

Product Managing the Launch of an Alexa Skill

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What does a Product Manager do?

- Defines the Strategy, Features, Roadmap of the Product
- Identifies a target user base and target set of problems or value delivery opportunities
- Makes the business case for building a product for that user base addressing those use cases
- Works across the functions with
 - (d) Designers, Developers, and Testers, to deliver the product
 - (e) Marketing and Sales to deliver the product to the market
- Responsible for end to end delivery
- Responsible for the Failure or Success of the Product

Product: The Motley Fool Alexa Skill

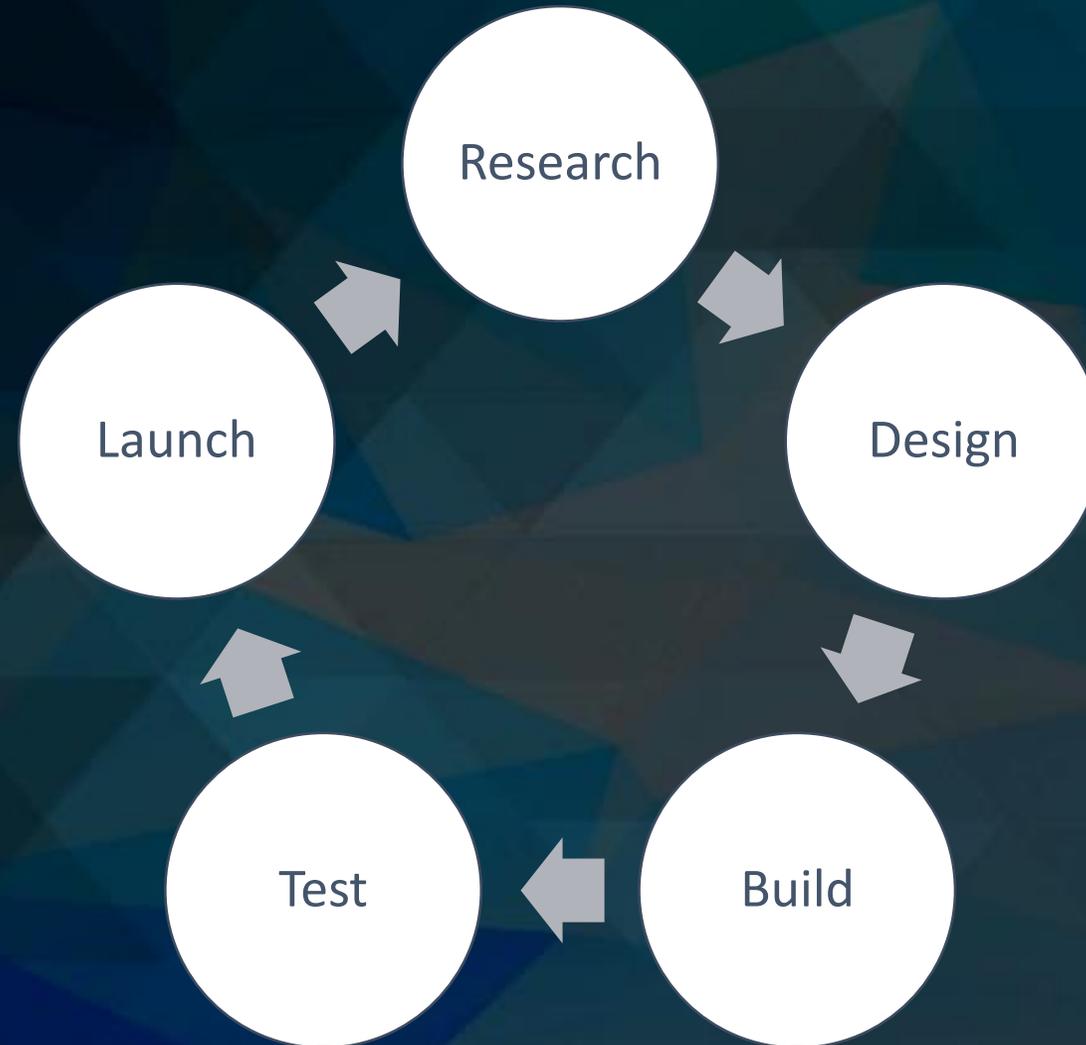
- The skill can do 3 things
 - Give information about a specific stock
 - Tell you how your watch list is doing
 - Tell you how the Market is doing
- It is the first skill to have launched on all three platforms - Alexa, Google Assistant and Cortana

“Alexa, Ask The Fool how is Facebook doing”

“Alexa, Ask The Fool how my watch list is doing”

“Alexa, Ask The Fool how the market is doing”

The Witlingo Approach



Research

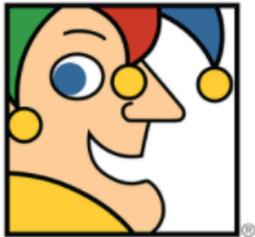
Behind the scenes

- Went over the existing stock skills and experienced it for ourselves
- Identified where the skills were failing:
 - Some prompts were too long, some too short
 - The skills required the users to remember the stock symbols!
 - The skills gave out excessive information about the stocks
- Read the user reviews on the Alexa's app
- Asked the users what they wanted
 - Added the 'Watchlist feature'

Behind the scenes decisions during Design

- ✓ Deliver the current trading price and push the remaining information to cards

“IBM is trading at \$164.20, up \$0.02 or %0.01. Anything else?”



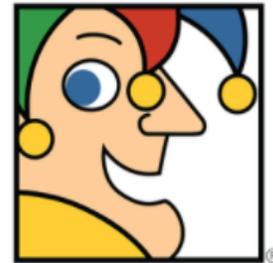
IBM

The Motley Fool

- open: \$164.80
- high: \$164.94
- low: \$163.30
- volume: 4M
- pe: 13.66
- marketcap: 152B
- year high: \$182.79
- year low: \$139.13
- avgvolume: 5M

- ✓ Deliver the overall performance of the Watchlist and biggest gainer

“Stocks on your watchlist closed at 0.47% on Jan 11 2018. The biggest gainer is Amazon up \$22.35 or 1.78 %. For more details on your watchlist check out your mobile app.”



Watchlist

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Overall: +0.47%

- Facebook: 187.77 (-0.04%)
- Nestle: 84.52 (-0.65%)
- Ultrapar Participacoes: 23.98 (+1.18%)
- Tesla: 337.95 (+0.94%)
- Amazon: 1,276.68 (+1.78%)
- Starbucks: 60.00 (+0.30%)
- Novartis: 85.67 (-0.22%)

Test

Strategies we used to improve user rating

- We setup an email to channel complaints away from the Alexa app
- We Setup a Toll free number to leave a message with the issues the users were facing
- We rigorously Beta tested the skill with actual users
- We scouted the negative reviews on Amazon.com and responded to them
- We let the users know once their issues were fixed

The Challenges – A Quick Summary

- The large number of stocks
- User Pronunciation of stock names
- The assistant's pronunciation of stocks
- What information to deliver
- User feedback post launch

Helpful Tips

- Before you build, **research** what your customer wants.
- **Test** rigorously. There is no shortcut to this. If your code looks alright, doesn't mean your skill sounds great.
- Have your skill do a **small number of things** very well. Resist the temptation to add a lot of features.
- Pay attention to the **Visuals**. The cards feature on the Alexa app is very useful.
- Voice is a beautiful strange beast. **Be patient**. A beautiful experience is worth it.

Thank You! Questions?



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