YOUR  
LOGO

**COMPANY NAME**

VOICE-ACTIVATED SKILL DEVELOPMENT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to develop a custom voice-activated skill. We specialize in building intuitive, conversational experiences for platforms such as Amazon Alexa, Google Assistant, and custom voice apps.  
  
This proposal outlines our approach to creating a branded voice skill for [Client Name]'s product or service.

# Project Objectives

The primary goals are:  
  
- Design and develop a voice application that enhances user engagement and accessibility  
- Extend brand presence across smart speaker platforms  
- Provide useful, voice-enabled functionality to customers or internal users  
- Deliver measurable usage insights and analytics

# Proposed Services

Our voice skill development services include:  
  
- Voice UX and conversation design  
- Custom intent and interaction mapping  
- Development for Amazon Alexa / Google Assistant (or custom voice platforms)  
- Testing and certification for platform approval  
- Integration with external data sources or APIs (if applicable)  
- Launch support and performance analytics

# Scope of Work

Scope includes:  
  
- Discovery and use case definition  
- Conversation flow design and voice persona setup  
- Backend development, fulfillment coding, and deployment  
- QA testing on target devices and simulators  
- Submission to relevant voice platforms  
- One round of post-launch optimization

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Discovery & Planning | Define use cases and desired interactions | [Start Date] |
| Design & Development | Create voice UX and implement features | [Date] |
| Testing & Certification | Conduct QA and submit to platform | [Date] |
| Launch & Optimization | Go live and refine based on feedback | [Completion Date] |

# Pricing

Estimated cost breakdown for voice skill development services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Strategy & Design | Voice UX and conversation architecture | [Amount] |
| Development & Fulfillment | Build voice skill and backend logic | [Amount] |
| Testing & Submission | QA and certification process | [Amount] |
| Post-Launch Support | Analytics and skill tuning | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a digital experience studio with proven expertise in voice design, conversational UX, and smart assistant development.  
  
- Experience: [X] years in voice tech and conversational interface design  
- Expertise: Alexa Skills, Google Actions, Dialogflow, Node.js, voice analytics  
- Mission: To help businesses embrace natural voice interfaces that simplify and delight

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Alexa skill for a wellness brand offering daily meditations  
- Outcome: Over 500K sessions in first 6 months, featured on Amazon Skills spotlight  
  
Testimonial:  
“[Your Company Name] made our voice experience seamless and intuitive. The results exceeded our expectations.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone billing.  
Scope: Includes design, development, testing, deployment, and support.  
Client Responsibilities: Provide access to brand assets, APIs, and technical points of contact.  
Adjustments: Changes to features, platforms, or content may affect delivery schedule and pricing.

# Acceptance

To approve this Voice-Activated Skill Development Proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_