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.

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.

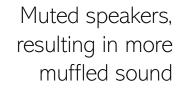
Amazon has **improved the Echo Dot 3**rd **Generation's speaker** since the launch of its predecessor, the Echo Dot 2nd Generation.

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.





40 mm driver speaker

Average microphone

Google Assistant technology

Great microphones

Alexa technology



- 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?



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.





• 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 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 use 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.