Integrating Alexa in the lives of GenZ

Unlocking the power of Alexa *'In the Kitchen'*

TKS x alexa

Executive Summary

Problem

By failing to tap into the market of Gen Z, Alexa is missing out on over 1.24 billion potential users, impeding on their potential for growth and market share expansion.

➜ Gen Z prefers **smartphones** for accessing information and controlling devices, with **53% of them using Siri** due to its mobile integration, potentially making Alexa less intuitive for some.

➜ **200,000,000+** customers are part of the budding Gen Z and compose of **47%** of shoppers in the US & Canada alone. (Catering to this audience is essential)

➜ Alexa is primarily designed to control smart home devices and provide quick access to information. Many Gen Z peoples do not requires these integrations making the product **less appealing** to younger generations.

Solution

Our overarching recommendation consists of 3 immersive components for Alexa in the kitchen; Inventory Management, Recipe Suggestions and Smart Shopping.

1. Inventory Management- With Alexa, **managing your food inventory** across the pantry, fridge, and freezer has never been easier. Simply **scan your grocery receipts or verbally state** what items you have on hand, and Alexa will take care of the rest!

2. Recipe Suggestions - Take the stress out of meal planning while **minimizing food waste**. By utilizing Generative AI technology, Alexa will recommend recipe options based on your **unique dietary restrictions and preferences** to meet the user's specific needs. .

3. Smart Shopping- Through recommendations of **complementary grocery purchases**, Alexa will allow users to entertain a **more sustainable, budget-friendly lifestyle.**

Impact

Focusing on the kitchen space presents an opportunity for Alexa to attract Gen Z users and enhance customer retention, which can ultimately strengthen brand value and increase competitiveness in the market.

➜ With the addition of enhanced features catered towards Gen Z, Alexa has the potential to generate an increase in revenue of **$23.1 million**, as well as a **69.1% increase in Gen Z consumers.**

➜ Catering to Gen Z can lead to increased brand loyalty and word-of-mouth marketing, as younger generations are known for sharing their positive experiences on social media. **74%** of Gen Z consumers are more likely to share their positive experiences with a brand on social media, which can **significantly increase brand awareness and user-base.**

➜ By catering to Gen Z, **Alexa can solidify its presence among younger users**, improve user experience, and **stay competitive** in the ever-evolving smart device market.

What does Gen Z Want?

Convenience

- **40%** of Gen Z consumers consider **convenience** an important factor in the food they choose to eat
- Gen Z also values technology and innovation in the food industry,which streamlines the food purchasing process.

Personalization

- **77%** of Gen Z believe it's important for businesses to **customize** interactions.
- Gen Z values **personalization** when purchasing items as they **prefer products** that cater to their unique preferences and needs.
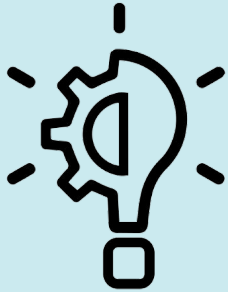
Affordability

- Gen Z tends to **prioritize money** when it comes to food purchases, seeking out **affordable options** that provide a satisfying and fulfilling experience.
- 46% of Gen Z live paycheque-to-paycheque, aligning with their desire to save money.

Problem Breakdown

Limited Use-Cases

Alexa is primarily designed to control smart home devices and provide quick access to information. Some members of Gen Z may **not have a need** for these functions in their daily lives.

No Mobile Integration

Gen Z prefers smartphones for accessing information and controlling devices, with **53% of them using Siri** due to its **mobile integration**, potentially making Alexa less intuitive for some.

Lack of Interest

Some members of Gen Z may simply **not** find voice-activated assistants like Alexa to be **compelling or interesting.** They may prefer to interact with technology in other ways.

What are Alexa consumers saying?

I use Alexa for most tasks I do at home. It is seamlessly integrated with **almost all my utilities** and has saved me tremendous time and effort in completing the easy things. I will say, however, that I wished Alexa **could be of more use in the kitchen**.

Most of **my money goes to food** and honestly, I don't have the time to constantly be headed to the grocery store to look for the best deals and then decide on recipes. I end up usually just getting food from **cheap restaurants**. I wish grocery shopping was an easier process so I can eat more of what I want to eat.

Yas Ali
Alexa user since product launch

Tishaani Ragavan
Second Year Student at University of Waterloo

Targeting 18-26 Year Olds

1.24 B

Potential Gen Z in the market

2.37 M

Estimated adopters

69.1%

Increase in Gen Z customers

65%

Of Gen Z use voice assistants regularly

Alexa tapping into the kitchen

73% of Gen Z want to cook at home

Gen Z is at a stage where they can't afford to cook and are still learning to cook independently. Our product meets this demand by suggesting recipes based on available ingredients and recommending complementary ingredients to avoid waste.

71% would love to learn how to cook

Alexa can effectively appeal to this segment of the population by addressing the desire for both cooking knowledge and convenience. With its recipe suggestion feature, consumers can easily and effectively cook meals using the ingredients they have on hand.

40% of Gen Z prioritize convenience when selecting food

Through inventory management, recipe suggestions and smart shopping, Gen Z consumers can quickly and easily view inventory, and access recipes that utilize the ingredients they have on hand, making meal preparation more efficient and convenient.

We talked to 100 students globally.

87 students signed a <u>letter of intent</u>, showing their interest in the Alexa Kitchen tool.

India

*"I was so immersed in studying that I **never learned** how to cook! Now that I live by myself, I've gotten into the **unhealthy habit** of **eating takeout** everyday! This product would be a **life saver**."*

Ammar Singh
Age 24

12 out of 14 individuals from India said that they want a device that gives a step by step breakdown of recipes.

United States

*"I am **allergic to gluten** so it's **hard for me to find recipes** that fit my diet that **aren't time consuming** to make. I rather eat out, but that lifestyle has gotten **so expensive**! I would **love this product**."*

Rachel Carter
Age 19

100% of americans said they want a device which aids in finding quick easy recipes.

Optimizing your kitchen with Alexa

Manage Inventory

By utilizing their Alexa, users can **effortlessly manage their food inventory** across the pantry, fridge, and freezer. With the ability to either **scan the receipts** or verbally state what items they have on hand, keeping track of their available groceries has never been easier.

Create Recipes

Alexa will suggest **personalized recipe** options based on the user's available ingredients and dietary preferences or restrictions. This **streamlines meal planning** and minimizes food waste, while ensuring the user adheres to their specific dietary needs.
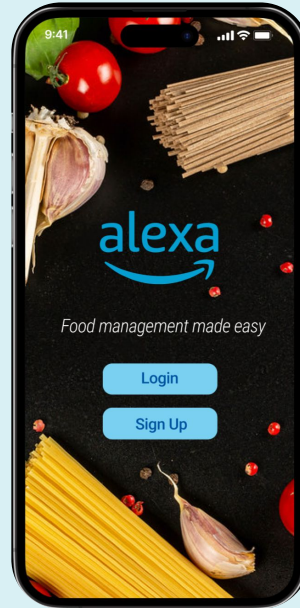
Shop with ease

Alexa can can also offer recommendations for complementary ingredients that can be used to create meals. This can not only **save users money**, but also contribute to a more sustainable lifestyle by **reducing food waste.**

Prototype

Click me!

Click **here** to check out our Alexa '***In the Kitchen'*** App!

Inventory Management

The current limitations of Alexa's use cases in the kitchen stem from its inability to capture important data such as users' shopping, spending, and consumption habits.

However, with the introduction of Alexa's inventory management feature, the app now allows users to scan and upload receipts to their home inventory, providing Alexa with a comprehensive understanding of the user's available ingredients.

Studies from Foodable Network show 71% of Gen Z would like to learn how to cook, but doesn't know what to start with or the process to do so.

- With the personalized data provided from the receipt, Alexa's kitchen services can be tailored to the user's specific preferences, a feature highly desired by Gen Z consumers.

- By eliminating the need to search for ingredients that may not be on hand, inventory management creates a more efficient and seamless cooking experience.

Click here to learn more → **Technology Breakdown**
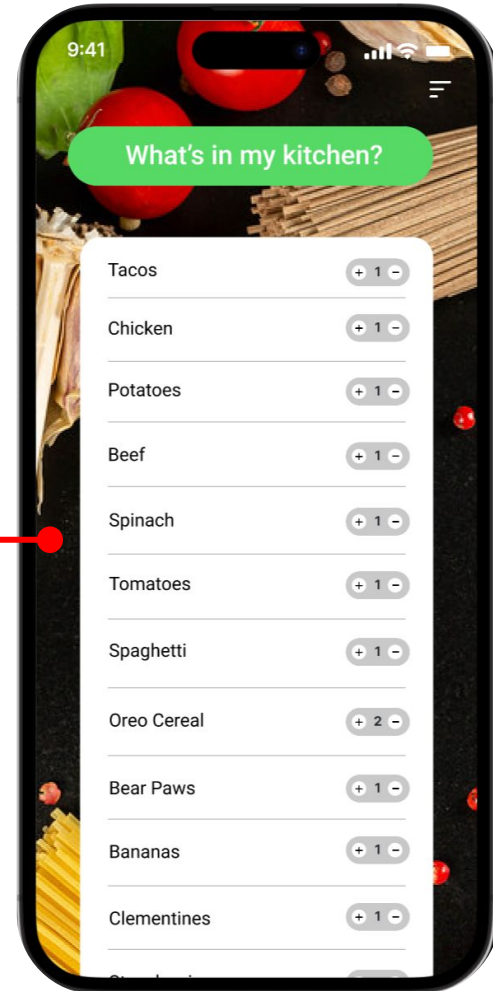
Recipe Suggestions
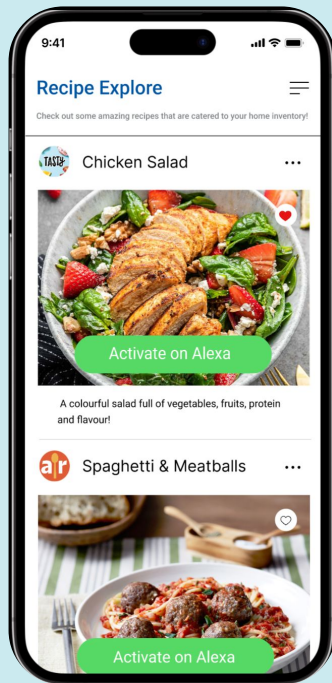
Experience walk-through:

1 Alexa generates recipes catered to the ingredients currently available to the user

2 Users are able to activate the voice-enabled recipe tutorial on their Alexa device

3 A favourite/save option is available to users for future reference

Recipe Explore

Check out some amazing recipes that are catered to your home inventory!

Chicken Salad ...

Activate on Alexa

A colourful salad full of vegetables, fruits, protein and flavour!

Spaghetti & Meatballs ...

Activate on Alexa

Using Alexa's inventory management data, Alexa can very clearly show the possible permutations of meals based on ingredients availability, removing the mental load placed on GenZ in entirety.

Recipe Suggestions

"I'm out of an ingredient, what now?"

Gen Z "chefs" often face the challenge of having to substitute or **abandon a recipe** when a required ingredient is unavailable. To address this issue, Alexa's voice assistant can **suggest ingredient replacements** based on the user's inventory, providing a more personalized approach to recipe creation. With this feature, Gen Z can feel **empowered to cook** with the ingredients they have and **expand their culinary skills**.

Alexa's inventory management provides **personalized meal recommendations** based on the **user's available ingredients**, simplifying the cooking process and **removing the mental load** for Gen Z. This feature not only **expands culinary horizons** but also offers a **stress-free cooking experience.**
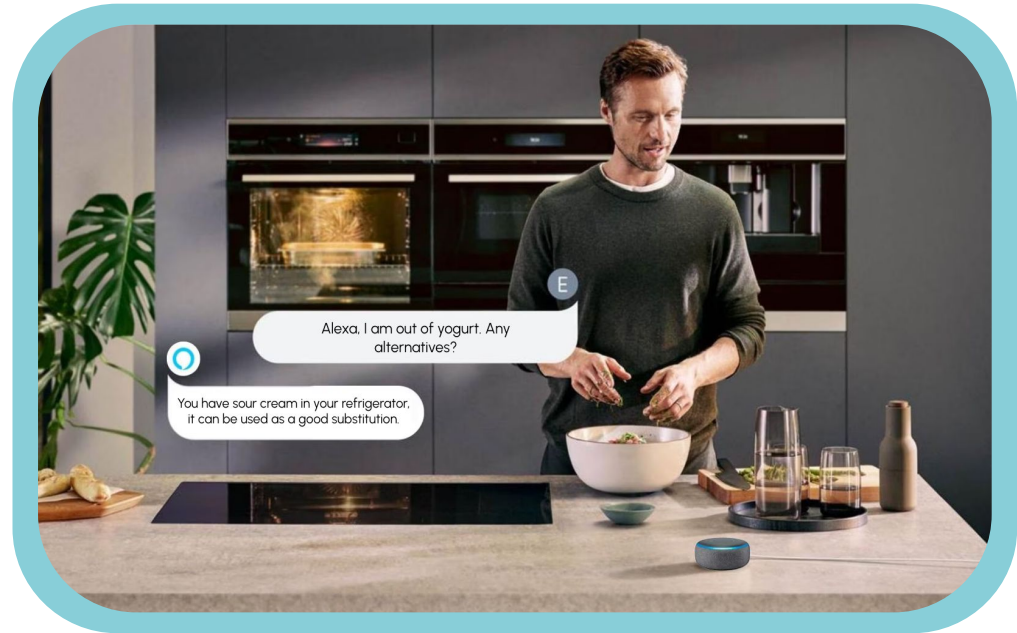
Smart Shopping

By utilizing the inventory data collected from receipts, Alexa's third feature can generate automatic shopping lists for users based on their preferences.

Product purchase recommendations:

The new Alexa *In the Kitchen* feature will automatically update the user's grocery list and **recommend complementary ingredients** to buy using short, **one-line voice commands** by utilizing user inventory data and historical purchase data.

Users would also have the option to create **lists of commonly bought or "saved" items** when low on stock, to be used routinely based on the user's needs.

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Cost-efficient alternatives:

Users of the *In the Kitchen* feature will be able to filter out choices like **"best deals," "free trade," "highest quality," and "trending"** by setting their own product preferences. As a result, Alexa will be able to produce recommendations that are **consistent with the user's preferences and beliefs.**

Ex: Alexa could recommend the most cost-effective alternatives by **comparing the prices of items at various grocery stores.** Users could say, "Alexa, tell me where to buy apples for the lowest price." and get a list of prices from the closest stores
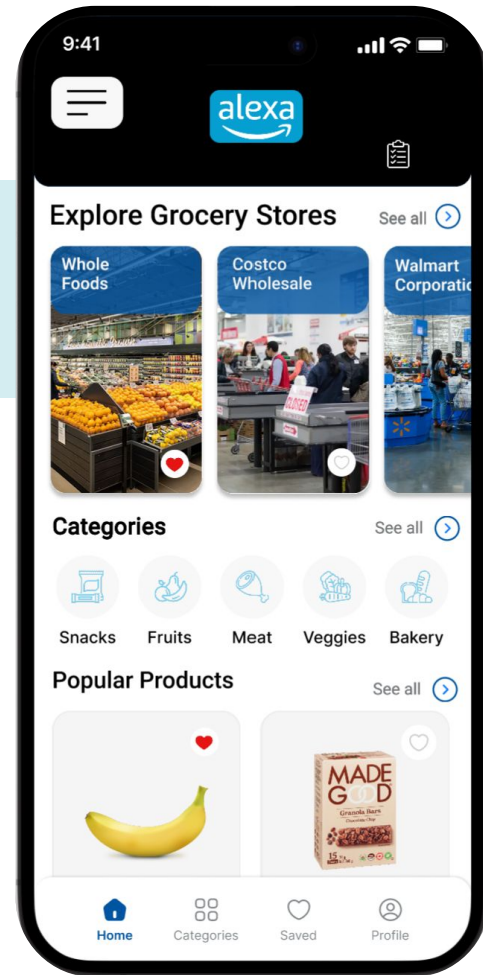
Mapping out

The Customer Journey

Scan

Consumers can input their purchased groceries into the new **Alexa mobile app** by either **scanning the receipt** or **verbally** stating them.

Manage

The Alexa app generates an **inventory list** based on inputted groceries, which can be uploaded for **easy access** and **inventory management**.

Create

Alexa can **recommend a recipe** based on the groceries you have available while also considering your dietary preferences.

Ask

Alexa uses generative AI to **answer follow-up questions** about recipes, ingredients, cooking techniques, or substitutions, making cooking easier for users of all levels.

Shop

With the help of your inventory, Alexa can effortlessly **create a shopping list** for you, which can be **easily purchased** with just one click.

Advantages

Drive Revenue

Alexa can expect a **$23.1 million** revenue boost and a **69.1% increase** in Gen Z users per year.

Boost Competitiveness

With 74% of Gen Z consumers more likely to share positive experiences on social media, targeting this demographic can **increase brand awareness and user-base.**

Consumer Engagement

Catering to Gen Z can help Alexa secure younger users, enhance user experience, and **remain competitive** in the dynamic smart device market.
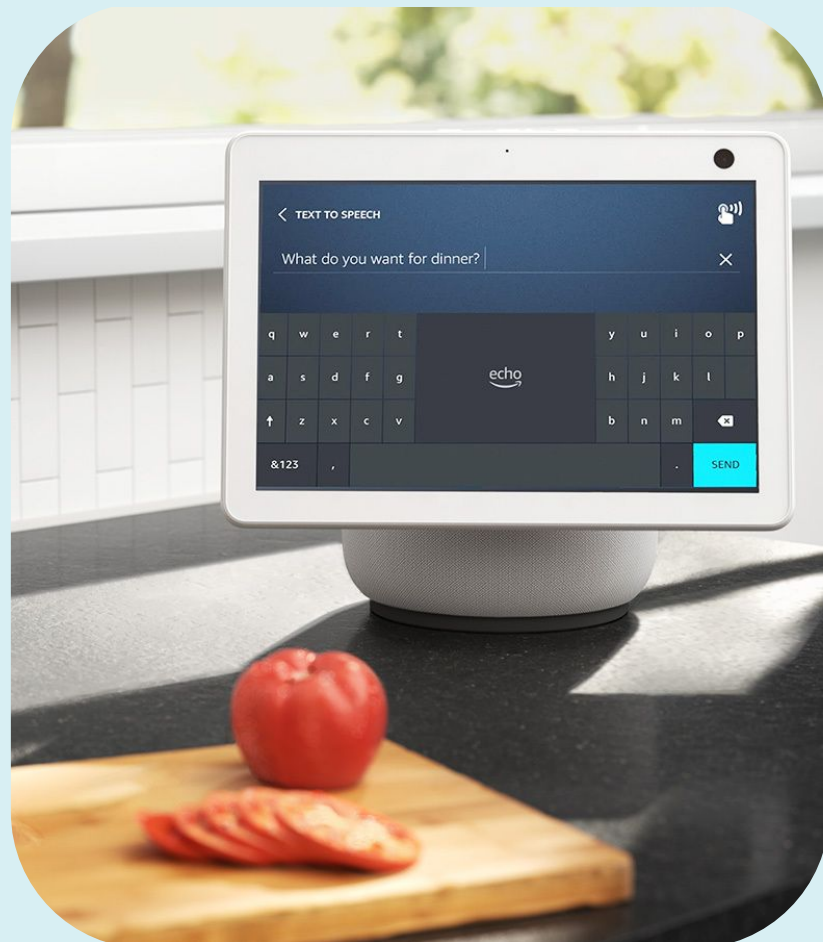
Implementation

Phase 1: Planning and Research

Over a 5 week period, Alexa should **define project scope**, allocate **resources**, conduct **market research**, and **finalize app features**, design, and architecture.

Phase 3: Testing and Quality Assurance

The app will undergo a rigorous testing process including inventory management, recipe suggestion, smart shopping, and **end-to-end testing** with Alexa integration, all aimed at ensuring **optimal accuracy.**

Phase 5: Maintenance and Updates

Alexa will continuously monitor **user feedback**, collect information on user **preferences** and **behavior**, and conduct research on emerging technologies to **improve the app's functionality**

Phase 2: Development

The app will be developed in stages over **12-13 weeks**, starting with inventory management, recipe suggestion using **generative AI,** smart shopping, and ending with Alexa integration..

Phase 4: Deployment and Launch

The app's final design and functionality are realized, refining its architecture, **UI/UX, and AI algorithms.** The app will then be launched with a **comprehensive marketing campaign** aimed at increasing its user adoption.

Click here to learn more → [Implementation Plan]

What we need from Alexa

We need Gen Zers to use these features on a daily basis, for which we need to market this solution as well as spend $250,000 on app development.

App Development

Effectively **allocating a budget of $250,000** towards Alexa app development is **crucial** for ensuring the **app's success** by enabling a comprehensive feature set with a user-friendly interface and an extensively trained AI model. Leveraging **Hugging Face AI**'s LLM (in partnership with AWS) will serve as the baseline for training the model for the new *Alexa In the Kitchen* features which is a costly, but valuable venture.

Marketing Tactics

In order to **increase its market penetration** among Gen Z, Alexa must **engage** in strategic marketing efforts that **highlight its multifaceted functionality** and the value it can add to modern lifestyles. To effectively target Gen Z, Alexa should **leverage** social media influencers, create engaging video content, emphasize its compatibility with other smart devices, and **showcase** its ability to **streamline daily tasks and enhance productivity**.

Click here to learn more → | Financial Plan

Using Multi-Channel Marketing

Utilizing various channels such as social media, discount marketing, and push notifications on the Alexa app, can help create a seamless and personalized experience for Gen Z consumers.

| Endorsements | Social Media | Discounts | Paid Search | Push Notifications |

With **97% of Gen Z** consumers using **social media** and **celebrity endorsements** as their top source of shopping inspiration, Alexa can establish itself as a trusted source by **showcasing its products** and services on platforms like Instagram and TikTok, building a stronger relationship with this demographic.

To effectively market Alexa to Gen Z, it's important to understand that this demographic is **highly price-sensitive** and tends to look for good deals. **Offering discounts or special promotions** can be a powerful way to attract and persuade them to make a purchase.

Gen Z is a tech-savvy generation that relies **heavily on mobile devices**, and using **push notifications** and **paid searches** can be an effective way to reach them with targeted and personalized messages.

Click here to learn more → **Importance of Marketing**

HelloFresh - Case Study

In one year, HelloFresh had an uplift of 2166% in student revenues.

In order to do this, HelloFresh expertly crafted **strong marketing incentives** that made Gen Z want to engage with their brand.

By leveraging their marketing, HelloFresh has been able to **tap into a lucrative market** and achieve **significant growth** in student revenues.

1 HelloFresh has collaborated with several **celebrities to endorse** its brand and promote its services.

2 HelloFresh uses **social media** to build its brand and attract new customers through social proof and word-of-mouth marketing.

3 The Student Beans **discount** helped HelloFresh attract and retain students as loyal customers.

Click here to learn more ➔ [Case Studies](#)

Mitigating Risks

The biggest risk in integrating *In the Kitchen* is whether Gen Z will adopt the solution, and successful adoption depends on the attraction and retention of users.

Attraction

Social media, discount marketing, and push notifications can **attract more** customers to the integrated Alexa *'In the Kitchen'* . These channels offer targeted **advertising, incentives** for trying the solution, and **timely reminders** with personalized recommendations that **improve customer engagement and satisfaction**. By effectively leveraging these channels, the solution can build brand awareness, generate interest, and attract more customers.

Retention

Retention increases by personal recipes based on inventory management because users are more likely to continue using the integrated Alexa *In the kitchen* if they **receive recipe recommendations that align with their available ingredients**, leading to **increased satisfaction and a higher likelihood of repeat usage**. Additionally, by offering a personalized experience, users are more likely to feel connected to the solution and less likely to seek out alternative options.

What experts have to say

Nav Cheema

Retail Strategy & Digital Transformation Leader

Jineer Hamzi

CTO @Clear Pier

> You have something that is fully digital, immersive, unique and doable! Definitely more innovative than your regular online experience. Strong concept!

> Such interfaces will engage and entertain the future of retail. Gen Z will not only have a personalized experience, they will feel catered to resulting in engaged, independent shoppers of the future!

All the little detail you may need

Playbooks

What does the software look like?

(Prototype Walkthrough)

What is the technology behind this software?

(Technology Breakdown)

How does implementation look like?

(Implementation Plan)

Why is marketing awareness imperative for adoption?

(Importance of Marketing)

What are other companies doing similar concepts?

(Case Studies)

What does the budget projections?

(Financial Plan)

THANK YOU!

Reeya Pandya

Shanzeh Haji

Tehseen Dahya

Praveena Chenthooran

Through this challenge, each and every one of us have grown indefinitely. From learning how to assess the future of voice technology, reaching out to industry experts, delving deep into Alexa's vision and crafting a recommendation deck, this incredible journey has been one of great growth and learnings.

We are beyond grateful to have been given this opportunity, thank you!

Thank you video!