"Show me **hotels** in **LA** for **tomorrow**."

How ChatBots work:
1. Parse user input
2. Interpret what it means
3. Provide an appropriate response

Entities
info describing the intent

Intent
the purpose of the query

ChatBot Types

Response Architecture Models
Based on how they generate the response

1. **Ruled-Based**
   - entirely predefined responses
   - Responses according to a series of rules (decision-tree style)
2. **Retrieval-Based**
   - Responses pulled from an existing corpus of dialogs
   - Predefined responses with the ability to self-learn & improve their response selection
3. **Generative**
   - Formulate their own original responses

Initiatives
Based on which side (bot or human) takes the initiative

1. **Mixed-initiative**
   - Both human and bot
3. **System-initiative**
   - Bot controls the conversation

Conversation Domains
Based on the range of topics that are able to cover

1. **Closed-Domain** (dialog agents)
   - Restricted, responses with a particular focus
2. **Open-Domain** (conversational agents)
   - Capable of exploring a wide range of topics

Chatbot Utterance
A statement that the user makes to the chatbot. The chatbot attempts to match the utterance to an intent.

Chatbot Entity
A value that is parsed from a user utterance and passed for use within the user response.

Chatbot Design Terminology

Chatbot Intent
The purpose or category of the user query. The user's utterance gets matched to a chatbot intent.