Actions para Google Assistant: seu assistente pessoal

Eduardo Heitor GDG Ribeirão Preto – 25/set/18

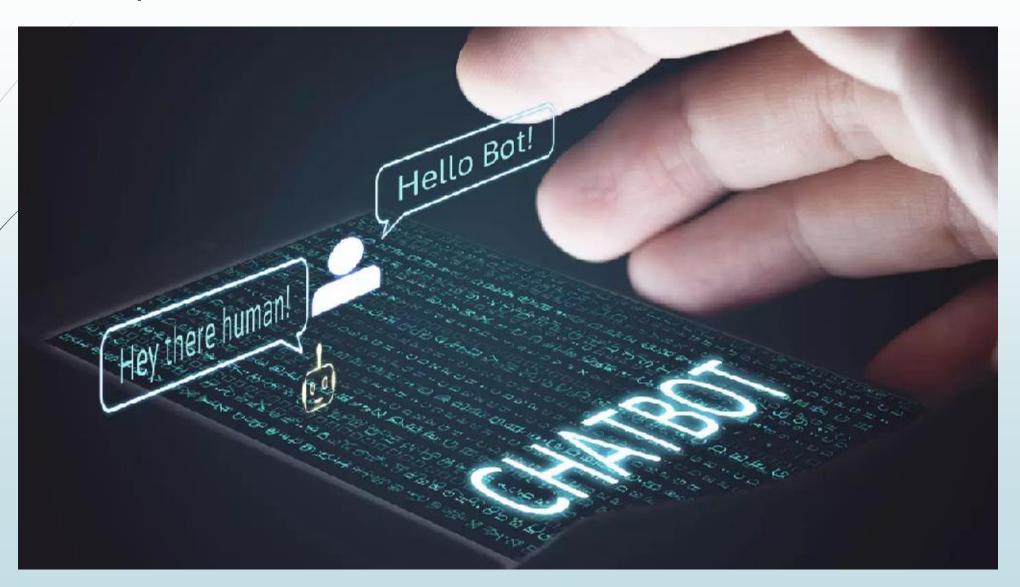
Agenda

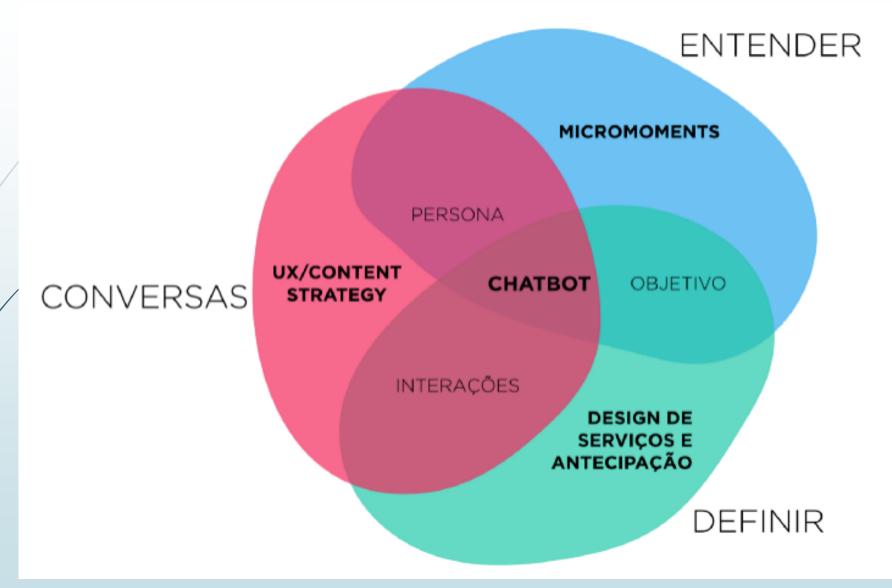
- Apresentação
- O que é chatbot
- Google Assistente
- Actions on Google
- Exemplos de uso no Brasil
- Documentação Google
- Exemplo prático para o GDG Ribeirão Preto

Apresentação – Eduardo Heitor

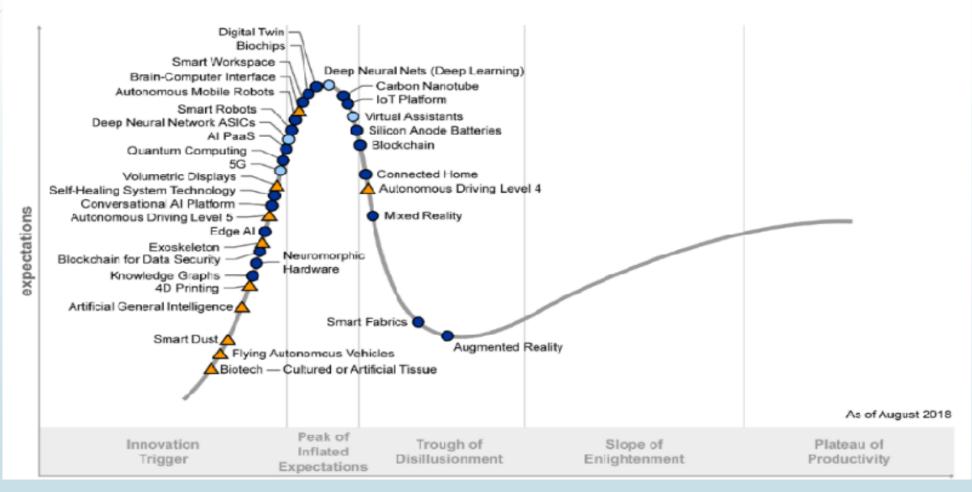
- Carreira em desenvolvimento na área de Tecnologia da Informação e Comunicação, atuando há 23 anos em empresas como Oi, Ipiranga, Texaco, Bradesco, Itaú, Drogasil, Vivo, Alcatel-Lucent, Genesys, Tivit e Todo, com foco na liderança de equipes em projetos de desenvolvimento de aplicativos de CTI, URA, gravadores digitais e reconhecimento de fala.
- Profissional com certificações da FGV e USP, além de experiência em diversas linguagens de programação
- Atuação como conselheiro da ONG CVU Centro de Voluntariado Universitário
- Membro da Gestão do Neuron Data Science / USP RP
- Entusiasta de Inteligência Artificial e Aprendizado de Máquina

O que é chatbot?





Hype Cycle for Emerging Technologies, 2018



fonte: https://www.gartner.com/en/newsroom/press-releases

Chatbots Will Appeal to Modern Workers

March 28, 2018
Contributor: Laurence Goasduff

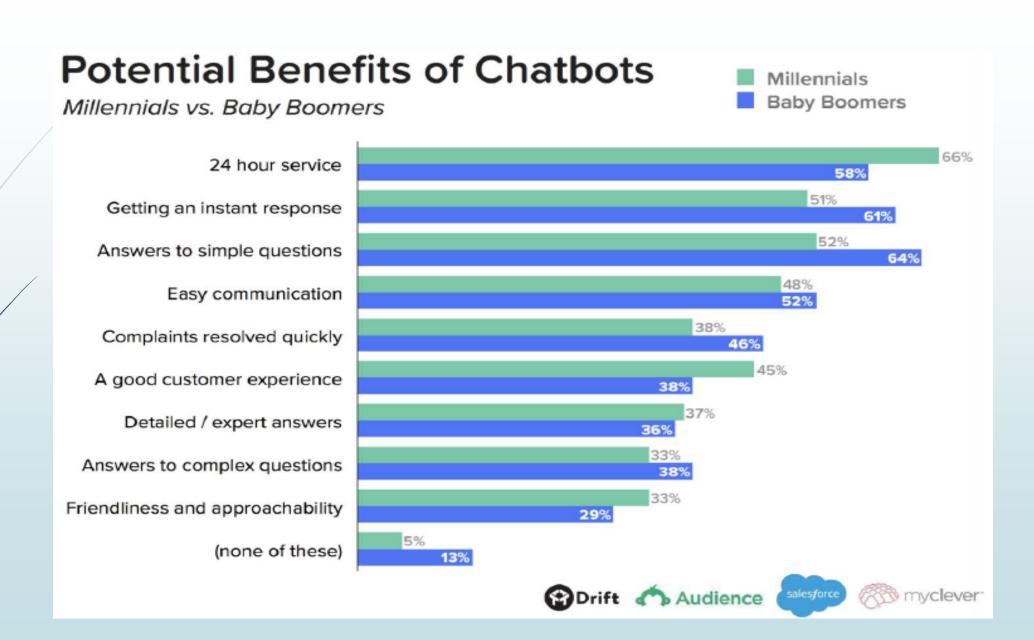
TRENDS

Chatbots are on the rise thanks to their ability to mimic conversations and offer instant, digital connections.

This article has been updated from the original, published on June 9, 2017 to reflect new events, conditions or research.

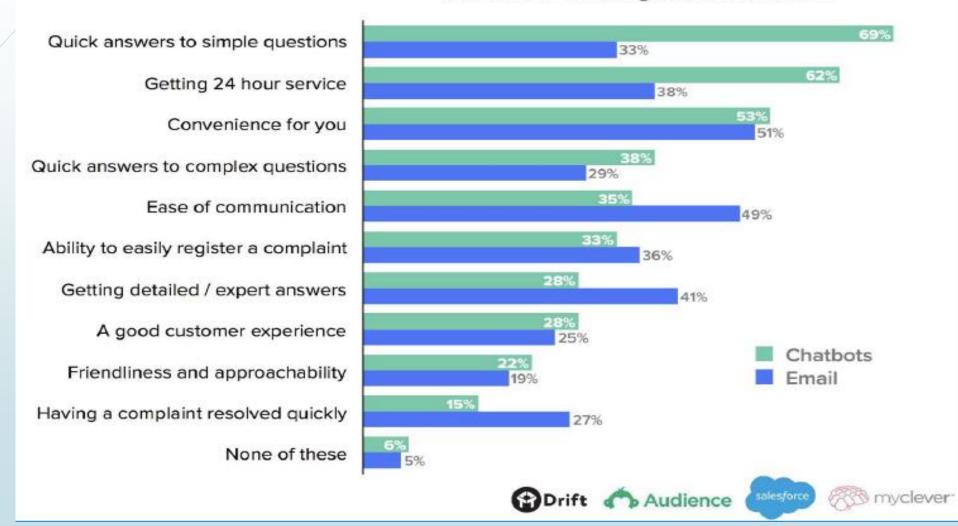
Chatbots continue to be a hot topic among media, end users and vendor communities. This is no surprise as chatbots — which use artificial intelligence (AI) to mimic human conversations — are expected to become widespread within the next two to three years.

"By 2020, over 50% of medium to large enterprises will have deployed product chatbots," said Van Baker, research vice president at Gartner, while at the Gartner Application Architecture, Development & Integration Summit, held March 12-13 in Mumbai.

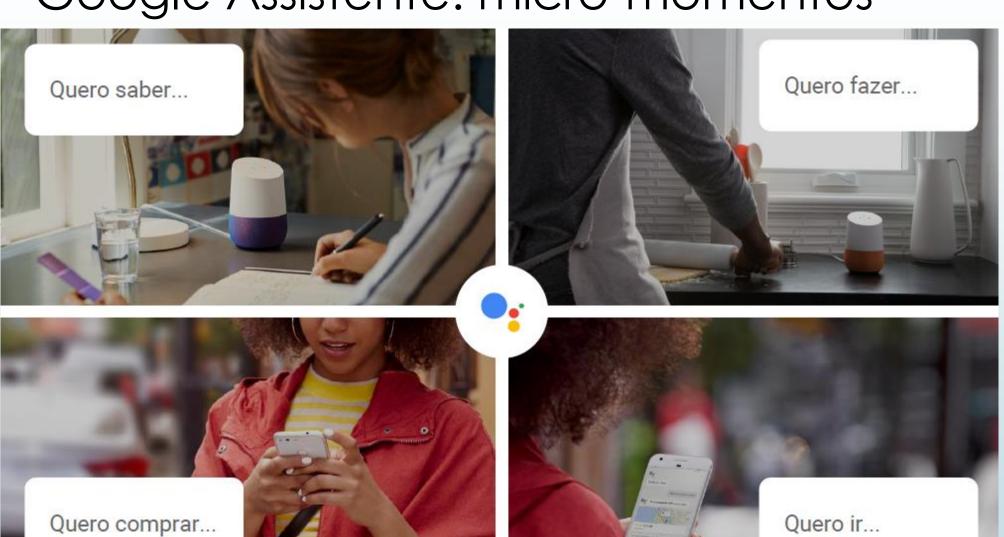


Chatbots vs. Email

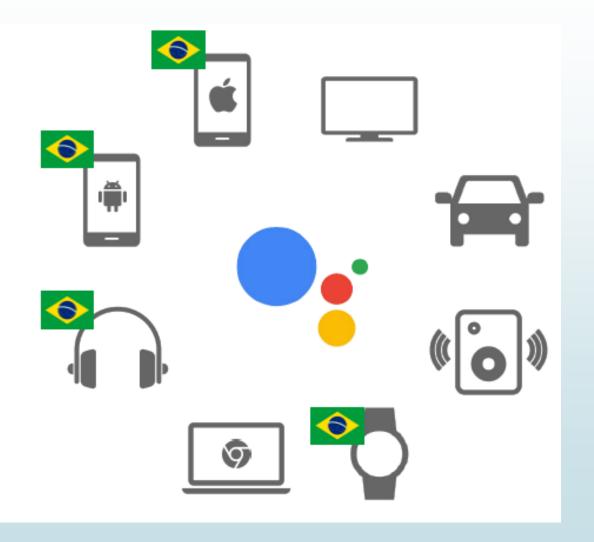
Which of these benefits do you most associate with communicating with businesses?

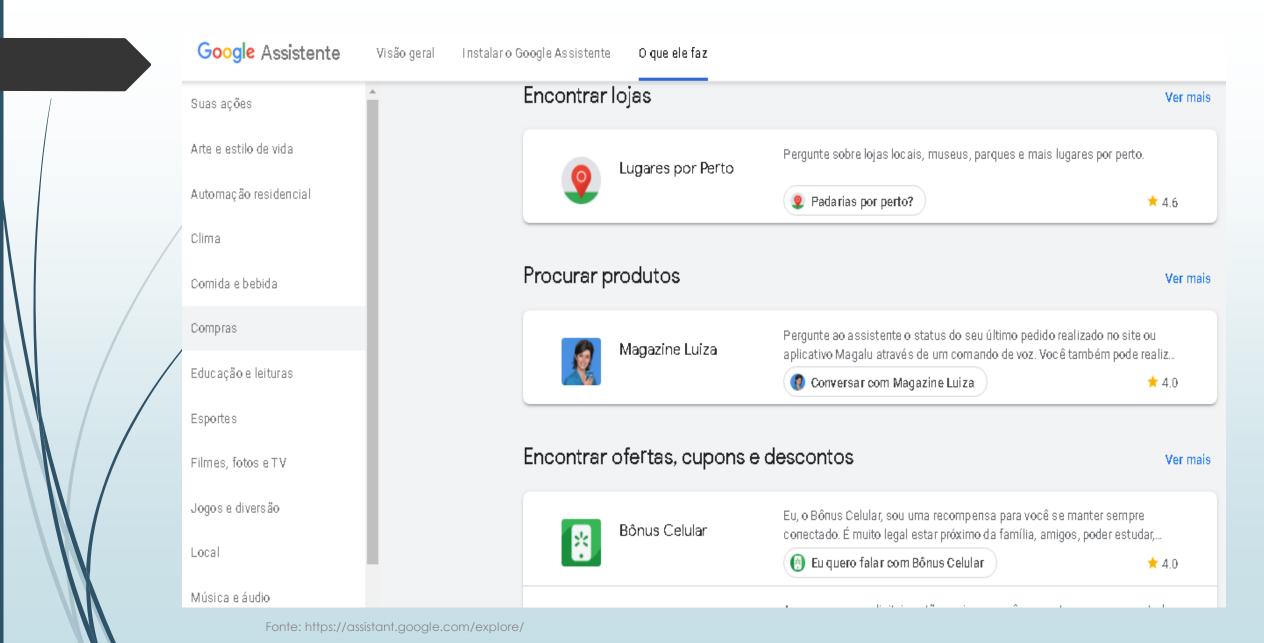


Google Assistente: micro-momentos



Disponível em múltiplos dispositivos





Actions on Google

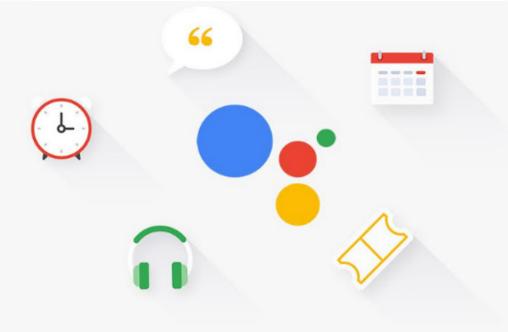
actions.google.com

Com acesso a tecnologias do Google

- tocation & Context awareness
- Knowledge Graph
- Identity
- *Payments

- Structured Data Markup
- Natural Language Understanding
- Machine Learning
- Individual speech recognition





Help users get things done across Google

Engage billions of users across the Google Assistant and soon Google Search, Android, and other surfaces by developing Actions and linking them with our ever-growing intents catalog.

START BUILDING

LEARN MORE

Conversation developers

Design, build, and distribute fullycustomizable conversational Actions across Google, using Dialogflow or one of our many templates.

Smart home developers

Build smart home Actions allowing you to connect, query, and control IoT devices through your cloud infrastructure.

Content creators

Make content you've already integrated in Google services (such as AMP news, recipes markup, and podcasts) more discoverable, by claiming and refining automatically generated Actions in our directory.

Coming Soon! Android developers

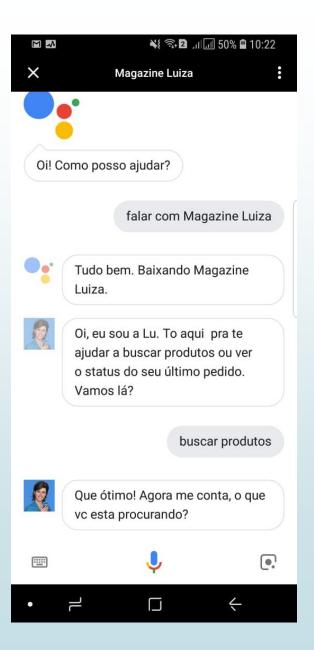
Create an Action by adding an Actions.xml file to your Android app and improve its discovery and re-engagement across multiple, billion-user Google products.

Fonte: https://developers.google.com/actions/

Exemplos de uso

OK, Google, falar com Magazine Luiza

OK, Google, falar com a Caixa

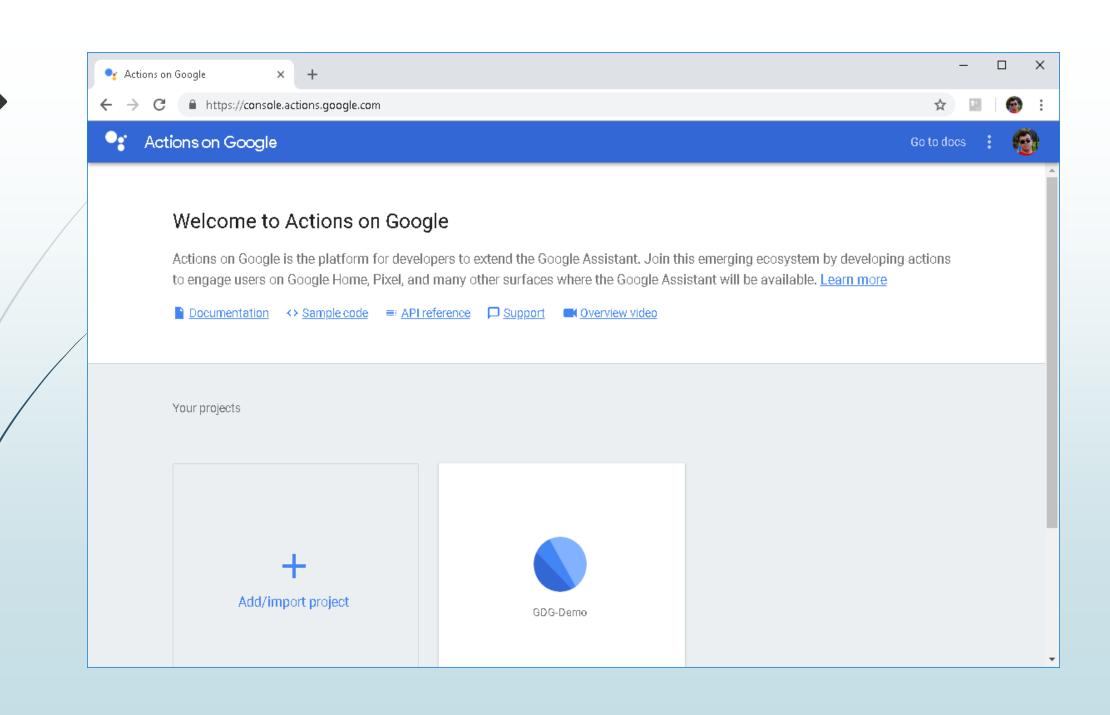


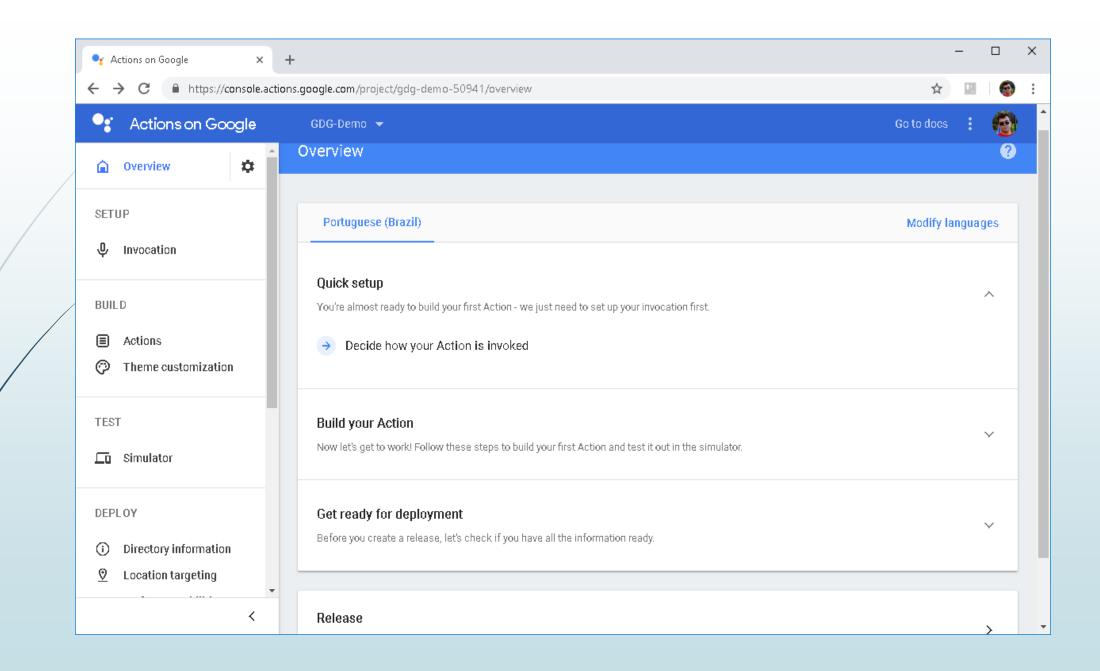
Documentação

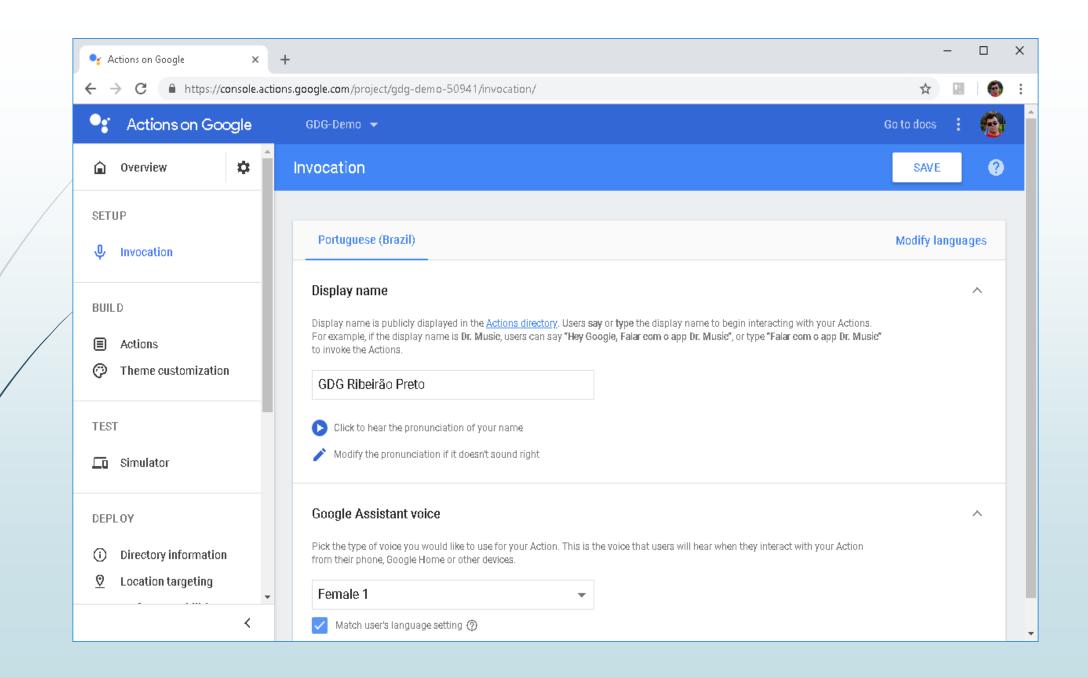
- Baixe a amostra do Fatos Sobre o Google: https://g.co/dev/Facts-About-Google
- Visite o Console do Actions: https://console.actions.google.com
- Dê uma olhada na documentação: https://developers.google.com/actions/
- Junte-se à nossa comunidade G+: https://g.co/actionsdev
- Assistant para seu negócio: https://assistant.google.com/business/

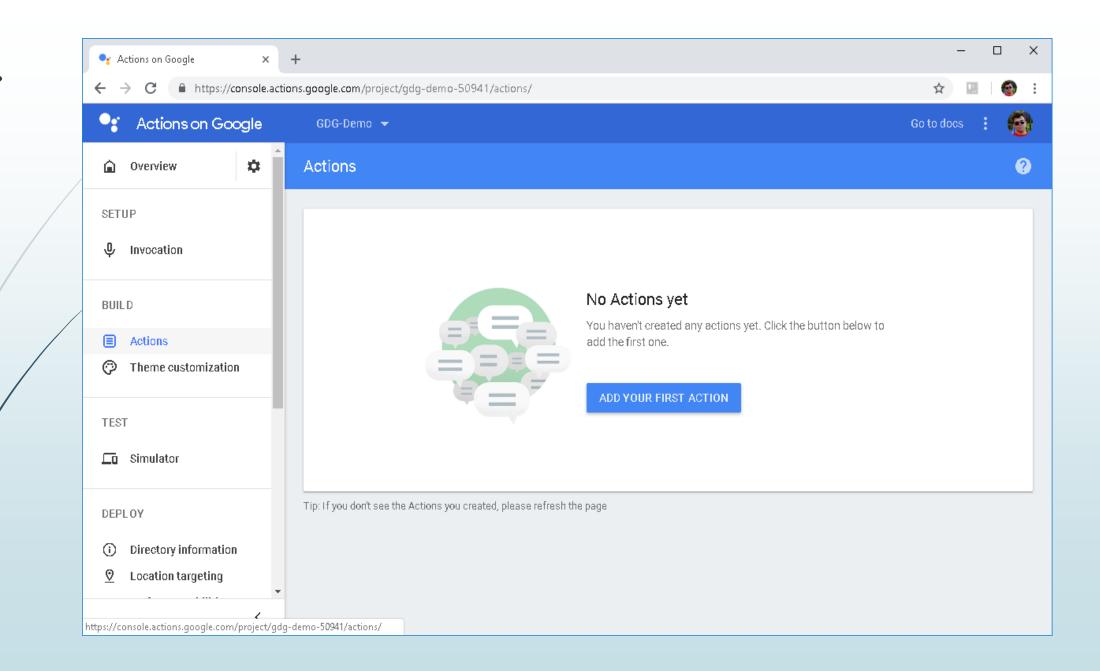
Exemplo prático para o GDG RP

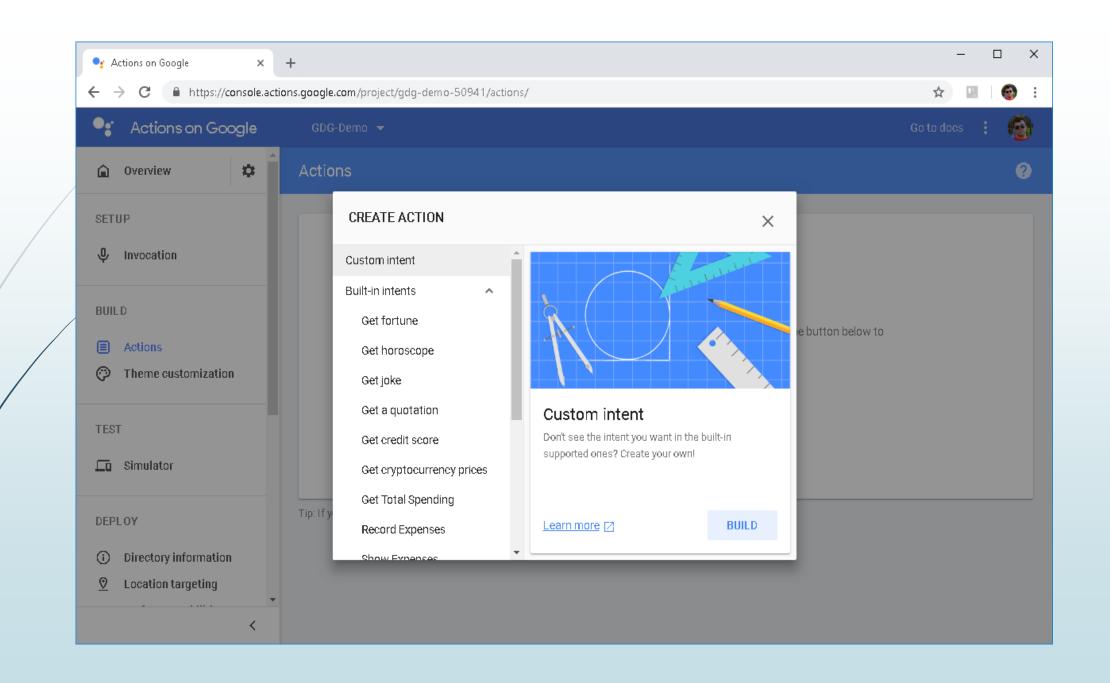
- Vamos criar um aplicativo simples para esta palestra no GDG Ribeirão Preto
- Conceitos básicos:
 - Intenção: é o desejo que o chatbot perceberá que o usuário possui ao enviar uma mensagem específica. Por exemplo: ao enviar um "obrigado" a intenção do usuário é agradecer. Sendo assim a intenção para a frase poderia ser "agradecimento".
 - Entidade: é o substantivo relacionado ao desejo que foi detectado pelo chatbot. Por exemplo: Se a frase enviada pelo usuário for "gerar novo relatório", a entidade poderia ser "relatório" ou "novo relatório"
 - Diálogo: é onde se cria as respostas que o chatbot retornará ao detectar uma intenção e/ou uma entidade. Por exemplo: se o chatbot detectar que a intenção é "agradecimento" ele poderia responder "obrigado por conversar comigo".

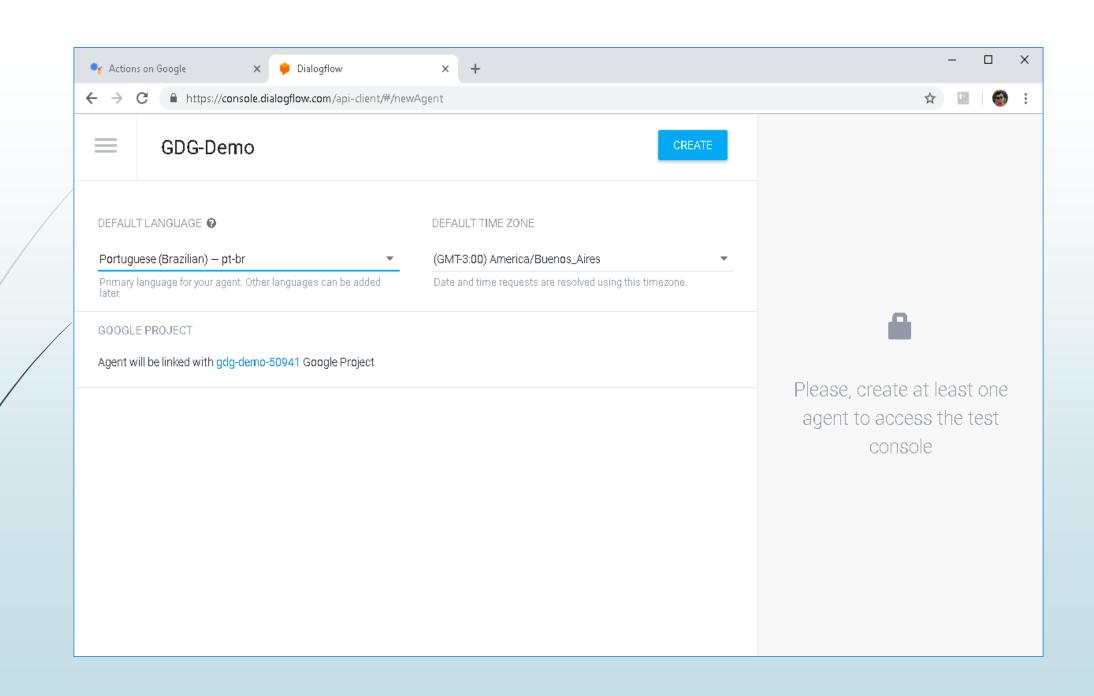


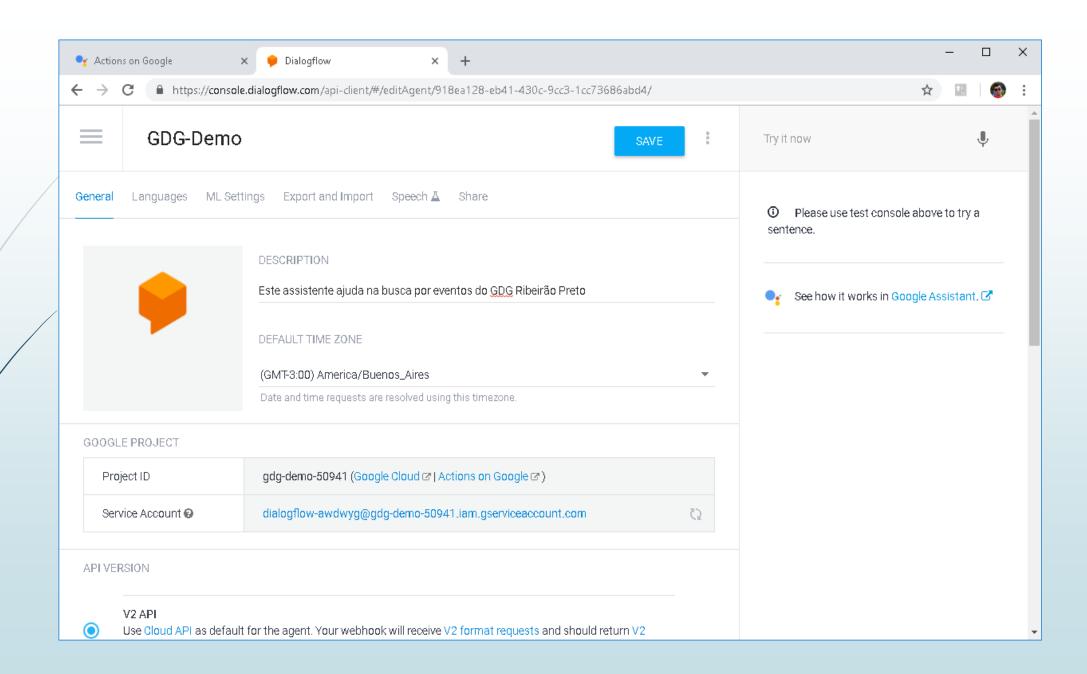


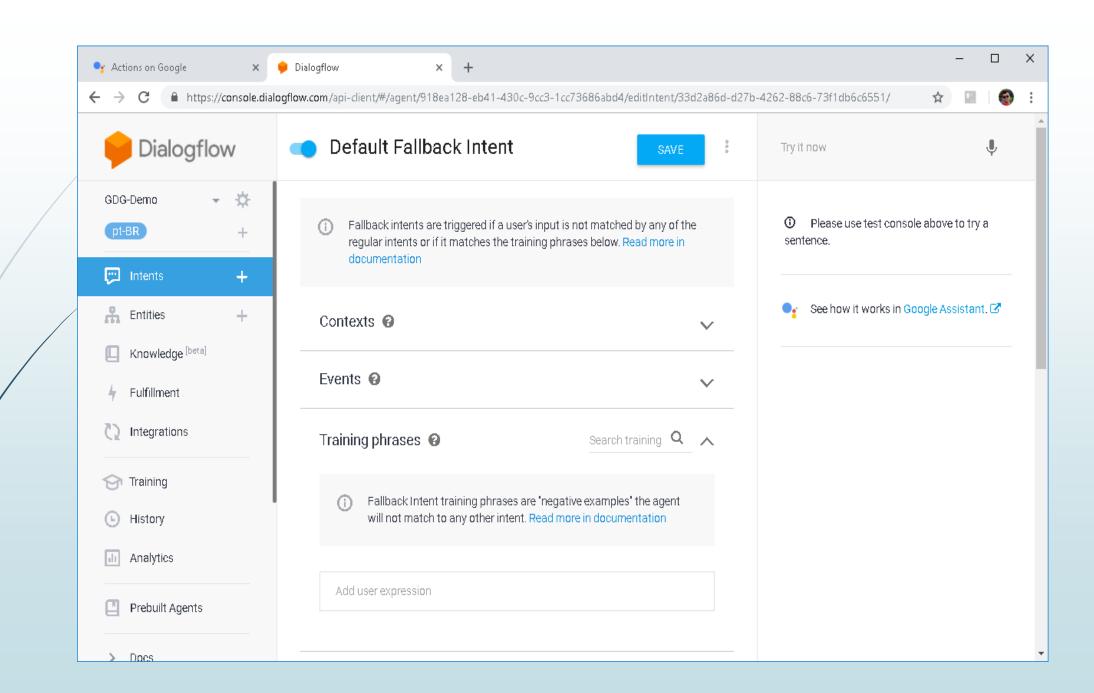


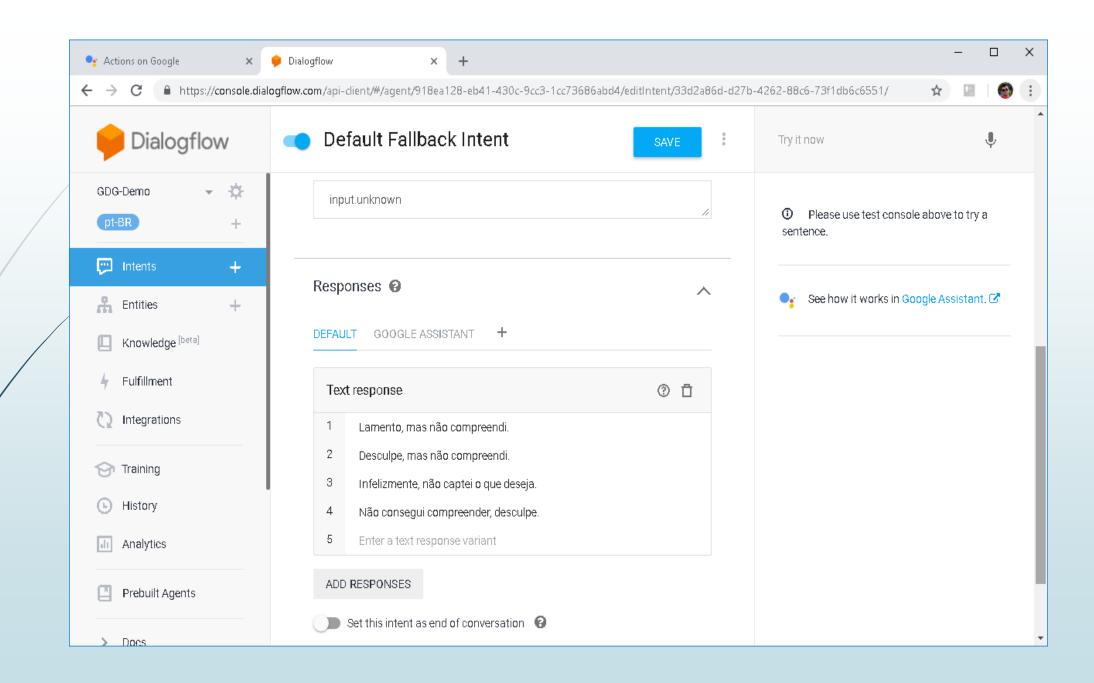


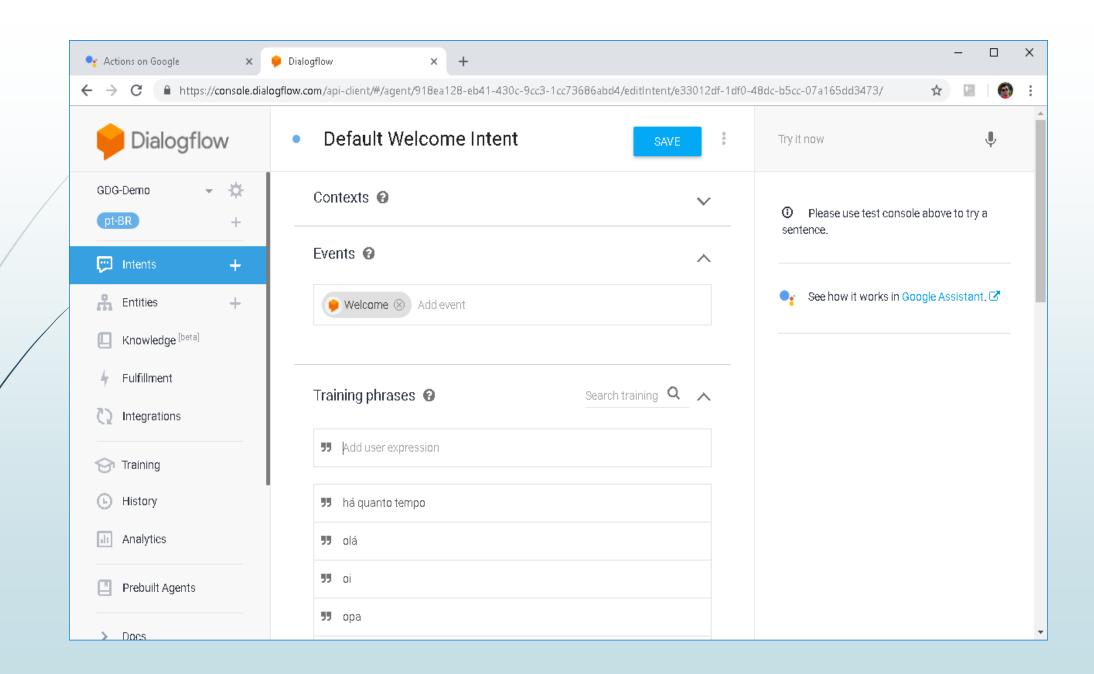


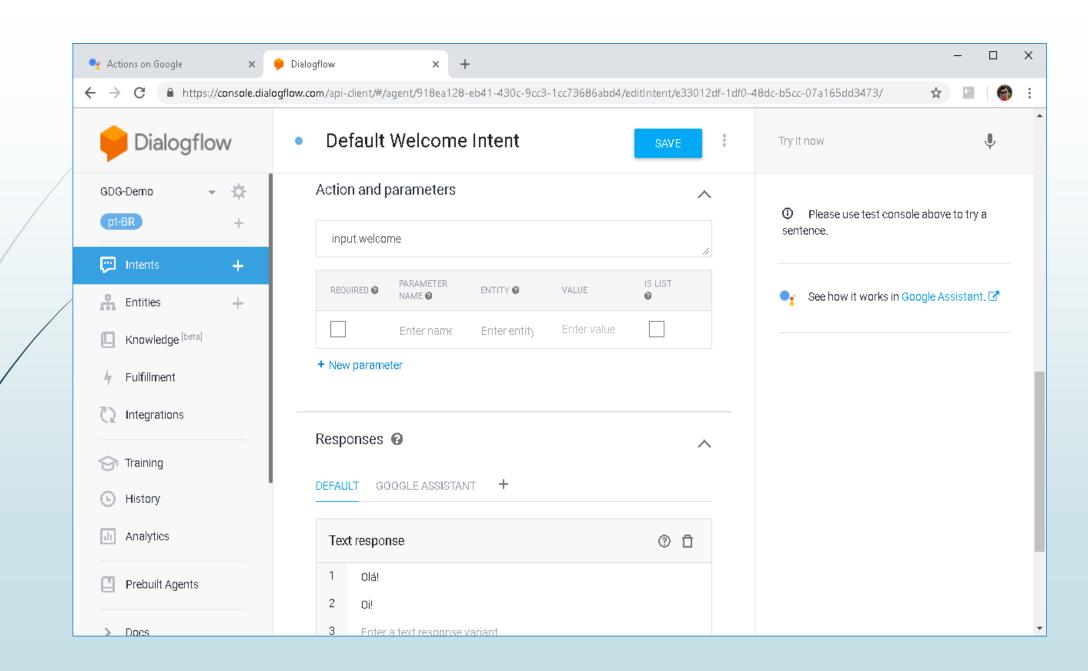


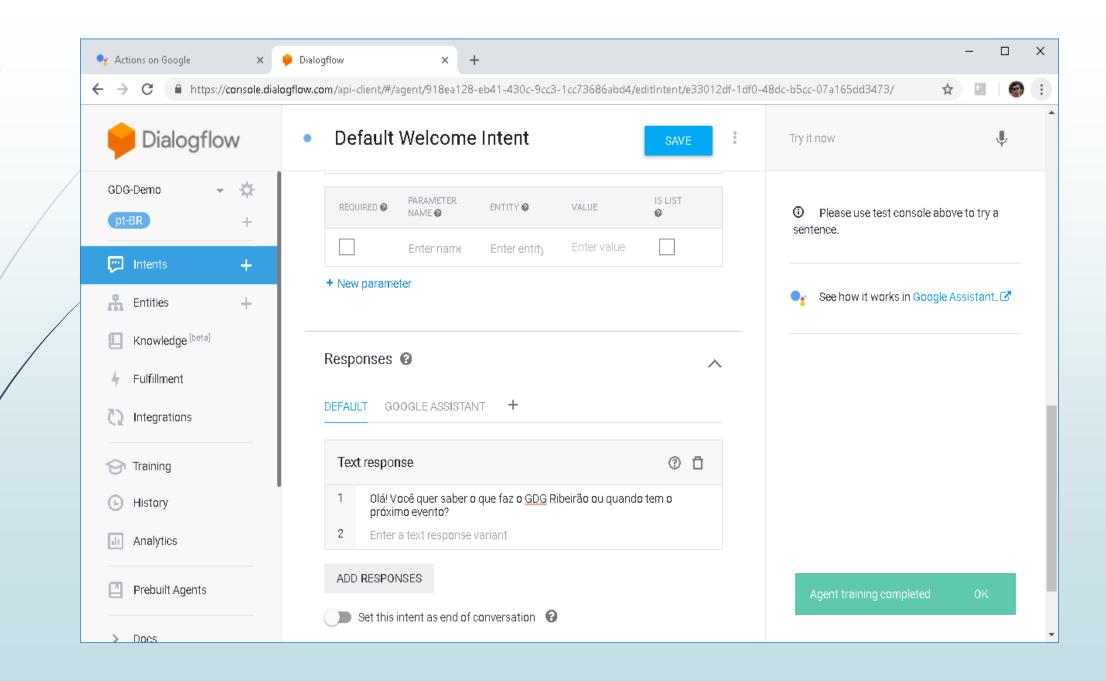


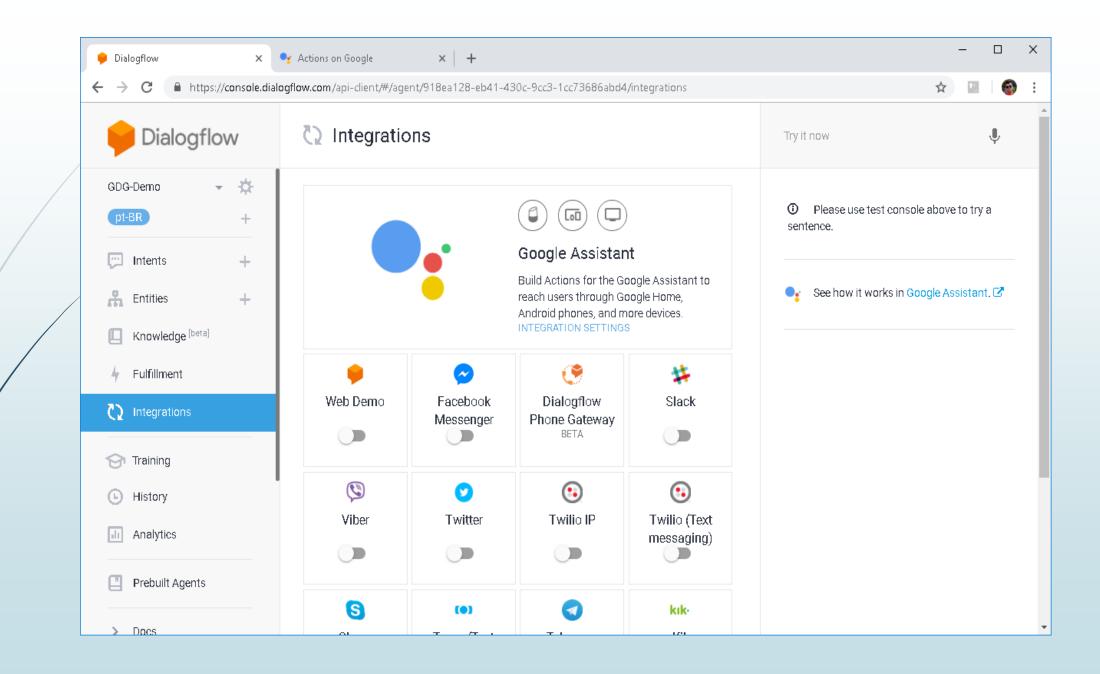


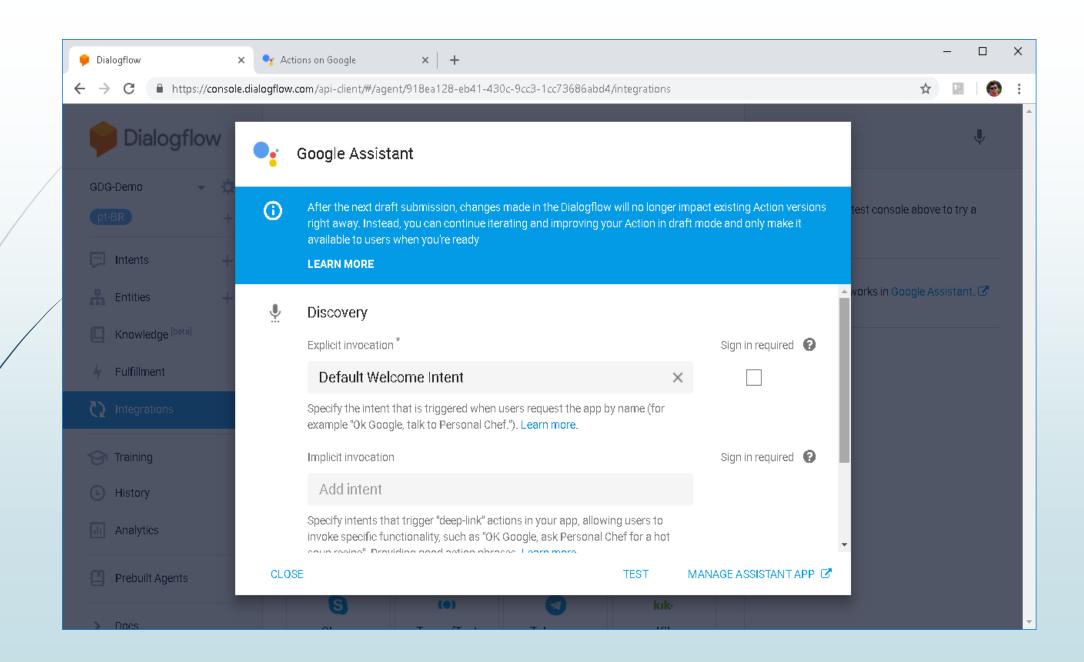


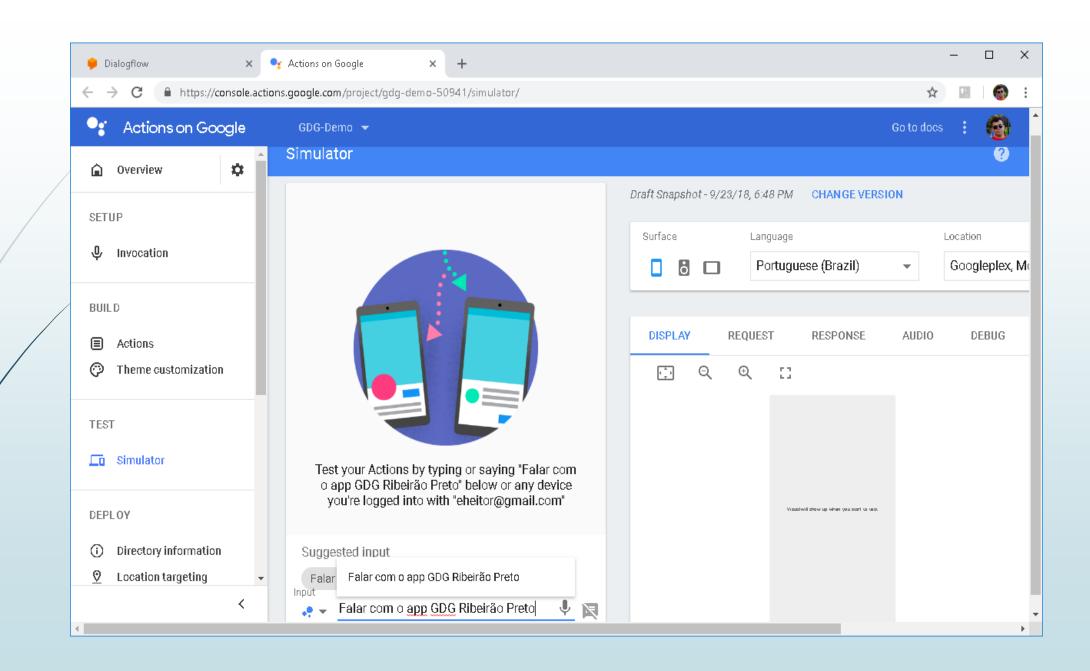


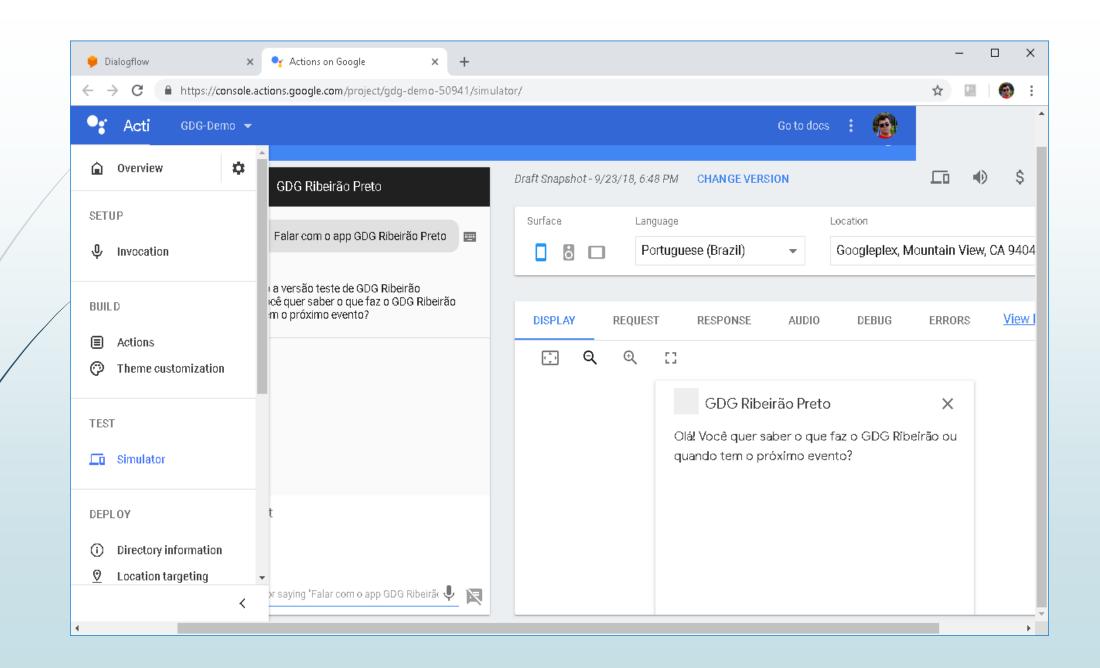


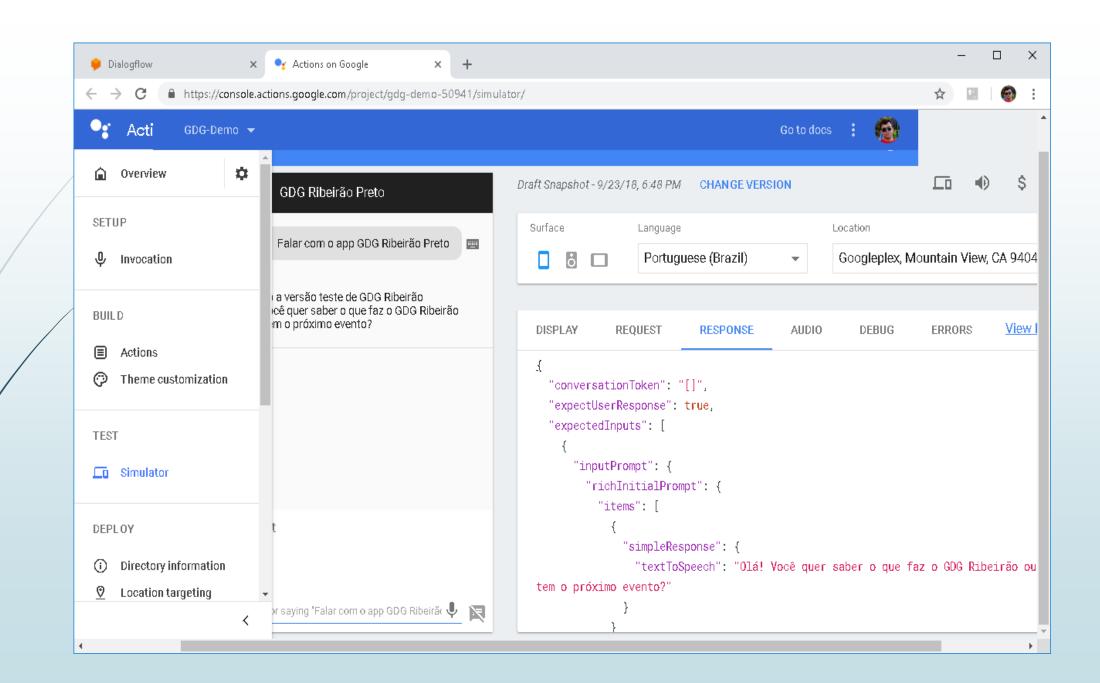


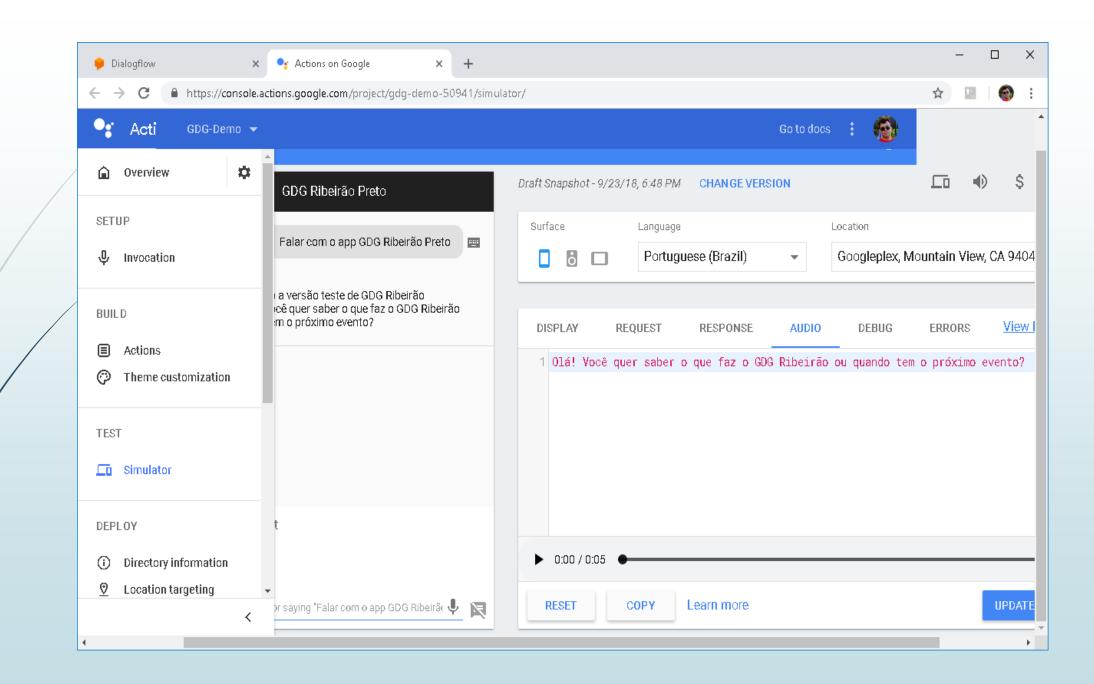


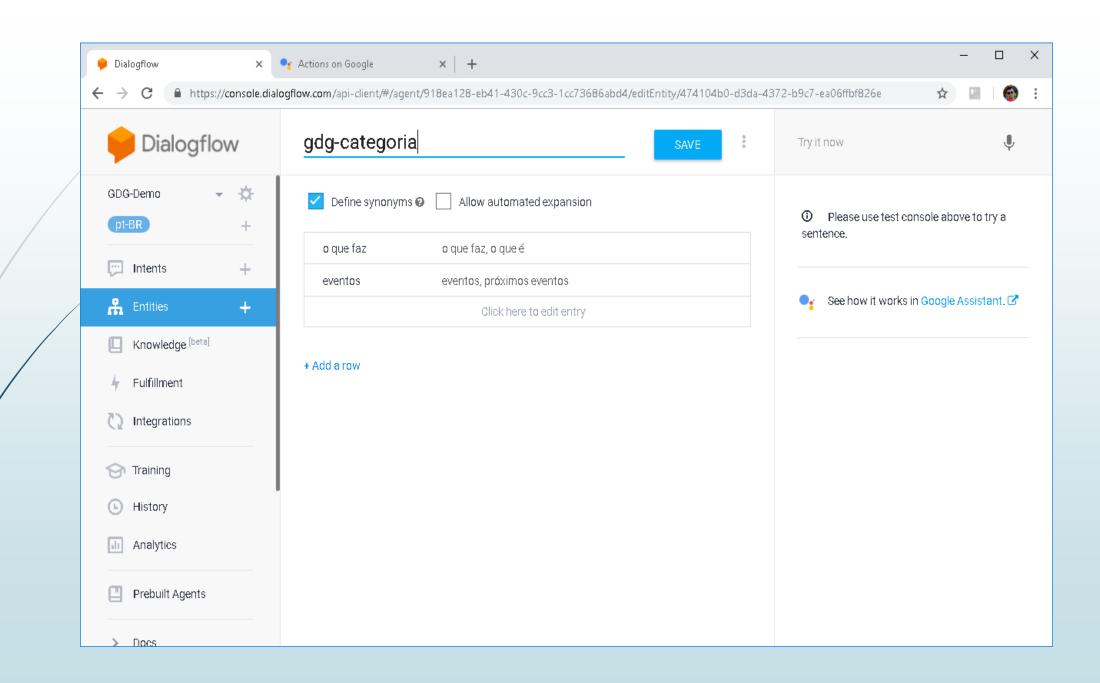


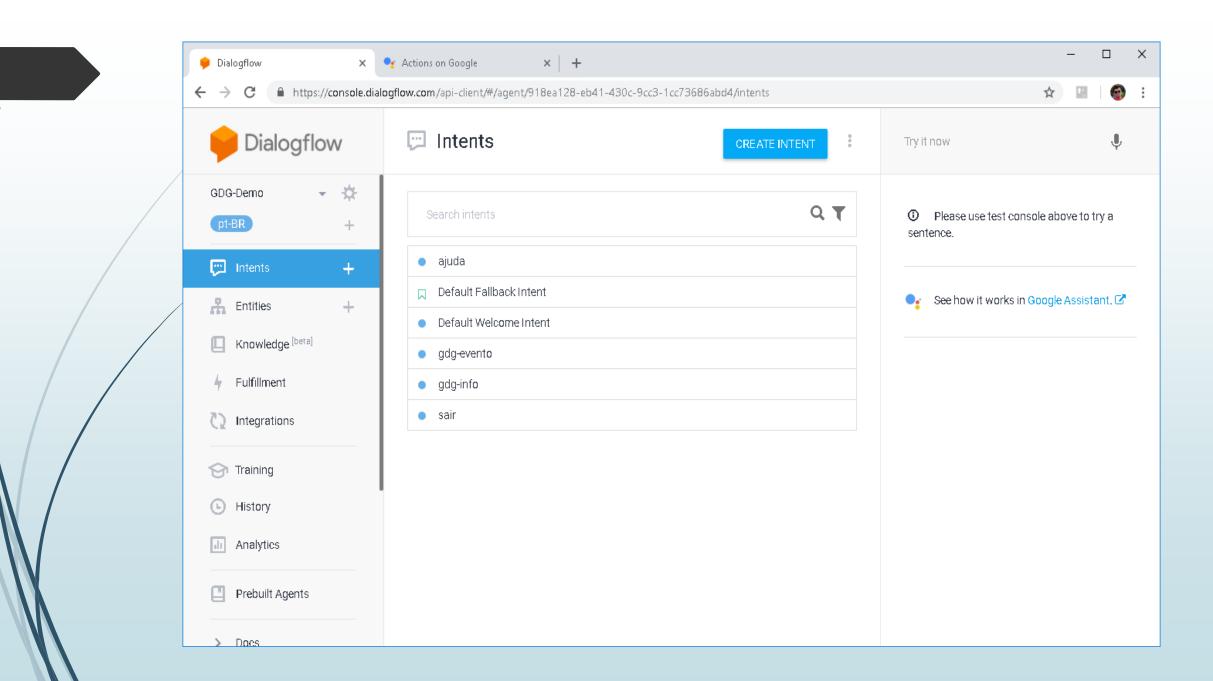


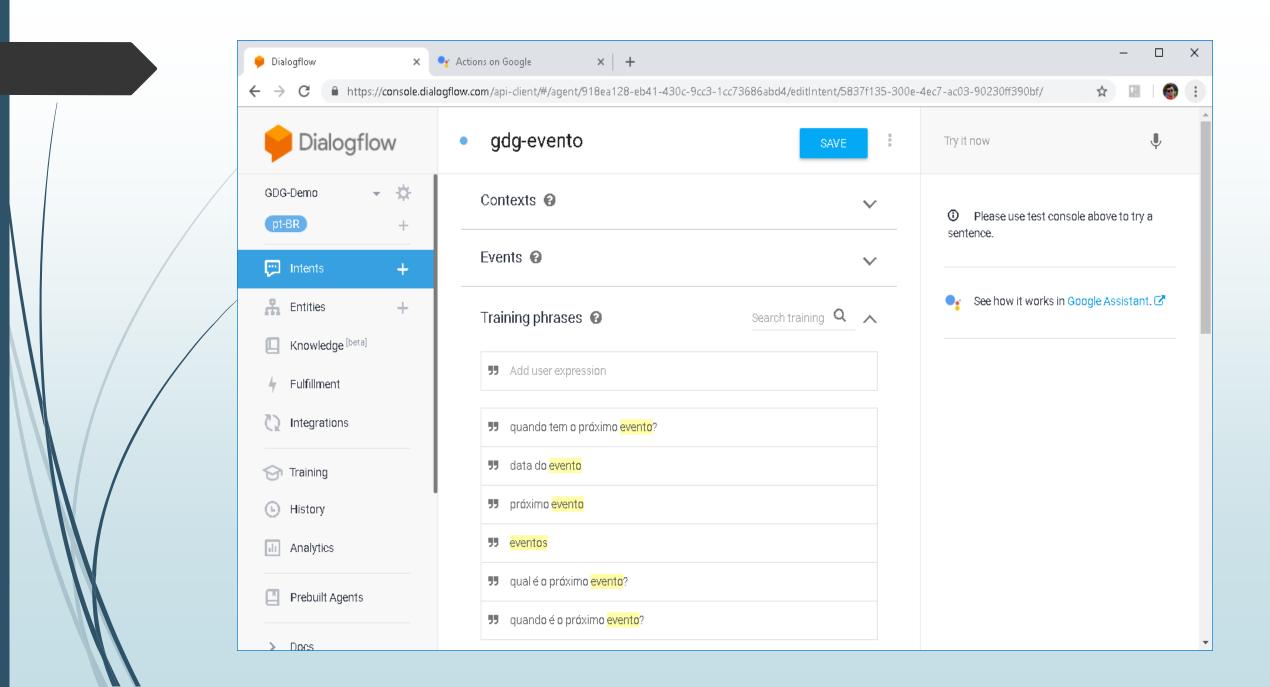


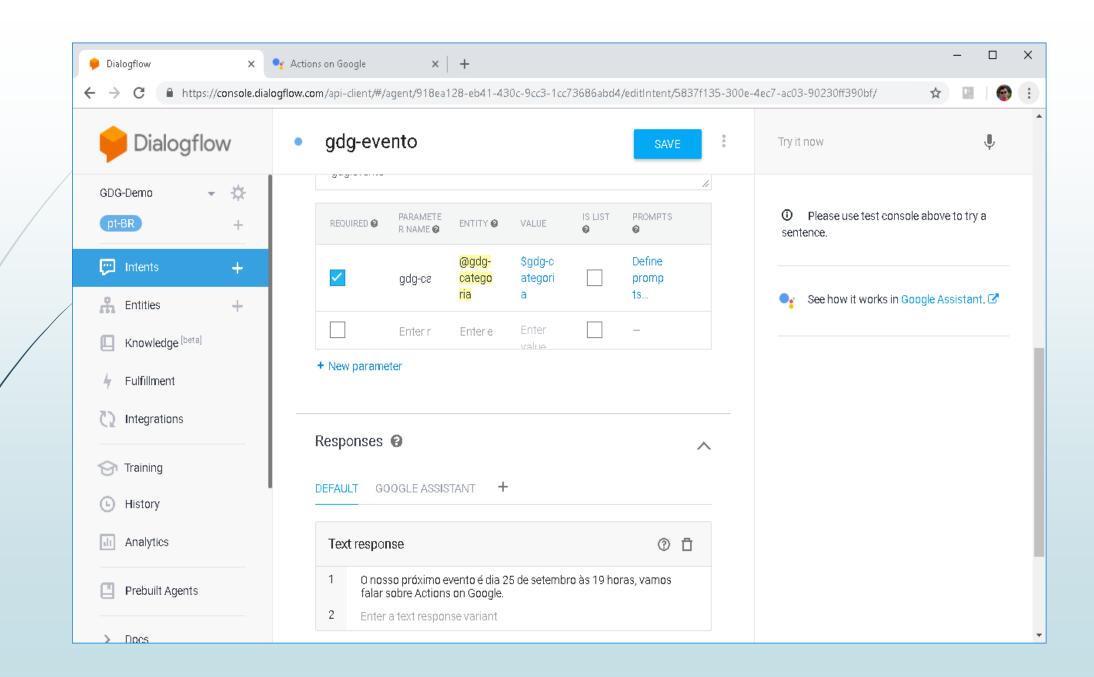


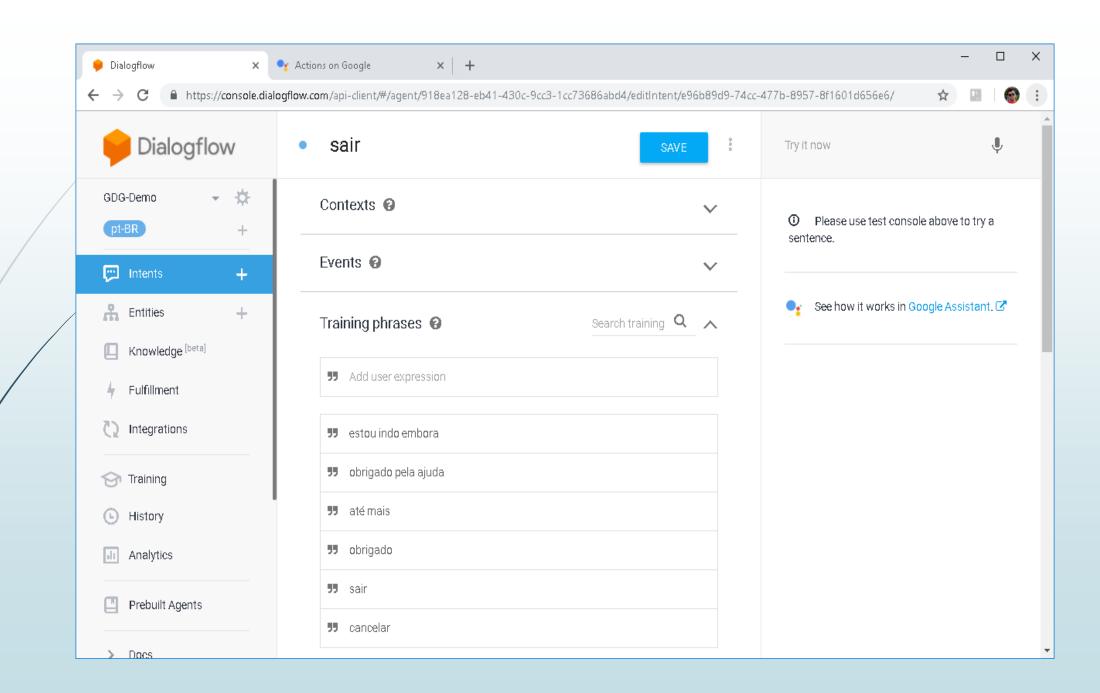


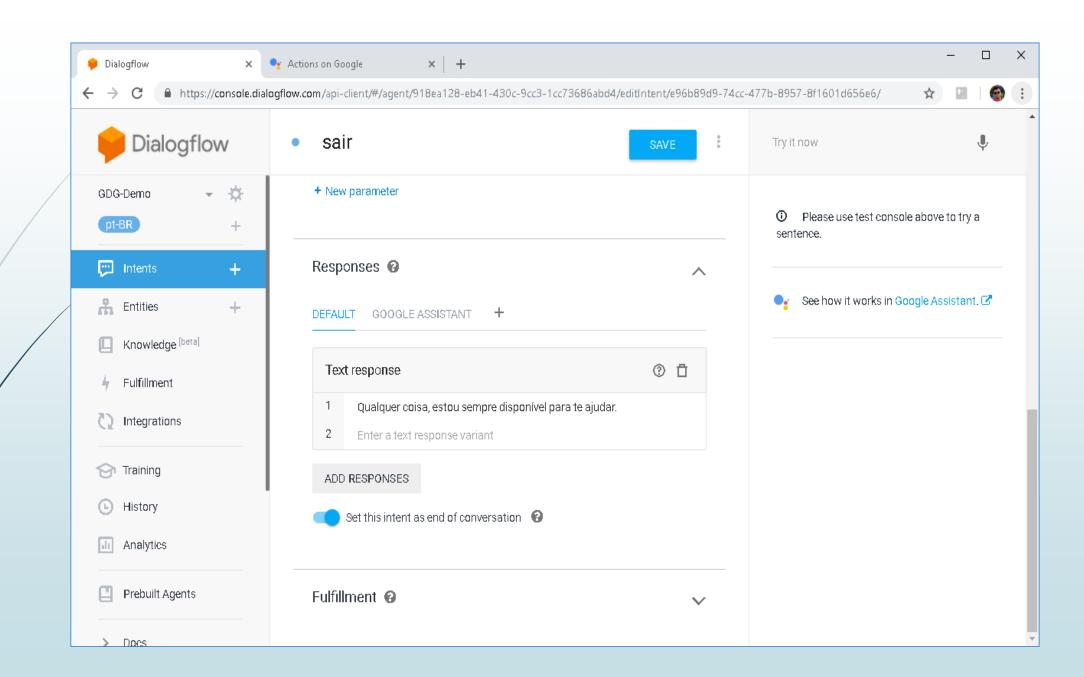


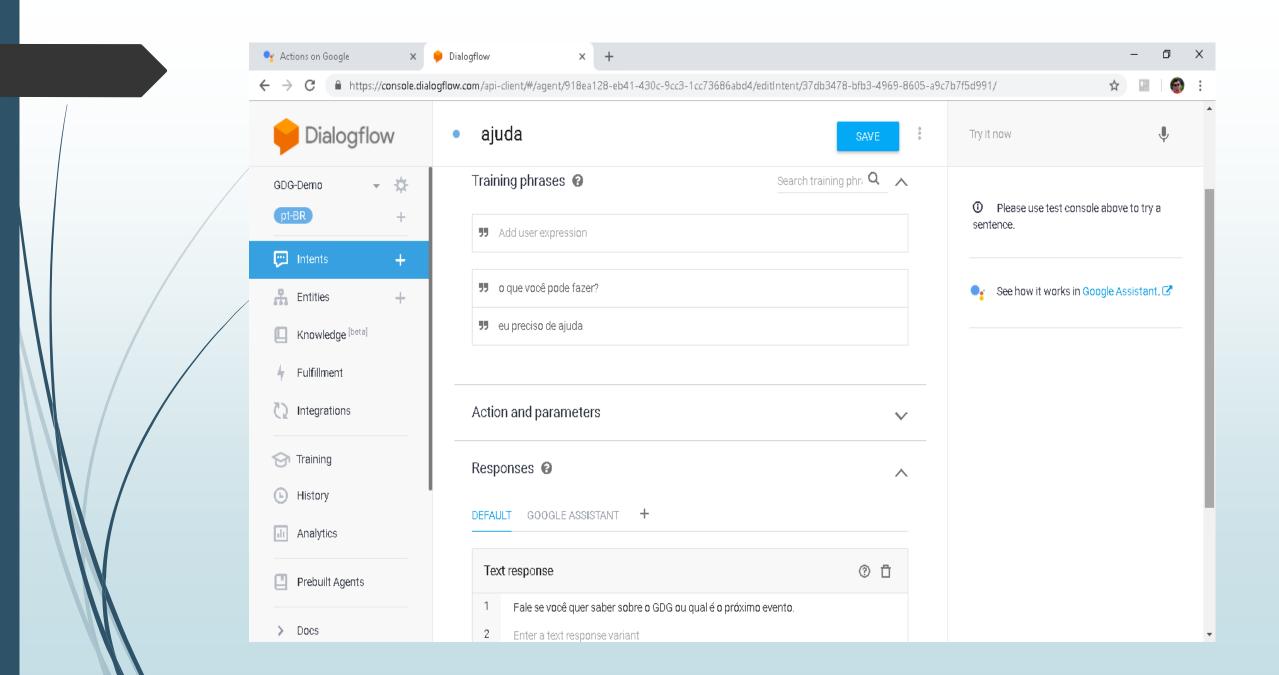


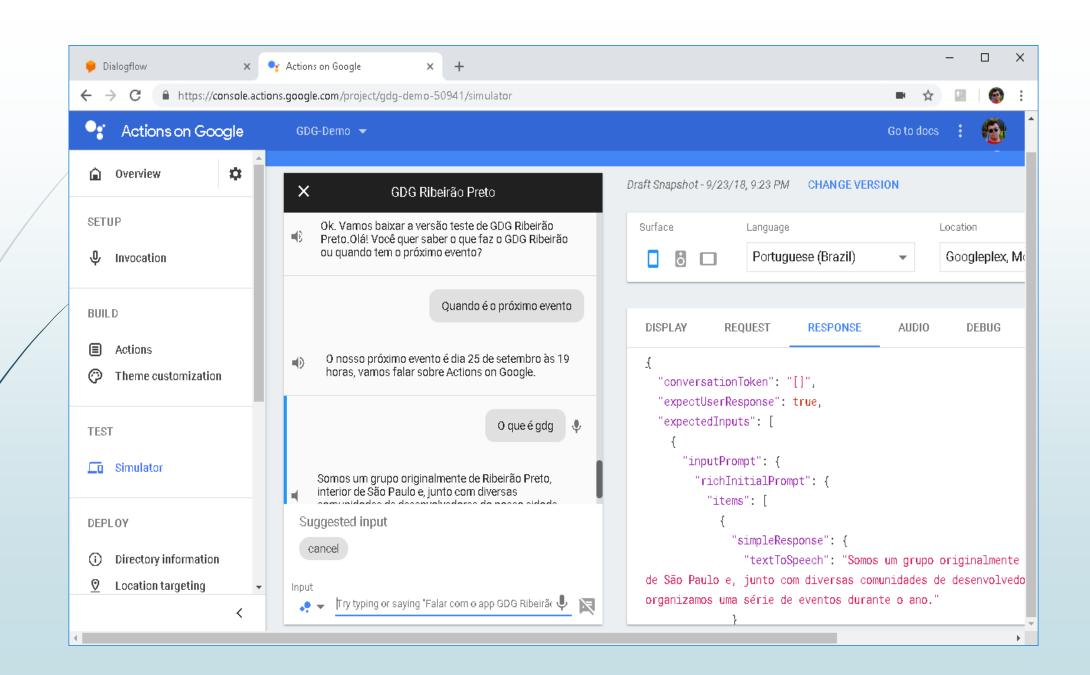


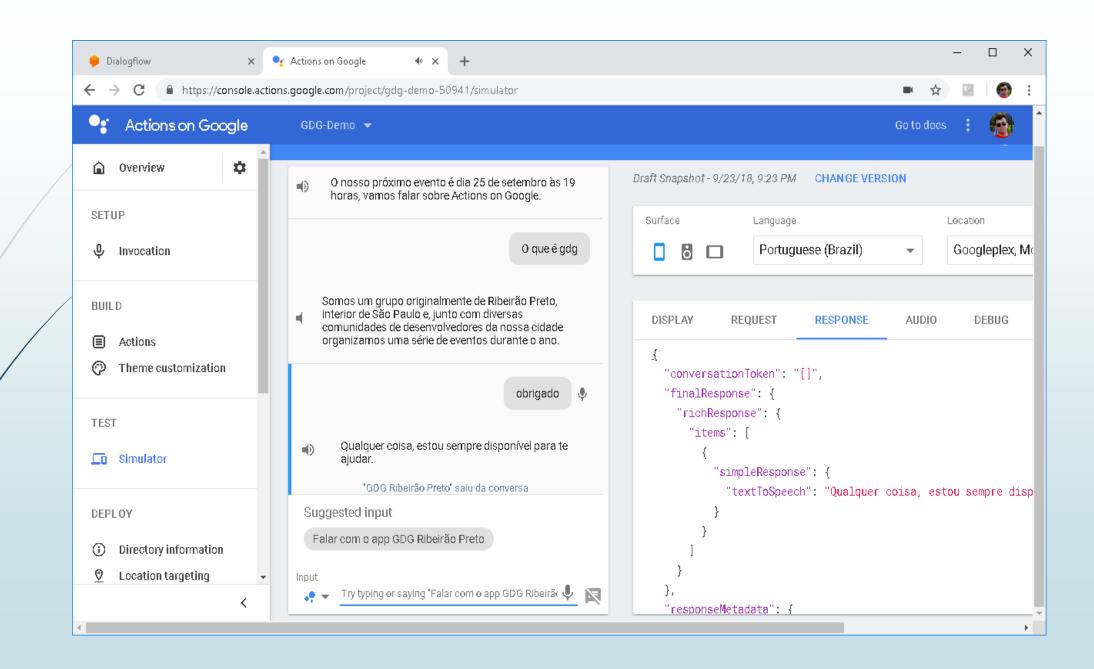


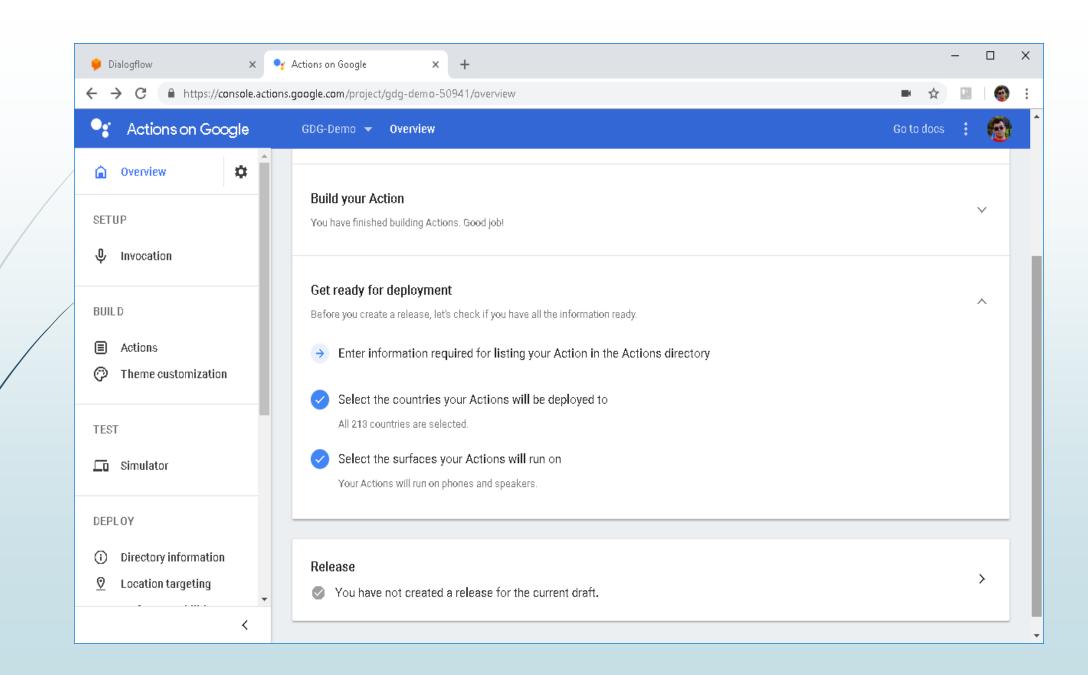


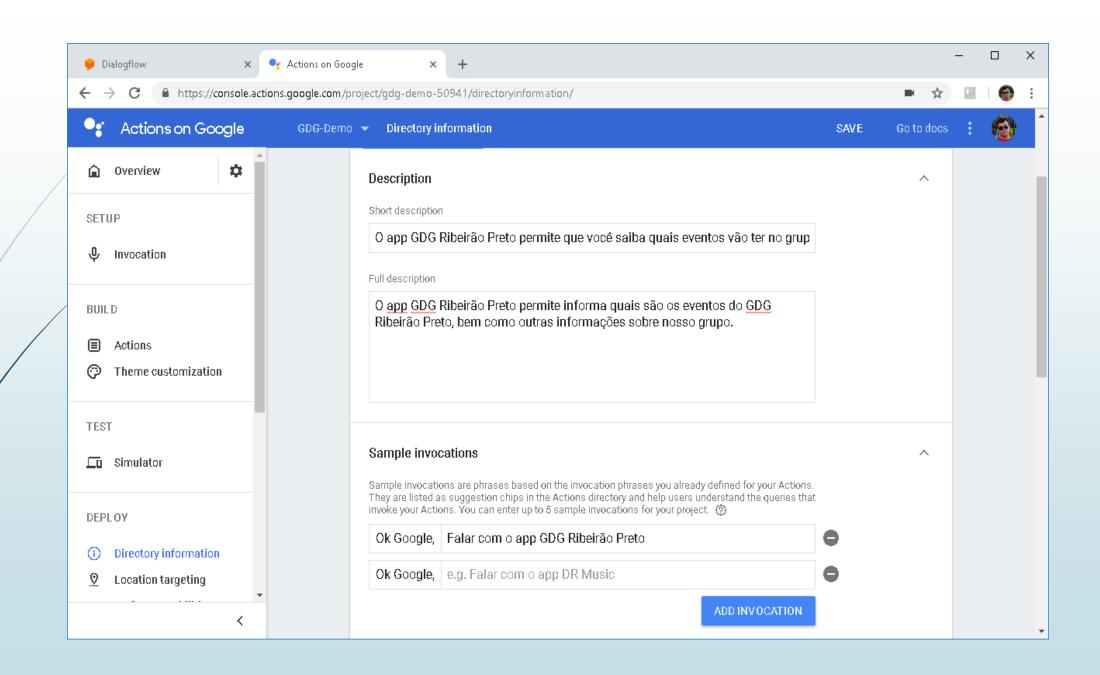


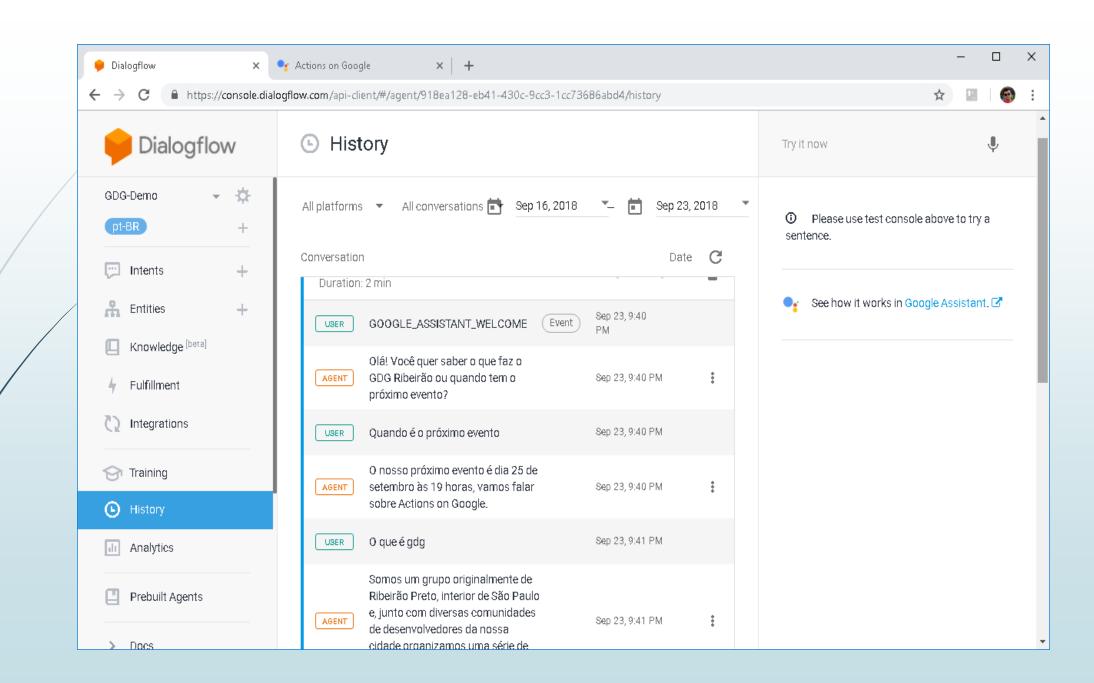












Muito Obrigado!

- **■** Eduardo Heitor
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