

# VOICE IS THE NEW KEYBOARD: VOICE INTERFACES IN 2018 AND BEYOND

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**CURRENT:**

**“35.6 MILLION AMERICANS WILL USE A  
VOICE-ACTIVATED ASSISTANT DEVICE AT  
LEAST ONCE A MONTH.”**

***- EMARKETER***

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**FUTURE:**

**“50% OF ALL SEARCHES WILL BE VOICE  
SEARCHES BY 2020”**

***- COMSCORE***

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# WHY?

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YOU GET ONE ANSWER

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**SO HOW DO WE START?**

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# A STORY IN 3 PARTS

**POST CONTENT -> AUDIO**

**BRING THE POST CONTENT TO CONNECTED DEVICES**

**TAKING IT FURTHER WITH CUSTOM FUNCTIONALITY**

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# PART 1 | POST CONTENT -> AUDIO

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# Amazon Polly



## AWS POLLY FOR WORDPRESS BY AWS LABS, WP ENGINE

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# WHAT IS AMAZON POLLY?

**AUTOMATED AUDIO PLAYER FOR PUBLISHED POST CONTENT**

**FEED TO TURN POSTS INTO PODCASTS**

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# WHAT IS AMAZON POLLY?

DEEP LEARNING

“WE LIVE IN PEORIA” VS “WE’RE LIVE IN PEORIA”

DOZENS OF VOICES AND LANGUAGES

FREE FOR UP TO 5M CHARACTERS PER MONTH ON AWS  
FREE PLAN

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# PART 2 | POST CONTENT -> DEVICES

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# CONNECTED DEVICES CAN HAVE SKILLS

HELPS AMAZON ALEXA AND GOOGLE HOME PERFORM MORE DIVERSE TASKS

BACKED BY EITHER A TEMPLATE (USING EXISTING INFRA)  
OR CUSTOM API ENDPOINTS (USING YOUR INFRA)

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**SKILL -> INTENT -> FUNCTION -> RESPONSE**

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# WHAT CAN BACKUP A FUNCTION?

SKILL TEMPLATE

AWS LAMBDA

FIREBASE

CUSTOM API ENDPOINTS

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# SKILL TEMPLATE: FLASH BRIEFING

**“HEY ALEXA, WHAT’S IN THE NEWS?”**

**JUST ADD WATER...ER, FEED**

**AUDIO FEED OR TEXT FEED, UPDATED HOURLY/DAILY/  
WEEKLY**

**THIS MAKES IT VERY EASY TO GET A SKILL UP AND  
RUNNING...IF YOU DO NEWS**

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# WHAT IF YOU DON'T DO NEWS?

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# YOU *CAN* WRITE CUSTOM SKILLS YOURSELF\*

\*WITH SOME CODING KNOWLEDGE AND A  
BUNCH OF TIME SPENT READING DOCUMENTATION

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# VOICEWP\*

**\*USE THIS INSTEAD**

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# (QUICK) DEMO

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**BAM!**



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# PART 3 | NONE OF THE ABOVE

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# CUSTOM GOOGLE HOME SKILL

CUSTOM WP REST API ENDPOINTS

GOOGLE -> FIREBASE FUNCTIONS -> REST API -> FIREBASE  
-> GOOGLE HOME

SOME CODE TO PARSE HERE...BUT YOU ASKED FOR IT

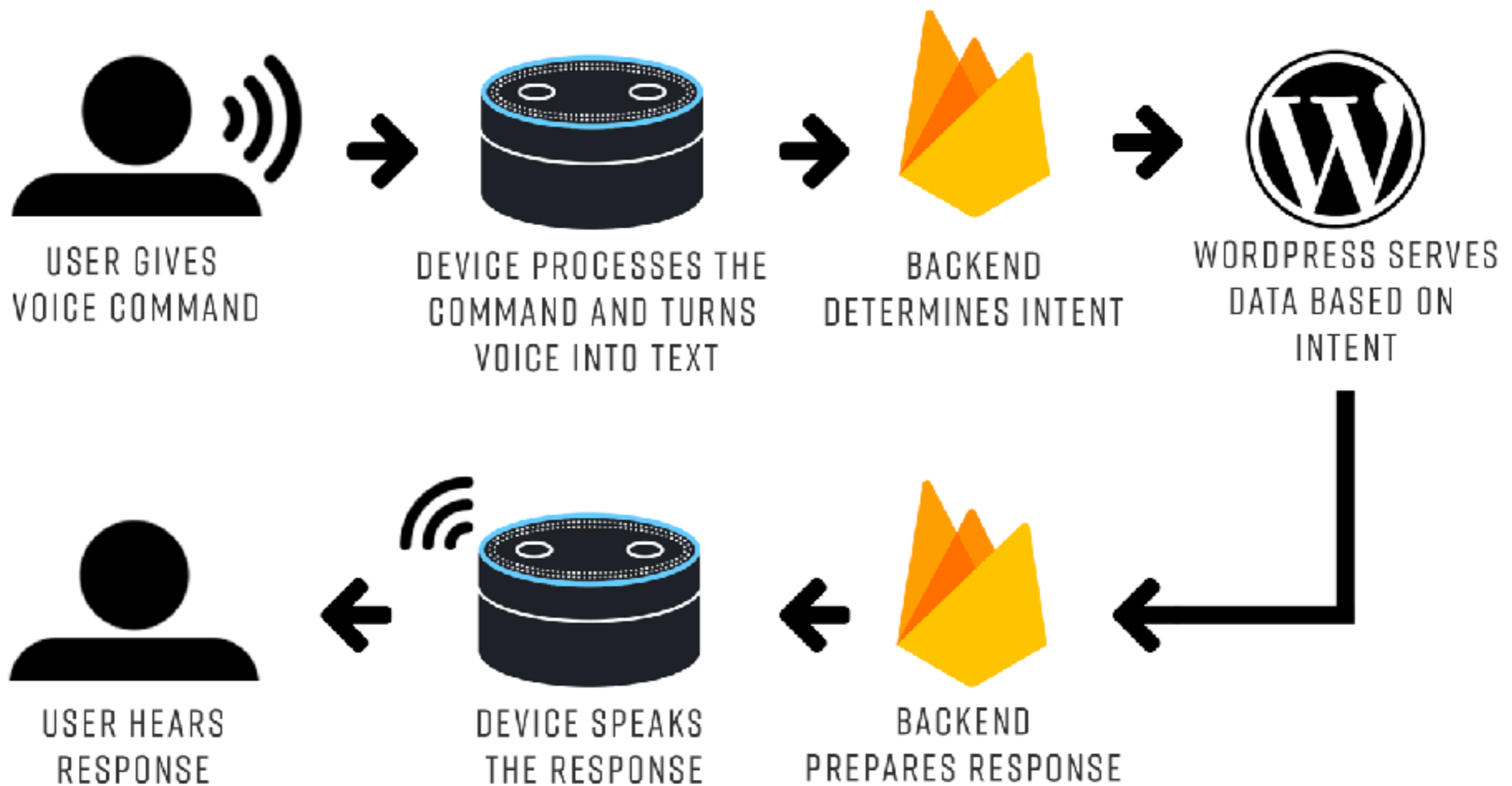
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# INFORMATION FLOW IN AN VOICE SKILL



# WHAT DOES GOOGLE DO?

CREATE SKILL AND SET UP INTENTS (WHAT'S THE QUOTE OF THE DAY?)

PASS EVERYTHING (ONCE PARSED) TO FIREBASE FUNCTIONS

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# WHAT DOES FIREBASE DO?

DECIDES WHAT WE'RE TRYING TO DO

PASSES INTENT, ALONG WITH ANY PARAMETERS TO  
ENDPOINTS (WP)

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**{{ CODE }}**

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# WHAT DOES WORDPRESS DO?

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<!-- ENDPOINTS -->

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# WHAT DOES FIREBASE DO?

**WAITS FOR DATA**

**BUILDS THE VOICE RESPONSE FOR GOOGLE HOME**

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# HELP GOOGLE SPEAK

**CAN RETURN TEXT OR CAN RETURN SPEECH SYNTHESIS  
MARKUP LANGUAGE (SSML)**

**SSML CAN HELP WITH AWKWARD CADENCE OR BAD  
INTERPRETATION (NUMBERS, TONE, ETC)**

**RESPONSE IS SPOKEN OUT TO THE USER**

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**<SPEAK>**

**<SAY-AS INTERPRET-AS="CARDINAL">12345</SAY-AS>**

**</SPEAK>**

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**<SPEAK>**

**STEP 1, TAKE A DEEP BREATH. <BREAK TIME="200MS"/>**

**STEP 2, EXHALE.**

**STEP 3, TAKE A DEEP BREATH AGAIN. <BREAK STRENGTH="WEAK"/>**

**STEP 4, EXHALE.**

**</SPEAK>**



**<SPEAK>**

**I WANT TO TELL YOU A SECRET.**

**<AMAZON:EFFECT NAME="WHISPERED">I AM NOT A REAL  
HUMAN.</AMAZON:EFFECT>.**

**CAN YOU BELIEVE IT?**

**</SPEAK>**

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<SAY-AS INTERPRET-AS="EXPLETIVE">

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**(FINAL) DEMO**

**HEY GOOGLE, OPEN DAILY PROPHET**

**HEY GOOGLE ASK DAILY PROPHET WHAT  
IS THE QUOTE OF THE DAY?**

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**QUESTIONS?**

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