



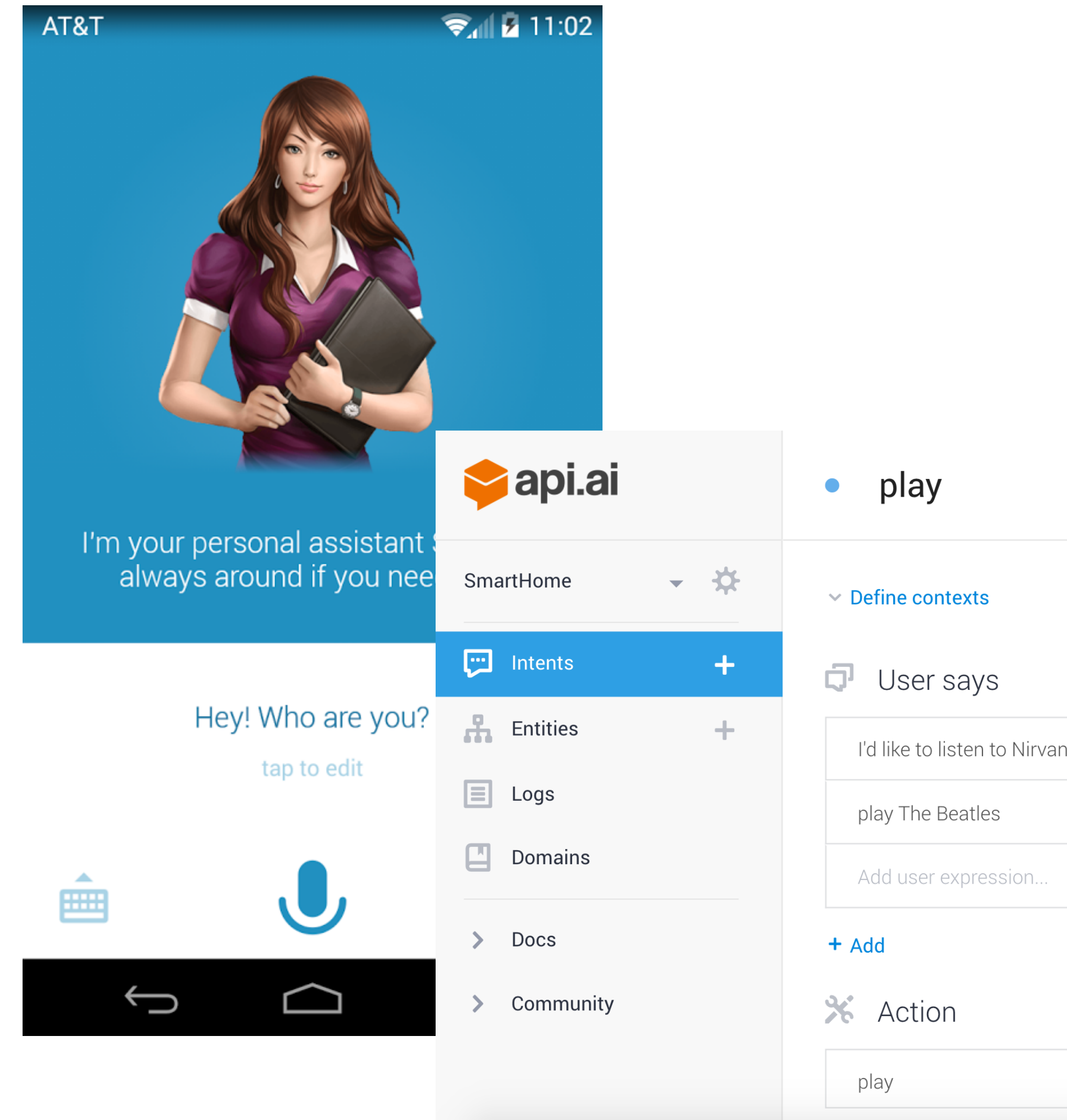
Natural language conversations as an interface for smart machines

Ilya Gelfenbeyn,
CEO, API.AI
ilya@api.ai

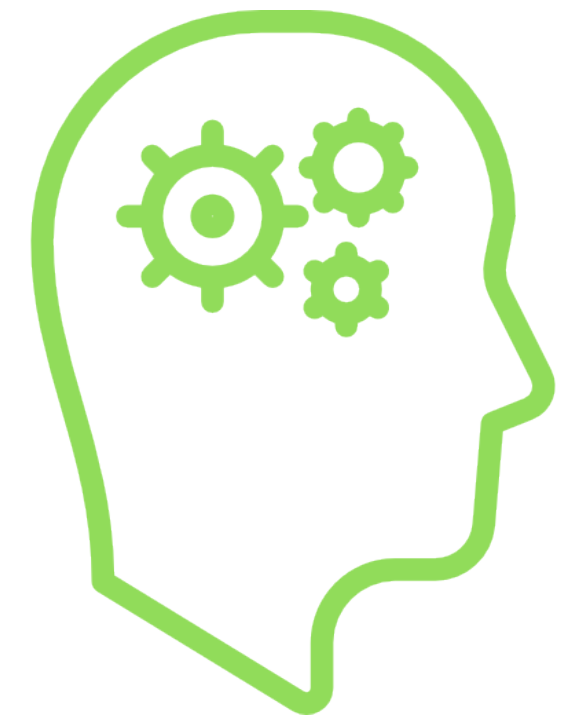
The screenshot shows the API.AI web interface. On the left is a navigation sidebar with the API.AI logo at the top, followed by 'AssistantChannelBot' with a settings gear icon. Below that are menu items: 'Intents' (highlighted in blue with a plus sign), 'Entities' (with a plus sign), 'Logs', and 'Domains'. At the bottom of the sidebar are links for 'Docs' and 'Community'. The main content area on the right shows a list of intents under the heading 'book a hotel'. Below this is a section for 'Define contexts' and a 'User says' section with a text input field containing 'Add user expression...'. A '+ Add' button is at the bottom right of the main area.

About

- ❏ API.AI - conversational UX platform, launched in 2014, 40K+ 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



The screenshot shows the API.AI web interface. On the left is a sidebar with the API.AI logo and navigation options: AssistantChannelBot (with a settings gear), Intents (highlighted in blue with a plus sign), Entities (with a plus sign), Logs, Domains, Docs, and Community. The main content area is titled "book a hotel" and includes a "SAVE" button and a menu icon. Below the title is a "Define contexts" section. The "User says" section is active, showing a list of user expressions with highlighted entities: "book a hotel", "4 of us are going to Tokyo next Wednesday", "i'd like to stay at Hyatt", and "I'll need a hotel tomorrow". A "Machine learning" toggle is turned on. At the bottom of the list is a text input field with the placeholder "Add user expression..." and a "+ Add" button.


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 blue 'SAVE' button and a vertical ellipsis menu. 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 links: '+ New parameter' and 'Extract all parameters from templates'. At the bottom of the main area is a 'Speech Response' section with a speaker icon and a question mark, containing a list item: '1 Ok, booking \$hotelChain'.

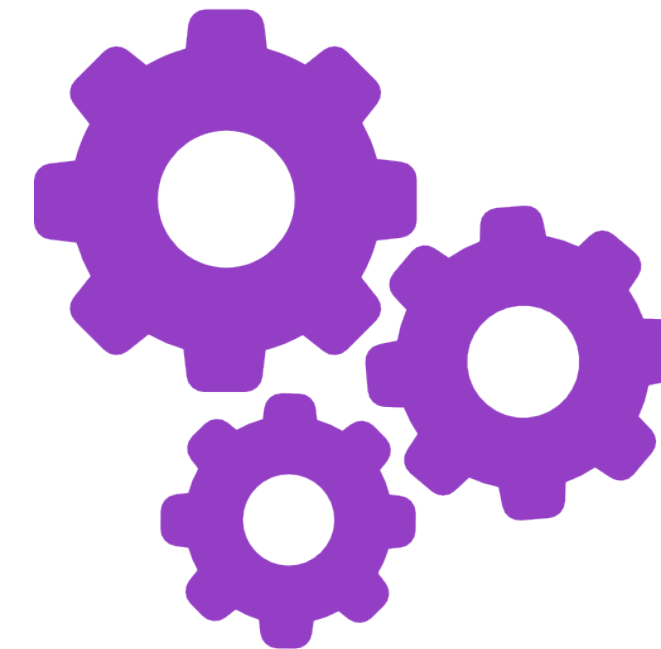
Findings and challenges



Conversational UX is here



Tools to start fast



Ownership and customization



Need for orchestration

Thank you.