Amazon Echo

Student’s Name

Institution

Date

**Amazon Echo**

Amazon Echo is a second generation, smart speaker with Alexa and Charcoal fabric. It is produced by Amazon and sold in different countries. Echo can be connected to Alexa to read the news, play music, set alarm and answer questions as well. It is comfortable with smart home devices and other electric and therefore it can be used in a different ways at home. It is a powerful speaker built with Dolby technology and plays at 360 degree audio and therefore, it produces quality sound.

However, in order to increase sales of Amazon Echo, it is important to add some features to the speaker. It is recommended to add neon light to the speaker. The neon light mimics the voice on the device while performing, which increase the quality of the voice and become more entertaining. The additional of neon lights will make the speaker more appealing to the younger generation and therefore, it help in improving a market segment of the speaker. Since many young people would prefer to have Amazon Echo, the additional features would make it more attractive the clientele. It will increase the market base of the speaker hence increase sales and profitability. The young generation like attractive devices and by adding neon light the speaker will become more appealing. The kids will be fascinated by the adding neon light which mimic when being played and therefore, they will prompt their parents to buy them the device. It is therefore, likely to increase the market share, which will increase the sales margin of the product hence profitability.

It is important to note that students provided feedback by answering the three questions such as whether or not they have the mimic sound and they would want to be added to a speaker, what kind of sound appeal to them and what features they look at first when purchasing a speaker. These questions are helpful in deciding on the features, which are supposed to be added to the device. However, the statement from students would be helpful in knowing what they prefer from electronic devices and especially speaker. The determination of the features is also needful in designing of the best feature to add to the speaker, which can attract the young generation and help in built loyalty in the market segment.

In order to determine whether the idea is the best, which can help improving the sales of Amazon speaker, the student would be able to show that the idea is what drives them to buy speaker. The determination of the idea would purely be based on the love of the product indicated by each student. The answer provided by students should be also be related to the promotion of the product to indicate whether the idea taken to change the product is viable and is likely to help the company increase sales and build market loyalty as well. The feedback provide by students were therefore, useful in determination of the features to add on the product and especially how to design the product, which can be attractive to customers.

In conclusion, the sale of Amazon Echo can be improved by adding more appealing features. And the neon light would be the best features, if added to the speaker would be helpful in creating a new market segment for the product. It also helps the company to build market loyalty become of its appeal to the young generation. It is therefore, an important feature based on the feedback from students on what would attract them to the product. It would therefore, improves the sales and general market performance of the product.