



User Interface:
Conversation is
the Final Frontier

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AssistantChannelBot ⌵ ⚙

Intents +

Entities +

Logs

Domains

> Docs

> Community

- book a hotel

⌵ Define contexts

🗨 User says

book a hotel

4 of us are going to Tokyo next Wednesday

i'd like to stay at Hyatt

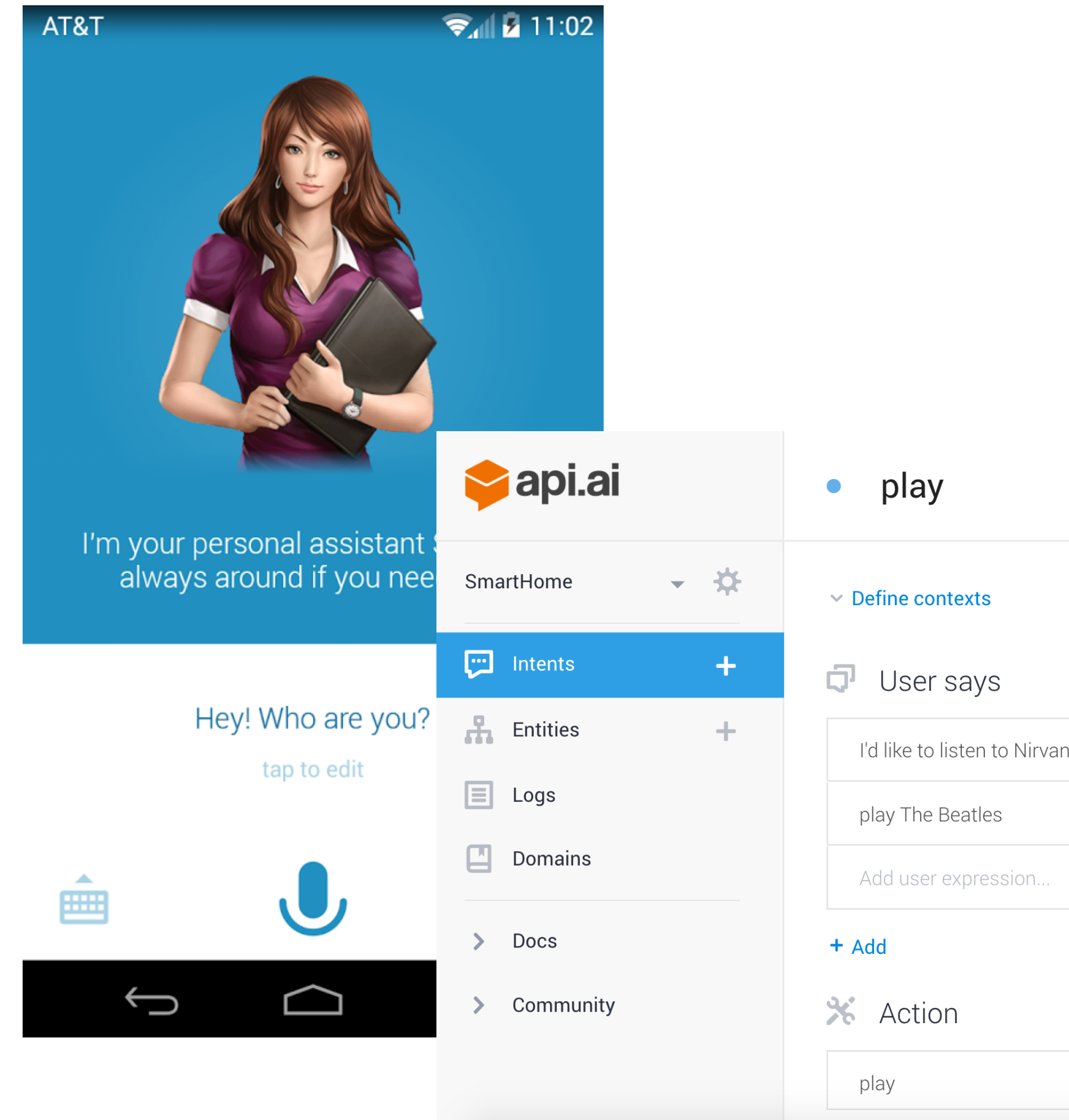
I'll need a hotel tomorrow

| Add user expression...

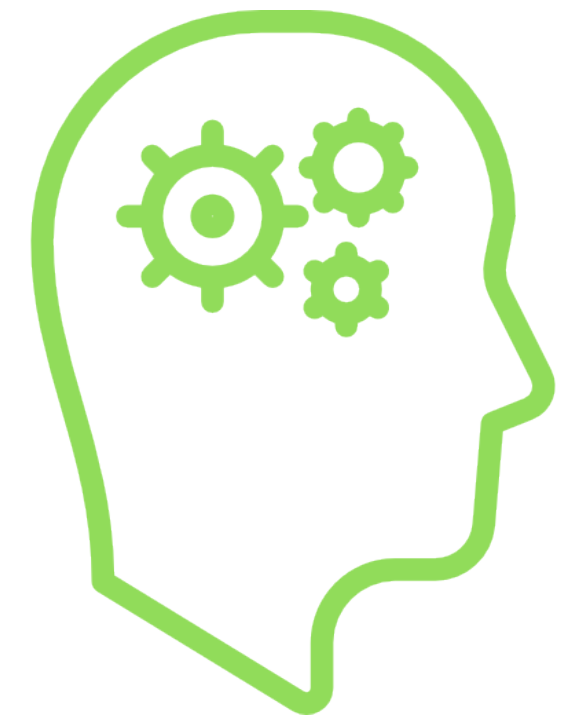
+ Add

About

- ❏ API.AI - conversational UX platform, launched in 2014, 30K+ developers
- ❏ Assistant.ai - launched in 2011, first **conversational** assistant in the market (30M+ users, highest rated voice assistant)
- ❏ 2.7B+ requests processed
- ❏ Complete end-to-end solution including own ASR, NLU, conversation management and fulfillment
- ❏ Team of 50, funded by Intel Capital, Motorola Solutions, Alpine Electronics, SAIC Motors



Conversational UX - why now?



Verticals



Internet of Things

“It’s kinda freezing in here”



Automotive

“Play Mickey’s Clubhouse for the kids”



Enterprise

“Show bookings made by Jonh last month?”



Mobile Apps

“Share it with Mike”



Wearables

“I had a coffee and banana for breakfast.”



Bots, SMS

“Book a hotel for three”



Robotics

“Can you dance?”

How?

- 📦 Natural language - No need to memorize commands or learn new interfaces
- 📦 Conversation - Support for clarifying requests
- 📦 Context - taking environment and user data into account

How it works? – Define intents/conversations

api.ai

AssistantChannelBot

Intents

Entities

Logs

Domains

Docs

Community

book a hotel

SAVE

Define contexts

User says

Machine learning

book a hotel

4 of us are going to Tokyo next Wednesday


i'd like to stay at Hyatt


I'll need a hotel tomorrow



Add user expression...



+ Add


How it works? – Define bot specific entities




AssistantChannelBot 

 Intents 

 **Entities** 


 Logs

 Domains

[> Docs](#)

[> Community](#)

hotelChain

Define synonyms  Allow automated expansion

hyatt	hyatt
hilton	hilton
holiday inn	holiday inn, holiday
marriott	<input type="text" value="marriott"/> Enter synonym...

[Click here to edit entry](#)

[+ Add a row](#)

How it works? – Describe parameters and contexts

The screenshot displays the API.AI console interface. On the left is a sidebar with navigation options: AssistantChannelBot (with a gear icon), Intents (highlighted in blue with a plus icon), Entities (with a plus icon), Logs, Domains, Docs, and Community. At the bottom of the sidebar are Account and Logout options. The main area shows the configuration for the 'book a hotel' intent. At the top right of this area is a 'SAVE' button and a menu icon. Below the intent name is a 'Action' section with a scissors icon and a text input field containing 'book a hotel'. A table lists the parameters for this intent:

REQUIRED ?	PARAMETER NAME ?	ENTITY ?	VALUE	PROMPTS ?
<input checked="" type="checkbox"/>	hotelChain	@hotelChain	\$hotelChain	Which hotel do you prefer? [1]
<input checked="" type="checkbox"/>	number	@sys.number	\$number	How many of people are in the party? [1]
<input checked="" type="checkbox"/>	date	@sys.date	\$date	Define prompts...
<input checked="" type="checkbox"/>	geo-city	@sys.geo-city	\$geo-city	Define prompts...
<input type="checkbox"/>	Enter name...	Enter entity...	Enter value...	—

Below the table are two buttons: '+ New parameter' and 'Extract all parameters from templates'. At the bottom, there is a 'Speech Response' section with a speaker icon and a question mark, containing a list item: '1 Ok, booking \$hotelChain'.

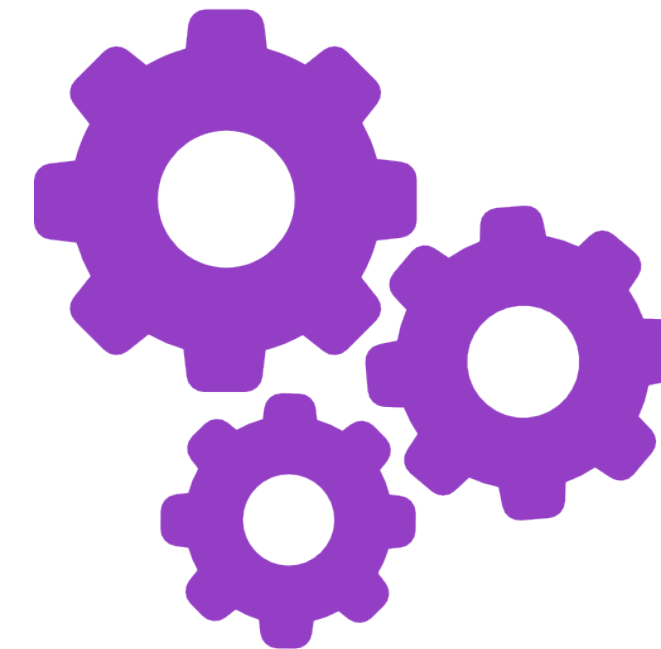
Findings and challenges



Conversational UX is here



Tools to start fast



Ownership and customization



Need for orchestration

Thank you.