

Barilla Pasta

Amazon Alexa® Skill:
“Hey Alexa, Cook Dinner”



Challenge

As the world’s largest pasta producer, Barilla, has been educating their customers with healthy and delicious recipes. Their “Passion for Pasta” brand has a wealth of culturally based recipes for their customers. In an effort to get closer to their customers and provide an engaging and fun recipe experience, they aimed to take their passion for pasta out of the web and into the kitchen leveraging an Amazon Alexa voice experience.

Solution

The Barilla Passion for Pasta Alexa skill required a dynamic ingredient substitution list, custom SSML (Speech Synthesis Markup Language), custom skill synonyms, related voice and video assets, cook timing, and error handling.

Technology



Designing conversation maps and decision trees on top of Lambda and Node.JS, Liberty Fox crafted an experience where the user can speak available ingredients to the voice assistant and Alexa will guide the customer through an interactive recipe journey. The user will be provided various selection criteria for their ingredients and the voice assistant will intuitively adapt the recipe and cook times based on selections.

Outcomes

The Barilla Passion for Pasta project provides:

- An interactive experience of cooking pasta that is both unique and attractive to the millennial generation
- A completely serverless infrastructure with a virtually maintenance-free roadmap leveraging pay-per-use functionality
- Visual cues provided for screen enabled devices
- Unique voiceovers and music files added to engage the user