

Cygnus - Voice Interaction Model

Intents

- GetStockPrice
- GetNews
- OpenAccount

open cygnus

Skill Initialization

Is Action Provided

Cygnus

Hi I am cygnus , I would be glad to assist you . You can ask me to look up any stocks , latest finance news or open a Trading Account

Default Speech response

Is response Provided

Sorry I did not receive any input. Do you need any help ?

Again Prompt Speech response

was Yes or No said ?

Error Speech response

Call Lamda Function

GetStock Price

GetNews

Open Account

Help

www.alphavantage.co

api.twitter.com

trading-accounts.herokuapp.com

Service Response

End

It was nice talking to you. Good Bye

Alexa Invocation Process

Alexa,

Wake Word

ask

Launch word
ask,open,start

Cygnus

custom skill

Share price of

Utterance to match the Intent

{ INFY }

Slot Value
Custom and built in

Why Voice Search ?

Future of search is voice and personal digital assistants



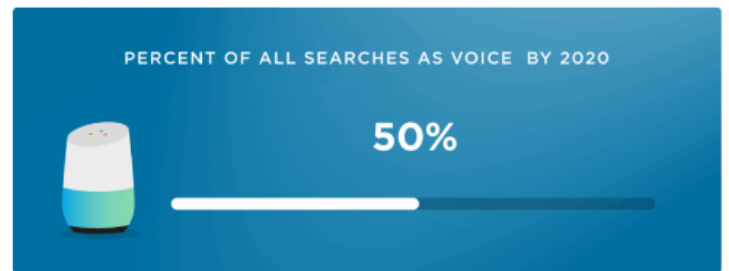
Faster searchers === faster answers



[*Gartner](#) Better NLP are providing hands-free or eyes-free search



voices search is more convenient ,
this trend improves SEO



Voice Search Device Stats

Amazon controls 70% of the voice-enabled speaker device market



Amazon's Echo family

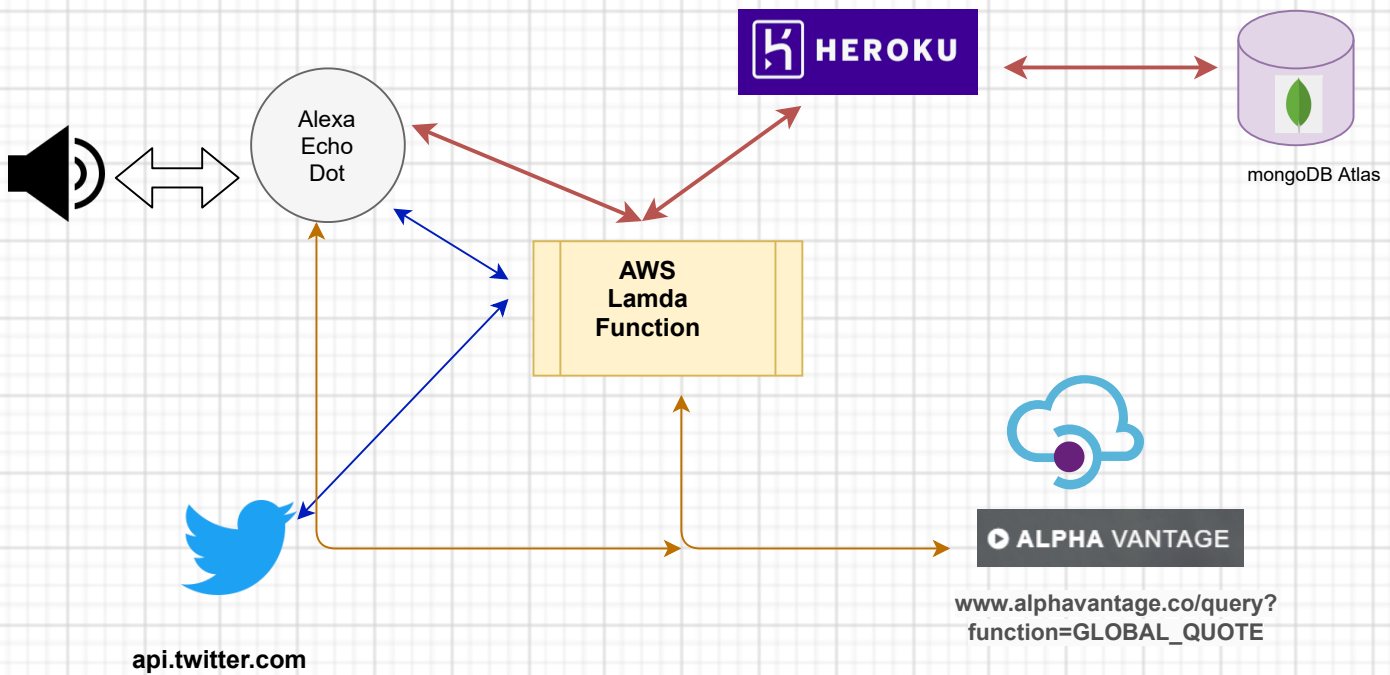
Alexa Skill in Executing Trades

Alexa, ask cygnus to buy me some Amazon stock .
Alexa, ask cygnus to get the latest market updates.
Alexa, how do I open my Trading Account
Alexa, what is my Profit & Loss ?
Alexa, what is my position in Tesla ?

*Cygnus is the Invocation name of the Alexa custom skill

Executing trades could be done by account linking to users
account in Go/Pro platforms with the custom skill

- Node JS : creating Api's and backend service in AWS Lambda
- Account with Amazon Developer portal to create Alexa Interaction Model
- Account with AWS to create a Lambda function
- Logs and monitoring through Amazon Cloud Watch
- Creating an Express API to connect backend Lambda function to MongoDB cloud Atlas Database
- Node - Express API would be deployed on Heroku and create a pipeline from GitHub Repo for Auto Deploys



Alexa Intents

OpenAccount

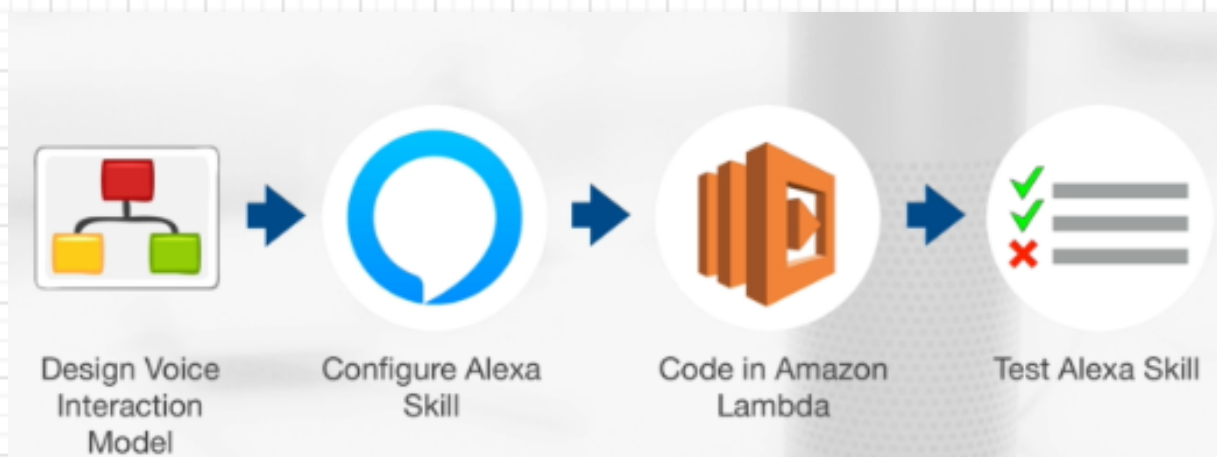
↔ Alexa , Create my Trading Account

GetNews

↔ Alexa , how is the market today ?

GetStockPrice

↔ Alexa , what is the share price of INFY ?



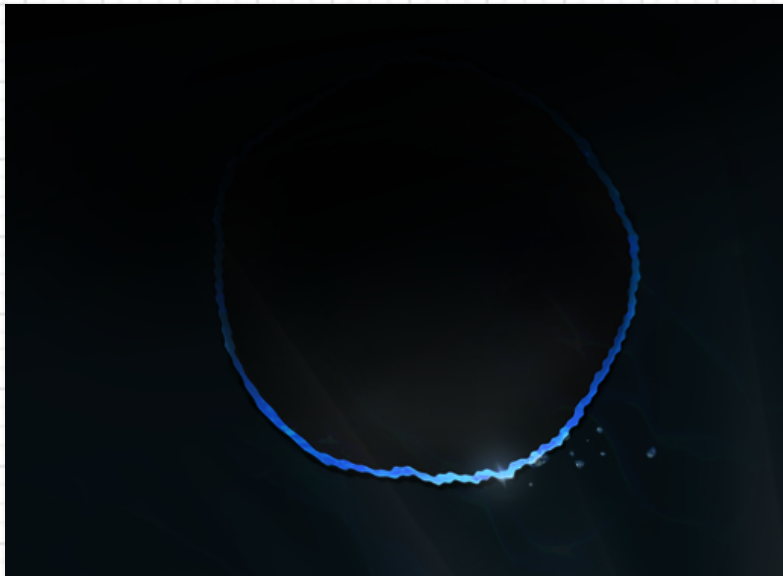
Ideas

Connect with your portfolio with any Alexa enabled device while watching TV , driving or cooking

Non active trading account holders can also get latest market updates and this data could be used for marketing purpose and lead generation of potential clients

Alexa Skills can be monetized by in-app purchases (In Skill Purchasing) for premium features .

Alexa Skill can improve the convenience of the product and indirectly improving sales as it makes consumers to interact with a brand without interrupting daily routine.



Cygnus in action

