Alexa Reference Device

AVS Setup & Authentication

V1.0

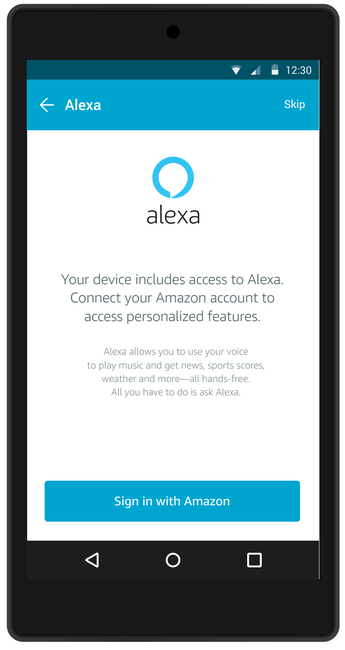
The AVS Setup & Authentication Guidelines are made available as “Alexa Materials”. Your use of these materials is subject to, and you agree to be bound by, the Alexa Voice Service Terms and Agreements.

The Alexa Setup & Authentication screens communicate the value of Alexa and help customers connect a partner device to their Amazon account. The setup flow typically lives within the first run experience on a partner device.

Setup & Authentication
Overview

Requirement
Integration must include:

• AVS Screens
• Login With Amazon Screens

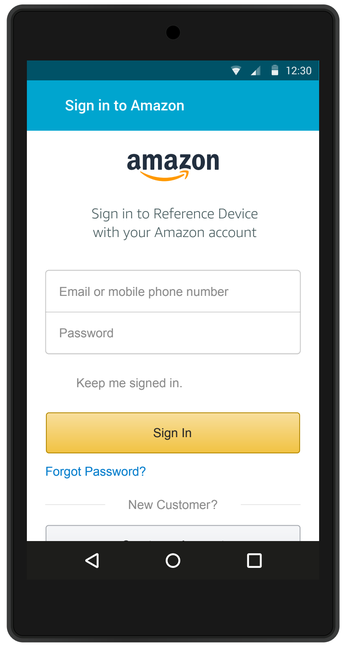


AVS Screens
2 Screens

1 Splash
2 Things To Try

Built by partner, guidelines provided by Amazon. These screens provide the customer an overview of what Alexa is and its capabilities, what they can do with it.

PARTNER
Design provided by Amazon.
Built and integrated by partner.



Login With Amazon (LWA) Screens
2 Screens

1 Login
2 Permissions

Provided over the cloud from Amazon. Partner needs to setup their own instance of LWA by visiting developer.amazon.com. This allows the customer to authenticate Alexa on the partner device using their Amazon credentials.

AMAZON
Built and hosted by Amazon

Setting Up Alexa

AVS setup is a combination of educational screens, meant to communicate the value of Alexa to the customer, and tactical login screens, which enable the customer to login with their Amazon credentials. There are two approaches available to enable setup of Alexa on AVS devices.

1 Partner Companion App

This approach packages the Setup & Authentication screens into a mobile app experience (iOS/Android) created by the partner. Amazon provides access to Login With Amazon (LWA) as webviews, and the partners build the Splash and Things To Try screens according to Amazon provided guidelines.

2 Partner Device

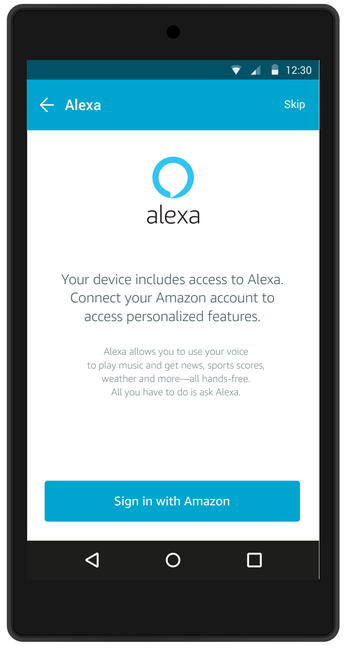
This approach is identical to Partner Companion App approach (1), but the partner displays the Setup & Authentication pages on their device. LWA is still provided as webviews that the partner device will need to render. This is only available for touch screen driven experiences and also requires a local browser in order to allow new customers to create an Amazon account.

With Regard To Unique Display Sizes

The guidelines found in this document and LWA are formatted for standard mobile phone and tablet display proportions and orientations. They will potentially work on a range of displays but may require additional modification in order to provide a high quality customer experience.

A successful integration must mantain access to and legibility of content. Please contact AVS for guidance if either quality is compromised.

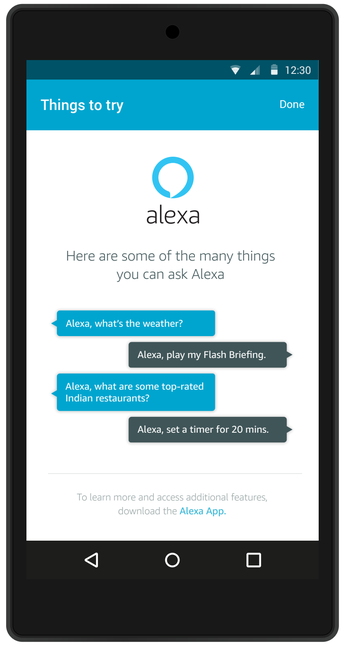
Setup & Authentication
AVS Screens



1
Splash Screen

Prior to authenticating, customers are presented with the Splash Screen that tells them about the service and its capabilities.

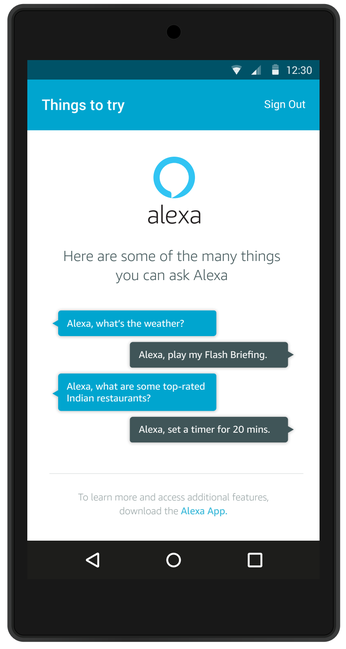
PARTNER



2A
Things to Try / Done

Once a customer successfully authenticates, they are shown a success screen giving them examples of things they can try with Alexa.

PARTNER



2C
Things to Try / Sign Out

If a customer returns to Alexa through Setup, they see Things to Try again, but Done is replaced with Sign out.

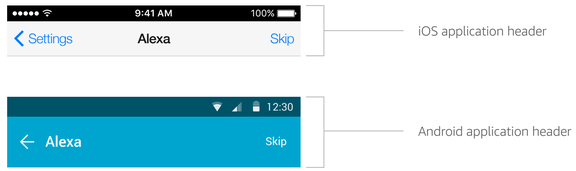
PARTNER

Setting Up Alexa for devices

AVS has developed a set of setup templates that will be provided to partners for use within the Setup & Authentication portions of their applications. These screens are integrated with the LWA screens found in this document.

The Navigation Bar

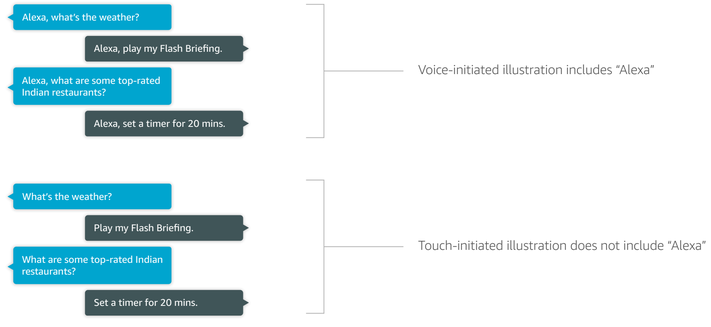
The Setup & Authentication screens make use of standard iOS and Android navigation bars. This is a recommendation and Partners should utilize in a way that best supports their setup experience.



Things to Try Illustration

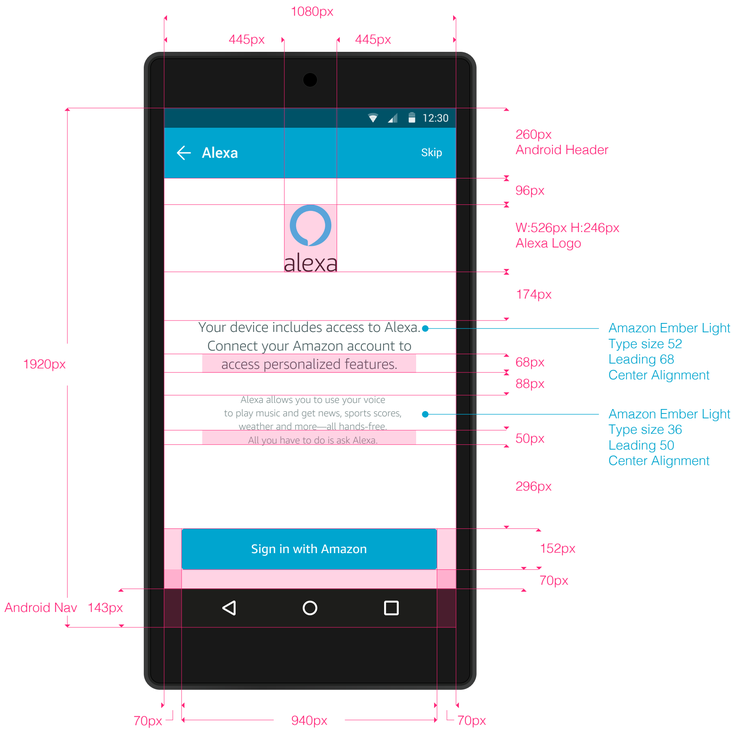
The example utterances in the Things to Try Illustration should be appropriate for the device's use cases. A speaker may emphasize audio controls, while a kitchen device may emphasize timers and alarms.

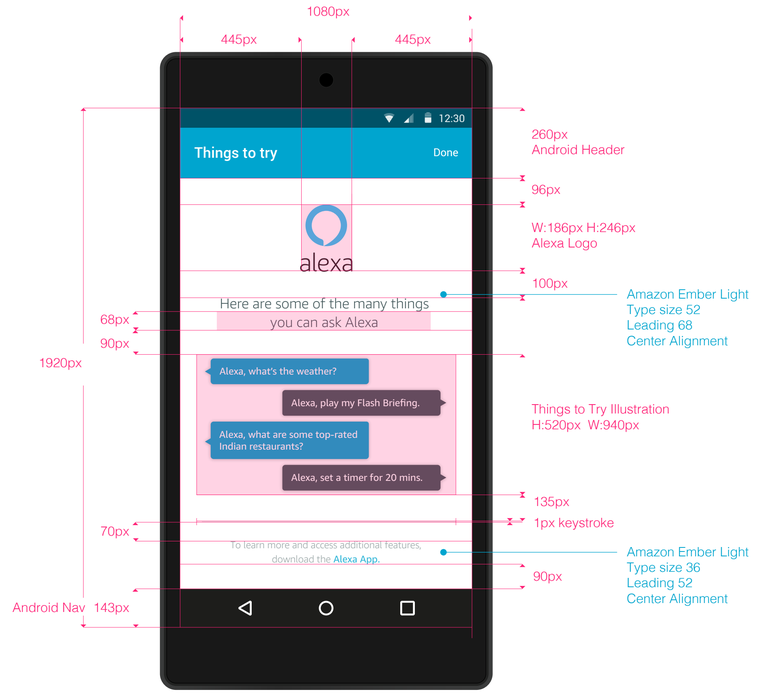
The example utterances should only include the wake word "Alexa" on voice-initiated devices.



Setup & Authentication
AVS Screens Redlines

Spacing and dimensions are provided
in pixels & percentage values

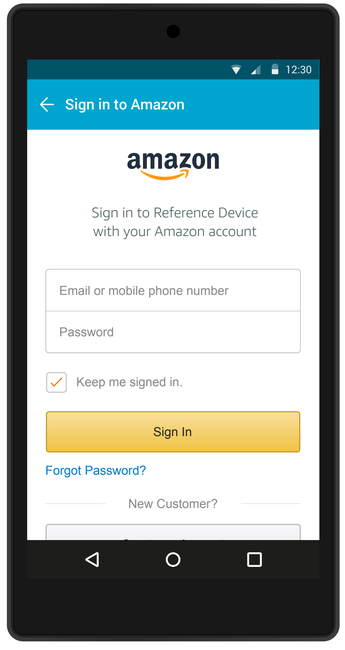




Setup & Authentication
LWA Screens

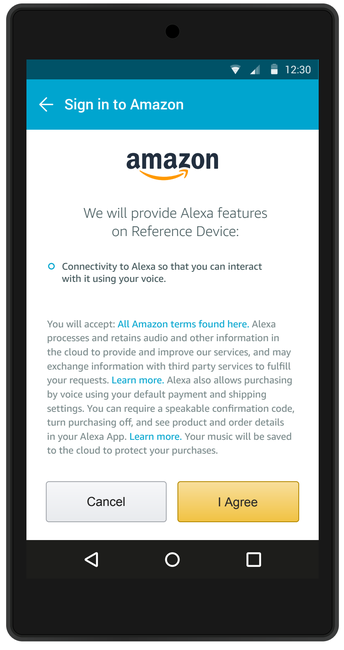
Setting Up LWA for devices

LWA is required to authenicate customers to AVS devices. They are served over web-views that AVS partners must integrate into their experience.



1
Login

When a customer chooses to sign in they are presented with a standard Amazon style login page. All links launch customers into a web browser.



2
Permissions

In order to facilitate using a customer's Amazon credentials with an AVS device, they must agree to allow Amazon to share certain information with you.

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Setup & Authentication

Setup Flow

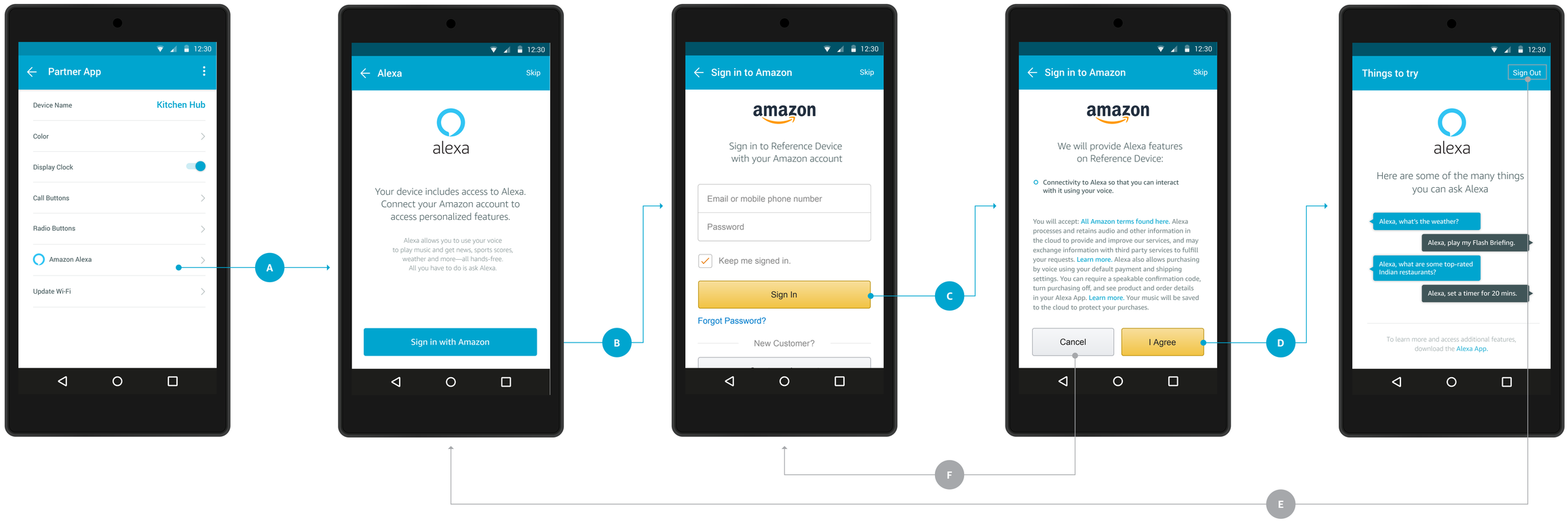
1
Partner App / Settings

2
Splash Screen

3
Login with Amazon

4
Amazon Permissions

5
Processed Intent / Card



A
Customer can setup Alexa either from the settings inside Partner's app or from alexa.amazon.com.

B
From the Splash Screen the customer can select Sign In With Amazon.

C
They will be guided through a series of simple steps that allow them to authenticate with their Amazon account. If they don't have an Amazon account a link is provided to create one. This will be done in the browser. If device has no browser they will be told to use a computer or mobile device that does, or potentially a link out solution.

D
Upon completion of Amazon authentication the customer will be brought to a success screen. Things To Try will provide the customer with a list of Alexa's capabilities.

E
In addition to containing educational material, the Things To Try screen, when revisited, has a Sign Out button. Tapping this will sign out the customer and drop them back at the Alexa Splash Screen.

F
Canceling the agreement would bring back to previous Sign in to Amazon screen.