

PURCHASE OR PASS?

The Amazon Echo Dot 3rd Gen

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Client: Kelsey O'Connor

THE QUESTION

Should my client
purchase the
Amazon Echo 3rd
Gen?

My client is considering the Amazon Echo 3rd Generation because of the following features:

- The built-in Alexa technology.
- The speaker.
- Voice-control.

THE CLIENT

More about YOU!



You are already an avid smart-technology user who currently owns and uses an **iPhone** and **Apple Watch** daily.

Your Bluetooth music speaker recently broke, which is why you've become interested in the Amazon Echo Dot (which conveniently has a built-in music speaker feature!).

Let's see if the Amazon Echo Dot is right for you!

THE PRODUCT

More about the Amazon Echo Dot

The Amazon Echo Dot 3rd Generation boasts many useful features for you! These features include:

- Improved speaker quality.
- Alexa skills that allow you to track fitness and play games.
- Voice control that allows you to set alarms and control music.

Additionally, the Amazon Echo Dot 3rd Generation comes with an affordable price tag, with Amazon.com listing the base price as \$29.99.

Let's talk more about
the features of the
Amazon Echo Dot.

FEATURES

The Speaker



The primary feature that you are most interested in is the **built-in speaker**.

Amazon has **improved the Echo Dot 3rd Generation's speaker** since the launch of its predecessor, the Echo Dot 2nd Generation.

In fact, the Amazon Echo Dot 3rd Generation is 70 percent louder and boasts richer sounds when compared to the Echo Dot 2nd Generation.

You can activate the speaker using the Alexa app or through **voice control**, which we will discuss later.

Let's compare the Amazon
Echo Dot to its main
competitor, the Google
Home Mini.

Boasts loud
speakers with rich
sound

1.6-inch speaker

Great microphones

Alexa technology



Muted speakers,
resulting in more
muffled sound

40 mm driver
speaker

Average
microphone

Google Assistant
technology



Amazon Echo Dot 3rd Generation VS Google Home Mini

FEATURES

Voice Control



- The secondary feature that you are interested in is the built-in **voice control** feature.
- The voice control feature uses **Alexa technology** to allow you to queue requests both vocally and from the Alexa app.
- Activating voice control is simple and handsfree!
 - You can summon Alexa by saying, “Alexa,” followed by a command,

Let’s take a look at some of the commands that Alexa recognizes.

“Play thank, u next,” on Spotify.”

“What’s the coronavirus?”

“Set the volume to five.”

“Alexa,”

“Start a to-do list.”

“What’s five times two?”

“Read me a bedtime story.”

How can you use your existing
smart devices with the Amazon
Echo Dot?

iPhone



- You can download **the Amazon Alexa app** (Free) for iOS on the Apple App Store.
- The Amazon Alexa app can be used to:
 - Add and manage Echo devices.
 - Play music, books, and more.
 - Get news updates.



Apple Watch



- Unfortunately, there are no official Amazon Echo Dot or Alexa applications that can be downloaded on your Apple Watch as of April 2020.

Should you ***purchase or pass*** on
the Amazon Echo Dot 3rd
Generation?

THE DECISION

Yes!
PURCHASE.



The Summary



The Amazon Echo Dot 3rd Generation has all the features that you are interested in.

The voice control and speaker feature go together.

- The speaker can be activated through voice control.
- Voice control can be used to control the speaker.



The Alexa technology would greatly add convenience and ease your lifestyle.



Additionally, you would be able to use the *free* Amazon Alexa app on your iPhone in conjunction with the Amazon Echo Dot.