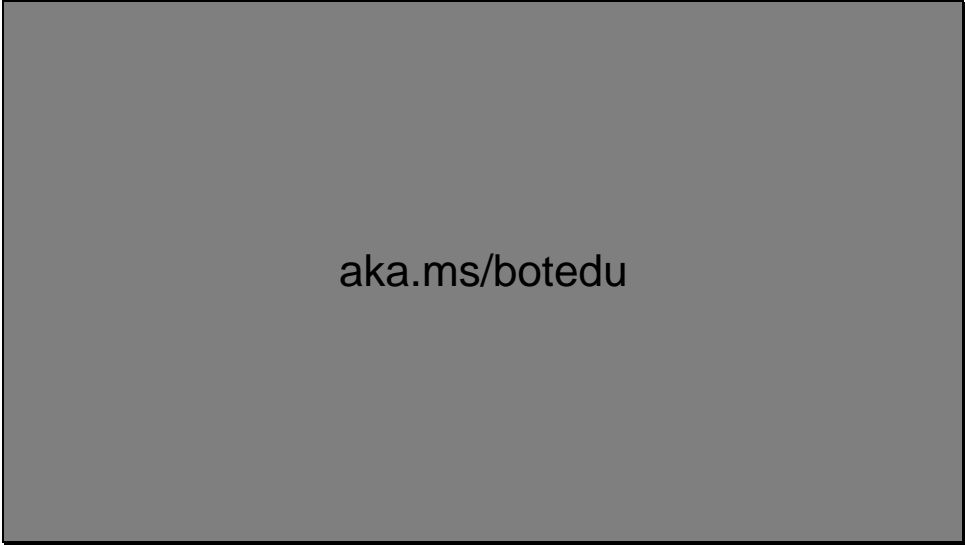


If the links in this deck are broken please let us know ([mailto: michhar@Microsoft.com](mailto:michhar@Microsoft.com)). Thanks in advance and enjoy learning about bots and the Microsoft Bot Framework.

Slide 2



aka.ms/botedu

This link contains additional resources on the bot framework and related topics. [mailto: michhar](mailto:michhar) for questions/comments.

Also, check out the excellent Bot Framework FAQs: <http://docs.botframework.com/en-us/faq/>

## Learning objectives

## What You'll Know at the End of this Session

1. What a bot is and is not
2. Why bots are big deal
3. What types of bots are people making
4. The major components of the Bot Framework
5. Introductory knowledge of intelligent bots
6. What types of bot data there are

Learning objectives for this overview module on the Bot Framework

What is a bot?

## What a bot is not

- AI
- Natural language processing *only*
- Text interfaces *only*

### Not AI:

- Bots can be simple task automation utilities.
- Example: Password reset bot. There's no AI here. Just ask a couple of security validation questions, then reset the password.
- They may have AI as well, if the scenario applies

### Not only NLP:

- Natural language has limitations. The more your bot depends on natural language, the worse the experience gets. Hint: Typing isn't always the best option.
- Move away from natural language as quickly as possible
- "Drive" the user as much as you can (menus, choices, etc)
- Example: AzureBot "stop vm1" is a command, not natural language. Less typing = better

### Not only text interfaces:

- Bot channels are evolving quickly to support richer experiences: Media, buttons, custom controls. These are coming. Text is not the best experience for everything.
- Examples:
  - Skype allows audio and 3D bots as well.
  - Slack, Facebook and Skype have buttons/custom UIs



## What is a bot?

Simply put, a bot is an application that performs an automated task. That's it.

Siri, Cortana, the old-school MS Clippy and even AOL's SmarterChild are some examples. Essentially, bots perform automated tasks that are generally **REPETITIVE** for humans to do. We want to make life easier for the end user of the bot.

Bots are apps.

They can:

- Exist in different channels and across platforms.
- Do anything from simple task automation like taking food orders to sophisticated machine learning as is used by CaptionBot (<https://www.captionbot.ai/> which describes the contents of an image in a human way) and even AI-esque capabilities.

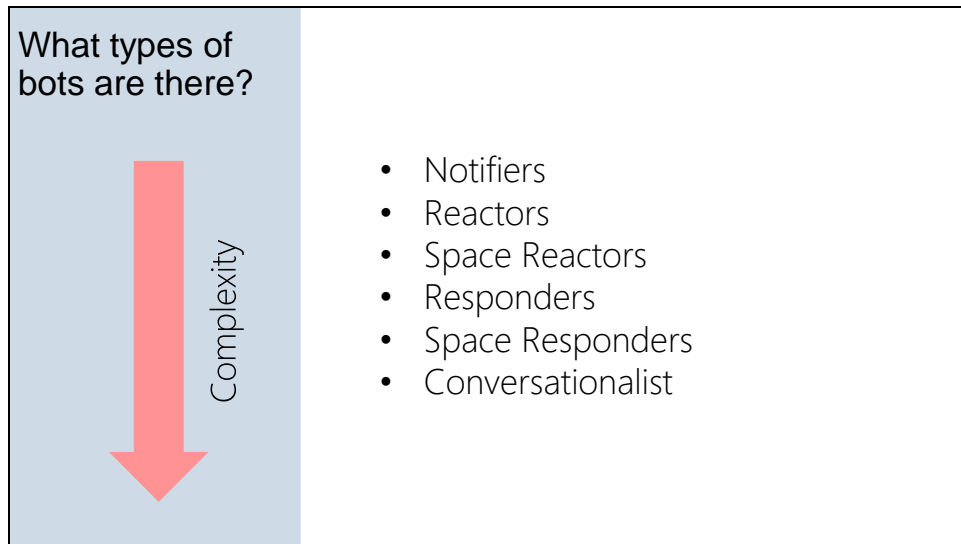
What a bot can do is only limited to the APIs your bot uses.

Bots don't have to leverage the MS Bot Framework (e.g. MimikerAlarm <https://www.microsoft.com/cognitive-services/en-us/mimickeralarm>, an app for waking you up), but the Framework makes concept to deployment much simpler and faster for developers.



## A bot...

- Solves a problem
- Can be run anywhere and on any device
- Is similar to full-fledged apps (e.g. has push notifications), but simpler in concept
- Is easier to build and deploy than apps in general (given the right APIs)
- Can be published instantly, everywhere



Based on this blog post: [http://willschenk.com/bot-design-patterns/?imm\\_mid=0e50a2&cmp=em-data-na-na-newsltr\\_20160622](http://willschenk.com/bot-design-patterns/?imm_mid=0e50a2&cmp=em-data-na-na-newsltr_20160622) about different bot types and the definitions of these.

Definitions:

Notifier – simply broadcast messages from a source (doesn't mean the bot is not doing complicated things in the back ground)

Reactor – reacts to messages on service, but doesn't persist anything (message, user state, location) aka (what, who, where)











Space reactor – reacts to messages on service, persists location (so can respond based on this), doesn't persist message

Responder – reacts to messages on service, persists message (to get user state) and responds based on user state is association with the message

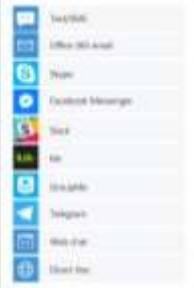


Space responder – same as Responder, but with persisting location (e.g. a particular channel type and maybe "room") to respond based on this

Conversationalist – same as Space Responder, but also with conversation state data so not only reacts, knows the user, persists the message, knows location of conversation, but can also respond based on conversation content and context

## The Big Deal

Scenarios we can touch				
				
Marketing campaign analysis	User and product profiling	Customer sentiment analysis	Personalized product recommendation	Customer shopping behavior analysis
Interactive Entertainment	Interactive Entertainment/Retail	Interactive Entertainment/Retail	Retail	Retail
				
Pricing optimization	Corrective and predictive maintenance and repairs	Operational telemetry and health reporting	Actuarial modelling and reporting automation	Financial risk modelling and analysis
Retail	Manufacturing (IIOT)	Online Services	Financial Services	Financial Services

1. /build bot video link: <https://www.youtube.com/watch?v=7wNg18NYT6s>

 <p>Make conversations rich, productive and fun</p>	 <p>Enable a bot to see, hear, and interpret</p>	 <p>Create bots that interact in human ways</p>
--	---	--

## The Benefits of the Bot Framework

- **For developers**

- Easiest way to reach the broadest set of users where they already are conversing
- Bots are more capable because of supporting services (translation, profile, history, memory, etc.)
- Bring your own bot or build your own bot with the Bot Builder SDKs

- **For end users**

- Users can choose from a variety of conversation channels
- Users have trust and control of their data

- **For businesses**

- Broad access to their customers, new experiences
- Reduced cost of development
- Higher quality bots

## Lab0: What kind of bot would you build?

Choose from:

Notifiers

Reactors

Space Reactors

Responders

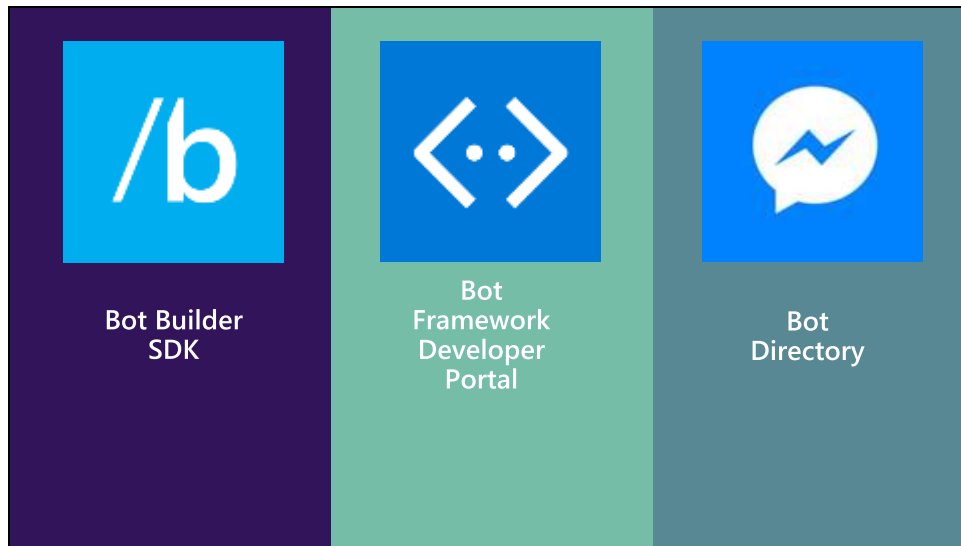
Space Responders

Conversationalist

And what would your use case be?

## Components of the Bot Framework





The Bot Builder SDK is [an open source SDK hosted on GitHub](#) that provides everything you need to build great dialogs within your Node.js-, .NET- or REST API-based bot. \*

The Bot Framework Developer Portal lets you connect your bot(s) seamlessly text/sms to Skype, Slack, Facebook Messenger, Kik, Office 365 mail and other popular services. Register, configure and publish.

The Bot Directory is a public directory of all reviewed bots registered through the Developer Portal.

**NB: Bot builder and bot connector SDK now one in V3 of framework:**

**<http://docs.botframework.com/en-us/support/upgrade-to-v3/#botbuilder-and-connector-are-now-one-sdk>**

## Bot Builder SDKs

## What does the Microsoft Bot Builder do for you?

Building a Bot = Bot Builder + Bot Connector

1. Bot connector: Build once, run everywhere with support for state management (Skype, Facebook, Slack, custom apps, etc)
2. Bot Builder: Built-in support for dialog logic, structuring and integration with cognitive APIs

## Development Kits and REST

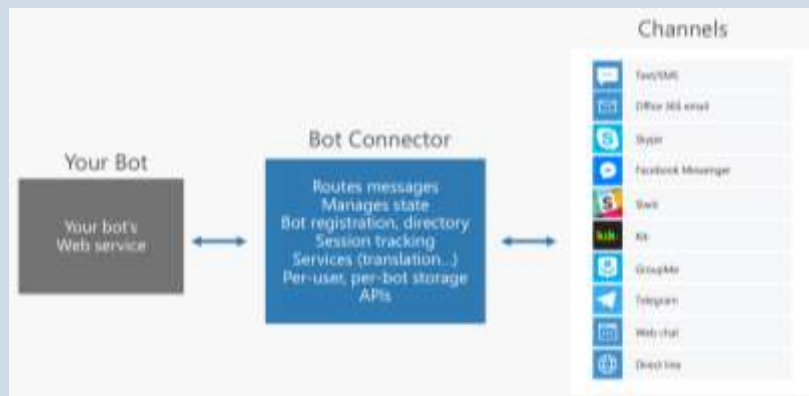
Bot Builder SDKs for:

- .NET framework for C#
  - Node.js
- and
- REST and REST State APIs



SDKs infographic: [http://docs.botframework.com/en-us/images/faq-overview/bot\\_builder\\_sdk\\_july.png](http://docs.botframework.com/en-us/images/faq-overview/bot_builder_sdk_july.png)

## Bot Builder SDK: What is the Bot Connector?



It's part of the Bot Builder SDK

<http://docs.botframework.com/en-us/csharp/builder/sdkreference/gettingstarted.html#channels>

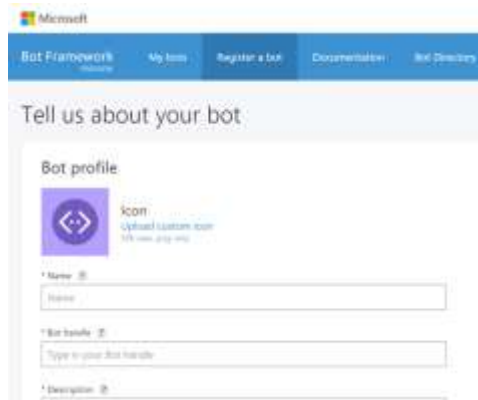
## Bot Developer Portal

<https://dev.botframework.com/>

## Bot Developer Portal: Register

Register, connect your service and create a profile

It's an easy-to-use GUI



The screenshot shows the Microsoft Bot Developer Portal registration interface. At the top, there's a navigation bar with links: Bot Framework, My bots, Register a bot (highlighted), Documentation, and Bot Directory. Below the navigation bar, the main heading is "Tell us about your bot". Under this, there's a "Bot profile" section. It features a bot icon (a purple circle with a white robot face) and the text "icon" followed by "Custom icon" and a link "Click here to upload". Below the icon, there are three input fields: "Name" (with a required asterisk and a help icon), "Bot handle" (with a required asterisk and a help icon), and "Description" (with a help icon). The "Name" field contains the text "Name". The "Bot handle" field contains the text "Type in your bot handle". The "Description" field is empty.

You only need login with your Microsoft account to do this (however will need a web app endpoint on Azure)

## Bot Developer Portal: Diagnostics

Add analytics with  
Azure App  
Insights

### Admin

Owners

micheleenharris@gmail.com

Azure App Insights key

Provide your Azure App Insights Key if you want to receive analytics about your bot.

Azure App Insights key







Bot Directory

# Bot Directory

## Public Directory of Bot Framework Bots

- Discover, try, and add bots from here with no added config
- Bots are public at developer discretion; must be reviewed
- Searchable here



Bots must be submitted for review and approved in order to appear in the directory

## Tools for the Bot Developer

## Bot Framework Emulator

- Using the Emulator, you can:
- Send requests and receive responses to/from your bot endpoint on localhost
- Inspect the JSON response
- Emulate a specific user and/or conversation

Download tool for free



## C# Bot Framework template for Visual Studio

```
// BotAppTemplate.cs
[Serializable]
public class MessageController : ApiController
{
    // POST: api/Message
    // To receive a message from a user and reply to it
    // Summary
    public async Task<HttpResponseMessage> Post([FromBody] Activity activity)
    {
        if (activity.Type == ActivityType.Message)
        {
            ConnectorClient connector = new ConnectorClient(new Uri(activity.ServiceUrl));

            // calculate something for us to return
            int length = (activity.Text ?? string.Empty).Length;

            // return our reply to the user
            Activity reply = activity.CreateReply($"You sent {activity.Text} which was {length} characters");
            await connector.Conversations.ReplyToActivityAsync(reply);
        }
    }
}
```

Download  
project template  
for free

```
// calculate something for us to return
int length = (activity.Text ?? string.Empty).Length;

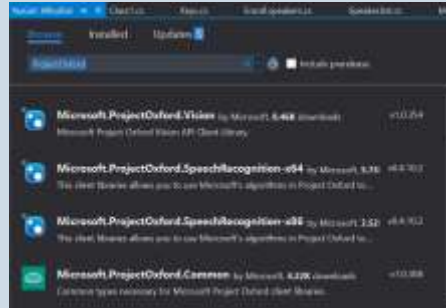
// return our reply to the user
Activity reply = activity.CreateReply($"You sent {activity.Text} which was {length} characters");
await connector.Conversations.ReplyToActivityAsync(reply);
```

We'll do this during the Setup phase if you haven't already

## NuGet packages galore for Cognitive Services

Cognitive services (aka ProjectOxford)

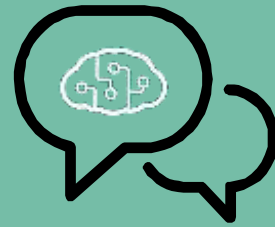
And many, many more  
– Connector and  
everything the .NET  
framework provides



## Demo 1: The Bot Template and Visual Studio

Demo of downloading, installing and starting a project with the bot template

## Integration with cognitive services



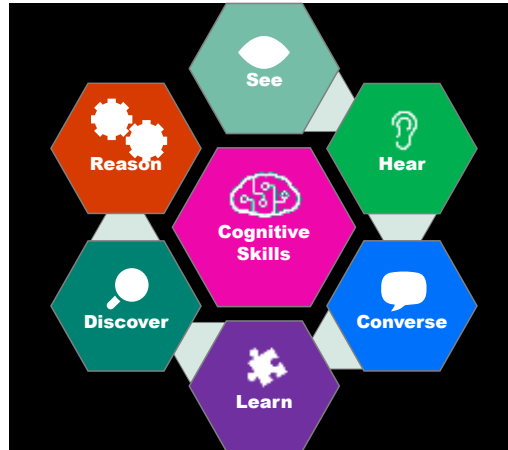


## Cognitive Services meet Bots

We'll learn how to add  
**Cognitive Skills** to  
your Bots

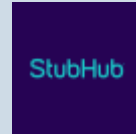


Build smarter  
experiences that  
delight and engage  
your users



## Cognitive services vs. bots

We can have a bot  
without cognitive  
services.



We can have an  
intelligent app  
without a bot.

**Stubhub:** Find tickets for shows, games and concerts with StubHub.

Computer vision API demo on this page: <https://www.microsoft.com/cognitive-services/en-us/computer-vision-api>

## A few use cases

1. Create human readable captions for the content of an image
2. Authenticate users using a voiceprint
3. Recognize the intent of a user
4. Recommend products frequently bought together
5. Ease the burden of typing queries in a conversational setting with autosuggest



Captionbot.ai

- Computer Vision API - Like CaptionBot.ai – a bot that reports back in human way the contents of an image
- Speech API - Authentication as a user speaks to the bot with a speaker verification profile or “voiceprint”
- LUIS API for analysis of queries such as “What is the weather in Toyko today?” using entities to parse out intent (what the user is asking for)
- Knowledge API. Recommendations based on our knowledge and/or a user’s history. Also, could search through a graph or user-defined database to return relevant academic papers from a natural language query
- Bing Search API for autosuggest - Search also has other capabilities such as returning the latest trending news on a topic for example

# Your bot's data

Processing and visualizing

## Types of bot data

User data

Conversation  
data

User-  
conversation  
data

This data is currently stored for free for you within the Bot Framework State Service.

However, you may bring in your own data source (e.g. Azure Redis Cache)

## Bot Framework Resources

## Resources

Support	Contact
Bot Builder SDK issues and suggestions	Use the issues tab on our github repo: <a href="https://github.com/Microsoft/BotBuilder/">https://github.com/Microsoft/BotBuilder/</a>
Using a bot	Contact the bot's developer through their publisher e-mail
Community support	Use StackOverflow, with the hashtag #botframework
Reporting Abuse	Contact us at <a href="mailto:bf-reports@microsoft.com">bf-reports@microsoft.com</a>

## Questions







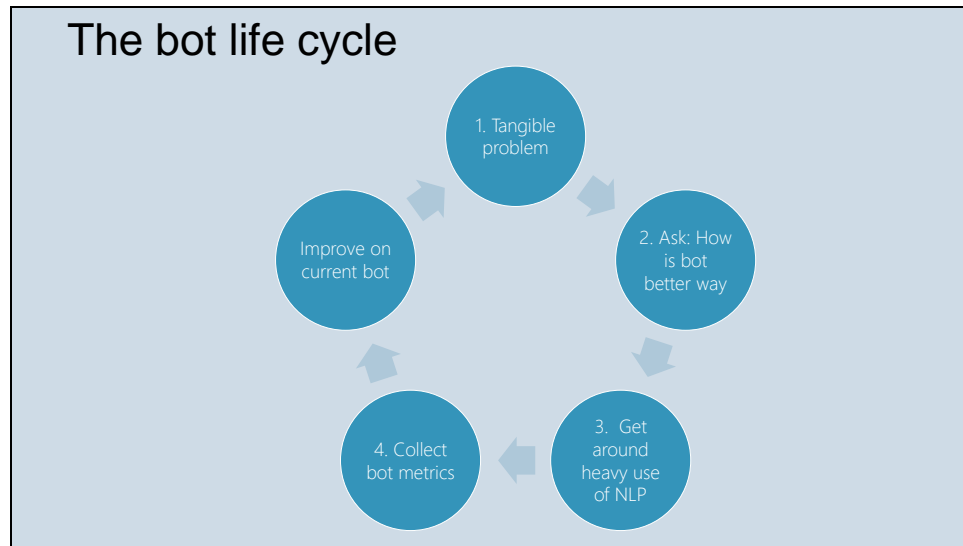
# The User Experience

Experience Principles and Best Practices

Presenter: Micheleen Harris



## Best Practices for Bot planning and building



- Start by asking what problem are we trying to solve. Refine until it looks like a tangible problem and not “magic”
- Ask how a bot will be a better experience. User experience is EVERYTHING
- Avoid too much natural language. Careful with unrealistic expectations. Natural language recognition is limited. Menus work great. Commands work great. Buttons, etc.
- Collect data. Pump it to Azure. Use the same architecture you would use with IoT scenarios (IoT hub, stream analytics, power BI, etc). You can only analyze and improve your bot if you’re collecting metrics for it
- Iterate, improve

## Best Practices: Design

- Start with end user and go backwards to solution
- Data driven folks should step back and consider time from design to product, including integrations
- Keep the focus on user experience: Unless it is low friction enough, adoption doesn't happen

## **Best Practices: Ask good questions at start**

- What problem are we trying to solve?
- Do you even need a bot for that - does it make sense?
- Will end users prefer something else over our solution?
- What makes sense to users (e.g. don't make a speech to text bot where a user must say their SSN)

## Best Practices: Misconceptions

- Bots are just about AI, ML
- It's automatically going to be preferred because it's a bot!
- Typing always feels more natural (try typing a lot on a phone...)
- Bots are only around text/language use cases

## Best Practices: Now we build

- Low friction UI
- Leverage user feedback in iterations
- Sometimes language is better, sometimes buttons, images, links work much better. Use the best approach for the task
- Too much free language makes discoverability hard and leads to frustration

Would you play chess using a board, or just imagining it and speaking the moves out loud? Language is great, but it's not the best experience in all cases. Typing adds friction, especially on mobile devices. Channels such as Skype allow you to leverage things like buttons and cards which are very nice ways to deal with some of this complexity. Do not over use language.

Don't try to solve all scenarios with language. Menus work great. Simple tree based navigation paths work great.

# Useful principles



3 Scenarios: (Some customer names hidden – but all data real)

1. Azure customer support (tickets, complaints etc.,)
2. Health care industry (review about doctors etc.,)
3. Hospitality sector – hotel chain



## Principles

We can aim for our bots to:

- be designed to assist humanity.
- be transparent.
- maximize efficiencies without destroying the dignity of people.
- be designed for intelligent privacy—sophisticated protections that secure personal and group information in ways that earn trust.
- have algorithmic accountability so that humans can undo unintended harm.

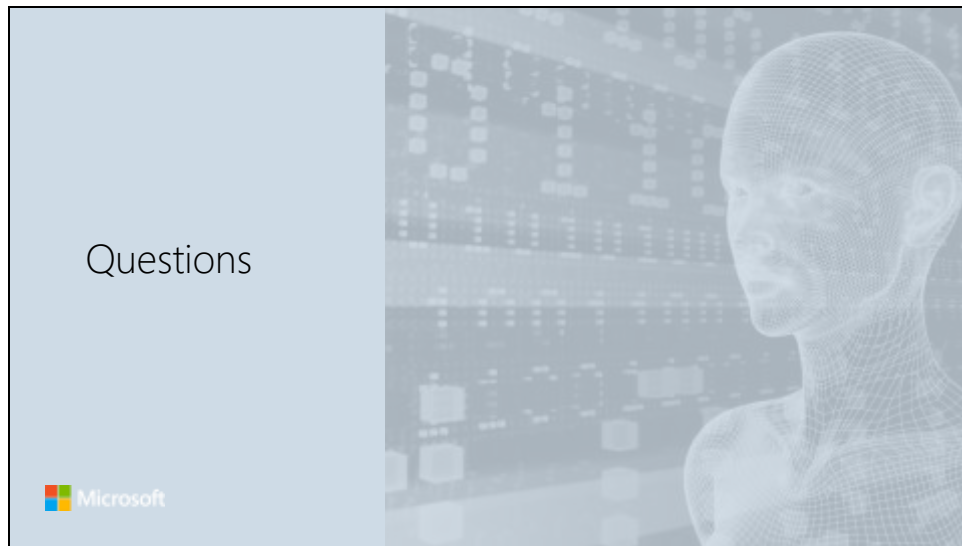


Ethical and societal considerations taken directly from an article by Satya Nadella:  
<https://www.linkedin.com/pulse/partnership-future-how-humans-ai-can-work-together-solve-nadella>

## Principles

When developing A.I. we must guard **against** bias, ensuring proper, and representative research so that the wrong heuristics **cannot be used to discriminate**.

This can be applied to bots. Even simple bots.





Getting started

## Your toolbox

- Microsoft account (e.g. Hotmail, Xbox, Outlook)
- Azure account
- Visual Studio 2015
- Bot Framework Visual Studio Application template (C#)
- Bot Framework Emulator
- Developer account on a communication service (optional)
- Azure App Insights (optional)

**MS account** - to log into the Bot Framework developer portal, which you will use to register your Bot

**VS 2015** - [www.visualstudio.com](http://www.visualstudio.com)

Will need Azure account to publish bot as a web app service

Bot App template for VS 2015 – <http://aka.ms/bf-bc-vstemplate>

Emulator - <https://aka.ms/bf-bc-emulator>

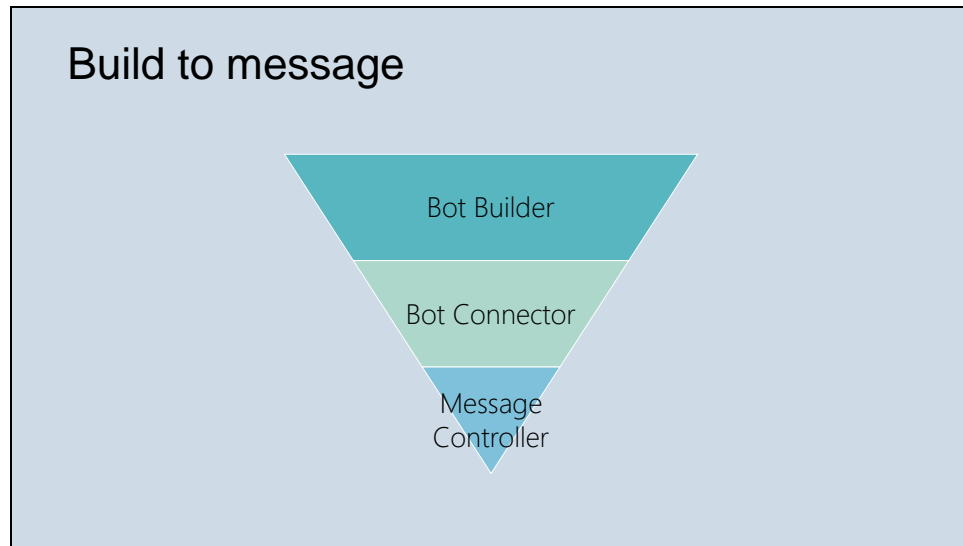
Azure account – Bot Dev Portal and Azure accessible endpoint (REST endpoint for Connector Service callback)

Dev account on com service – if going beyond Skype

App Insights for collecting telemetry on bot

If interested in Node.js, there is a nice 3-part blog series on developing a bot in Node:

Connecting user to data



User data <-> Create reply message



## The Bot Connector

Here we will showcase using the Bot Connector, part of the Bot Builder, to build an simple bot for adding to a Skype channel



With the Bot Connector .NET template

## Where the magic happens

In the MessageController class

```
namespace Bot_App_Template
{
    [BotAuthentication]
    public class MessagesController : ApiController
    {
        /// <summary>
        /// POST: api/Messages
        /// Receive a message from a user and reply to it
        /// </summary>
        public async Task<HttpResponseMessage> Post([FromBody]Activity activity)
        {
            if (activity.Type == ActivityTypes.Message)
            {
                ConnectorClient connector = new ConnectorClient(new Uri(activity.ServiceUrl));
            }
        }
    }
}
```

## Message controller cont'd

The reply

```
// calculate something for us to return
int length = (activity.Text ?? string.Empty).Length;

// return our reply to the user
Activity reply = activity.CreateReply($"You sent {activity.Text} which was {length} characters");
await connector.Conversations.ReplyToActivityAsync(reply);
```

# The Emulator

## The Emulator

Test your Bot application before and after publishing with the Emulator, as well as:

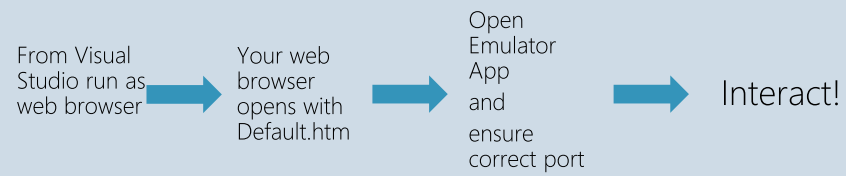
- Send requests and receive responses to/from your bot endpoint on localhost
- Inspect the JSON response
- Emulate a specific user and/or conversation



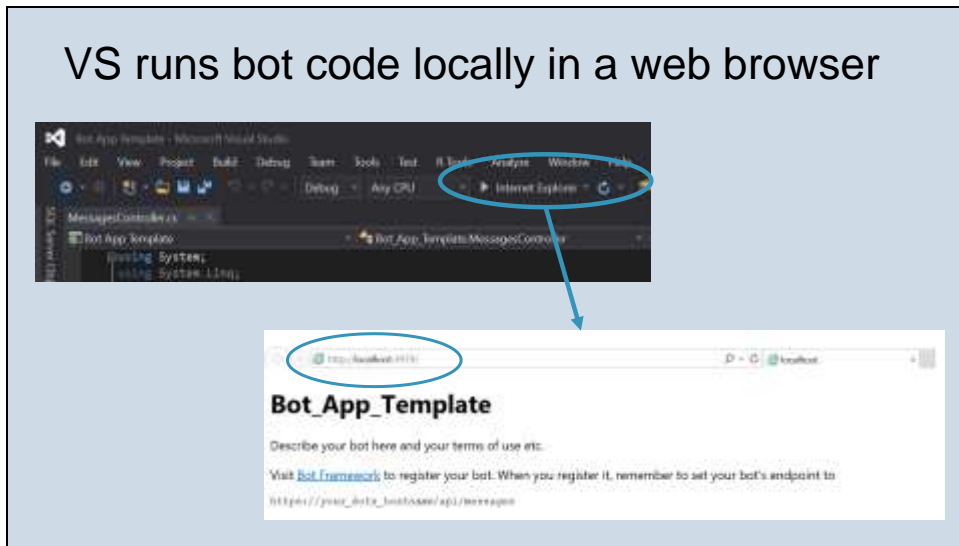
Download here if you haven't already - <https://aka.ms/bf-bc-emulator>

Here we show the use of the Emulator with an endpoint on localhost of a running bot app

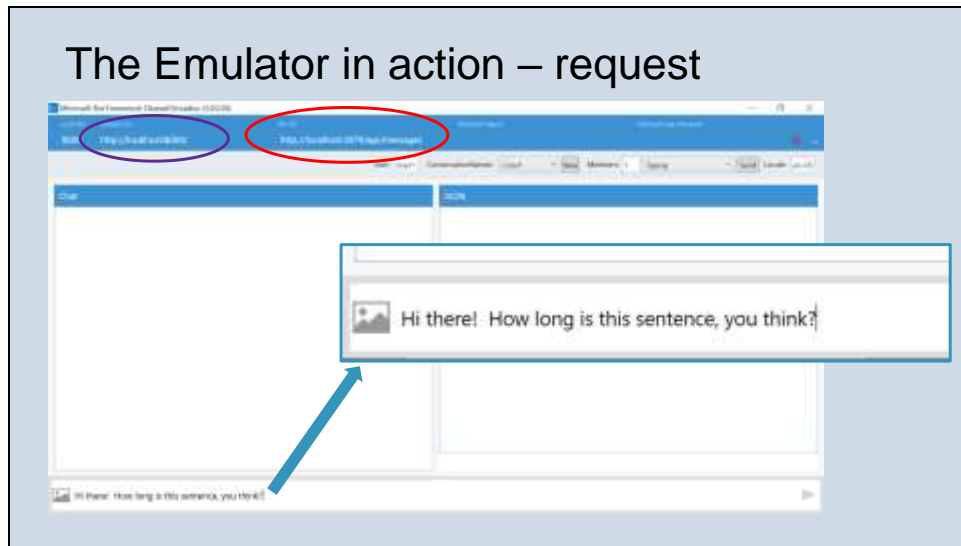
## Steps for using the Emulator locally



## VS runs bot code locally in a web browser



Make a note of the port on the running app in browser (here, port 3979) and the endpoint URL.  
Next...test interactions locally with the Bot Framework Emulator



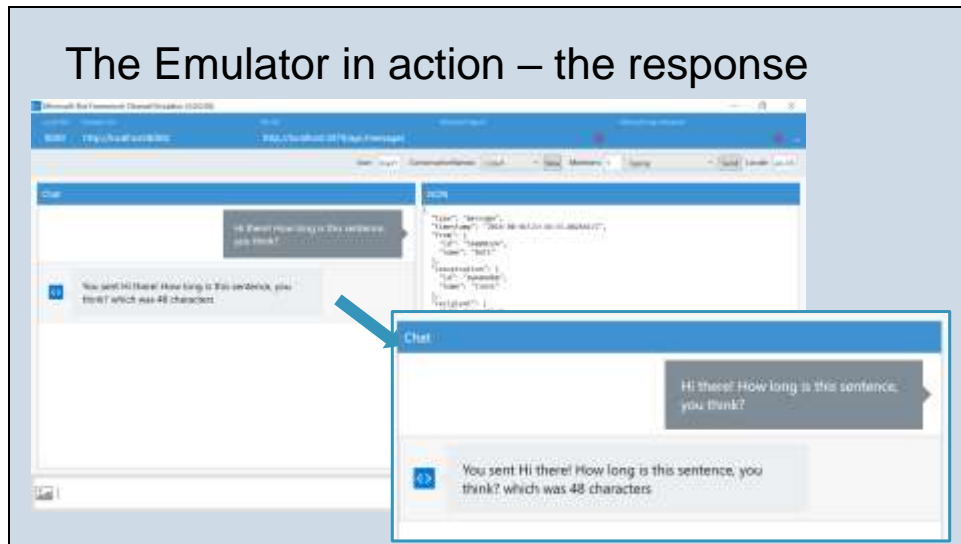
Check the Bot Url port - that is corresponds to the app deployed by VS in browser (here, port 3979)

Emulator Url (purple circle) is the forwarding URL w/ https support (local port should agree with this)

The Bot Url (red circle) is the endpoint URL w/ https support



## The Emulator in action – the response



## The Emulator in action – the response JSON

```
{
  "type": "message",
  "timestamp": "2016-08-03T20:54:55.892001Z",
  "from": {
    "id": "kameedda",
    "name": "root"
  },
  "conversation": {
    "id": "kaleddda",
    "name": "Cores"
  },
  "recipient": {
    "id": "acciffas",
    "name": "Users"
  },
  "text": "was sent it there? how long is this sentence, you think? which was as  
character?",
  "replyId": "akameddadaaaazacindiaffa2cveb"
}
```

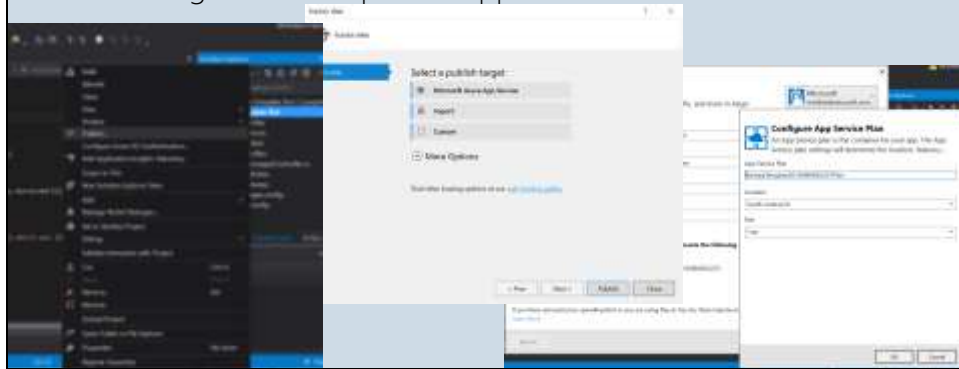


Publish

Pre-req: Azure Subscription from Azure account

## Publishing from VS 2015

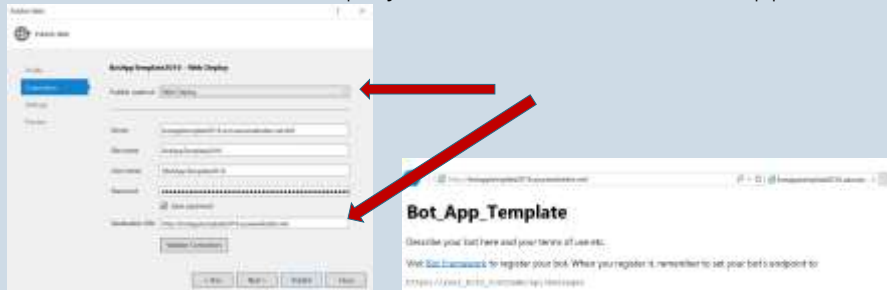
- Publish as a Microsoft Azure App Service
- Go through wizard to publish app to Azure



Easy to publish directly from VS (but can do it other ways). Click on the name of the bot in VS and then 'Publish...'

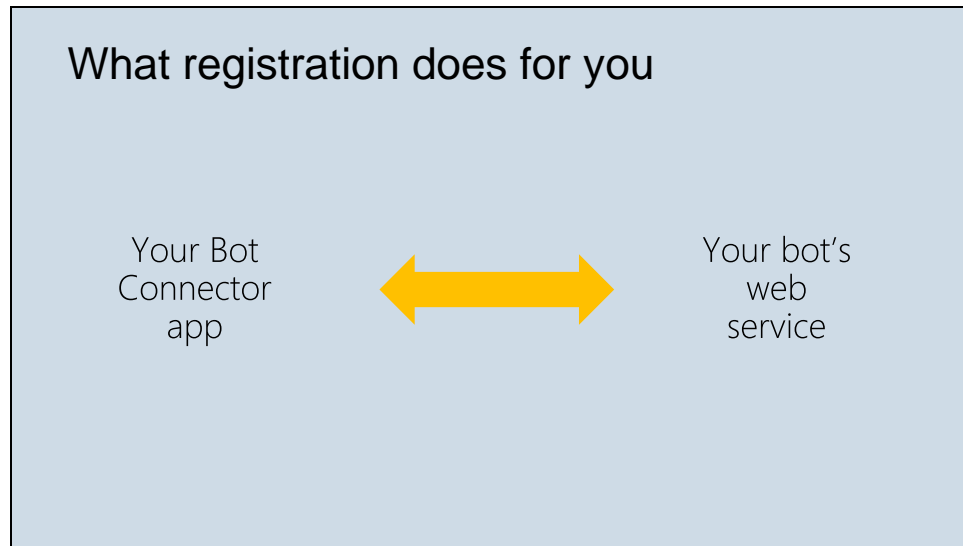
## Notes on publishing as a Azure App Service

- Keep track of that Destination URL you choose
- First time through the process there will be extra steps
- You will choose Web Deploy for the method in Azure App Service



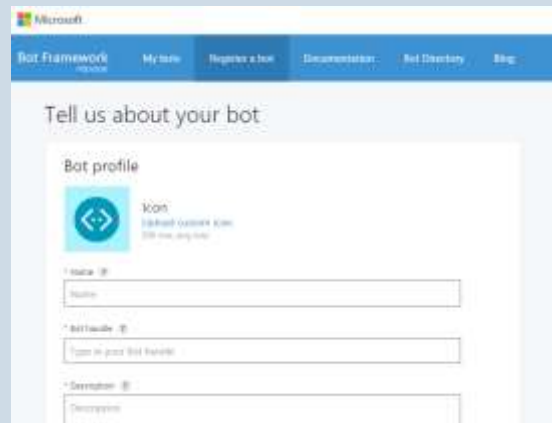
URL will be needed to update BF registration endpoint  
The extra steps will only have to be performed once

Register



Happens in the MS Bot Framework portal

## Register a Bot



The screenshot shows the 'Register a bot' page on the Microsoft Bot Framework developer portal. The page has a blue header with the Microsoft logo and navigation links: 'Bot Framework', 'My bots', 'Register a bot', 'Documentation', 'Bot Directory', and 'Blog'. The main heading is 'Tell us about your bot'. Below this is a 'Bot profile' section with a blue circular icon containing a white code symbol. To the right of the icon, the text reads 'Kon', 'Default display name', and 'URL: www.botframework.com'. Below the icon are three input fields: 'Name' (with a placeholder 'Name'), 'Bot handle' (with a placeholder 'Type in your bot handle'), and 'Description' (with a placeholder 'Description').

Register on the developer portal by clicking the 'Register a bot' link:  
<https://dev.botframework.com/bots/new>



## Register a Bot in Portal: Bot name and handle

The screenshot shows a registration form with two input fields. The first field is labeled '\* Name: ?' and has a blue tooltip that says 'Displayed in Bot Directory. 35-character limit.' The second field is labeled '\* Bot handle ?' and has a blue tooltip that says 'Used in the URL for your bot. Alphanumeric and underscore only. Cannot be changed once registered.'

\* Name: ?    Displayed in Bot Directory. 35-character limit.

Name

\* Bot handle ?    Used in the URL for your bot. Alphanumeric and underscore only. Cannot be changed once registered.

Type in your Bot handle

E.g.

Name: TemplateBot

Bot Handle: templatebot (for referencing in Bot Directory and name for bot on web chat, NOT the app's URL used as endpoint)

Also, add a description here

## Register a Bot: Configuration – endpoint



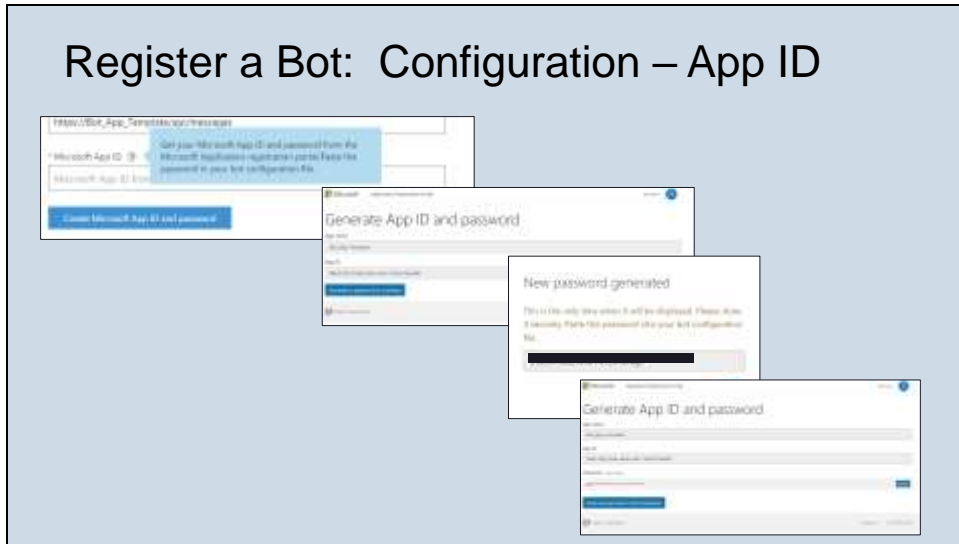
<- From  
publishing step

On registration page ->

A screenshot of the 'Configuration' section of the Bot App Template registration page. It contains two input fields: 'Messaging endpoint' with the value 'https://botapptemplate0118.azurewebsites.net/api/messages' and 'Microsoft App ID' with the value 'a0c7c0a3-1f3b-4b07-a577-d4a5d00f0a0c'. Below these fields is a blue button labeled 'Manage Microsoft App ID and password'.

Remember the URL endpoint from publishing step (in VS) and the browser window opened.  
Should be something like: “https://botwebappname.azurewebsites.net/api/messages”

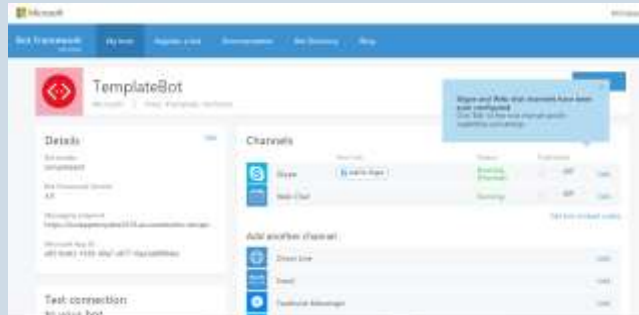
## Register a Bot: Configuration – App ID



You'll go through the "Generate App ID and password" wizard, then return to the registration page.

## Update web configuration in VS

- In VS update the Web.config file with the Microsoft App ID and password
- Republish in VS



## Edit profile anytime

**Edit TemplateBot:**

**Bot profile**

**Name:**

**Description:**

**Bot name:**

**Description:**

**Publisher profile**

**Publisher name:**

**Publisher Email:**

**Privacy statement:**

**Terms of Use:**

**Bot website:**

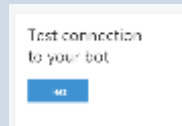
**Bot logo:**

Could also just have <http://microsoft.com> for the Privacy statement and Terms of Use

## Test connection and conversation

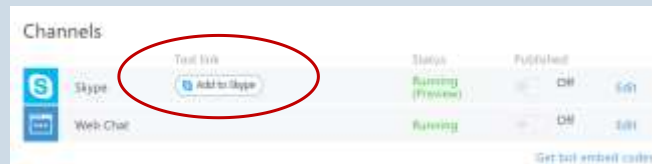
## Test the connection to your bot

Simply test connection from the bot developer portal by going to “My bots” in top menu bar



## Test connection with channels

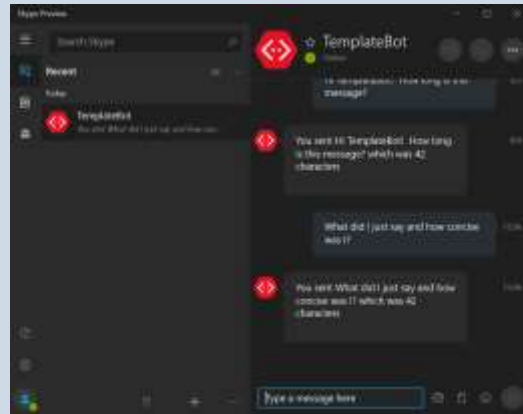
Test bot with a pre-configured channels





## Test connection with skype channel

Add bot to contacts and began a chat...



From developer portal page, clicked on test link “Add to Skype” and added bot to my contacts for testing.

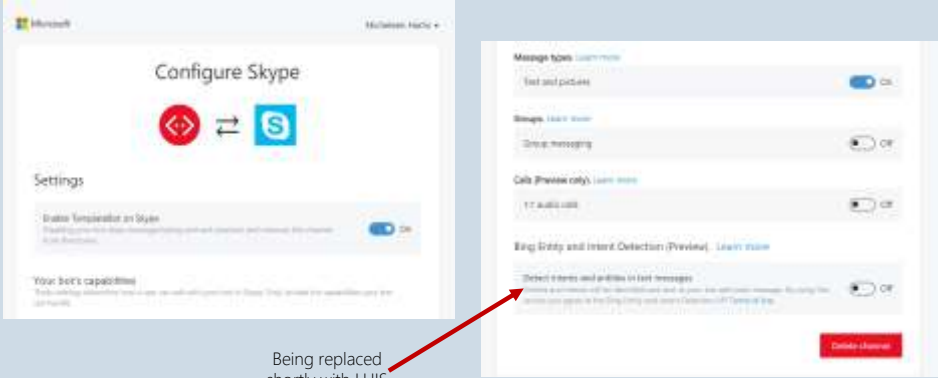
## Publish and test a TemplateBot

We will do this together in Visual Studio and the portal by going through these slides step by step

## Working with channels

## Editing a channel

Skype for instance:

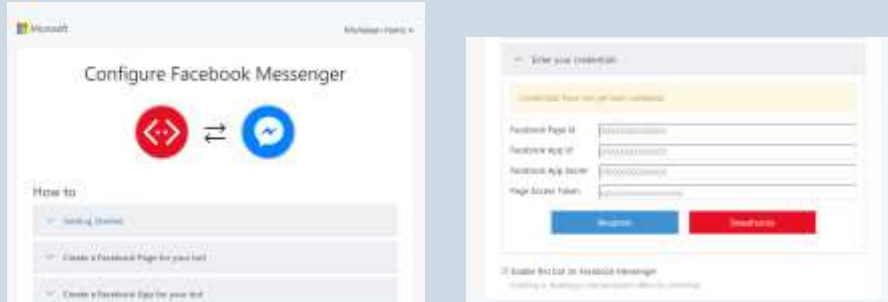


The screenshot displays the 'Configure Skype' interface within a Microsoft Teams environment. The left sidebar shows the 'Settings' section for the 'Skype' channel. The main content area is divided into two panels. The left panel, titled 'Settings', includes a 'Trust Translator as Skype' toggle (ON) and a 'Your bot's capabilities' section. The right panel, titled 'Message types', lists various message types with their respective status: 'Text and picture' (ON), 'Images' (ON), 'Group messaging' (OFF), 'Calls (Phone calls)' (OFF), and 'Bing Giphy and Intent Detection (Preview)' (OFF). A red arrow points from the text 'Being replaced shortly with LUIS' to the 'Bing Giphy and Intent Detection (Preview)' toggle.

Being replaced shortly with LUIS

## Adding a channel

Many channels will require your credentials as a developer on the service, e.g., Facebook channel



**Often, the most time will be spent** configuring your credentials as a developer on the target service, registering your app, and getting a set of OAuth keys that Microsoft Bot Framework can use on your behalf



Next steps

## Next steps

- Submit to Bot Directory
- Add bot diagnostics and telemetry with Azure App Insights
- Sign up as a developer for other channels supported by the Bot Framework and begin chatting on those as well
- Create more bots!

