

The banner features a dark purple background with a faint, glowing image of a person's face in the center. On the left, a black silhouette of a person's head and shoulders is shown in profile, facing right. On the right, a stylized orange and white cartoon shark head is shown in profile, facing left. The text "JAWS PANKRATION 2021" is prominently displayed in the center. "JAWS" is in a yellow-to-orange gradient, "PANKRATION" is in red, and "2021" is in white. Below the main title, the phrase "Up till Down" is written in a white, sans-serif font. The entire graphic is accented with white lightning bolt patterns and small orange and yellow sparkles.

JAWS PANKRATION 2021

Up till Down

Brian Tarbox

AWS Community Hero

Leader, Boston, USA UG

#jawsug #jawspankration2021 #jawspankration #aws

My company is Wabi Sabi Software

わびさびソフト

Alexa Emotionality

- Alexa is not a person
- How do people talk?
- How do computers talk?
- How can we make Alexa seem more like a person?



How an Alexa Skill Works

An Alexa skill has both an interaction model—or voice user interface—and application logic. When a customer speaks, Alexa processes the speech in the context of your interaction model to determine the customer request. Alexa then sends the request to your skill application logic, which acts on it. You provide your application logic as a back-end cloud service hosted by Alexa, AWS, or another server.



I wrote a skill for British Football

YOU CAN ASK ABOUT



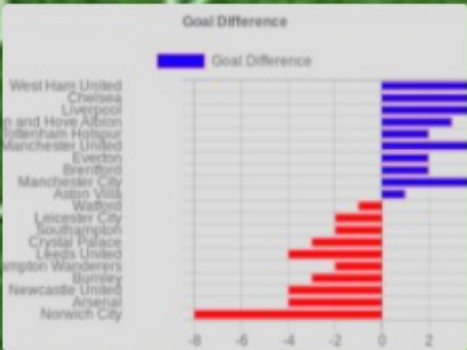
Clean Sheets



Fouls



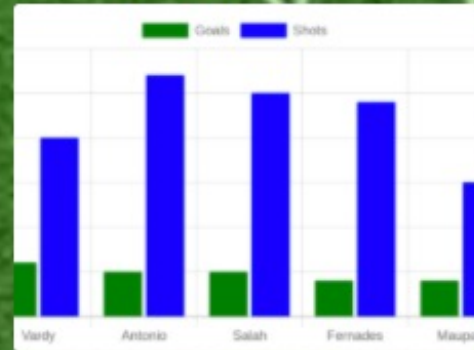
Goals



Goal Difference



Keeper Saves vs Goals



Goals vs Shots



Simple Text Response

- ```
Def handle(self, handler_input):
 return
 handler_input.response_builder
 .ask("this is the reprompt")
 .speak("This is a simple spoken
 response").response
```





# Text Response With Emotions

---

```
. def handle(self, handler_input):
 speech_text = "This is a simple spoken response
 <amazon:emotion name=\"excited\" intensity=\"high\">
 with emotion indicators, Liverpool wins the league and so
on and so
 on emotions take time
 </amazon:emotion>
 return (Handler_input.response_builder
 .ask("this is the reprompt").speak(speech_text)
)
```

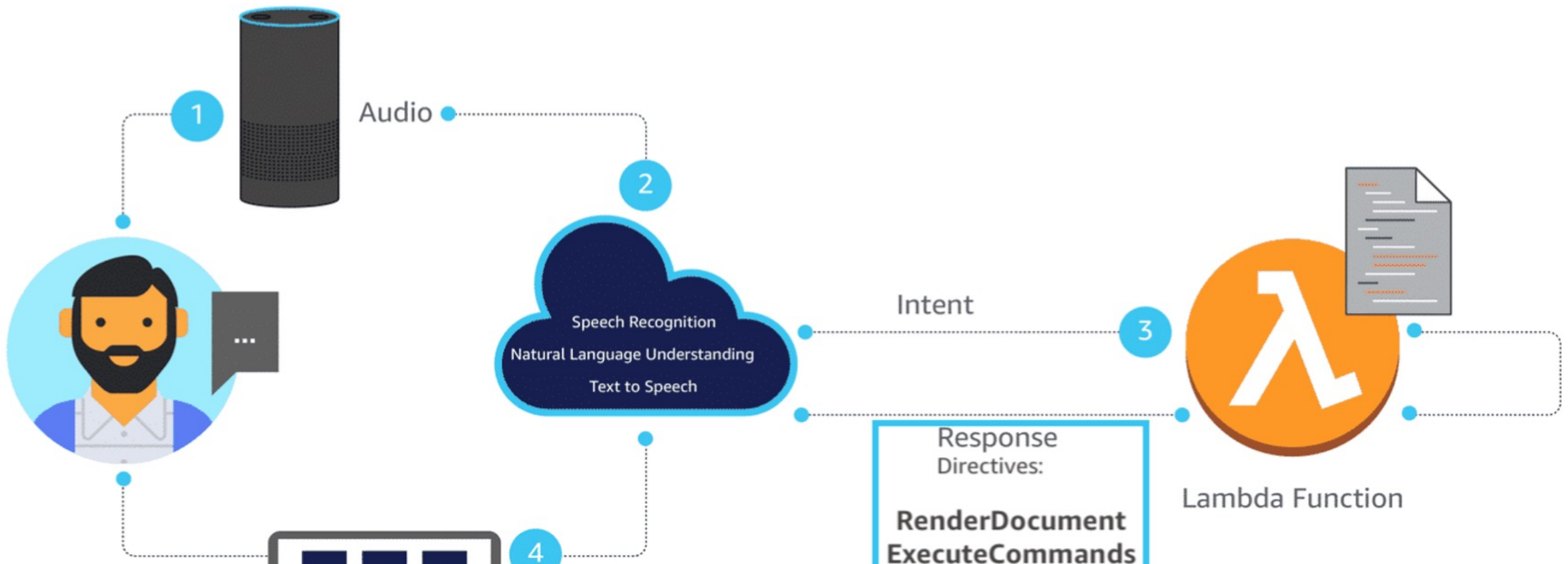


# Variety Maintains the Illusion

- We change the text each time, saying the same thing, but differently
- "the players with the most goals are,",  
"the highest scorers are, ", "the top scorers are"
- "the players with the most fouls are,",  
"the most fouls were committed by, ", "the top foulers were,"
- "the players with the most red cards are,",  
"the most ejected players are, ",  
"the players leaving their teams playing short the most are,



# Now Add Some Crowd Noise For Realism





# Selecting The Speaker Also Matters



I'm creating a Spanish version of my main skill

The English phrase

English voice of Spanish

Spanish voice of Spanish

Spanish speaker voice of Spanish

```
<lang xml:lang='es-US'><voice name='Miguel'>
```

El ganador de la Premier League podría ser el  
Liverpool o podría ser el Chelsea

```
</voice></lang>
```



# Take away points

- Making small changes to your skill can greatly increase user engagement
- Most skill developers are **not** doing this
- Your skill can stand out from the others
- If your skill has “high engagement”  
Amazon will pay you!



Thank You, please visit [BrianTarbox.org](http://BrianTarbox.org) for more information

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# JAWS PANKRATION 2021 Up till Down

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