



Amazon Alexa: SayHi

Alexa's Language Learning skill

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Project Overview

What is SayHi?

SayHi is **a free language learning skill of Amazon Echo & Alexa**. It allows the users to listen and talk with Alexa in Spanish, French, German, or Danish. It currently contains several courses for each language, and the users will understand the conversations they heard by the end of each lesson. Over time, the SayHi Language Learning Skill will offer more advanced lessons and new languages to learn.

Rather than focusing on the reading and writing skills, SayHi skill assists the users to speak and listen. It's a fun and efficient way to learn a language fast.

Goal & Purpose

Amazon Alexa is becoming more and more popular over the year. Many people knew to say Alexa's name and ask the time, weather, news, or other daily questions, but they failed to recognize it as a great learning tool. Indeed, Alexa is more potent than what people think. Its dynamic content makes it able to interact with people and teach them new things. SayHi is just one of the great examples.

The purpose of this website is to **introduce SAYHI skill to the users** who are looking for useful approaches to learn a new language and to **popularize Alexa and SayHi**. The ultimate goal is to **let the potential users purchase Amazon Alexa** and to let the users who already owned the Alexa **explore more about its powerful skills**.

Overall Functionality

This website aims to introduce the SayHi skill and Echo product and to set up a bridge which leads users to go to Amazon's official website for more details. The users can access the site by doing the keyword searching on Google. The website is in multi-languages, so users can translate the web page by switching to certain readable text. The front page helps the users know what SayHi is, then it shows the **three subcategories: "About SayHi"** includes more specific contents; **"Languages"** presents available language lessons; and **"Get Started"** guides the users to enable the skills or leads them to amazon's purchasing site. The users can explore the website step by step and make the final decisions: starting using SayHi or buying a powerful Alexa.

There is also a section displaying Alexa's other skills, as the users might be more willing to pay for one device if they found more skills that interest them. Several links in the footage also bring users to Amazon's official websites.

Niche

The majority of the audience may be the potential language learners who are seeking powerful learning tools, or they may be the existing Alexa users who attempt to explore more skills. SayHi can especially target the users who would like to **casually learn a language** that is not too challenging for them, as it is only able to provide listening and speaking lessons. Moreover, most of the learners using SayHi may also be tech lover or someone who are able **to spend the time on the device and to explore it**. Therefore, SayHi can make some attempt to appeal to the type of the users who are mainly youths or middle-aged adults with the intention to learn a new language for their casual interests, but not for academical or professional purpose. Moreover, the language courses also need to **be friendly to the beginners**.

Measures of Success

The project's success can be determined by the following two measures: first, **dose the website clearly demonstrate the capability and the uniqueness of SayHi?** Second, **are there more users starting using SayHi and buying Amazon Alexa?** If the answers to these questions were affirmative, then this website successfully introduced SayHi and promote the products, which means it realized the ultimate goals.

Audience Analysis

- Amazon Alexa's Target Audience

The research from [Voicebot.ai](https://voicebot.ai) indicates nearly **47.3 million U.S. adults** (nearly 20 percent of U.S. adult population) adopted the voice-powered devices,

The demographics of Amazon Echo suggests that most users (57%) are **male**.

While the most common place to find an Alexa device is in the **living room**, a surprising amount of customers (51%) keep one in the **kitchen**.

The ideal user is **under 44 years old**. The largest Amazon Echo market segmentation is 18-29 years old at 24%; 30-44-year-olds make up 20% of the userbase.

Amazon has been making a push for **child-focused** Alexa devices and skills in the past year. In the Alexa Skill Store, the biggest categories are games and entertainment skills.

Source: [Ilker Koksai, Who's the Amazon Alexa Target Market, Anyway?](#)

- Language Learning Apps' Target Audience

Around **60 million** users in United States, and **300 million** users around the world are learning second language by online interactive apps.

Female learners consistently outperformed male learners in speaking and writing proficiency.

Educational composition was as follows: 0-11 grade (6.5%), high school diploma/GED (7.4%), some college (31.3%), college graduate BA or equivalent (37.4%), graduate degree, MA, PhD or higher degree (17.4%).

The majority of the respondents were employed either full time (45.6%) or part time (11.0%). Almost a third (29.2%) of the respondents were students and the rest were unemployed (9.7%) and with "other employment" (4.5%).

A small portion of them (7.6%) were of Hispanic origin. The majority of respondents were White (74.6%), followed by Asian (11.2%), Black/African American (5.4%), Native American, Alaskan or Pacific Islander (0.9%) and of other race (7.9%), including multiracial categories.

Source: [Ben Skirvin, What are the demographics of Duolingo users?](#)

Audience Analysis Chart

Characteristics	Analysis
Age	Mainly 11 – 44 years old, also children and elder friendly;
Gender	All genders;
Race	All Races;
Marital Status	Single, married, separated, divorced, or widowed;
Family	No Child, one or more children, grandchildren;
Location	Mainly English spoken countries, international;
Digital Devices	Laptop and mobile device;
Usage	Average 10 minutes per day;
Income	N/A
Occupation	Student, full-time or part-time employed, unemployed;
Languages	English, German, and Spanish right now;
Education	All education levels;
Motivations	Mainly personal interest, business/work, travel, school;



Persona 1



"I'm thinking about trying something new. I would like to attend some cooking courses if I have enough time. "

ABOUT HER:

Kaylan is a mother who's been pregnant for 6 months. She lives with her husband and a 4-year-old son in an apartment complex next to her husband's working place. Kaylan spends most of her time at home taking care of her son.

Kaylan Krause

AGE: 32
LOCATION: NC, U.S.

MARITAL STATUS: Married
FAMILY: A husband with a son
LIVING: Apartment Complex

OCCUPATION: Housewife
SALARY: \$ 40,000

EDUCATION: Bachelor's
LANGUAGE: English

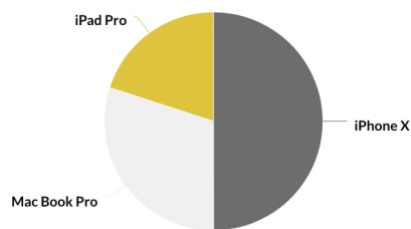
GOALS:

Take good care of children and family.
Apply one cooking courses in the town.
Do some exercise.
Shop a large Television with husband.

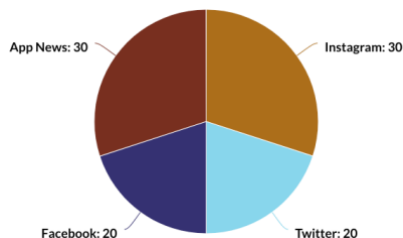
FRUSTRATIONS:

Don't know what to do during spare time.
Waste too much time on social media.
Husband is too busy and can't have dinner with family.
Stay at home alone.
Cold and rainy days.

DEVICE USED



SOCIAL MEDIA



CHARACTERISTICS

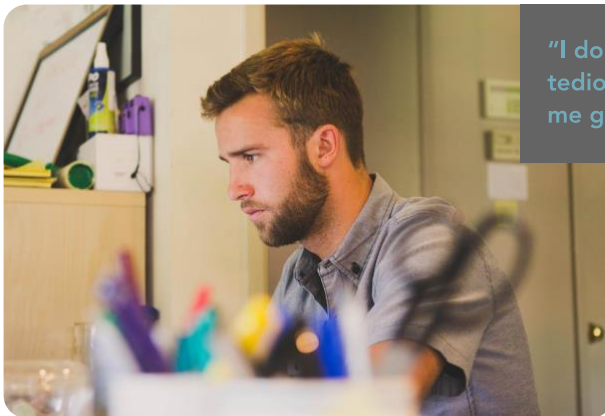
Less Tech Knowledgeable ————— More Tech Knowledgeable

Innovative ————— Inflexible

Organized ————— Inefficient

Family Centered ————— Individual

Persona 2



"I don't really like computer science because it is tedious and makes me tired, but I know it can help me get great jobs. "

ABOUT HER:

Zackary is a senior student who is in computer science major. He is currently working on his portfolio for graduation and he looks forward to working in some large companies far from his hometown. He wants to experience big cities life.

Zackary Webb

AGE: 21
LOCATION: NC, U.S.

MARITAL STATUS: Single
FAMILY: Parents and 2 sisters
LIVING: Campus dorm

OCCUPATION: Undergraduate
SALARY: \$ 2,000

EDUCATION: In College
LANGUAGE: English

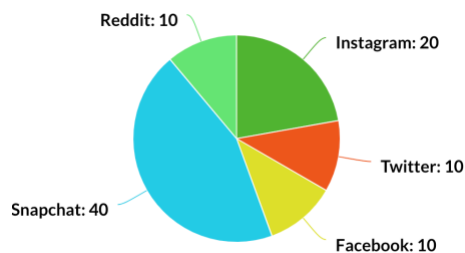
GOALS:

Live in a big city.
Get job offers from big companies.
Study something other than programing.
Graduate with high GPA score.

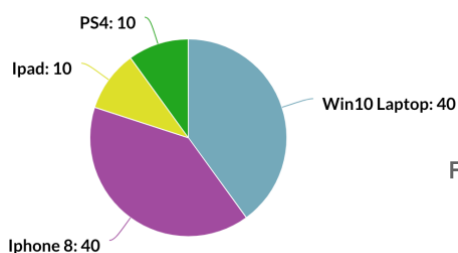
FRUSTRATIONS:

Programming and Debugging.
Write resume and apply jobs.
Can't spend much time with family.
Pay expensive tuition fees.
Sleep late and need to get up early.

DEVICE USED



SOCIAL MEDIA



CHARACTERISTICS

Less Tech Knowledgeable ————— More Tech Knowledgeable






Innovative ————— Inflexible

Organized ————— Inefficient

Family Centered ————— Individual

Design Choices

Color Scheme

				
Color: White #FFFFFF Background color; Button text; Logo text;	Color: Gray #A5A5A5 Sub text; Background color;	Color: Black #000000 Main text; Background color;	Color: Blue #1598D5 Bottom background; Main title; Quote; Logo and logo text;	Color: Dark Blue #004B6E Bottom background (when being clicked on)

Typography

LOGO SAYHI: Arial Rounded MT Bold
Title 1, Title 2: Myriad Pro Bold

Sub Title: Avenir Book

Body Text: Avenir Book

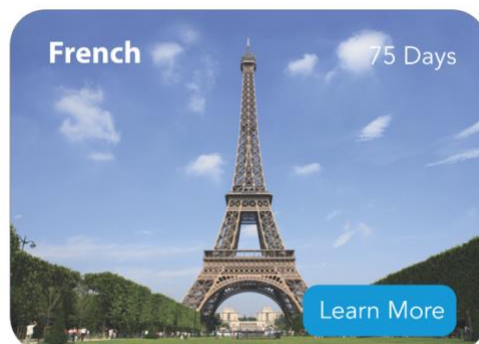
Quote & Emphasis: Avenir Heavy

Other Design Elements

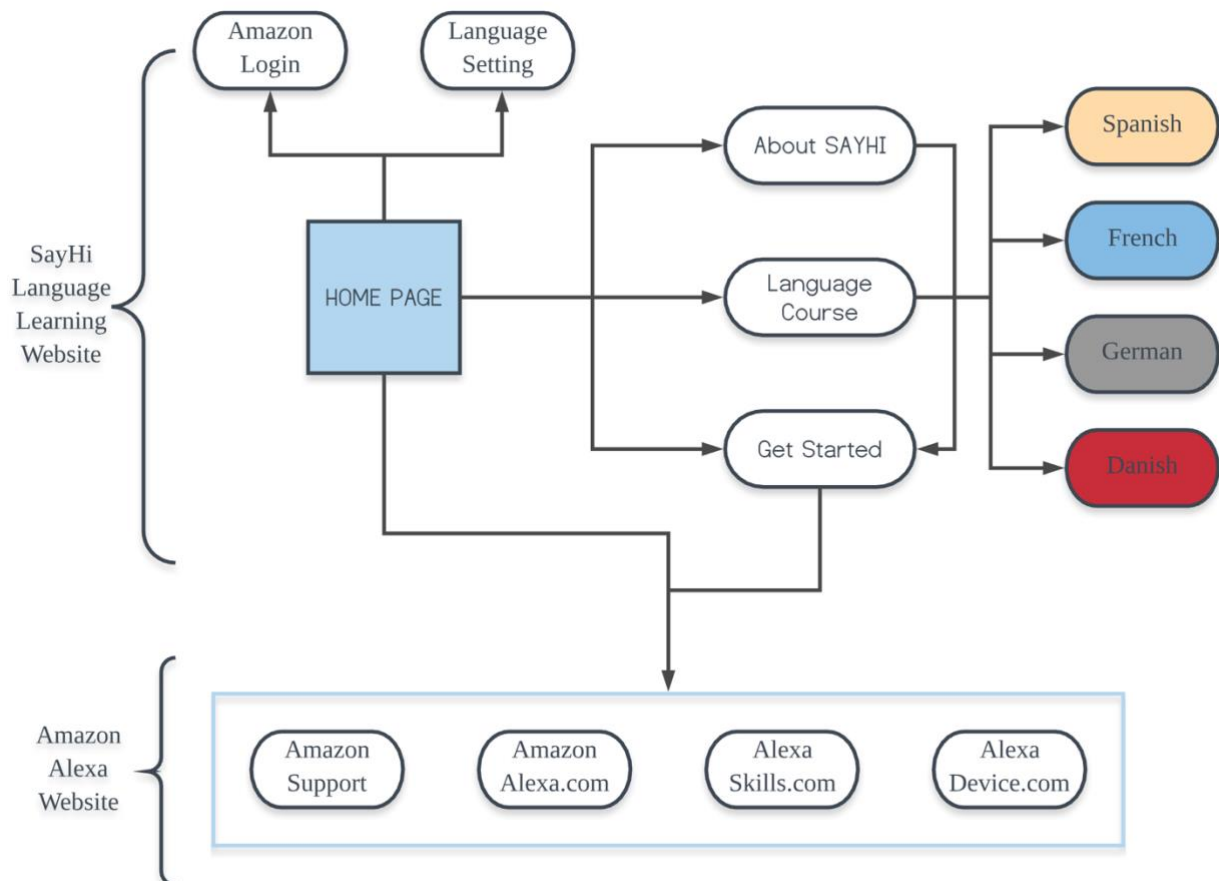
"Alexa, open SayHi."

"Alexa, ask SayHi to learn Spanish."

"Alexa, tell SayHi to resume my lesson."



Overall Flowchart



Wire Frames (For Laptop)

Adobe XD Wire Frames Prototype links (With **notations** and **basic interactivity**)

1. Home

LOGO	Site Language	Amazon Login
------	---------------	--------------

Background Photo

About SayHi Skill	Languages	Get Started
-------------------	-----------	-------------

Title1 About SayHi	Title2 Languages	Title3 Get Started
		
Learn More	Learn More	Learn More

Title4	Get Started
--------	-------------

About	Product	Other Skills	Support&Help
LOGO	Copy Right Statement		

2. About SayHi Skill

LOGO

Site Language

Amazon Login

About SayHi Skill

Get Started

Title1: Free to Enable

"Alexa, open SayHi."

"Alexa, ask SayHi to learn Spanish."

"Alexa, tell SayHi to resume my lesson."

Title2: Skills Detail

Text

Title3: Read more reviews

Tag

Tag

Tag

Tag

Tag

Tag

User's Reviews

Title4

Get Started

About

Product

Other Skills

Support&Help

LOGO

Copy Right Statement

3. Languages

LOGO

Site Language

Amazon Login

Languages

Get Started

Spanshi

For 75 Days

French

For 75 Days

German

For 150 Days

Danish

For 120 Days

Title4

Get Started

About

Product

Other Skills

Support&Help

LOGO

Copy Right Statement

4. Get Started

LOGO

Site Language

Amazon Login

Get Started

Go to Amazon Alexa

Alexa Photo

If you haven't owned a Alexa

Introduction of Amazon Alexa
Price
Promotion
Etc.

Learn More in Amazon.com

If you already had the Amazon Alexa

"Alexa, open SayHi."

"Alexa, ask SayHi to learn Spanish."

"Alexa, tell SayHi to resume my lesson."

"Alexa, ask SayHi to learn German."

"Alexa, ask SayHi to practice French."

Learn More About other Alexa's Skills

"Alexa, start the body coach." Logo

"Alexa, start song quiz." Logo

"Alexa, open word chain." Logo

Title4

Get Started

About

Product

Other Skills

Support&Help

LOGO

Copy Right Statement

5. Sub Language

LOGO

Site Language

Amazon Login

Learn Spanish

Other Languages

Get Started

Why Spanish?

Text

Photo about Spanish

Course Info:	Content:	Goal:
Time needed Elementary learners friendly Etc.	100 conversation topics 2000 vocabularies Etc.	You'll be able to talk on phones Travel and business Etc.

Title4

Get Started

About

Product

Other Skills

Support&Help

LOGO

Copy Right Statement

Design Panels and Interactivity (For Laptop)

Adobe XD Design Panels Prototype links (With notations and full interactivity)

1. Home



A New Way to Learn A New Language

Have a conversation with Alexa!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur luctus massa eu dignissim gravida. Nam ut condimentum felis, vitae tincidunt purus. Mauris sed mattis quam. Duis tempor semper ex, at mollis magna vestibulum egestas. Maecenas aliquet varius neque in

[Learn more about SayHi](#)

4 Languages and more to come

Spanish, French, German, & Danish

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Ut posuere lacus vitae ipsum vulputate iaculis. Pellentesque lacinia felis erat, nec dignissim lorem lobortis at.

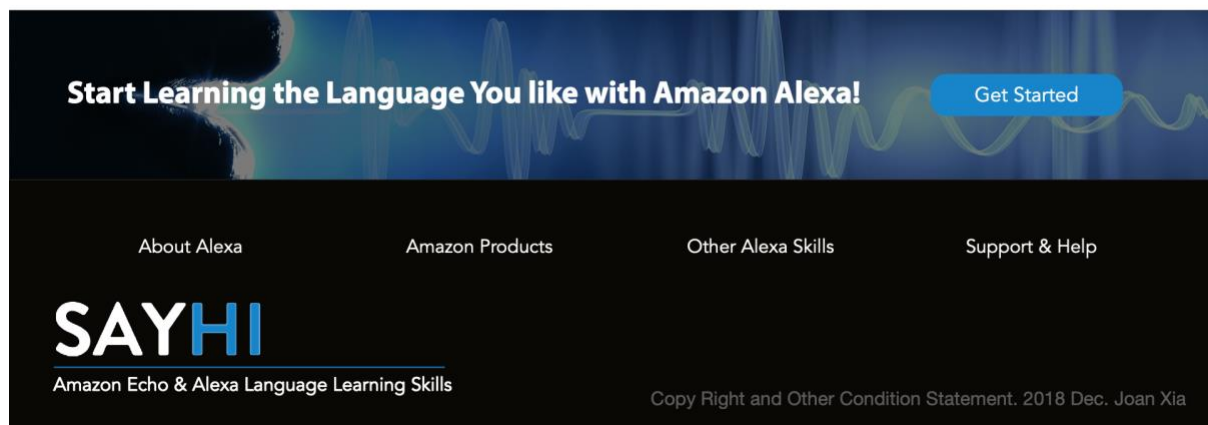
[Learn more about Languages](#)

Say One Sentence and Get Started

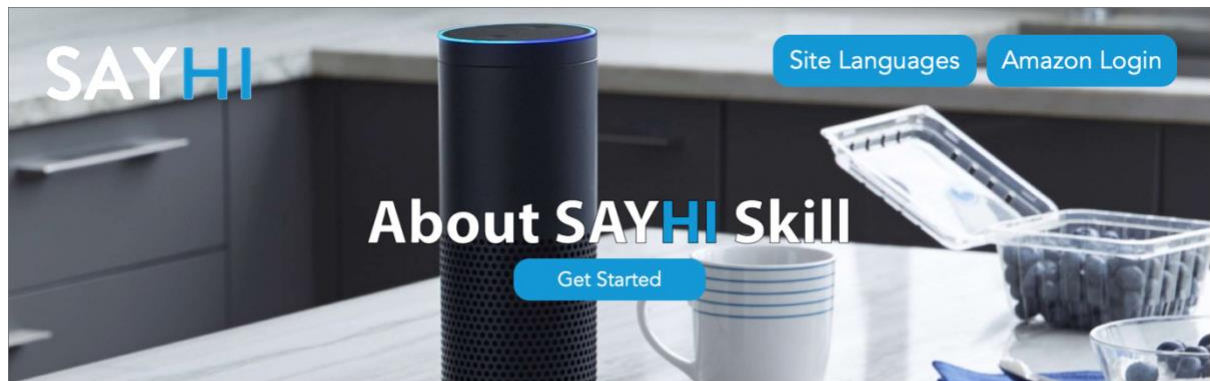
"Alexa, open SayHi!"

Ut id velit sem. Mauris quis ligula eget sapien cursus elementum eu quis arcu. Morbi id consequat eros, eu accumsan lorem. Donec eu justo eros. Donec ac auctor lectus. Pellentesque aliquam, ligula quis bibendum venenatis, nisl nibh tristique libero, id vulputate arcu

[Get Started Right Now](#)



2. About SayHi Skill



FREE To Enable!

Etiam aliquam velit feugiat tellus ultrices molestie non ac massa. Etiam tempus mi eget nunc consectetur, id scelerisque elit feugiat. Integer sagittis ligula purus.

"Alexa, open SayHi."

"Alexa, ask SayHi to learn Spanish."

"Alexa, tell SayHi to resume my lesson."

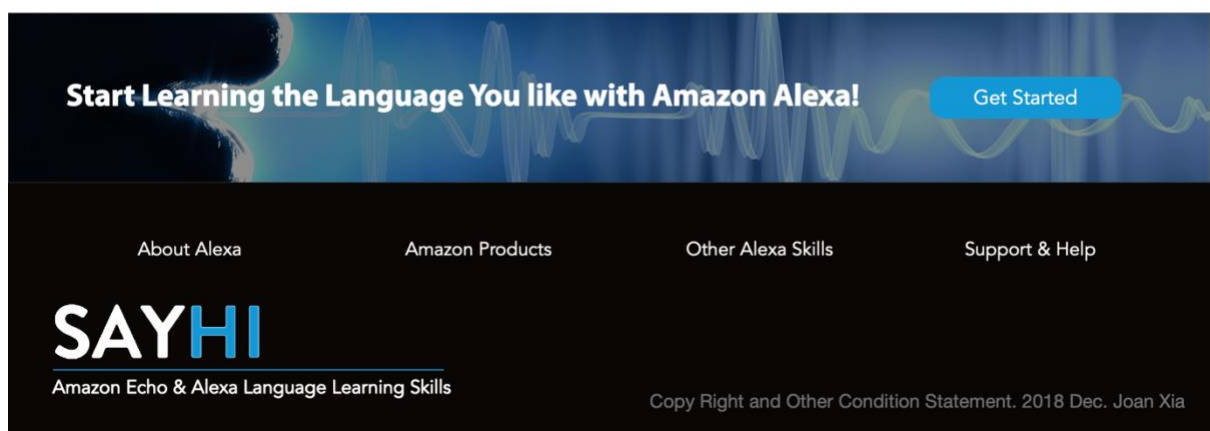
Interact and Learn!

Have fun and learn a new language fast, with SayHi Language Learning. Within seconds you will be listening to conversations in Spanish, French, German, or Danish. By the end of each lesson you will understand the conversations you just heard. You will learn a new language with spaced repetition learning. Over time, the SayHi Language Learning skill will offer even more advanced lessons and new languages to learn.

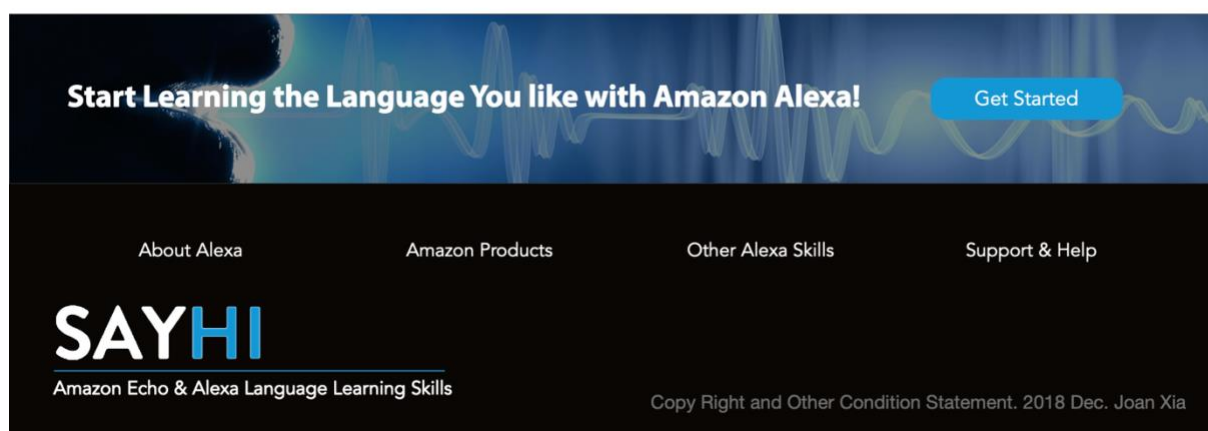
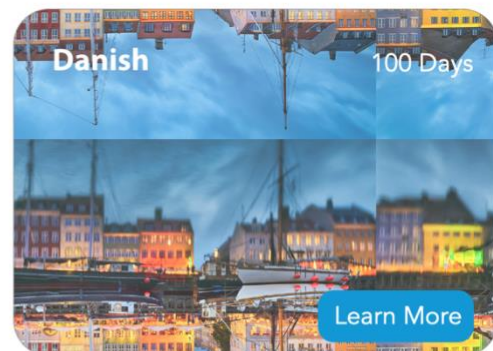
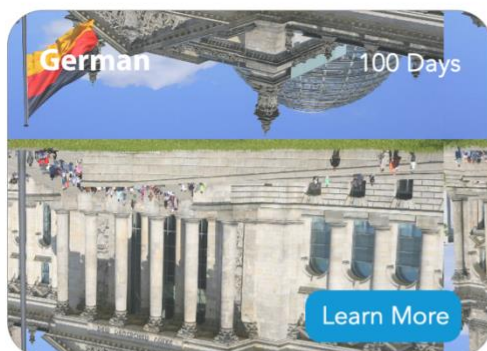
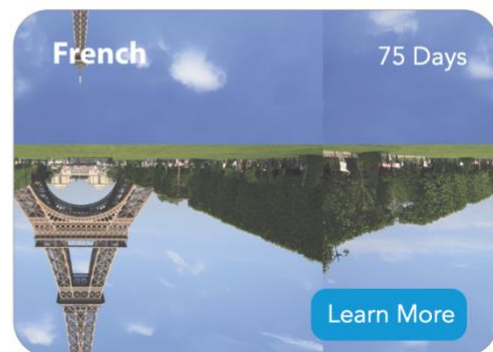
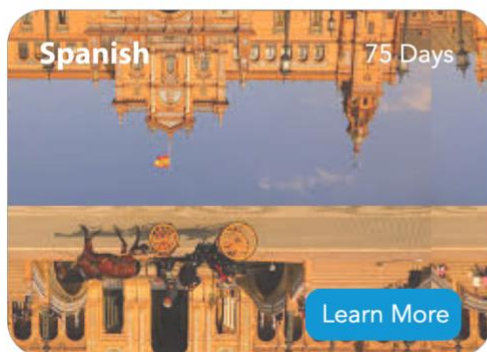
Reviews the Product!

- Skillful
- Repeat
- Listen
- Words
- Useful
- Spoken

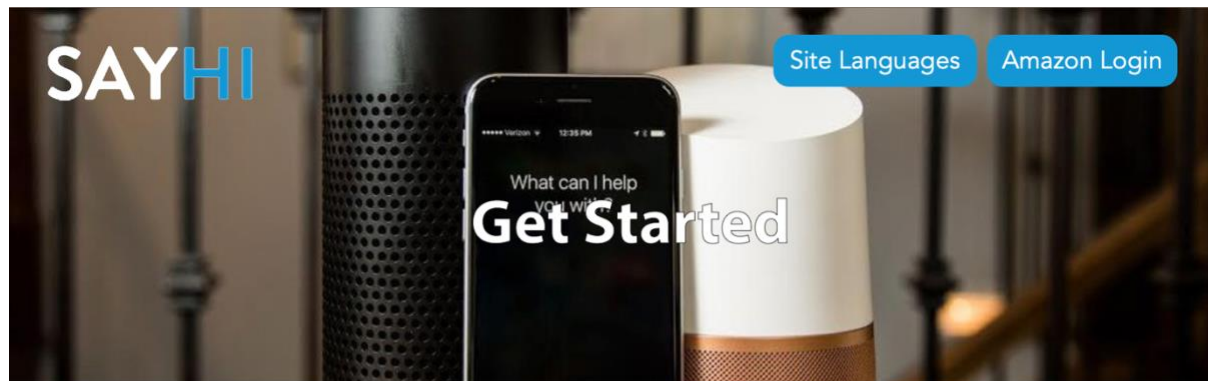
- Account Name
Review aliquam eget nibh ac ipsum aliquet rhoncus. Ut sed mi vitae ante.
- Account Name
Review aliquam eget nibh ac ipsum aliquet rhoncus. Ut sed mi vitae ante.



3. Languages



4. Get Started



New To Amazon Echo & Alexa?

Etiam aliquam velit feugiat tellus ultrices molestie non ac massa. Etiam tempus mi eget nunc consectetur, id scelerisque elit feugiat. Integer sagittis ligula purus, nec pulvinar urna mattis et. Cras dignissim mattis metus, eu mattis elit aliquam at. Donec semper lacinia venenatis. Praesent nec erat erat.

[Learn More in Amazon.com](#)

Start SAYHI Language Course with Alexa

"Alexa, open SayHi."

"Alexa, ask SayHi to learn Spanish."

"Alexa, tell SayHi to resume my lesson."

"Alexa, ask SayHi to learn German."

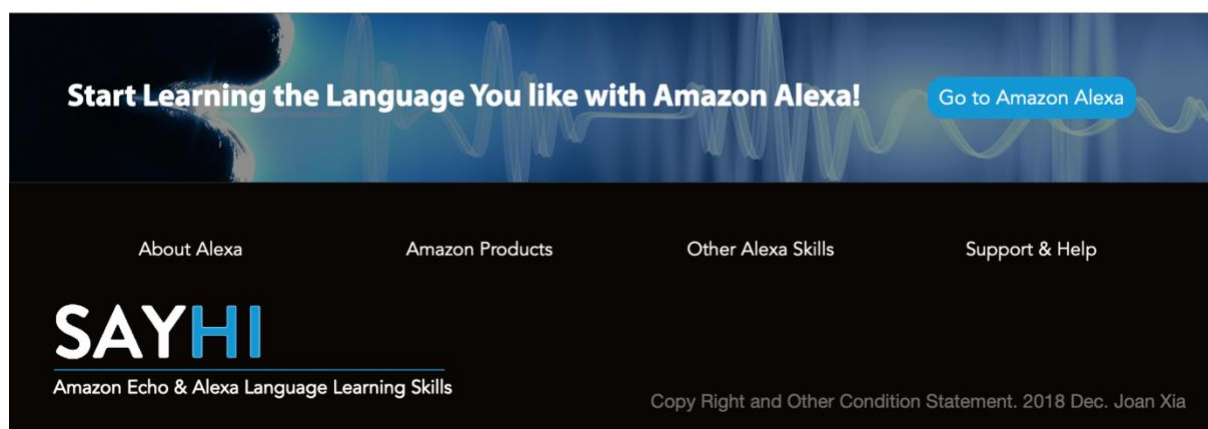
"Alexa, ask SayHi to practice French."

Learn More about Alexa's Skills

"Alexa, start the body coach."

"Alexa, start song quiz."

"Alexa, open word chain."



5. Sub Language



Why Spanish?

Most Popular Language. Aliquam eget nibh ac ipsum aliquet rhoncus. Ut sed mi vitae ante rhoncus cursus. Cras iaculis metus non aliquam laoreet. Phasellus id magna ipsum. Quisque sed nunc dapibus, tristique arcu id, euismod purus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse faucibus elit et ante ornare maximus.



About

- 15 minutes per day;
- Euismod purus;
- Lorem ipsum;
- Cras dignissim mattis metus;
- Cras iaculis metus non aliquam laoreet.



Content

- 300 conversations;
- 2000 vocabularies;
- Lorem ipsum;
- Cras dignissim mattis metus;
- Cras iaculis metus non aliquam laoreet.



Goals

- Able to make phone calls;
- Euismod purus;
- Lorem ipsum;
- Cras dignissim mattis metus;
- Cras iaculis metus non aliquam laoreet.



Start Learning the Language You like with Amazon Alexa!

Get Started

About Alexa

Amazon Products

Other Alexa Skills

Support & Help

SAYHI

Amazon Echo & Alexa Language Learning Skills

Copy Right and Other Condition Statement. 2018 Dec. Joan Xia

Usability Test Results and Recordings

1. Usability Test No.1: jpagalan [Video Link](#)

Tester Information for jpagalan

Age	36
Gender	male
Income	\$40,000 - \$59,999
Employment Status	Employed Full Time (30 Or More Hours Per Week)
Job Function	Information Technology
Company Size	10,001+ employees
Industry	Information Technology and Services
Country	United States
US State	NV
Social Networks	Twitter
Web Browsers	Chrome, Firefox, Internet explorer
Languages Spoken	English
Children	Male, 3 years old
Devices	Windows, iPhone, Streaming TV box
Operating system	Windows 10
Browser	Windows Chrome 70.0.3538.110
Display	1920 x 1080

Post Test Survey:

Q1: What frustrated you most about this site? And What do you like most?

A1: Under the "Get Started" tab, there wasn't any tabs or options to check pricing. What I liked the most was it was user friendly. Tabs were big and clear and easy to use.

Q2: If you had a magic wand, how would you improve this site?

A2: Change the "S" icon/shape on the home page and including a pricing tab under "Get Started".

Q3: What did you like about the site?

A3: Very user friendly, and easy to navigate through.

Q4: How likely are you to try the Amazon Alexa SayHi, and to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

A4: 8.

Key Notes:

1. Price Checking
2. Change a logo, the previous one is similar to Skype's icon.

2. Usability Test No.2: AdamB18 [Video Link](#)

Tester Information for AdamB18	
Age	36
Gender	male
Income	\$40,000 - \$59,999
Employment Status	Employed Full Time (30 Or More Hours Per Week)
Job Function	Information Technology
Company Size	10,001+ employees
Industry	Information Technology and Services
Country	United States
US State	NV
Social Networks	Twitter
Web Browsers	Chrome, Firefox, Internet explorer
Languages Spoken	English
Children	Male, 3 years old
Devices	Windows, iPhone, Streaming TV box (Roku, Apple TV, etc.)
Operating System	Windows 10
Browser	Windows Chrome 70.0.3538.110
Display	1920 x 1080

Post Test Survey:

Q1: What frustrated you most about this site? And What do you like most?

A1: I could not find a price for the say hi function, I assumed it was free but I wish it was in writing somewhere.

Q2: If you had a magic wand, how would you improve this site?

A2: I would add somewhere in text that it is free or however much it costs. Also it would be nice to not get redirected to other pages when looking to get more info on Alexa.

Q3: What did you like about the site?

A3: I liked the colors and the modern feel to it .The woodgrain on the home screen was also a nice look.

Q4: How likely are you to try the Amazon Alexa SayHi, and to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

A4: I am very likely to try it after viewing this site. 10.

Key Notes:

1. Price Checking
2. Less redirection to the Amazon pages.

3. Usability Test No.3: jamescanhelp [Video Link](#)

Tester Information for jamescanhelp	
Age	29
Gender	male
Income	\$80,000 - \$99,999
Employment Status	Employed Full Time (30 Or More Hours Per Week)
Job Function	Program & Product Management
Seniority	Senior
Company Size	10,001+ employees
Industry	Retail
Country	United States
US State	MN
Social Networks	Facebook, Twitter, Linkedin
Web Browsers	Chrome, Firefox, Safari
Gaming Genres	Arcade, Puzzles, Simulation
Languages Spoken	English
Devices	Mac, iPhone, iPad, Home Game Console, Streaming TV box (Roku, Apple TV, etc.)
Display	1400 x 900

Post Test Survey:

Q1: What frustrated you most about this site? And What do you like most?

A1: Dislikes: No clear call to action on landing page. No explanation or examples of how the service works. Likes: Consistent color scheme. Clear it's an Alexa skill which is important.

Q2: If you had a magic wand, how would you improve this site?

A2: Most was explained in the commentary. But have a clear call to action on the landing page. Probably use more scroll effects for navigation rather than separate pages. Let people choose what device they have, to help drive clarity in how this works, and then show the user experience with each device.

Q3: What did you like about the site?

A3: This was previously asked. But great color scheme. The structure worked well: bottom navigation, landing page the right size, etc.

Q4: How likely are you to try the Amazon Alexa SayHi, and to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

A4: 8.

Key Notes:

1. Clear call to action in landing page
2. Examples of how the device was worked
3. More scroll down than in separate pages
4. Show user experience with each device

REVISION & IMPROVEMENT

[Adobe XD Reviewed Design Panels link \(With notations and full interactivity\)](#)

Changes in Reviewed Panels:

1. Added an appealing description of SayHi in the front page.

The testers would like to know what they are looking at immediately after opening the website. The straightforward descriptions of SayHi will help them to understand the content of the page better.

2. Emphasized the SayHi is FREE

All the testers tended to find out the cost of the product and service as they claimed that "nothing is free nowadays." Therefore, emphasizing that SayHi is free can attract more potential users.

3. Added more headlines showing the price of Alexa

Similar to the second fact that users and buyers pay most attention to the cost and they attempted to know more about Alexa's price. Indicating the discount or promotions for Alexa devices would be helpful.

4. Changed some confusing wordings.

One tester had concerns about the wordings like "Review the products!" Changing to "Review of the products" is easier to understand.

Future Improvement:

1. Making the webpage interface similar to Amazon's official website, or creating more individual subpages to reduce the out-site links.

Testers complained about too many redirections to the Amazon's web pages which look entirely different to SayHi site. Because the SayHi skill and the Amazon Alexa are closely related, it's currently unable to make it independent.

2. More descriptions and user experience relating to Alexa or SayHi should be included in the website

Testers commented that there are not too many buttons to click on. The contents on each page were not sufficient enough. However, since SayHi is a newly developed skill and needed more improvement, the existing information was unable to provide users with vivid illustrations.

[Pitch](#)

[Link to the Google Doc](#)

