Alexa Skill General Requirements

* **Public Name**:

(The name of the skill that will be displayed to customers in the Alexa app. It can be different from your invocation name and must be between 2-50 characters.)

* **One Sentence Description:**

(A quick at-a-glance sentence that describes the skill or what customers can do with it. This will display in the skill list in the Alexa App. – max 160 chars)

* **Detailed Description:**

(A more comprehensive description of this skill. Include information about any prerequisites like hardware or account requirements and detailed steps for the customer to get started. This description displays to customers on the skill detail card in the Alexa app. For Flash Briefing skills, list the feeds offered within the skill – max 4000 characters)

* **What’s new:**

(Use this field to let customers know what new feature(s) this version introduces or what issues are resolved with this version. If this is your first version you can leave this field blank. – max 2000 characters)

* **Example Phrase 101:**

Sample utterances that will appear on the skill detail card in the Alexa App. These phrases will help users get started and enable them to access your skill’s core functionality. Minimum 1;  
Example phrases guide customers on how to interact with your skill, depending on whether it is a single interaction or a conversation.

**Single Interaction:**

Skills that do one task and then end the interaction are considered single interaction skills. These skills require the wake word and invocation name for each interaction.

**Conversational example:**

Skills that ask the user questions and then listen for a response are considered conversation skills. This allows for a back and forth conversation with Alexa. These skills must first be invoked with phrases that include the Alexa wake word and the skill invocation name. Once the skill is active, users can say standalone utterances.

**First phrase example:** "Alexa, abre Allrecipes."

**Additional phrase example:** "¿Cómo se hace un bocadillo de huevo?"

* **Skill ICON:**

108x108px and 512x512px .png or .jpg.

* **Category:**

(The category that best describes your skill. This helps customers find your skill quickly and easily.)

* **Keywords:**

(Simple search words that relate to or describe this skill. This helps customers find the skill quickly and easily. Use spaces or commas in between each search term – max 30 keywords)

* **Privacy Policy URL (optional):**

Link to the privacy policy that applies to this skill.

* **Terms of Use URL (optional):**

Link to the terms of use document for this skill.

* **Countries Availability (minimum one):**
* **Skill Language (minimum one):**