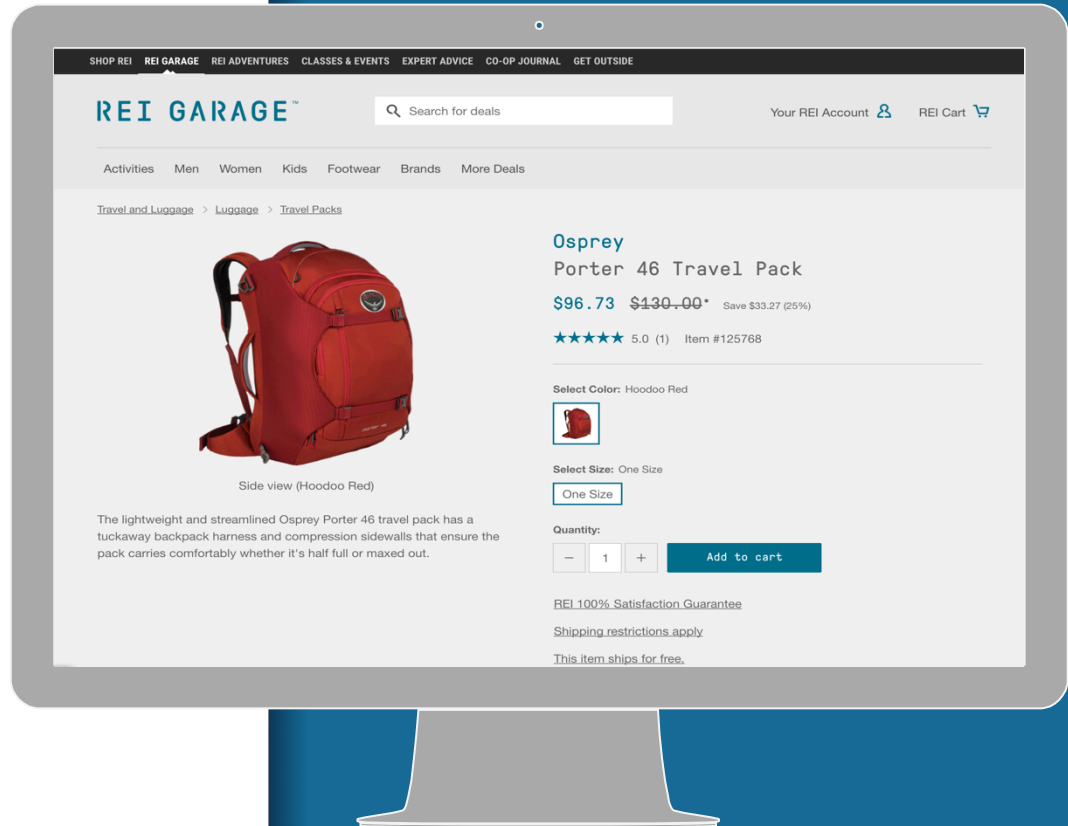
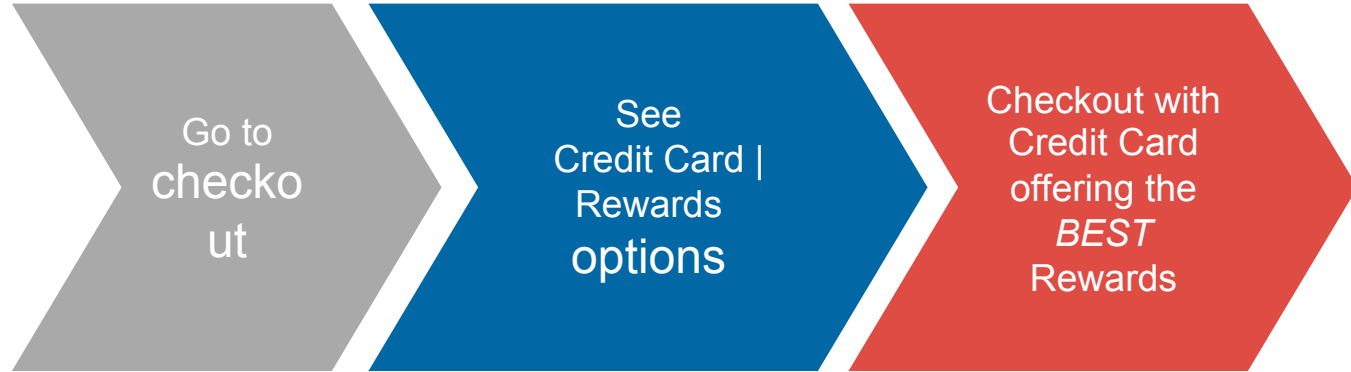


# CHECK OUT



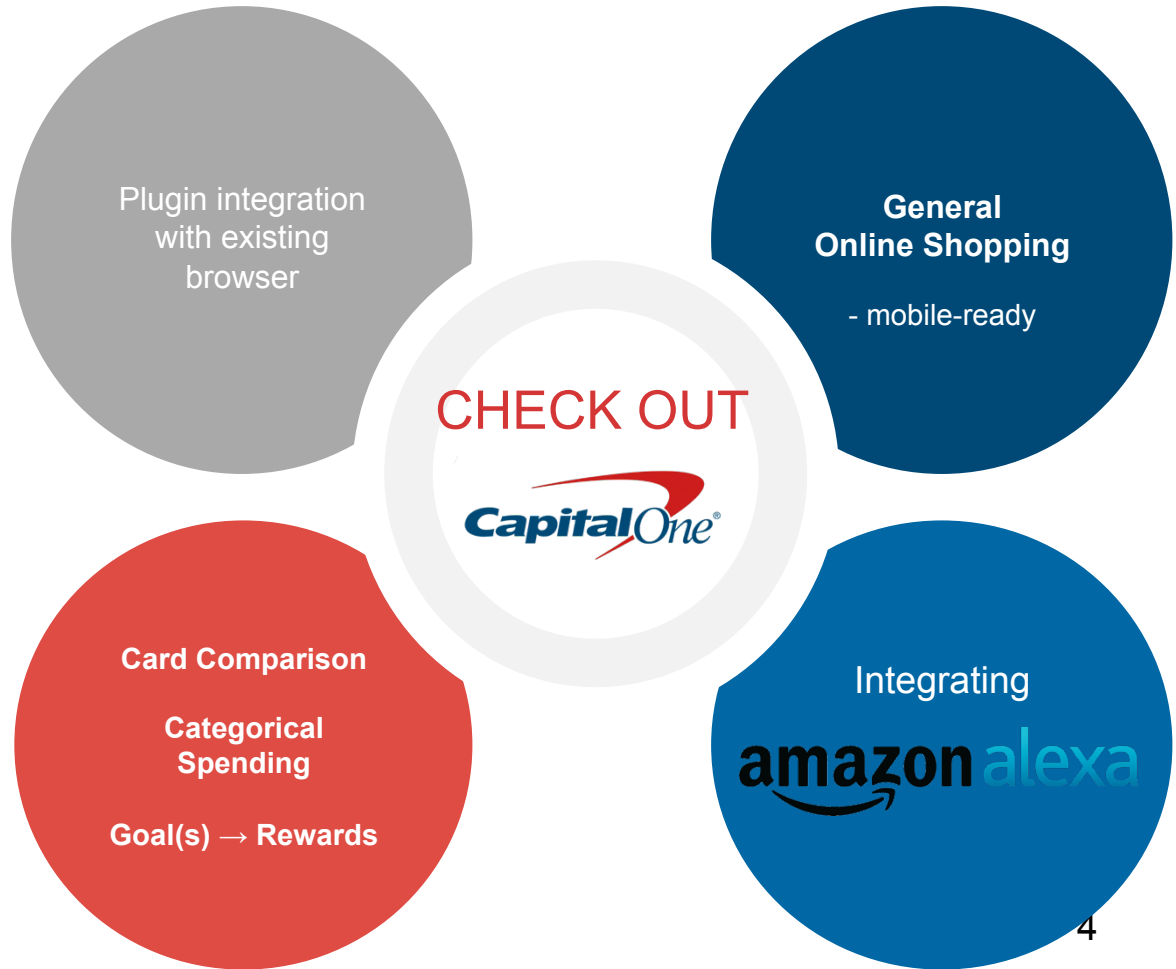
Our process  
is easy



A person is shown from the side, using a laptop. The laptop screen displays a shopping website with a 'NEW COLLECTION' banner, a 'UP TO 50% OFF' discount, and a 'DESIGNER CHOICE COLLECTION' section. The person is holding a credit card over the laptop. The entire image is overlaid with a blue tint and the word 'DEMO' in large, white, bold letters.

# DEMO

# User Experience



# Alexa: Launch CHECK OUT Capital One

Enter Utterance

I would like to spend 20 dollars at safeway

Ask CardUse Recommender Reset

Lambda Request

```
4  "sessionId": "SessionId.ab01e9d1-303a-4302-9000-000000000000",
5  "application": {
6    "applicationId": "amzn1.ask.skill.cb1234567890",
7  },
8  "attributes": {},
9  "user": {
10   "userId": "amzn1.ask.account.AEHXYBC1234567890",
11 }
12 },
13 "request": {
14   "type": "IntentRequest",
15   "requestId": "EdwRequestId.4d7fd4fa-bc12-4302-9000-000000000000",
16   "intent": {
17     "name": "purchaseIntent",
18     "slots": {
19       "amount": {
20         "name": "amount",
21         "value": "20",
22       },
23       "merchant": {
24         "name": "merchant",
25         "value": "safeway",
26       }
27     }
28   }
29 }
```

Lambda Response

```
1  {
2    "version": "1.0",
3    "response": {
4      "outputSpeech": {
5        "ssml": "<speak> Superb: I recommend using Capital One Venture Card",
6        "type": "SSML"
7      },
8      "card": {
9        "content": "I recommend using Capital One Venture Card",
10       "title": "CapitalOne card recommender"
11     },
12     "speechletResponse": {
13       "outputSpeech": {
14         "ssml": "<speak> Superb: I recommend using Capital One Venture Card",
15         "type": "SSML"
16       }
17     }
18   }
19 }
```

Listen

Echo Show Render Response (beta)

CapitalOne card recommender



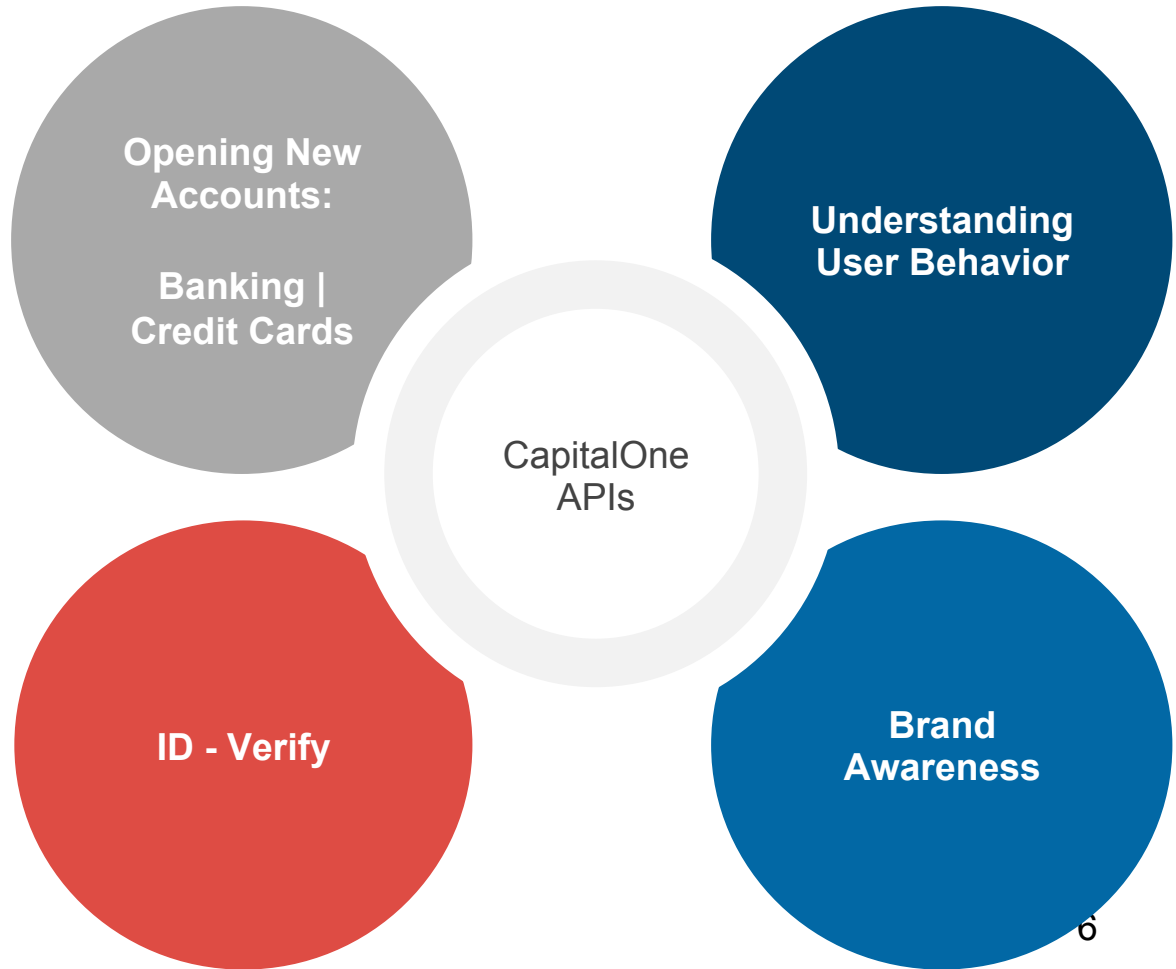
I recommend using  
CapitalOne Venture Card as  
your optimal choice to earn  
two times the miles

General  
Online Shopping

- mobile-ready

Integrating  
amazon alexa

# Market Opportunities



# Thank you!

Jessica Gillian | Sharon Hamon | Rebecca Mayes | Caitlin Shener | May Merkle-Tan