

AMZN

Social context

“Echo, Alexa – the speaker – that is an example of an invention that no customer asked for. If we had gone to customers six years ago, seven years ago, whenever it was we put Echo on a drawing board, and we said ‘Look, would you buy a black cylinder that you plug in to the wall in your kitchen, and you can ask it what time it is, set timers, ask it what the weather is, ask it to play music for you’, they would have been like ‘No, I will not buy that!’”

source: Jeff Bezos during [Air, Space and Cyber Conference](#), September 2018