OF USABILITY TESTING

One of the the best way to understand how your skill will be received is to test, early and often, with real users.

Here, you'll learn more about the two main types of usability testing: "Wizard of Oz" testing and Beta Testing.

BEST PRACTICES FOR USABILITY TESTING

There are many factors that go into setting up, conducting, and analyzing beta tests, so it's important to follow best practices.

Here, you'll learn more about some best practices to help ensure the feedback you get is as valuable as possible and you're able to effectively apply it to your skill.

TOOLS & RESOURCES

There are tools and resources available to you to help you with your usability testing.

Here, you'll learn more about companies that can help you test your Alexa skills.

Voice CMS Spotlight

WHAT IS IT FOR?

Review the *Skill Content Management Spotlight* to learn about how content management systems can be used to create, manage and update content for your Alexa skills.

WHO IS IT FOR?

Strategists/Planners, UX, CX, Creative, Copywriters, Account Managers, Project Managers, Developers

WHAT DOES IT INCLUDE?

WHAT CONTENT CAN BE EASILY CHANGED?

Unlike updates to the interaction model, skill responses can easily be updated to keep content fresh and users engaged over time.

Here, you'll learn more about what types of content you can update with a CMS.

BEST PRACTICES FOR CONTENT MANAGEMENT

There are many considerations that go into setting up and managing content updates with a CMS, so it's important to follow best practices.

Here, you'll learn more about some best practices and common pitfalls to avoid when managing and planning for using a CMS for your Alexa skill(s).

CONSIDERATIONS FOR LOCALIZATION

With just a bit of foresight and consideration on future localization needs, a skill can be built in a way that dramatically eases the expansion to new locales.

Here, you'll learn some localization considerations to plan for from the start and how a CMS can ease the expansion of your skill(s) across geographies.

Skill Measurement & Analytics Spotlight

WHAT IS IT FOR?

Review the *Skill Measurement & Analytics Spotlight* to learn about how you can use tools and data to build, test and optimize your skills

WHO IS IT FOR?

Analysts, Developers, Engineers, Testers, Producers, Project Managers, UX, CX, Account Managers, Strategists/Planners

WHAT DOES IT INCLUDE?

ANALYTICS TOOLS & DASHBOARD

Once skills are published, you should analyze skill performance metrics to improve the customer experience and optimize for long-term engagement.

Here, you'll learn more about the different free tools and resources Amazon offers to help you measure and analyze your skill's performance.

VUI TESTING TOOLS

You have access to the same tools that the certification team for Alexa uses to test, detect, and optimize your skill to get ahead of issues before publication.

Here, you'll learn more about what these tools offer and where to find more documentation on them.
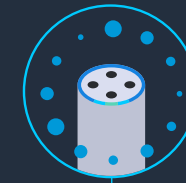
VUI OPTIMIZATION FEATURES

The Alexa Skills Kit offers a number of features that help you build more natural conversations in your skill that match how your customers talk with (and not at) Alexa.

Here, you'll learn more about each of these features and where to find more documentation on them.

Marketing Guide

WHAT IS IT FOR?

Use the *Alexa Marketing Guide* to learn essentials for skill discovery and driving customer awareness for your skill, from the skill's foundation to post-launch campaigns, including potential opportunities with Amazon.

WHO IS IT FOR?

Strategists/Planners, Account Managers, Media Planners

WHAT DOES IT INCLUDE?

PLANNING

Skill Creation with Marketing in Mind

Asking the Right Questions

Optimizing the Foundation

Creating Your Go-To Market Plan

Begin with a Funnel

Channels to Consider – Owned, Earned, Paid

Creative Inclusions

DESIGN

Potential Marketing Opportunities with Amazon

Amazon Paid Opportunities

Best Practices for Amazon Promotion

Case Example

MEASUREMENT & OPTIMIZATIONS

Evaluating Success: KPIs and Reporting

Reporting for Marketing Optimizations

Reporting for Skill Optimizations

Additional Resources

Alexa Brand Usage Guidelines

Amazon Trademark Guidelines

Alexa Skill Marketing Guidelines

Case Studies

WHAT IS IT FOR?

Browse examples of successful skills for brands built by other agencies around the world to gain inspiration to apply to your own work.

WHO IS IT FOR?

Strategists/Planners, Account Managers, Media Planners

WHAT DOES IT INCLUDE?

For each case study…

PROBLEM & OPPORTUNITY

THE VOICE SOLUTION

GO-TO-MARKET APPROACH

RESULTS & LEARNINGS

Let's get started!

Now you are ready to create your brand voice experience and reach customers where they are.

And these Alexa Agency Curriculum resources are just the beginning. We're on this journey together and will continue to evolve and build out our resources for agencies and independent developers so you can create the best voice experiences possible.