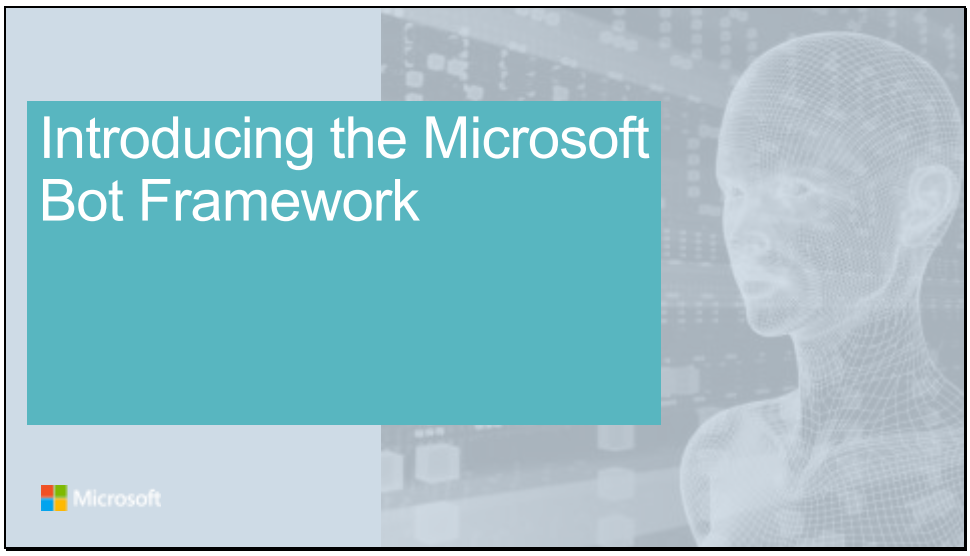
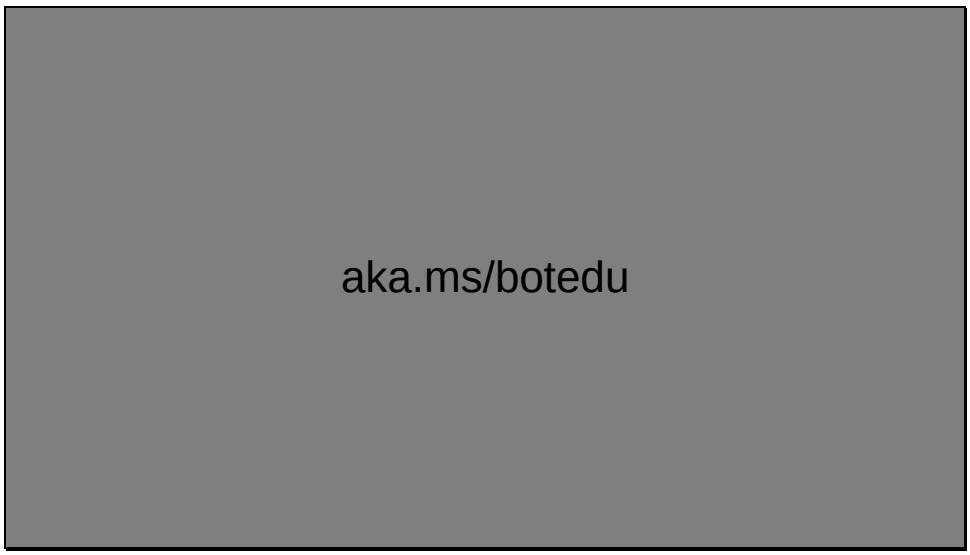
Slide 1



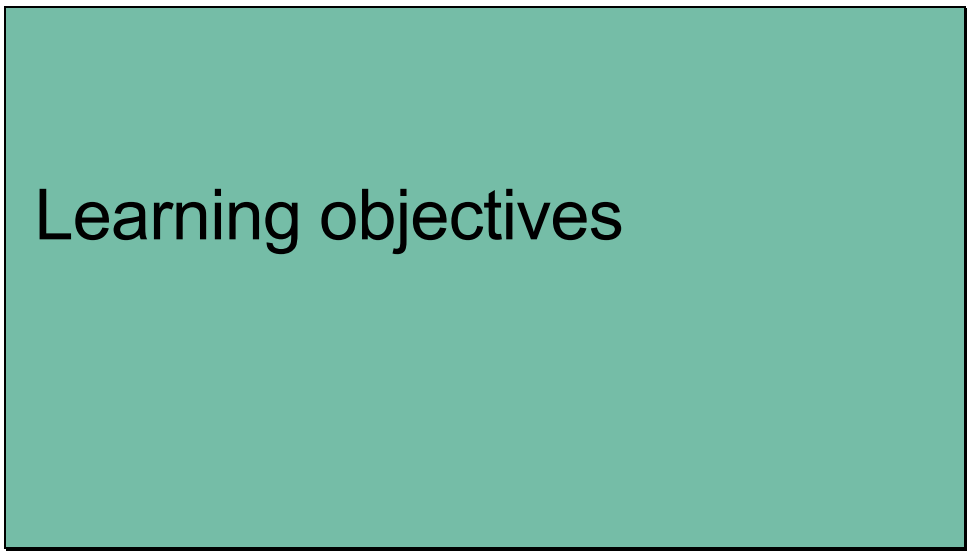
If the links in this deck are broken please let us know (mailto: michhar@Microsoft.com). Thanks in advance and enjoy learning about bots and the Microsoft Bot Framework.

Slide 2

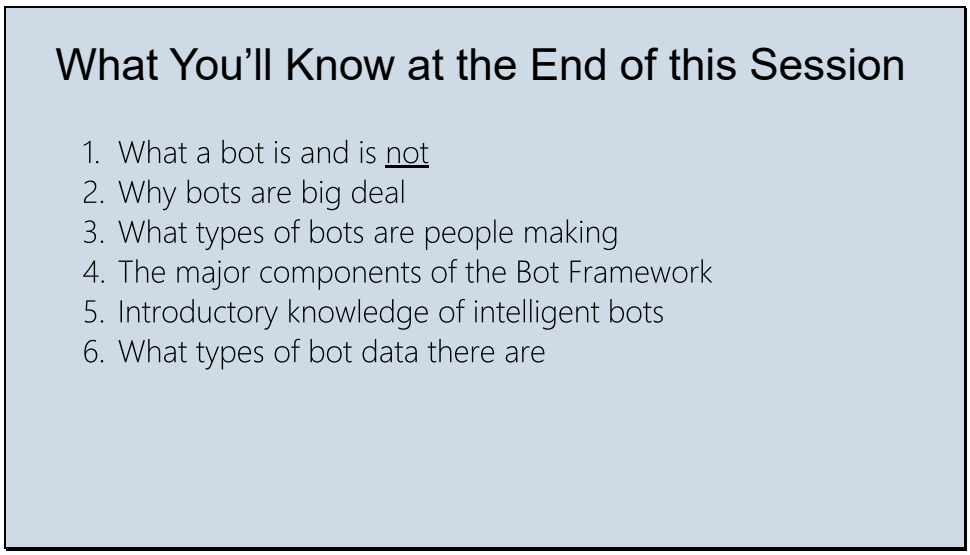


This link contains additional resources on the bot framework and related topics. mailto: michhar for questions/comments.
Also, check out the excellent Bot Framework FAQs: http://docs.botframework.com/en-us/faq/

Slide 3

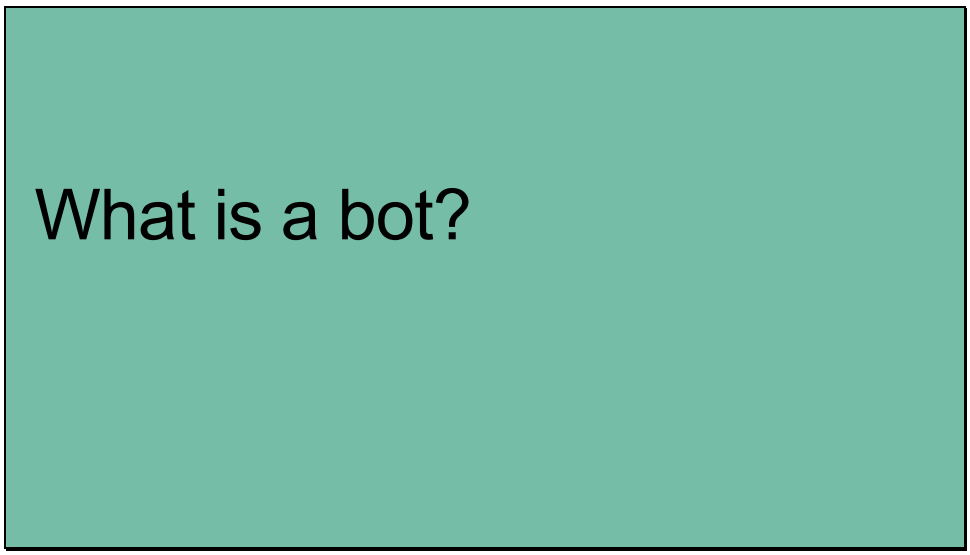


Slide 4

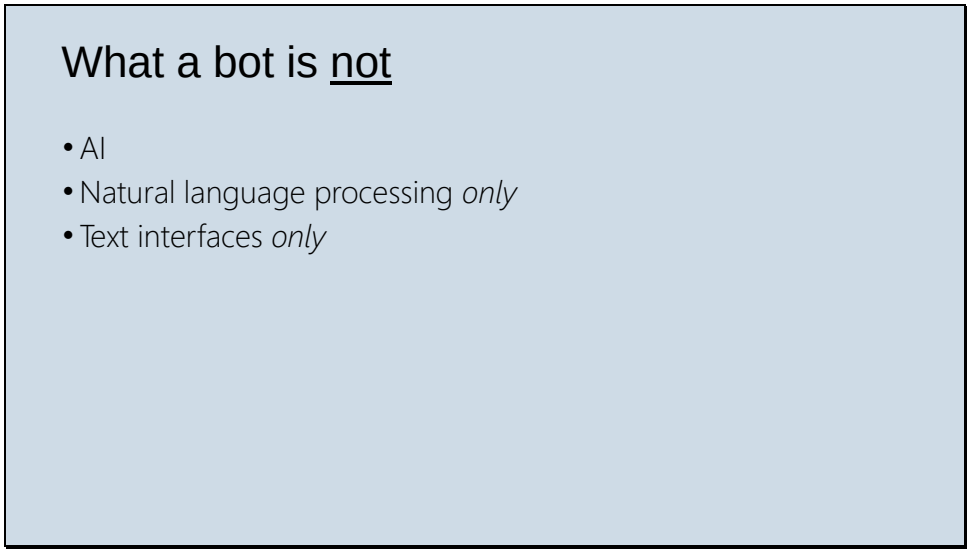


Learning objectives for this overview module on the Bot Framework

Slide 5



Slide 6



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

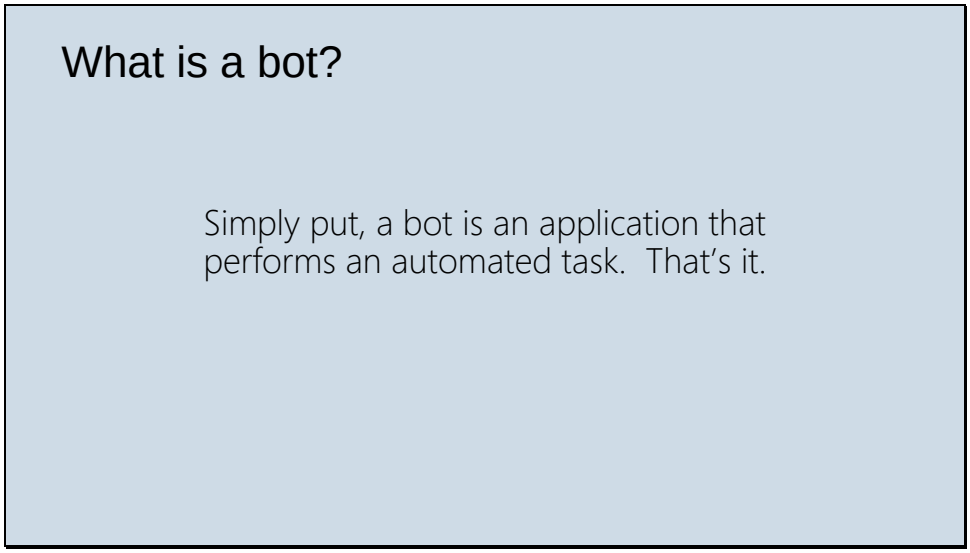
Not only NLP:

- 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

Slide 7



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.

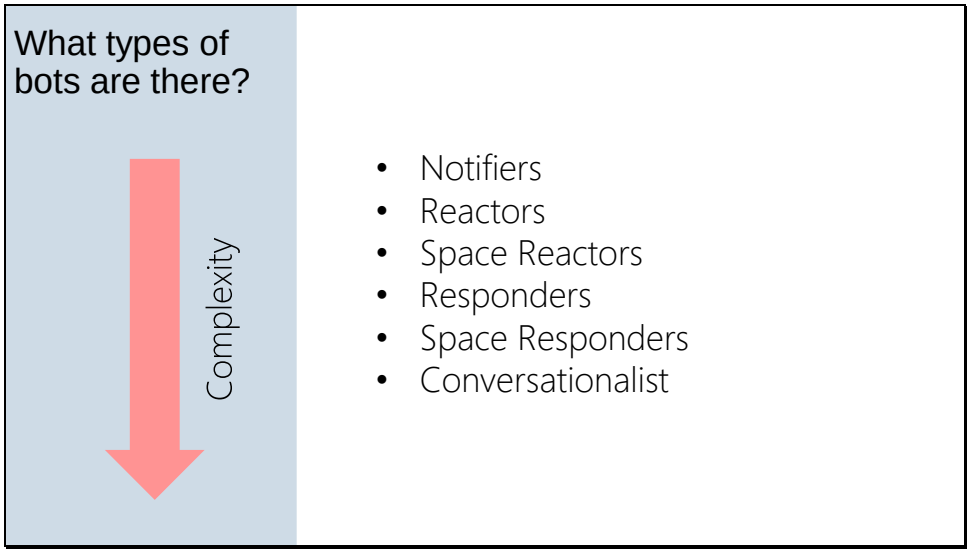
Bots don't have to leverage the MS Bot Framework (e.g. MimikerAlarm https://www.microsoft.com/cognitive-services/en-us/mimickeralarm, an app for waking you up), but the Framework makes concept to deployment much simpler and faster for develpers.

Slide 8

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

Slide 9

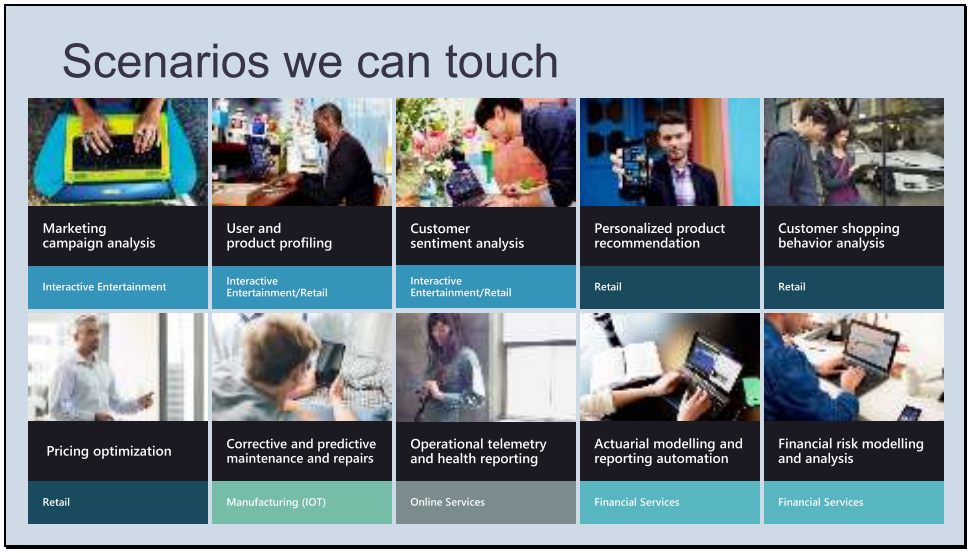


Based on this blog post: http://willschenk.com/bot-design-patterns/?imm_mid=0e50a2&cmp=em-data-na-na-newsltr_20160622 about different bot types and the definitions of these.

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

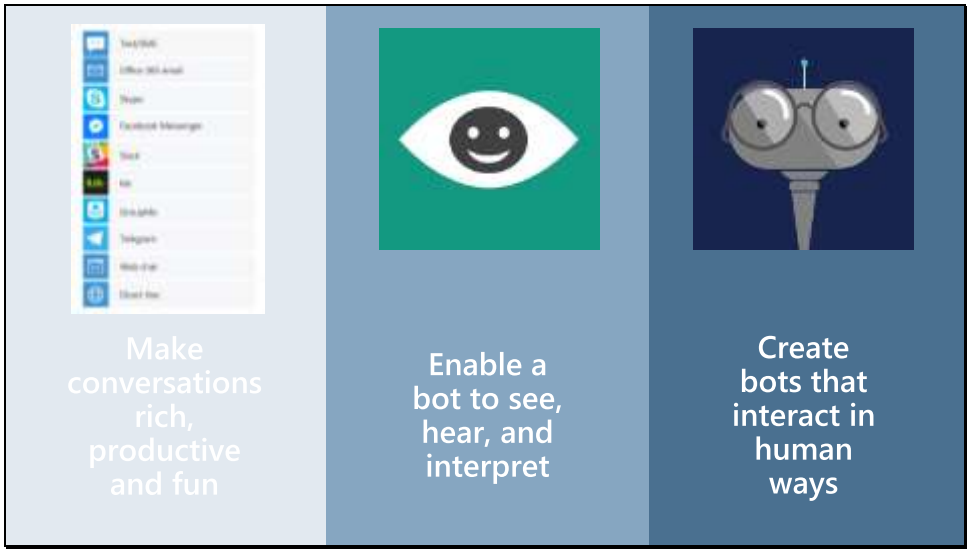
Slide 10

Slide 11



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

Slide 12

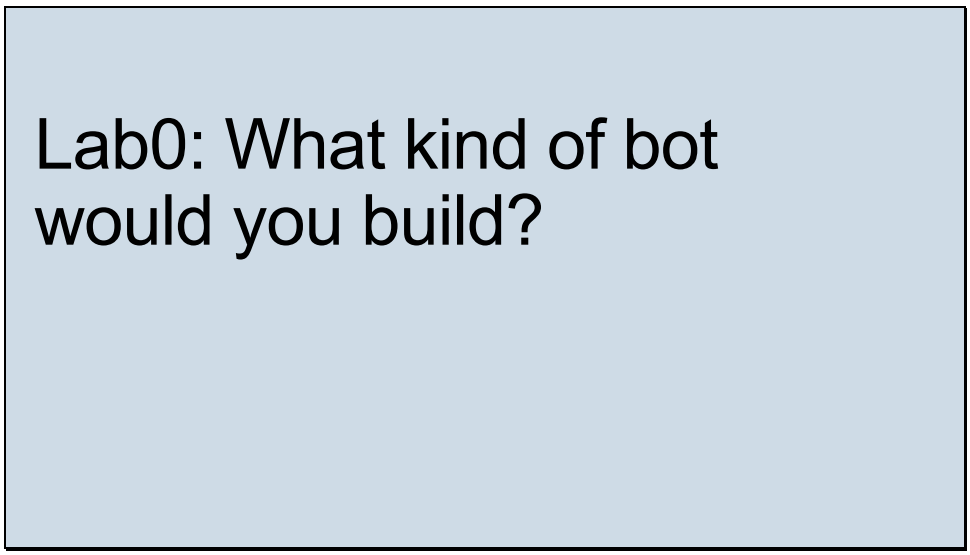

Make conversations rich, productive and fun
Enable a bot to see, hear, and interpret
Create bots that interact in human ways

Slide 13

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

Slide 14



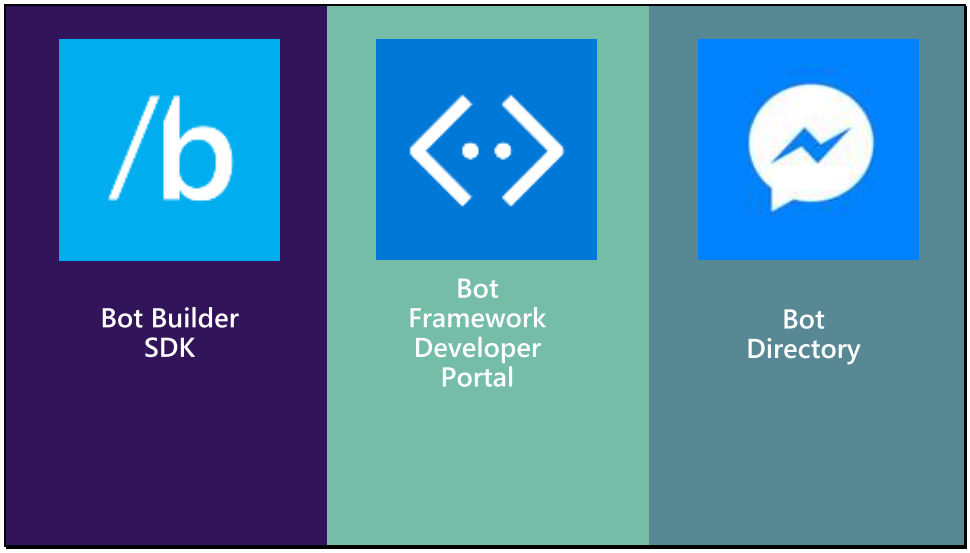
Choose from:
Notifiers
Reactors
Space Reactors
Responders
Space Responders
Conversationalist

And what would your use case be?

Slide 15

Components of the Bot Framework

Slide 16



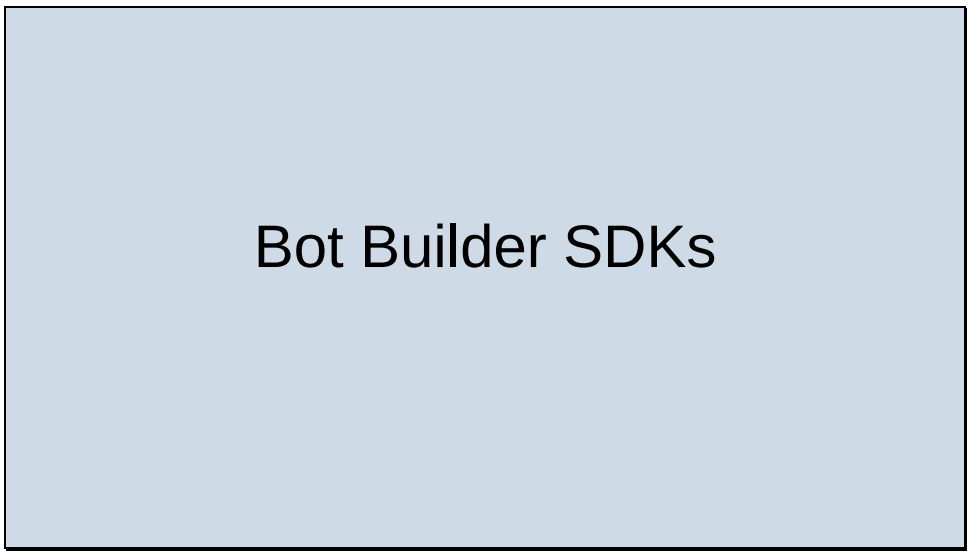
The Bot Builder SDK is an open source SDK hosted on GitHub that provides everything you need to build great dialogs within your Node.js-, .NET- or REST API-based bot. *

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

Slide 17



Slide 18

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

Slide 19

Development Kits and REST

Bot Builder SDKs for:

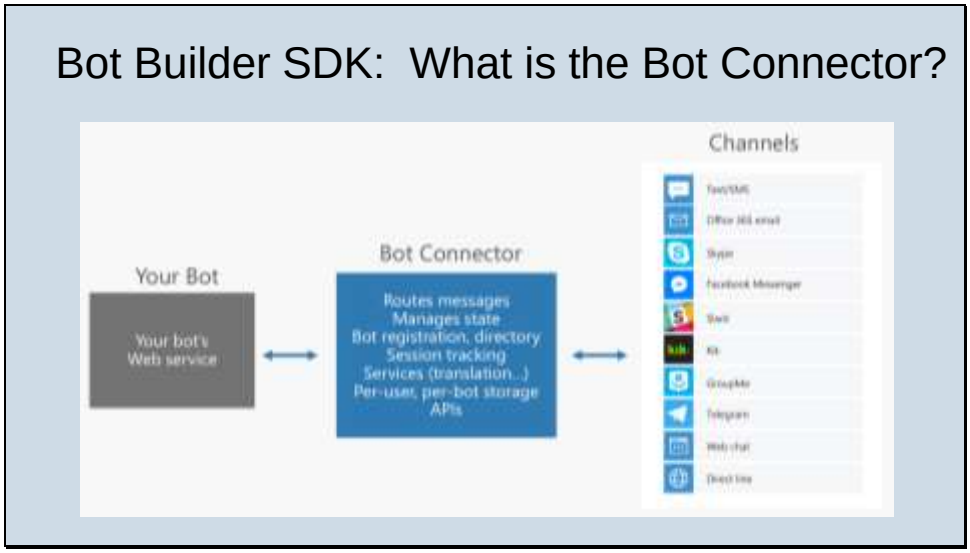
- .NET framework for C#
- Node.js

and

- REST and REST State APIs

SDKs infographic: http://docs.botframework.com/en-us/images/faq-overview/bot_builder_sdk_july.png

Slide 20



It's part of the Bot Builder SDK
http://docs.botframework.com/en-us/csharp/builder/sdkreference/gettingstarted.html#channels

Slide 21

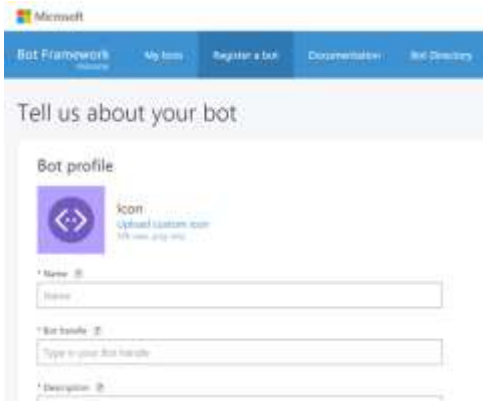
https://dev.botframework.com/

Slide 22

Bot Developer Portal: Register

Register, connect your service and create a profile

It's an easy-to-use GUI



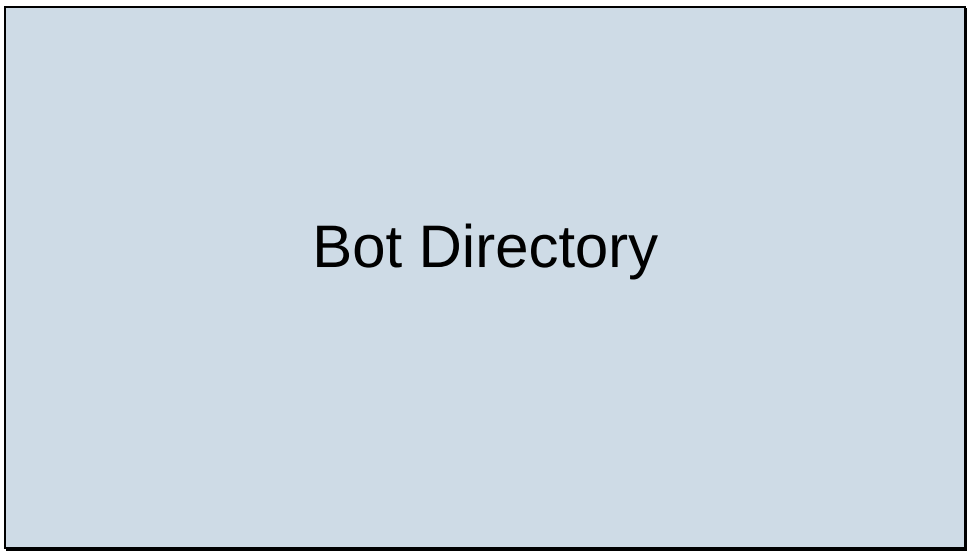
You only need login with your Microsoft account to do this (however will need a web app endpoint on Azure)

Slide 23

Bot Developer Portal: Diagnostics

Add analytics with Azure App Insights

Slide 24



Slide 25

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

Slide 26

Tools for the Bot Developer

Slide 27

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

Slide 28

C# Bot Framework template for Visual Studio

Download project template for free

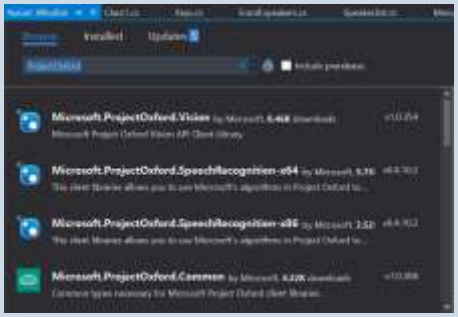
We'll do this during the Setup phase if you haven't already

Slide 29

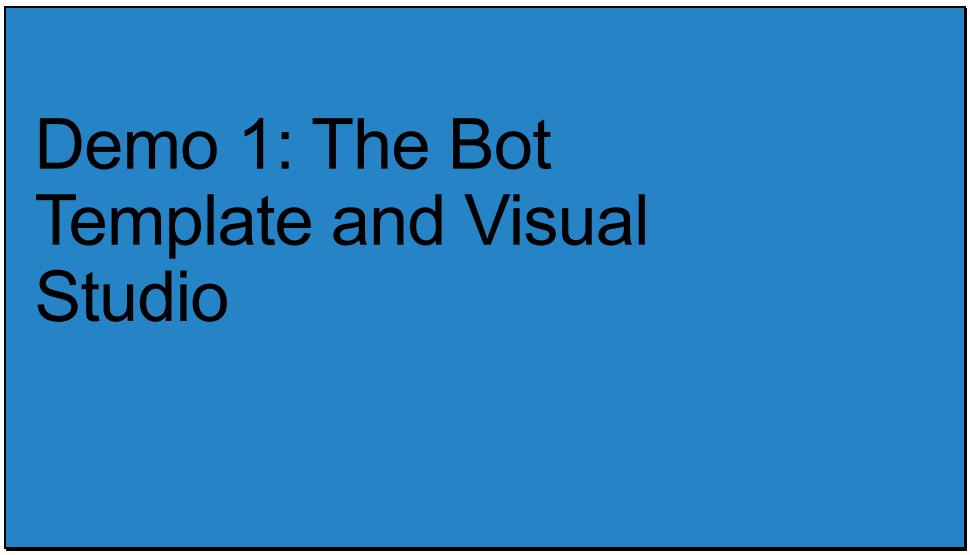
NuGet packages galore for Cognitive Services

Cognitive services (aka ProjectOxford)

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



Slide 30



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

Slide 31

Integration with cognitive services

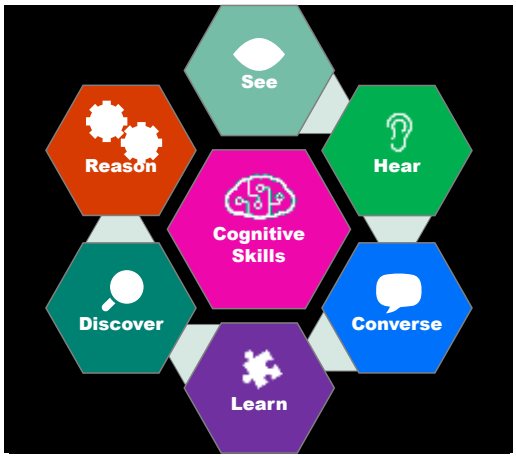
Slide 32

Cognitive Services meet Bots

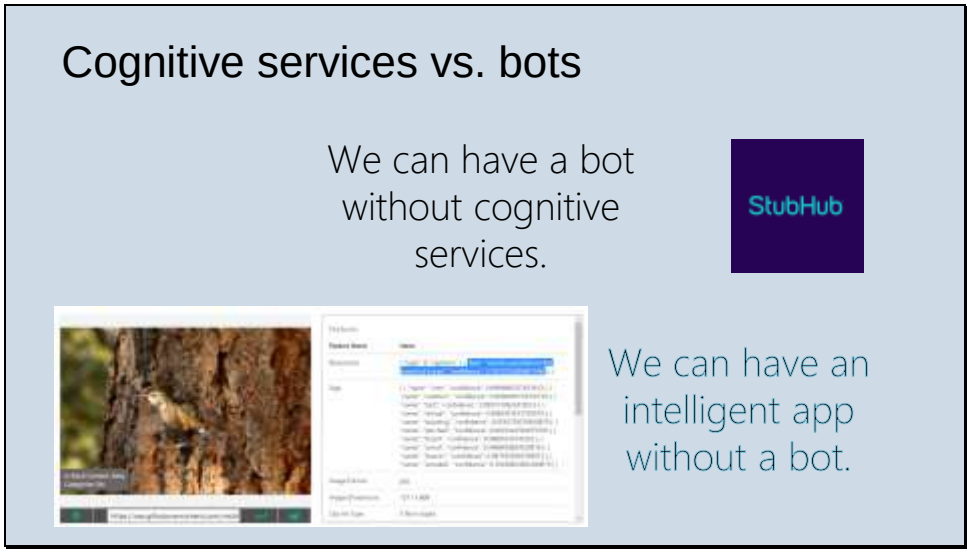
We'll learn how to add Cognitive Skills to your Bots

GOAL

Build smarter experiences that delight and engage your users



Slide 33



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

Slide 34

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

Slide 35

Your bot's data

Processing and visualizing

Slide 36

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)

Slide 37

Bot Framework Resources

Slide 38

Resources

Support	Contact
Bot Builder SDK issues and suggestions	Use the issues tab on our github repo: https://github.com/Microsoft/BotBuilder/
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 bf-reports@microsoft.com

Slide 39

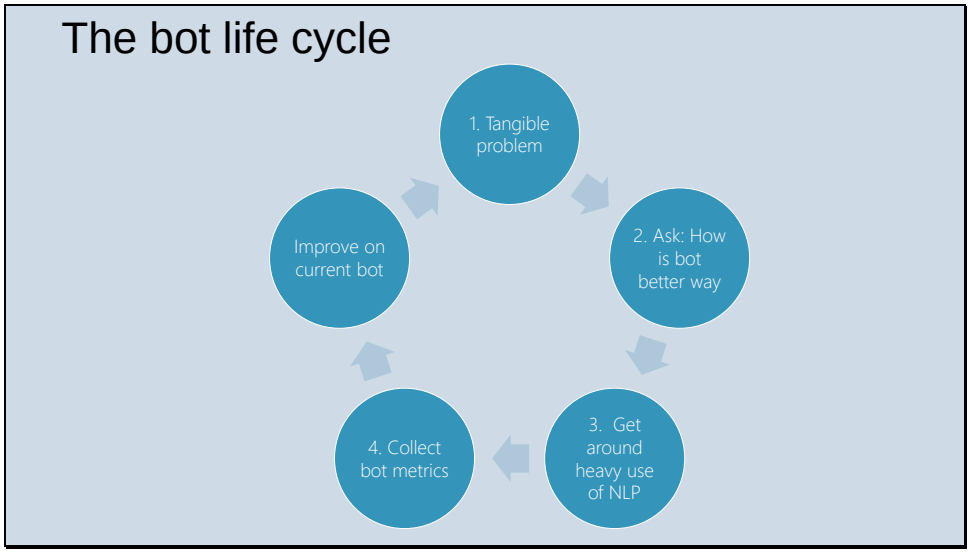
Slide 40


The User Experience
Experience Principles and Best Practices
Presenter: Micheleen Harris
Microsoft

Slide 41

Best Practices for Bot planning and building

Slide 42



- 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

Slide 43

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

Slide 44

Best Practices: Ask good questions at start

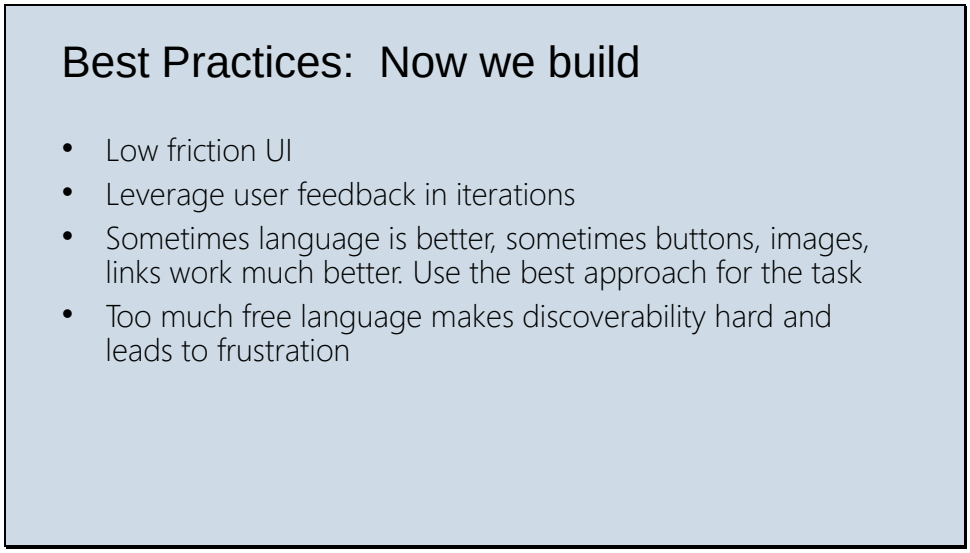
- What problem are we trying to solve?
- Do you even need a bot for that - does it make sense?
- Will end users prefer something else over our solution?
- What makes sense to users (e.g. don't make a speech to text bot where a user must say their SSN)

Slide 45

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

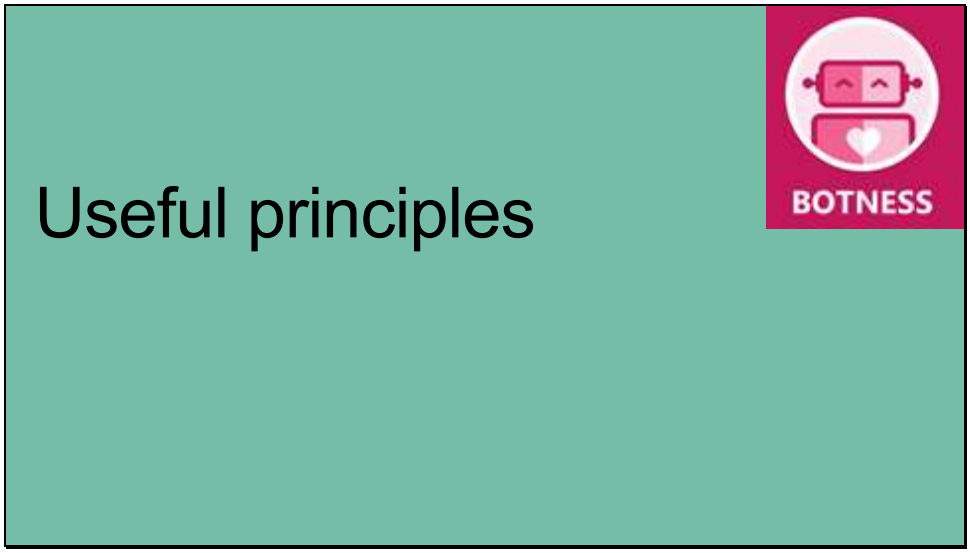
Slide 46



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.

Slide 47



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

Slide 48

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

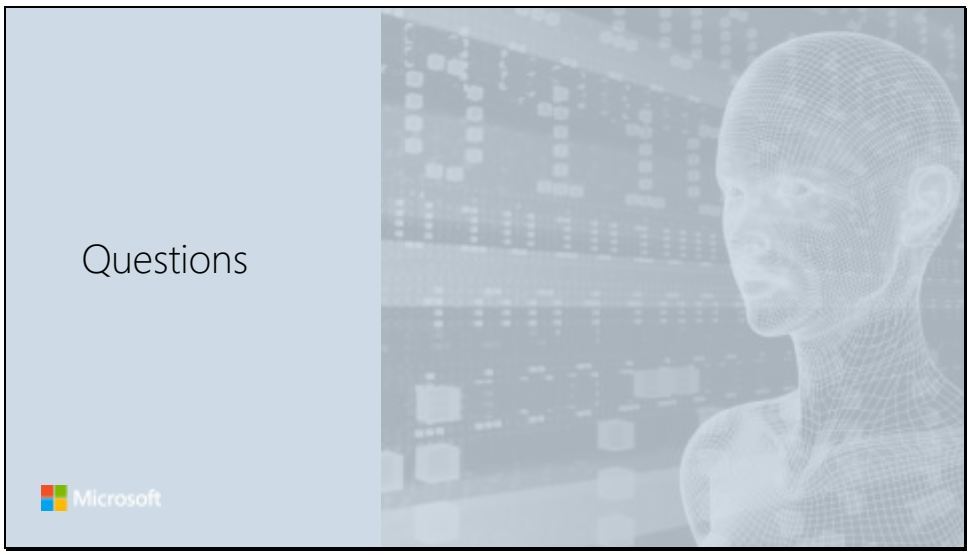
Slide 49

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.

Slide 50



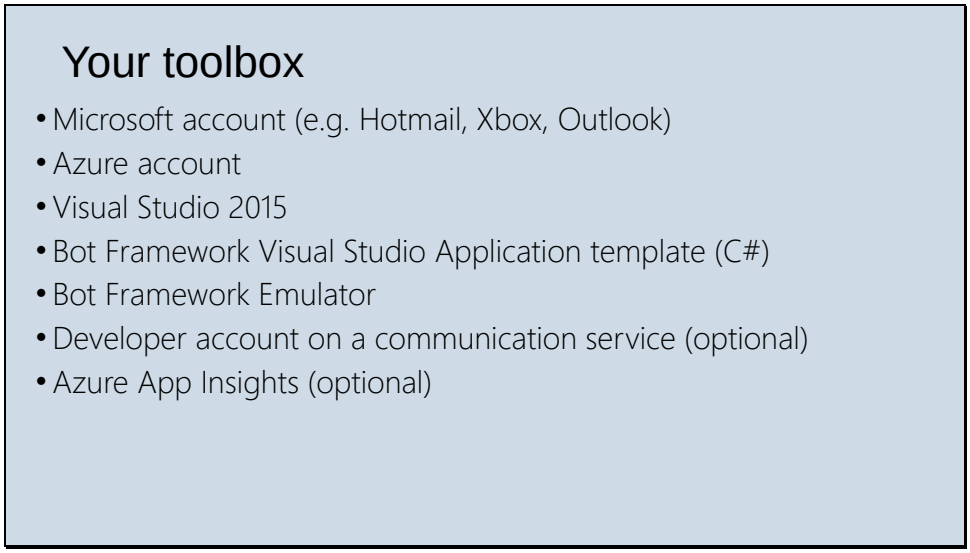
Slide 51


Bot Framework Developer
Introduction with Hands-on-Lab
Microsoft

Slide 52

Getting started

Slide 53



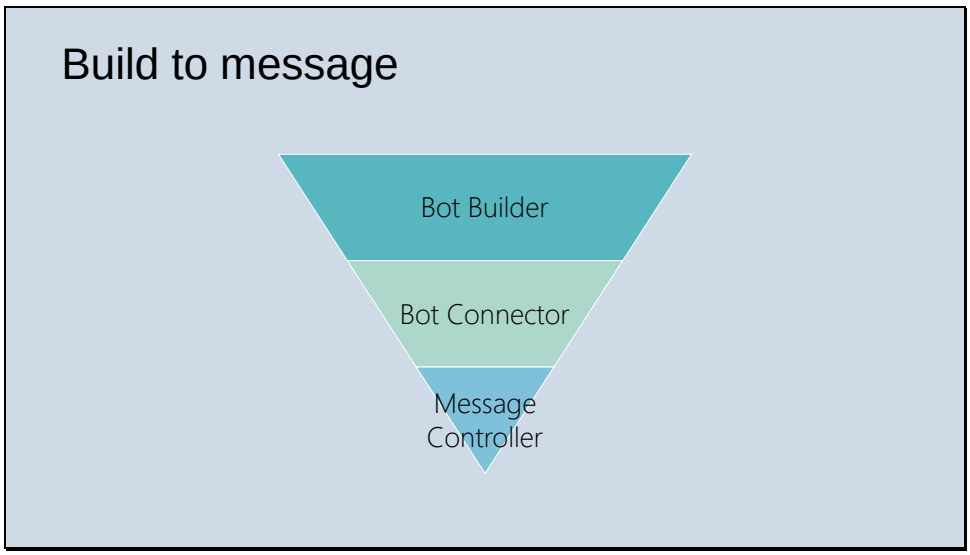
MS account - to log into the Bot Framework developer portal, which you will use to register your Bot
VS 2015 - www.visualstudio.com
Will need Azure account to publish bot as a web app service
Bot App template for VS 2015 – http://aka.ms/bf-bc-vstemplate
Emulator - https://aka.ms/bf-bc-emulator
Azure 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:

Slide 54

Connecting user to data

Slide 55



User data <-> Create reply message

Slide 56

The Bot Connector

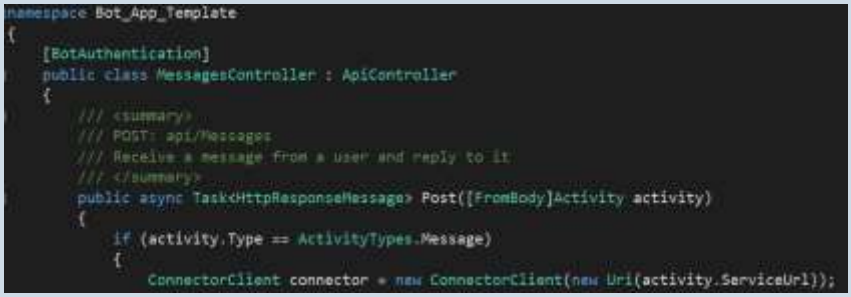
Here we will showcase using the Bot Connector, part of the Bot Builder, to build an simple bot for adding to a Skype channel

With the Bot Connector .NET template

Slide 57

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));
```

Slide 58

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);
```

Slide 59

The Emulator

Slide 60

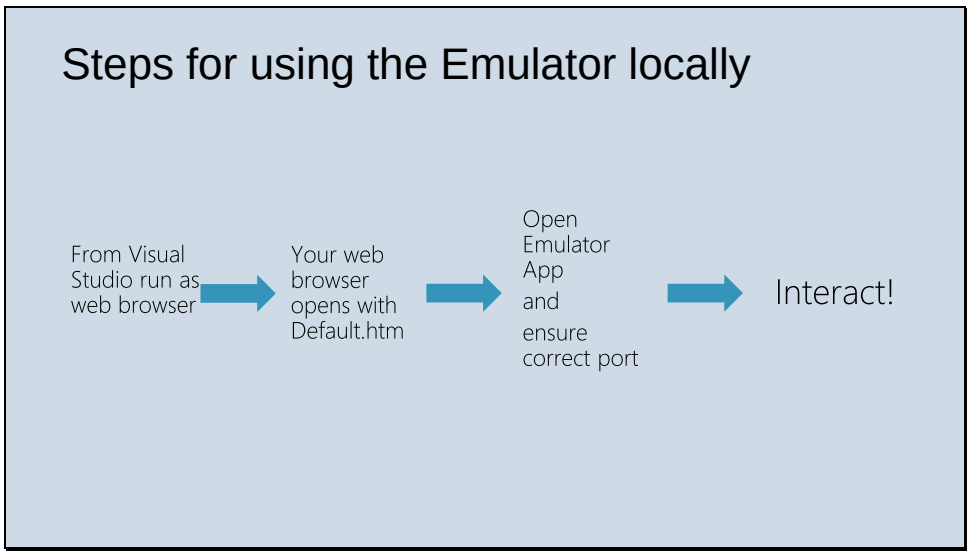
The Emulator

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

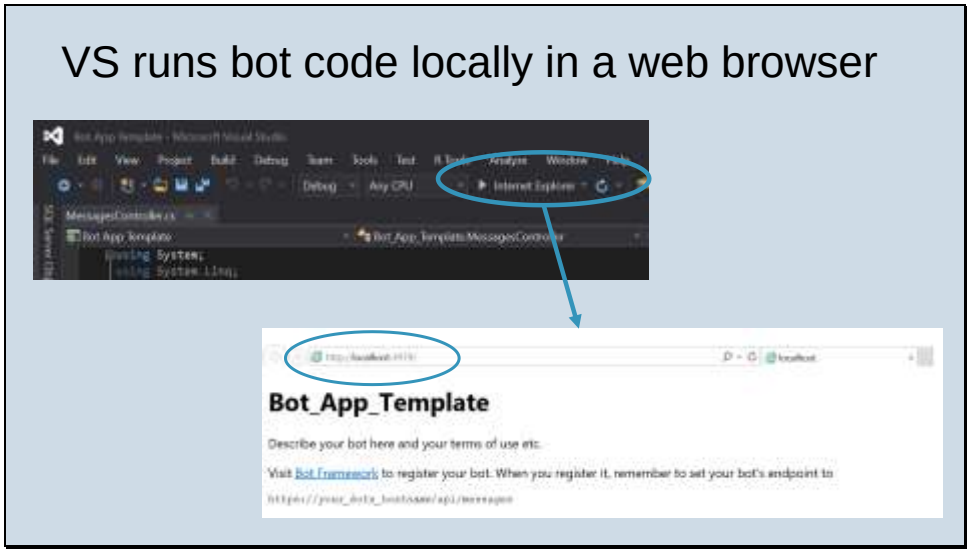
- Send requests and receive responses to/from your bot endpoint on localhost
- Inspect the JSON response
- Emulate a specific user and/or conversation

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

Slide 61

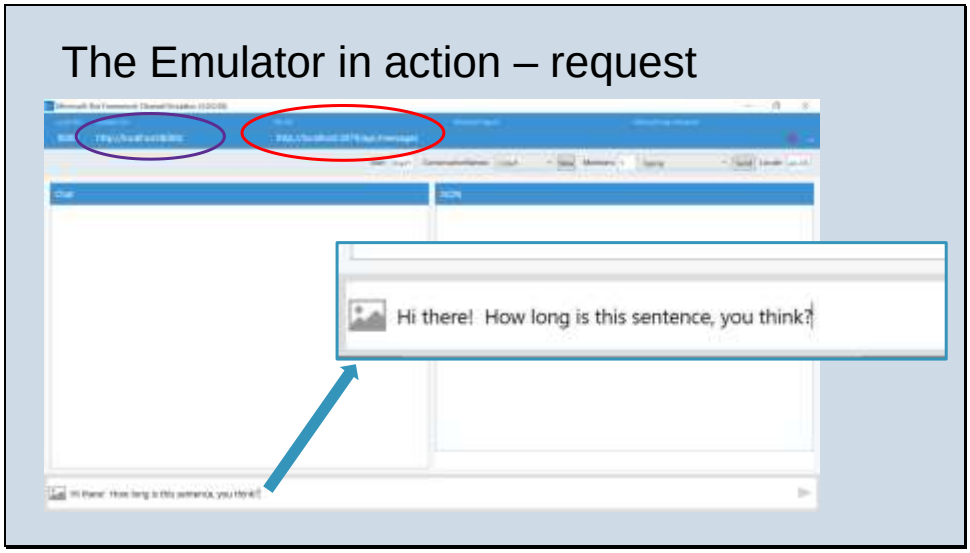

Steps for using the Emulator locally
From Visual Studio run as web browser
Your web browser opens with Default.htm
Open Emulator App and ensure correct port
Interact!

Slide 62



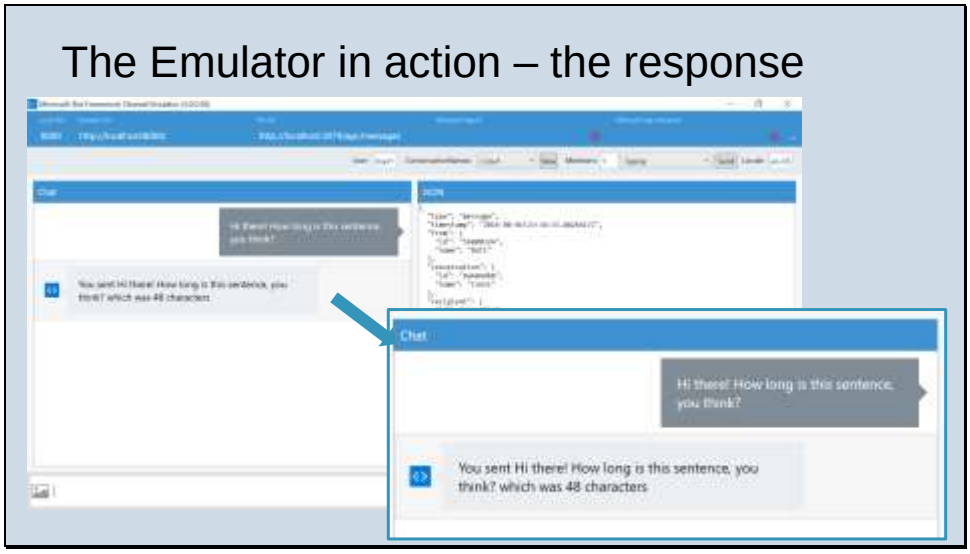
Make a note of the port on the running app in browser (here, port 3979) and the endpoint URL.
Next…test interactions locally with the Bot Framework Emulator

Slide 63



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

Slide 64


The Emulator in action – the response
Chat
Hi there! How long is this sentence, you think?
You sent Hi there! How long is this sentence, you think? which was 48 characters

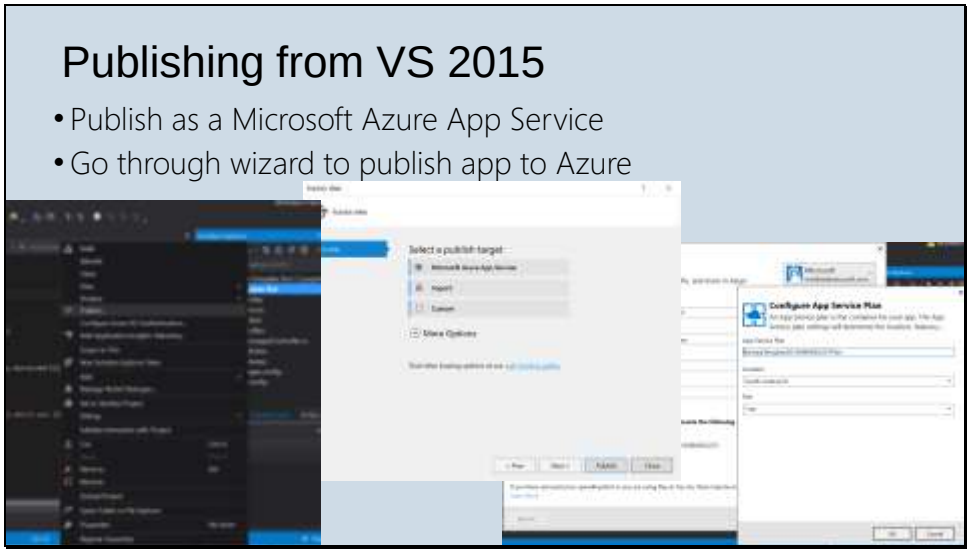
Slide 65

The Emulator in action – the response JSON

Slide 66

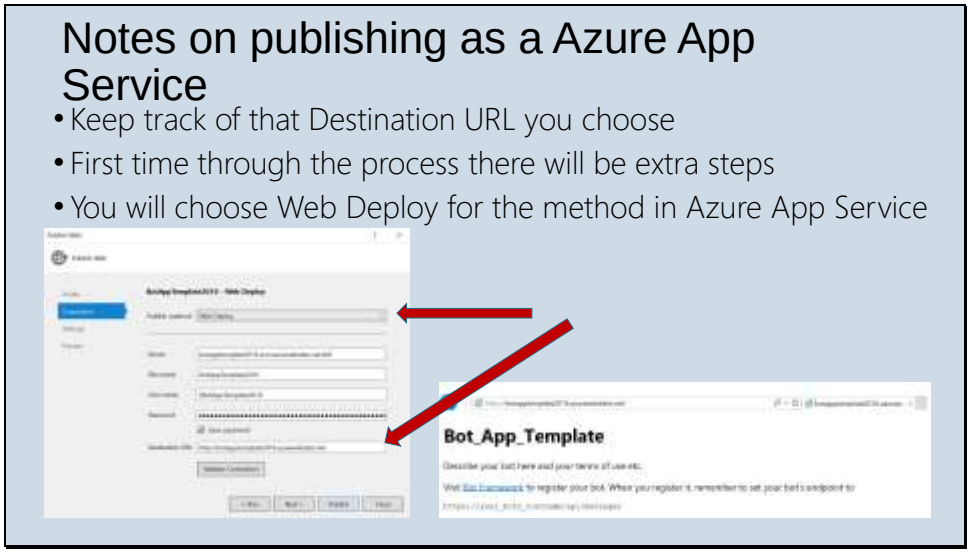
Pre-req: Azure Subscription from Azure account

Slide 67



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

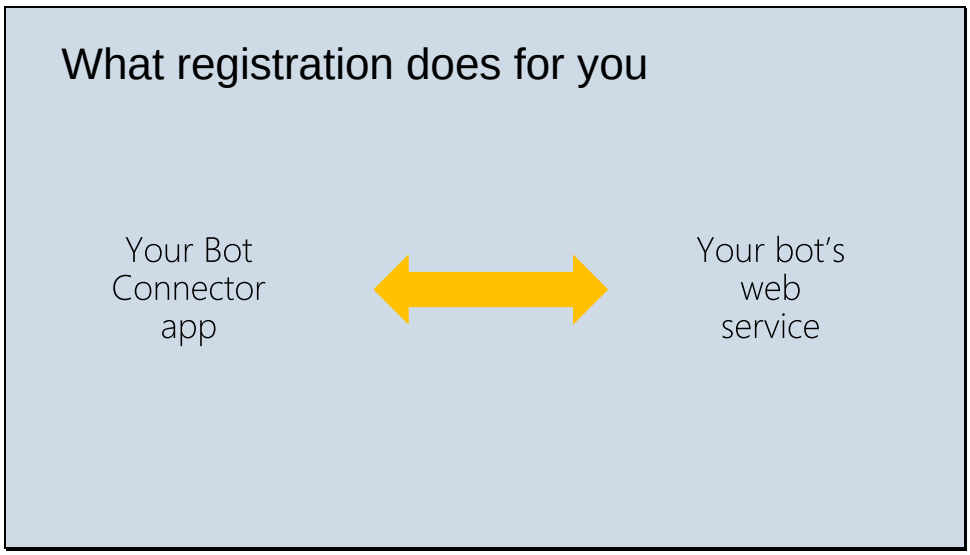
Slide 68



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

Slide 69

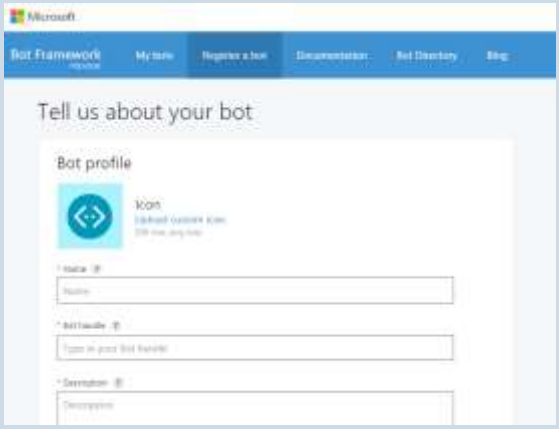
Slide 70



Happens in the MS Bot Framework portal

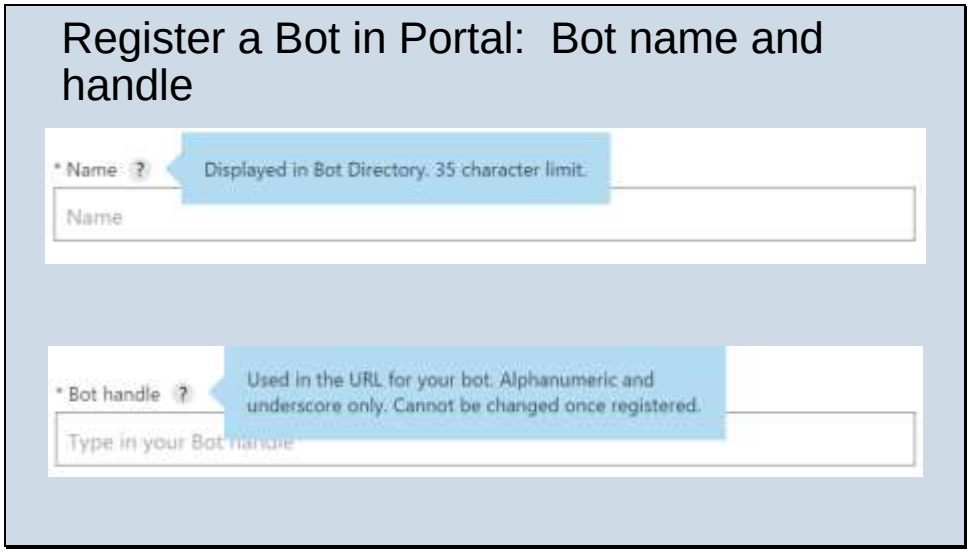
Slide 71

Register a Bot



Register on the developer portal by clicking the ‘Register a bot’ link:
https://dev.botframework.com/bots/new

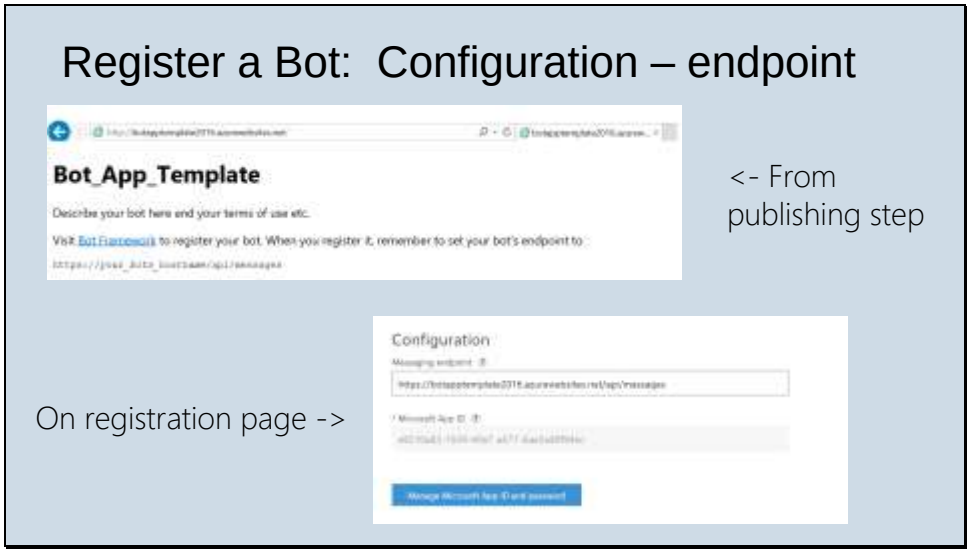
Slide 72



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)

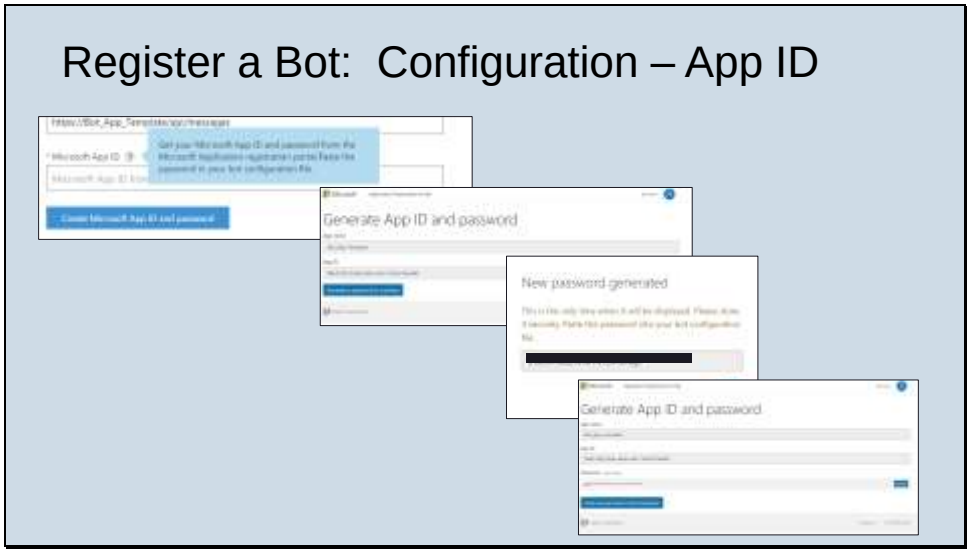
Also, add a description here

Slide 73



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

Slide 74

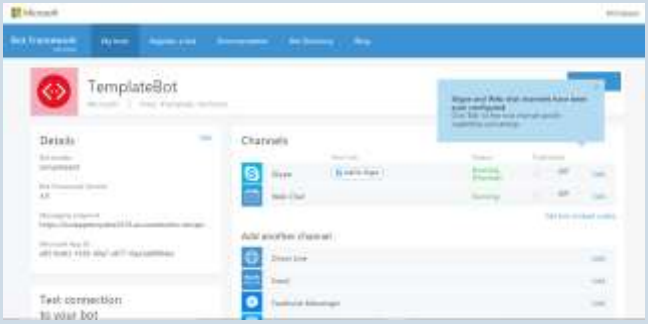


You'll go through the "Generate App ID and password" wizard, then return to the registration page.

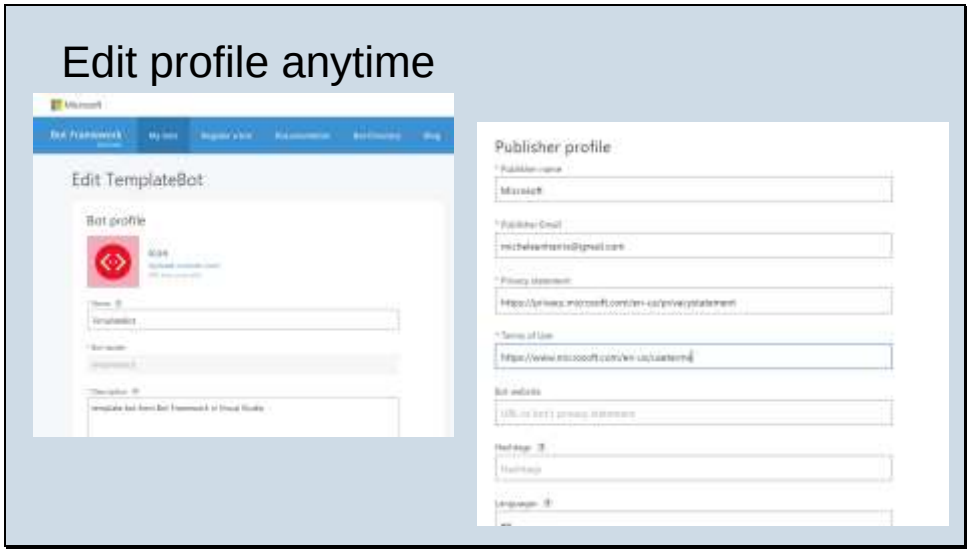
Slide 75

Update web configuration in VS

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



Slide 76



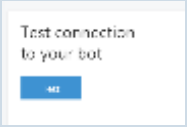
Could also just have http://microsoft.com for the Privacy statement and Terms of Use

Test connection and conversation

Slide 78

Test the connection to your bot

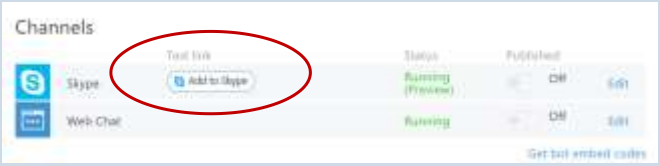
Simply test connection from the bot developer portal by going to “My bots” in top menu bar



Slide 79

Test connection with channels

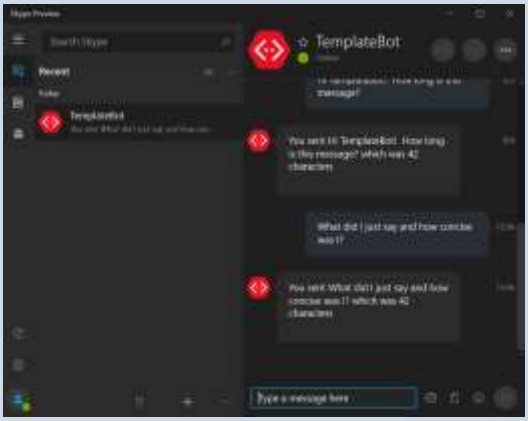
Test bot with a pre-configured channels



Slide 80

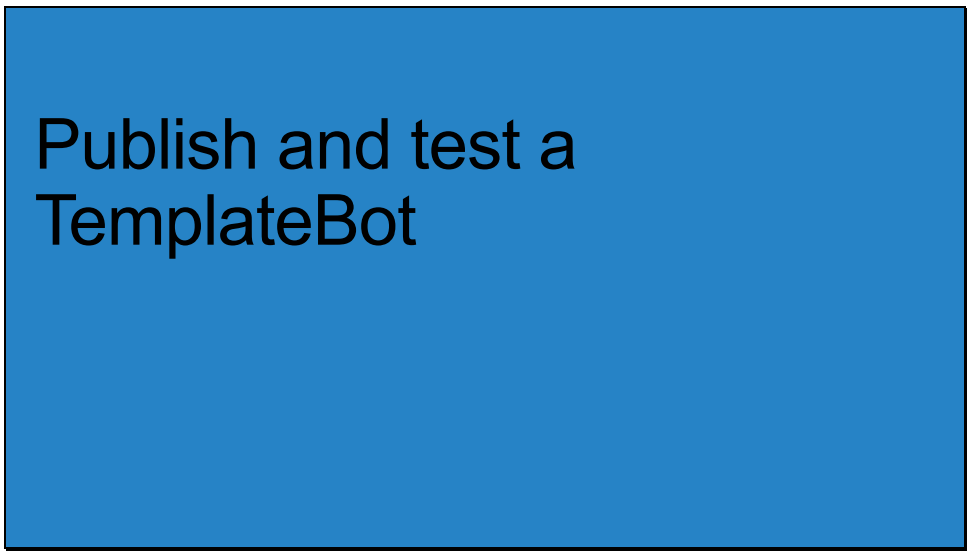
Test connection with skype channel

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.

Slide 81



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

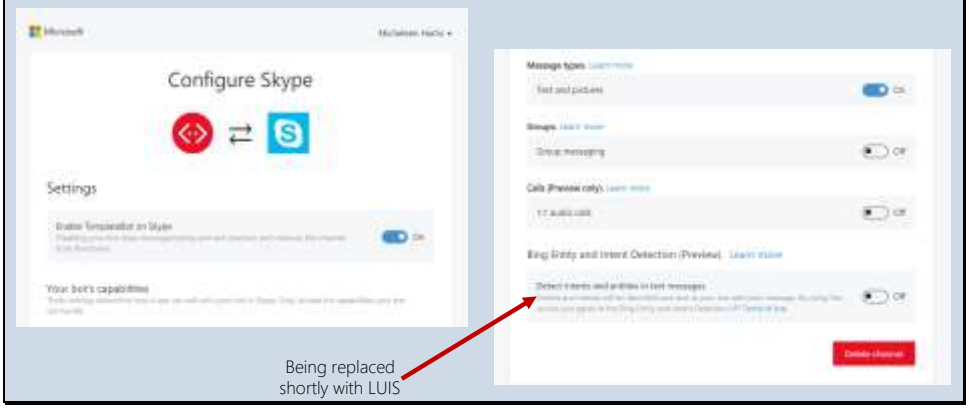
Slide 82

Working with channels

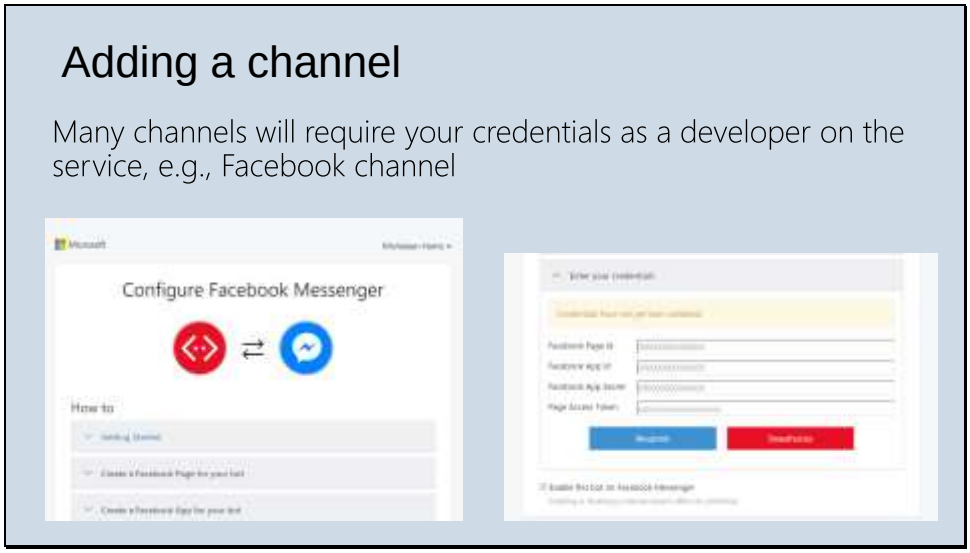
Slide 83

Editing a channel

Skype for instance:



Slide 84



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

Slide 85

Next steps

Slide 86

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!

Slide 87