

"Género, nombre, voz y expresiones, ¿Cómo diseñar la personalidad de un bot con IA?"

ENRIQUE DE LA BARRERA :: SENIOR STRATEGIST

MARZO 2018



BIENVENIDOS

AL PUNTO DE
INFLEXION

LA TECH REVOLUCION





**En 2025:
Elon Musk nos
LLEVARÁ A MARTE.**

Internet of Things DEVICES CONECTADOS

2015
15.4 bn

2020
30.7 bn

2025
75.4 bn

IA LO CAMBIARA TODO

+\$300%

CRECIMIENTO EN LA INVERSIÓN EN IA EN 2017



We're summoning
the demon.

ELON MUSK



Robots should be
taxed like humans

BILL GATES



Good for society.
But enormously
disruptive.

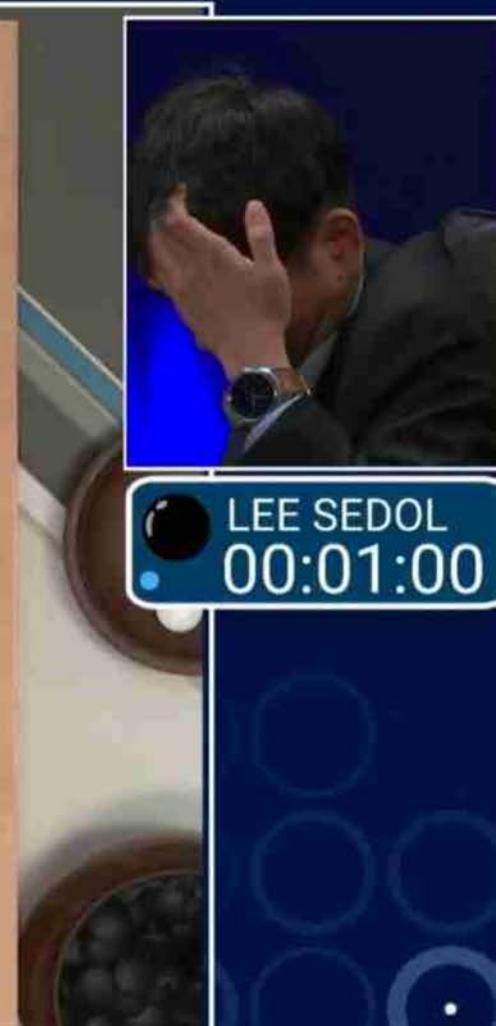
WARREN BUFFET



More pain than
happiness

JACK MA

iA ya nos esta ganando



IA remplazará la fuerza laboral humana en:

50%

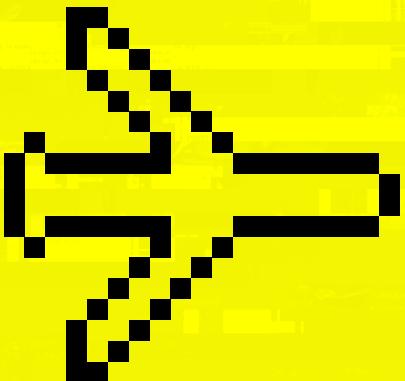
OF ALL JOBS

**¿Qué empresas ya
están usando IA y
asistentes virtuales?**

El benchmark es pequeño aún...



A large, black, pixelated cursor arrow points towards the right side of the slide. On the right side, there is a white rectangular advertisement for Domino's. The ad features the text "INTRODUCING OUR NEWEST EMPLOYEE" in bold red and blue letters. Below this, there are three icons: a blue smartphone, a red circle with a microphone and a "TM" symbol, and another blue smartphone. At the bottom, a blue banner displays the word "DOM" in white letters, with the text "OUR OFFICIAL VOICE-ORDERING PIZZA EXPERT ON THE DOMINO'S APP." underneath.



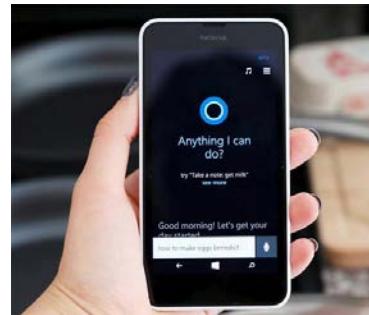
CORTANA



Cortana

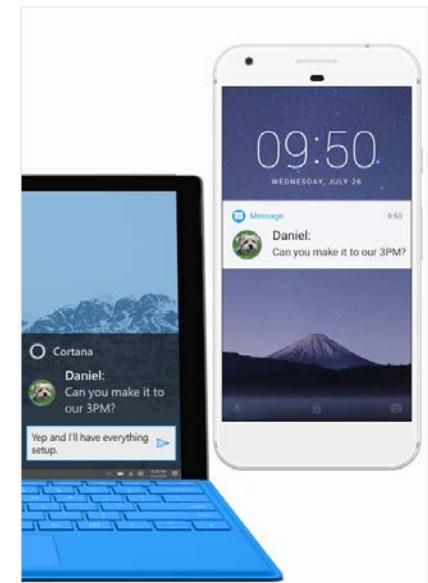
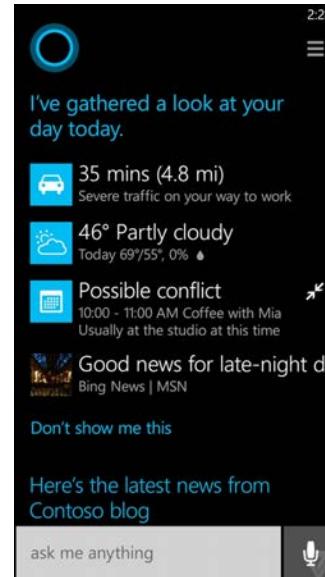


Microsoft



Presentation title can go in footer

“SHE'S SMART AND WITTY, ALL WHILE BEING DESIGNED TO CLOSELY RESEMBLE A HUMAN ASSISTANT”



14-Mar-18

15

ALEXA



Alexa



"ALEXA IS HIGHLY CONVERSATIONAL, AND ITS ABILITY TO PARSE MEANING IS FREQUENTLY EXCELLENT"

A screenshot of the Alexa Skills Kit developer portal. At the top, it says "Create a Smarter Home with Alexa". Below this, there is a sub-headline "Introducing the Smart Home Skill API — A New Addition to the Alexa Skills Kit". There is a link "Learn more about the Smart Home Skill API >". On the right side, there are five icons with labels: "Smart Home", "Lights", "Thermostats", "Plugs", and "Switches". The background shows a modern living room with a sofa, a large window, and some plants.

Two screenshots of the Alexa mobile app and website. The top screenshot shows the mobile app interface with sections for "Smart Home", "Skills", and "Alexa". The bottom screenshot shows the desktop version of the Alexa Skills Kit with a sidebar for "Discover", "Skills", "Skills API", and "Smart Home". It displays a grid of skill cards, including "Fresh and new", "Find the latest skills to try.", and "Get started". The bottom part of the screenshot shows a list of skills with their names and descriptions.

ENO

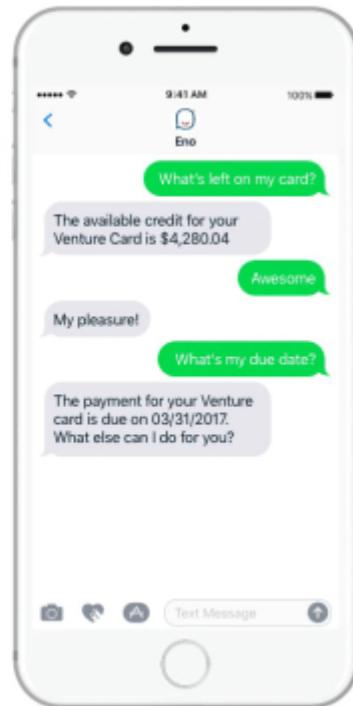
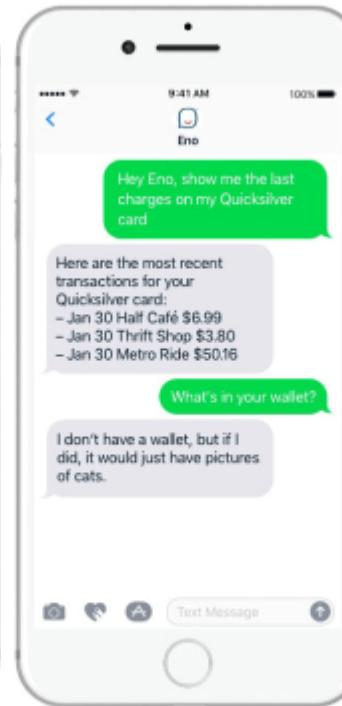
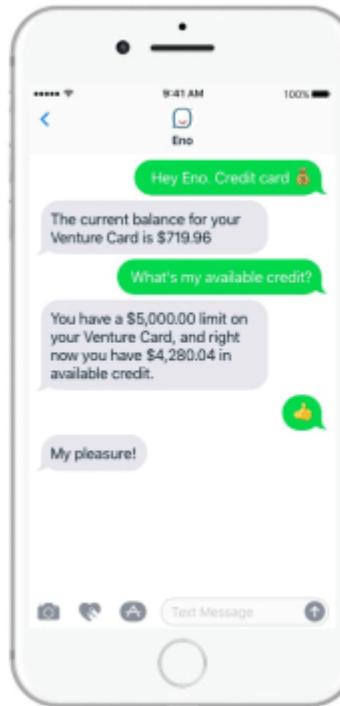
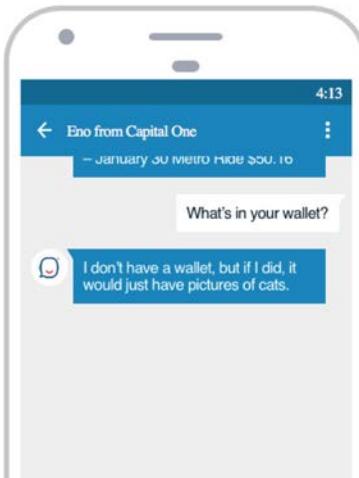
enoSM

Eno



BANKING IS BECOMING MORE AUTONOMOUS AND MOBILE-CENTRIC; YET THERE IS STILL A SIGNIFICANT APPETITE FOR HUMAN INTERACTION.

- IS ANYBODY OUT THERE? 2017 FINANCIAL SERVICES MARKETING TREND



The background of the image features a vibrant, abstract pattern of horizontal stripes in various colors, including yellow, orange, red, and purple, creating a digital or futuristic feel.

AEROMEXICO



AEROMEXICO®



Aerobot

The image shows the Aerobot interface on Facebook Messenger. At the top, there's a header for 'Aeromexico' with a status of 'Activo hace 3 min'. Below this, a message from 'Aeromexico' says: '¡Hola! Soy Aerobot 🤖 y estoy para ayudarte con tu viaje. Cuéntame, ¿qué deseas?'. A blue button below the message says 'Cotizar vuelo'. To the right, there's a sidebar with options: 'Opciones' (Buscar en la conversación, Administrar mensajes, Enviar un comentario, Silenciar notificaciones), a link to the Facebook page (<https://facebook.com/AeromexicoMX/>), and a section titled 'Resuelve tus dudas' with a photo of a person using a smartphone. Another section titled 'Recomendaciones' shows a photo of two people at a beach. A third section titled 'Administrar vuelo' shows a photo of an Aeromexico airplane.

Aeromexico
Activo hace 3 min

¡Hola! Soy Aerobot 🤖 y estoy para ayudarte con tu viaje. Cuéntame, ¿qué deseas?

Cotizar vuelo

Rastrear vuelo

Solicitar información...

Opciones

Buscar en la conversación

Administrador mensajes

Enviar un comentario

Silenciar notificaciones

Página de Facebook
<https://facebook.com/AeromexicoMX/>

Resuelve tus dudas

Preguntas lo que gustes

Equipaje, cambios, problemas con tu reserva, destinos, consultas, etc.

Tengo preguntas

Recomendaciones

No sabes en dónde comer, alojarte o qué hacer? Te sugerimos los mejores lugares y actividades en tu lugar de destino.

Recomiéndame

Administrador vuelo

Realizar check-in

Estatus de vuelo

Recibir alertas



“SOLO DINOS HOLA EN FACEBOOK MESSENGER Y AEROBOT TE GUIARÁ A TRAVÉS DE LAS OPCIONES DISPONIBLES Y TE DIRÁ QUÉ TIPO DE PREGUNTAS QUE LE PUEDES HACER”

CITIBANAMEX

9:41 AM 100%

Q Search



El Banco Nacional de México



Citibannamex 

@Citibannamex

Sign Up Message

Liked Following Share Save

Finance Company

Home About Photos Posts Videos Events

Community

2,221,186 people like this

News Feed Requests Marketplace Notifications More

26

Citibanamex

The screenshot shows the Facebook page for Citibanamex. At the top, there's a profile picture and the page name 'Citibanamex'. Below it, a message from a bot named 'Jime' says: '¡Hola! 🌟 Jimé Soy Citibanamex 🌟 y estoy aquí para ayudarte a resolver tus preguntas más frecuentes.' A button labeled 'Empieza' is visible. On the right, there's a sidebar with options like 'Opciones', 'Buscar en la conversación', and 'Notificaciones'. Below the sidebar, it says 'Página de Facebook' and provides the URL 'https://facebook.com/Citibanamex/'. At the bottom, there's a section showing various Citibanamex cards and a message input field.

**“ENCONTRAR UNA SOLUCIÓN PARA
BRINDAR A LOS USUARIOS DE
CITIBANAMEX RESPUESTAS EFICIENTES A
SUS NECESIDADES”**



TIPO DE CAMBIO

Consultas
Suscríbete



SUCURSALES

Sucursales cercanas
Cajeros automáticos



ASISTENCIA

Hablar con ejecutivo



CONOCE MÁS SERVICIOS

A continuación podrás encontrar otros servicios que Citibanamex tiene para ti

Veámos a la iA de una forma diferente



EL GENERO?



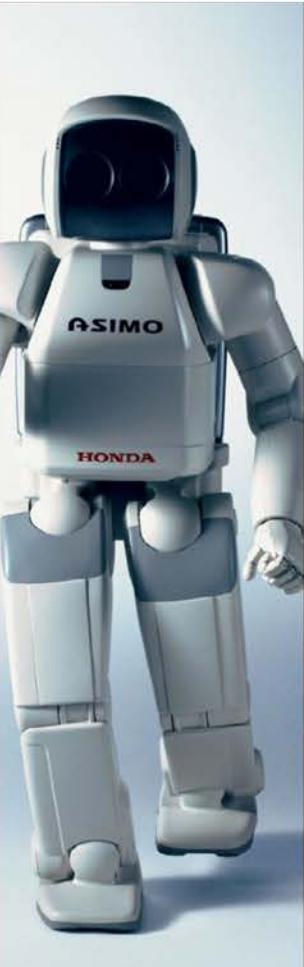
EL RUMBO DEL PROGRESO

TECHNOLOGY

UNA NUEVA PARADOJA

TECHNOLOGÍA
EXCELENTES

NO ES NADA NUEVO



HOY ES UNA REALIDAD



**LA FORMA EN LA
QUE HEMOS
PRESENTADO LA
IA ES SEXISTA**

Two Bytes Are Better Than One



THE FULL POWER OF THE 16-BIT TMS 9900 MICROPROCESSOR IS NOW AVAILABLE WITH THE UNIQUE COMBINATION OF RELIABLE HARDWARE AND FAST, EASY TO USE SOFTWARE IN THE TECHNICO SS-16. WITH MINICOMPUTER PERFORMANCE THE TECHNICO 16-BIT MICROCOMPUTERS ARE AVAILABLE FROM THE SINGLE BOARD SUPER STARTER SYSTEM AT UNDER \$400 TO THE FULL SS-16 WITH UP TO 65K BYTES OF MEMORY, MINI-FLOPPY OR FULL FLOPPY DISKS, A 4800 BAUD DIGITAL CASSETTE, 64 COLOR VIDEO BOARD OPTION, RS232 AND 20 MA CURRENT LOOP, ALL COMBINED WITH ONE OF THE INDUSTRY'S FASTEST BASICS AND A FULL ASSEMBLER, EDITOR, LINKING LOADER PACKAGE. SYSTEMS ARE AVAILABLE COMPLETELY ASSEMBLED AND TESTED OR IN UNASSEMBLED TEC-KIT™ FORM. EXPLICIT MANUAL INCLUDED OR AVAILABLE SEPARATELY AT \$35. TO LEARN MORE...JUST TEAR OFF A PIECE OF THIS AD AND RETURN TO TECHNICO OR CALL OUR HOTLINE 1-800/536-2992 OR YOUR LOCAL DEALER.

EUROPEAN MODELS AVAILABLE THROUGH TECHNICO INTERNATIONAL.

TECHNICO
INCORPORATED

1430 RED BRINER RD
COTTONTREE, GA 30036
PHONE: 404/986-4700
FAX: 404/986-4701
TELETYPE: 404/986-4702
E-MAIL: TEC@TIC.GOV

DOMESTIC SALES

TECHNICO

INTERNATIONAL

SALES OUTSIDE CONTINENTAL U.S.

"VISIT TECHNICO AT THE PHILADELPHIA PER COMP '78 SHOW - BOOTHS 639 & 641"

CIRCLE 108 ON READER SERVICE CARD



**Don't feel bad,
Our servers
won't go down
on you either.**

We've all known disappointment. And few things are more disappointing than unreliable, expensive servers that don't satisfy your needs.

To avoid the heartbreak of lost expectations, QSOL provides dependable, server solutions for virtually any popular operating system at a price that will blow your mind not your budget.

QSOL.com Server Appliances come in a variety of configurations to meet the most specific needs of our users. Whether you're into 1U with 8/16 Com�� or 1U with nearly 40+ Terabytes, we can provide a server that can perform under the most demanding conditions. If your server isn't giving you what you want, visit QSOL. (Don't worry, it's a sure thing!)



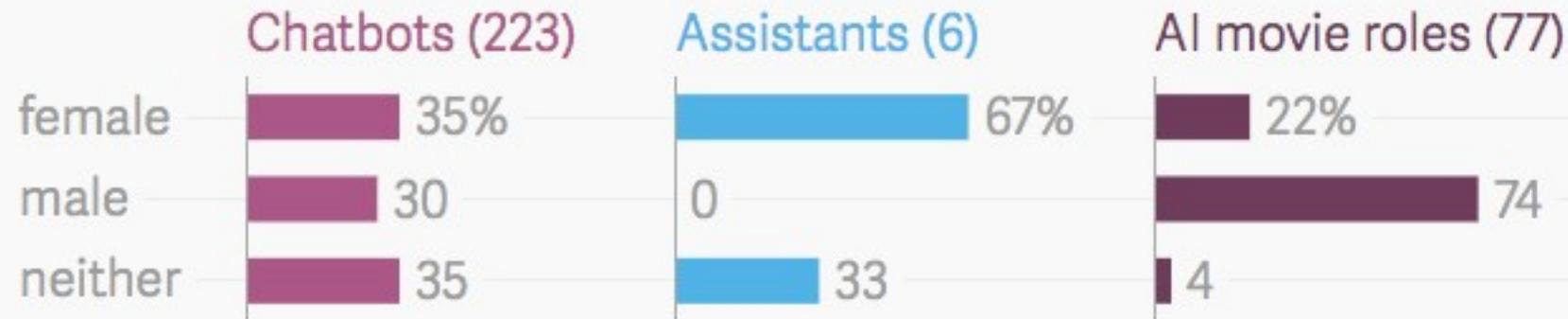
QSOL.COM
Server Appliances

Serving Servers since 1993

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The person pictured in this advertisement is a model and is used for illustrative purposes only.

¿QUE GENERO AYUDARA A GENERAR LAS MEJORES INTERACCIONES?

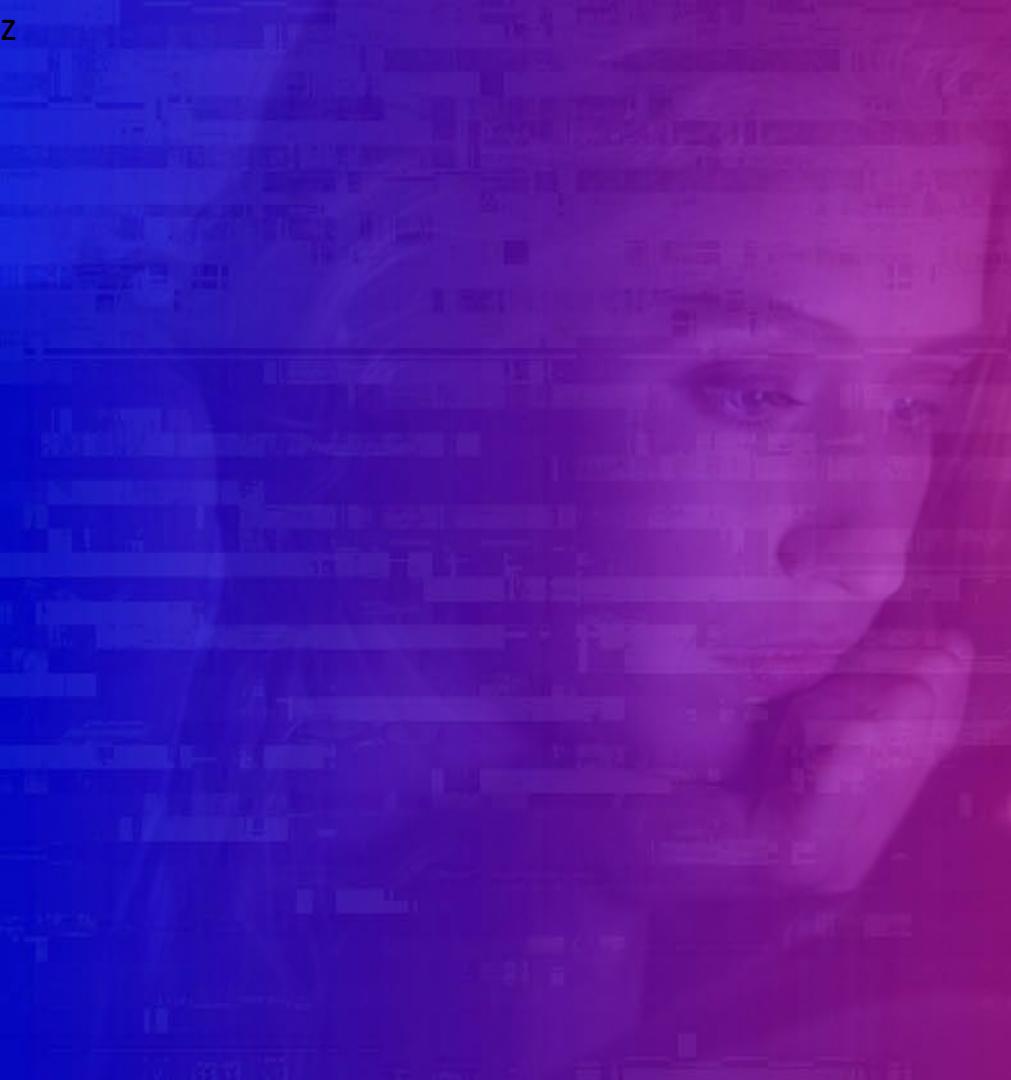
Gender distribution in artificial intelligence applications



LA IMPORTANCIA DE LA VOZ

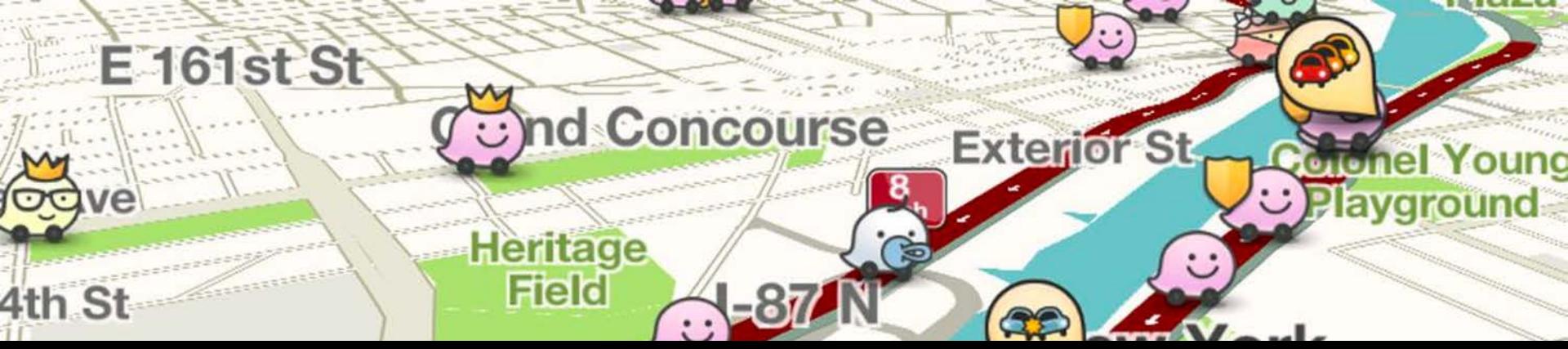
¿RECUERDAN LAS
VOCES DE LOS
NAVEGADORES
GPS EN LOS 90?





**Desde entonces
los usuarios
hemos formado
opiniones sobre
como quisiéramos
“escuchar” a los
bots...**

**LA “VOZ” DE UN BOT SE
CONVIERTA EN EL REFLEJO
DE UNA MARCA.**



¿QUEREMOS SER AMIGABLES COMO WAZE?





¿O INTELIGENTES COMO CORTANA?



¿QUE TAL FORMALES COMO WATSON?



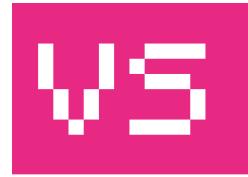


Y EL NOMBRE IDEAL?

Y EL NOMBRE IDEAL?

Y LA RELACION CON EL NEGOCIO?

alexa



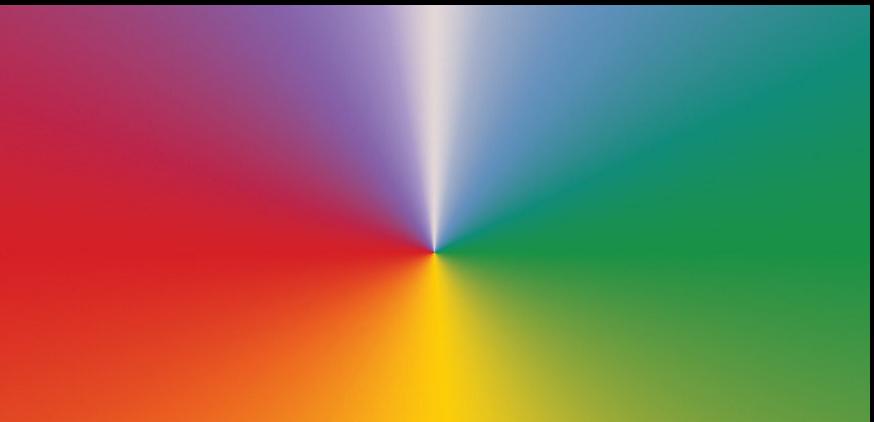
amazon

Food4thought

**LOS -BOTS- CON
INTELIGENCIA
ARTIFICIAL, SON
PUNTOS DE
INTERSECCIÓN:**



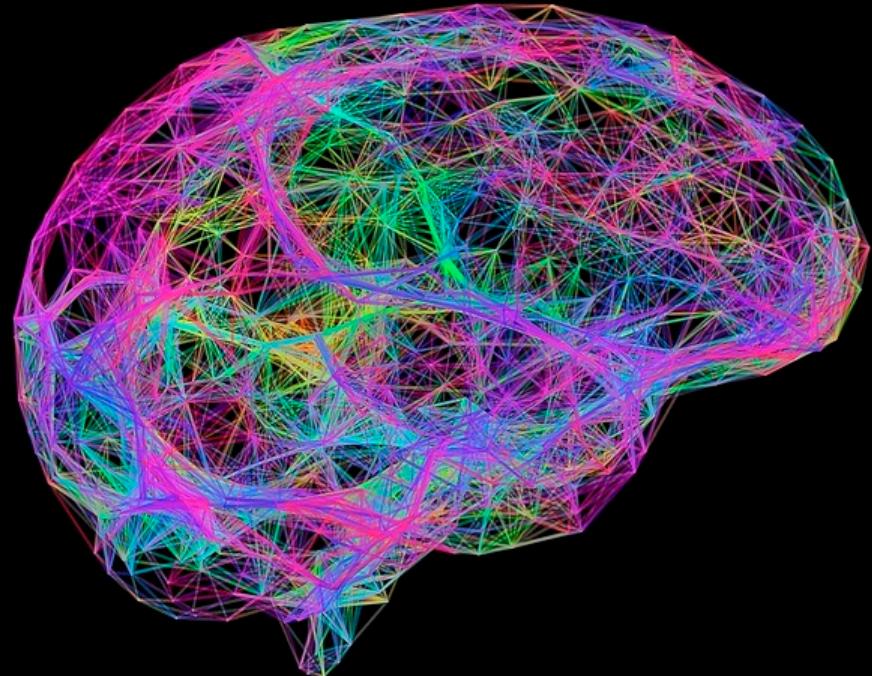
**Género, Nombre, Voz, Lenguaje,
Expresión, Espacio, Estilo, Color, Forma,
Look & Feel, etc.**



¿Friendly?



LA
**INTELIGENCIA
ARTIFICIAL HA
LLEGADO
PARA
QUEDARSE...**



A white humanoid robot with a smooth, featureless face and articulated arms is seated in the driver's seat of a light-colored car. It is wearing a dark, ribbed headband and has its hands on the steering wheel. The car's interior is visible, including the dashboard and a side-view mirror. The background is a blurred landscape, suggesting motion. Overlaid on the image is a large block of text.

Tecnología que antes era propia
únicamente de películas de
ciencia ficción, hoy esta siendo
integrada en nuestras vidas.

**EN
NUESTROS
BOLSILLOS**



EN NUESTRAS SALAS

the **smart home**
built by brookfield residential powered by **amazon alexa**

The Amazon Alexa logo is a registered trademark of Amazon and is used with permission.



A white self-driving car is shown from a rear three-quarter perspective on a city street. A large green arrow points from the top left towards the car. Purple concentric circles and lines extend from the front of the car, representing sensor data or a field of view. In the background, there's a crosswalk with blue and white stripes, a person walking away, and a small inset showing a person sitting in a chair. The scene is set at night or in low light conditions.

EN NUESTRAS
CIUDADES



Mientras que muchas marcas han dedicado sus esfuerzos a crear únicamente experiencias *-on screen-* ...



**Los invito a pensar en
5 IMPLICACIONES**

5

Una intersección

1

IA = BRAZO
EL NEGOCIO

Amazon makes changes to stop Alexa from randomly laughing at users

YES, AMAZON'S ALEXA IS LAUGHING AT YOU

PENSEMOS RESPONSABLEMENTE SOBRE EL GENERO EN IA

- Resp. Soc. Corp.
- Moldear no reflejar

OPCIONES



ACEPTEMOS LO NO-BINARIO

- Progresivos
- Seamos líderes

BINARIO

⌚ Buy your tickets

✈ Security

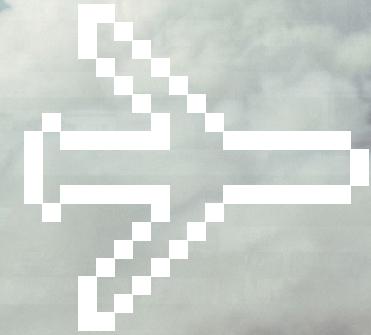
✈ Pilot

⌚ F&B service

⌚ Check in

⌚ Lounge

✈ IFE



NO BINARIO



Buy your tickets



Security



Pilot

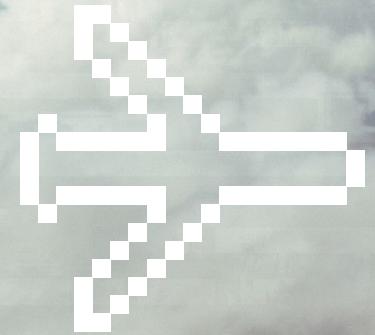
F&B service

Check in



Lounge

IFE



MAS ALLA DE LO HUMANO

- Con imaginación
- Pensando en el uso

SONY AIBO



QUE USUARIOS
ESTAMOS CREANDO?



ALEXA, PIÓME
UNA PIZZA

¡GRACIAS!

ENRIQUE DE LA BARRERA

SENIOR STRATEGIST - LANDOR MX

ENRIQUE.DELABARRERA@LANDOR.COM

