

Alexa Video – Draft 4 (No Voice)

Purpose

This video serves as the introduction to Instant Brands' Alexa skill that enables voice control of the Smart WiFi EPC. It must clearly outline the benefits of the product while providing a quick but comprehensive overview of how to use the skill.

Approach

We will follow the same format as previous videos: text on left, graphic on right, no people, no VO, just music. If we can, we should have Alexa's responses on the audio track as well, but not the user commands.

We will use speech bubbles to indicate spoken instructions and Alexa responses:

- User commands should always appear in the brand's speech bubble in their font: <https://developer.amazon.com/docs/faq/alexa-skills-marketing-guidelines.html#alexa-speech-bubble>
- **Whether or not we use real audio of Alexa's responses**, we should have them appear in a different kind of speech bubble with a noticeably different treatment, perhaps with the flag pointed in the opposite direction to the user's

We should try to synch the light on the Echo device with how it really works, which is that as soon as it hears the wake word "Alexa" the blue light ring turns on. Once the command is received, the light turns off, and the Instant Pot responds.

Key Points to Cover

The video must:

1. Introduce the Alexa Skill.
2. Clarify that it only works with Smart WiFi.
3. Outline the benefits of the Skill.
4. Clarify that the Smart WiFi must first be connected to the App to get the WiFi set up, and direct viewers to the appropriate help for doing that.
5. Demonstrate connecting the Smart WiFi to an Echo device.
6. Demonstrate enabling the Skill.
7. Demonstrate the available commands:
 - a. Cook/Pressure cook:
 - i. "Alexa, cook for 10 minutes"
 - ii. "Alexa, cook for 30 minutes on low"
 - b. Preset Smart Programs:
 - i. "Alexa, cook soup for 15 minutes"

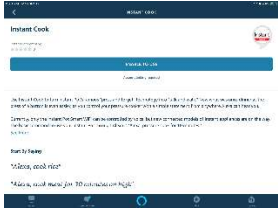
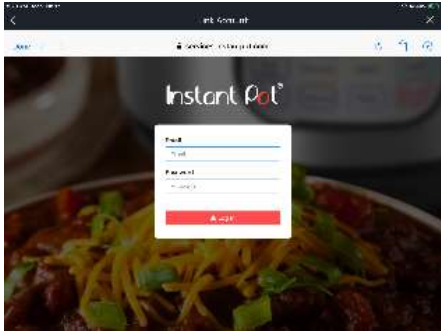
- ii. "Alexa, cook soup for 30 minutes on low"
- c. Cancel:
 - i. "Alexa, stop My Instant Pot"
- 8. Direct to help.

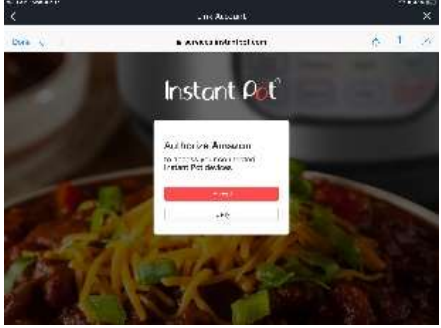
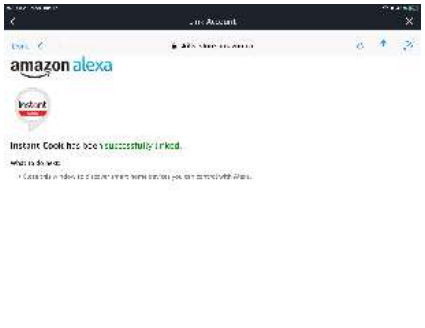
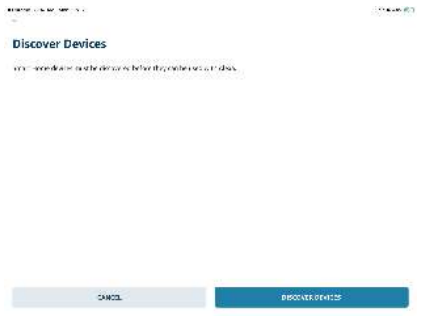
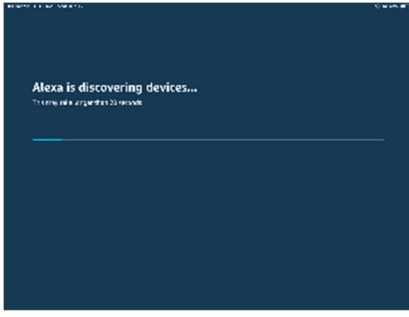
Script



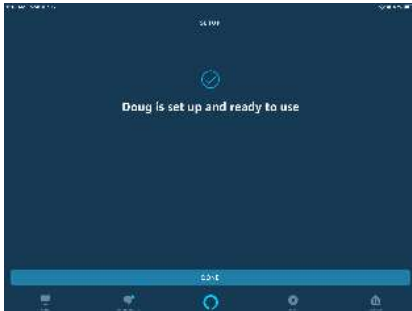
Notes:

- Whenever there is a closeup of the Echo when Alexa is responding, the light ring should be flashing to show it's talking.
- Screenshots in the script are from an earlier version taken on iPad and for reference only: please use new images taken from current version, displayed on the most current version available of either an Android or iOS phone

Visual	Text / Overlay
	Instant logo
Show the Instant Pot Smart WiFi cooker and an Echo Dot	Instant Cook skill for Alexa
Slow zoom into Instant Pot, clearly showing Smart WiFi label.	Instant Cook lets you control your Instant Pot Smart Wifi from anywhere that your Alexa can hear you! <i>(In smaller print underneath, the important disclaimer:)</i> Instant Cook currently works only with the Smart WiFi model of Instant Pot
Instant Pot and Echo (lights up when it hears the Alexa wake word)	[User command] "Alexa, pressure cook for 12 minutes."
Instant Pot and Echo (light goes off when user command complete) Instant Pot turns on.	[Alexa responds.] "Pressure cooking for 12 minutes."
Slow zoom in on cooker	It's that easy

Visual	Text / Overlay
Zoom in on Instant Pot	To set up the Instant Cook skill, your Instant Pot Smart WiFi must first be connected to the internet
We need two video link cards titled “Instant Pot Smart WiFi Pairing Video - iOS” and “Instant Pot Smart WiFi Pairing Video – Android” that allow viewers to go to the appropriate App Pairing video.	<p>Watch our how-to videos if you haven’t paired your Smart WiFi yet</p> <p>Choose the correct video for the type of mobile device you have, Android or iOS</p>
<p>CU Alexa App, showing how to find skills: from Home screen, open menu (top left), skills & games, search. Skip directly to having the Instant Cook skill open, since it will only appear in the search results in the USA. (You can still show the Instant Cook skill: go to devices, scroll down to “Your Smart Home Skills” and select Instant Cook.)</p> <p>Highlight Enable Skill.</p> 	<p>Next, get the Instant Cook skill</p> <p>Find it in the Alexa Skill store</p> <p>Tap Enable Skill</p>
<p>CU phone with Instant Pot login.</p> 	Enter the email and password you used to register with the Instant Pot app
CU phone with authorization screen	Tap Accept

Visual	Text / Overlay
	
<p>CU Phone with confirmation screen.</p> 	<p>Close the confirmation screen</p>
<p>CU phone with find device screen</p> 	<p>Now Alexa needs to find your Instant Pot</p> <p>Tap Discover Devices</p>
<p>Cu phone with discovering devices screen</p> 	<p>Alexa will look for your Instant Pot...</p>

Visual	Text / Overlay
<p data-bbox="203 275 686 306">CU phone with device discovered screen</p> 	<p data-bbox="803 275 1417 348">...and let you know when your Instant Pot has been found</p>
<p data-bbox="203 680 656 711">Same screen, highlight SET UP DEVICE</p>	<p data-bbox="803 680 1024 711">Tap Set Up Device</p>
<p data-bbox="203 749 540 781">CU Phone with setup screen</p> 	<p data-bbox="803 749 1433 823">You can add your Instant Pot to a group, such as Kitchen, or skip this step</p> <p data-bbox="803 938 1097 970">Tap Chose Group or Skip</p>
<p data-bbox="203 1155 535 1186">CU phone with done screen</p> 	<p data-bbox="803 1155 922 1186">Tap Done</p> <p data-bbox="803 1224 1294 1255">Instant Pot is now ready to cook by voice</p> <p data-bbox="803 1293 1365 1325">Alexa even knows your Instant Pot's name!</p>
<p data-bbox="203 1560 451 1591">Instant Pot and Echo</p>	<p data-bbox="803 1560 1281 1591">Pressure cook is the default function</p> <p data-bbox="803 1640 1433 1749">Use the command "pressure cook" or just "cook" to start it, along with how long you want to cook for</p>

Visual	Text / Overlay
Instant Pot and Echo	[User command] “Alexa, pressure cook for 5 minutes.”
Instant Po and Echo Instant Pot turns on.	[Alexa responds.] “Pressure cooking for 5 minutes.”
CU Instant pot showing high pressure ON.	In addition to specifying how long to cook, you can also switch from default high pressure to low
Instant Pot and Echo.	User command: “Alexa, cook for 10 minutes on low.”
Instant Pot turns on showing low pressure cook setting.	[Alexa responds.] “Pressure cooking for 10 minutes on low.”
Instant Pot and Echo	<p>You can also use your voice to start preset cooking programs on your Instant Pot.</p> <p>This includes Soup, Broth, Meat, Stew, Beans, Chili, Porridge, and Cake.</p> <p>You can also cook Rice and ferment Yogurt!</p>
Instant Pot and Echo	<p>User commands appearing rapidly one at a time and overlapping in a collage: “Alexa, cook soup for 22 minutes.”</p> <p>“Alexa, pressure cook stew.”</p> <p>“Alexa, cook cake for 30 minutes on low.”</p> <p>“Alexa, cook Rice.”</p> <p>“Alexa, pressure cook Beans.”</p> <p>“Alexa, pressure cook porridge for 4 minutes.”</p>
Instant Pot and Echo	If you change your mind, you can stop any program using the name of your Instant Pot

Visual	Text / Overlay
Instant Pot and Echo	User command: "Alexa, stop My Instant Pot."
CU Instant Pot. It turns off.	[Alexa responds.] "Ok."
Instant Pot and Echo Card at top right that says "Learn more about Instant Cook" and links to instantpot.com/portfolio-item/instant-cook	Visit instantpot.com/portfolio-item/instant-cook to learn more about what you can do with Alexa and your Instant Pot
Instant Pot and Echo	<p style="text-align: center;">More Questions?</p> <p style="text-align: center;">Contact: support@instantpot.com www.InstantPot.com/#Chat or 1.800.828.7280</p> <p style="text-align: center;">Enjoy the time well spent talking to your Instant Pot Smart WiFi through Alexa</p>
Instant Pot and Echo (Echo lights up as it talks)	<p>Instant logo</p> <p>[Alexa says] "Bye for now."</p> <p>[Please try to record the Echo saying this and play the audio at the end. You can make Alexa say this by saying "Alexa, goodbye"]</p>