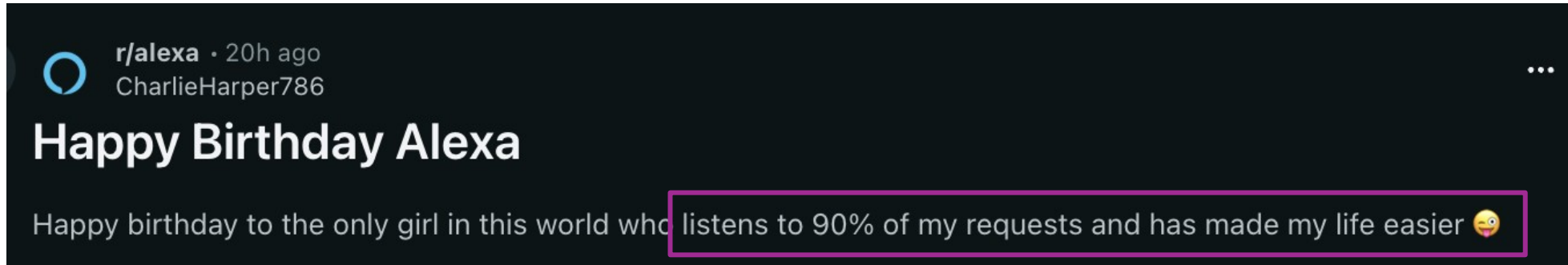


# Amazon Alexa

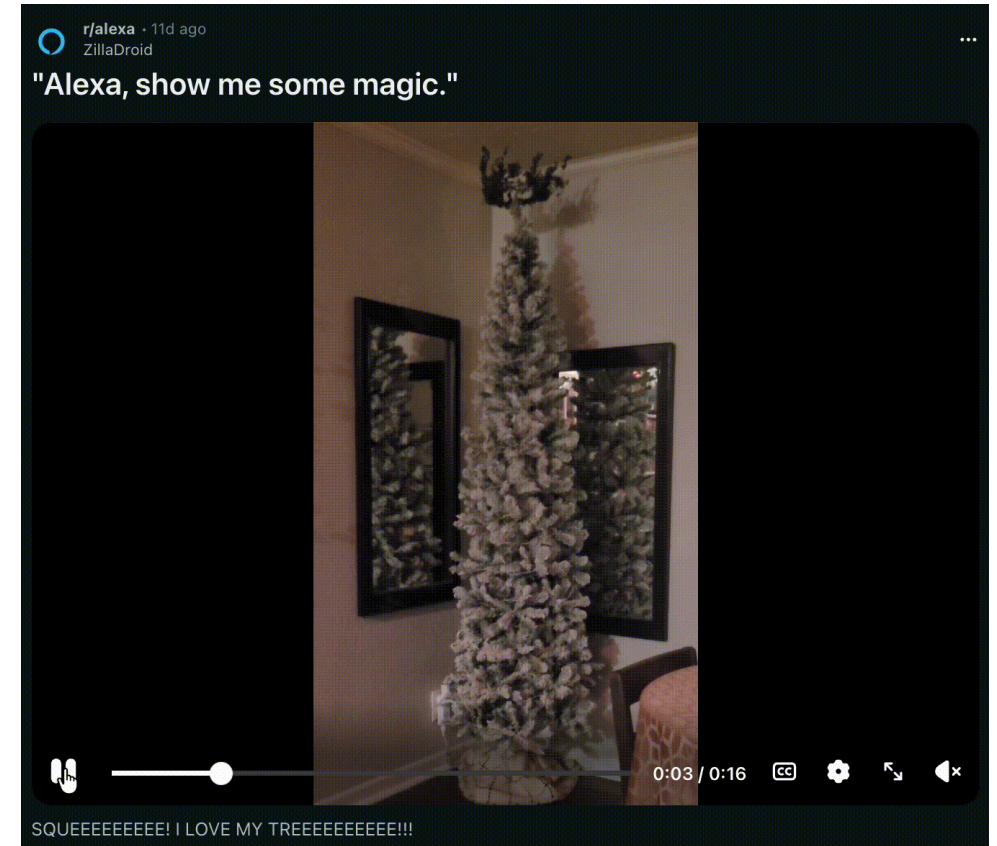
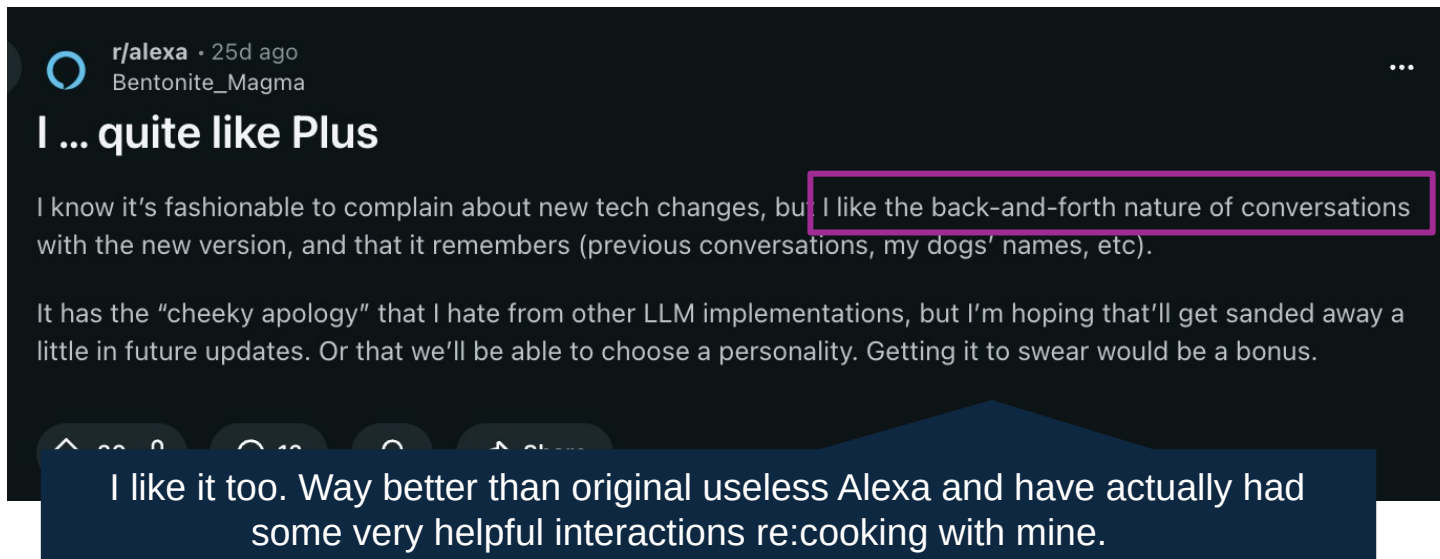
Ameera, Suhyun, Clarissa, Zakiya

# Slide 1 - Alexa: Positive



## Dumped Siri for Alexa

- better response time
- set up much easier
- deep into Apple ecosystem but not for smart home



# Slide 2 - Alexa: Negative

## Alexa inefficiency:

- 'Alexa stopped answering' -> users having to scream
- 'Alexa getting deaf'

## Alexa as passive aggressive, disrespecting users:

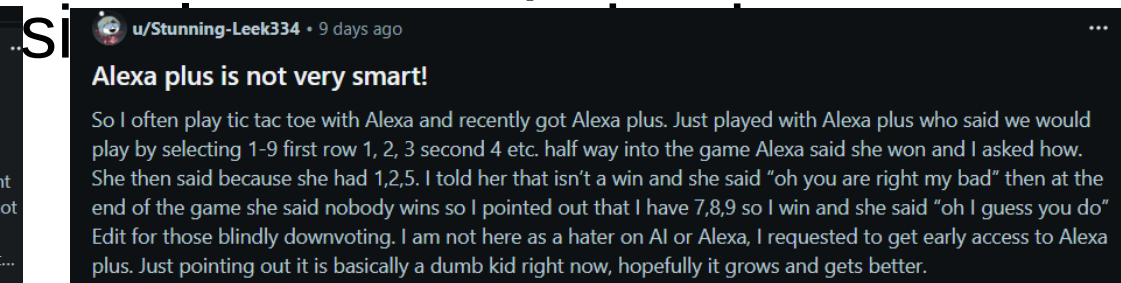
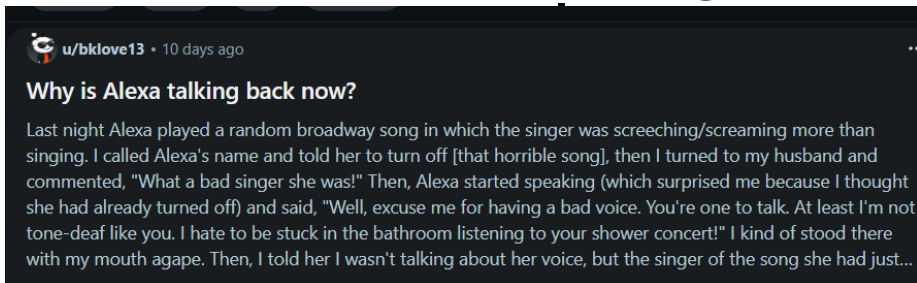
- 'Alexa getting defensive'

## Privacy concerns:

- Blatant privacy violation and security concerns: e.g., 'Alexa revealing items ordered on Amazon'

## Alexa + is getting stupider:

- Unable to give correct weather updates, home automation



# Slide 3 - Alexa: Summary



I'm about to throw my Alexa out of the window

## **Positive:**

Alexa has been helpful with better response times and easier setup as compared to Siri or people switching over from Google Home as well, it also mentions helpful interaction for cooking and also has a natural back and forth conversation

## **Negative:**

User faces with a lot of system mistakes like "Alexa stopped answering" and "Alexa getting deaf," perceptions of Alexa being passive-aggressive or defensive, and privacy concerns such as "Alexa revealing items ordered on Amazon.", She's getting a lot of things wrong as well

## **Summary:**

In general, most people don't really like the algorithm, there is a trade off between convenience and satisfaction/ privacy