

Chatbot Masterclass - Project

Blockchain Talent Program




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What is It and what is expected?

- Your final assignment -> Build a transactional chatbot
- Individual submission
- Deliverables
 - Business Case (in powerpoint)
 - Flowchart
 - Use of Dialogflow for NLP (demonstrating use of intents, entities, contexts etc) and custom coding for integration (APIs, read/write database etc)
 - Deployment to (a) website and (b) facebook messenger
 - Present your solution to class!

P/S: Use of Botstar is optional

Appendix – Business Case

BRAINSTORM CHATBOT 				
Why are you building chatbot?	How is it going to interact?	How can you build a conversation flow?	How are you going to get people to use this?	How are you going to make money?
<ul style="list-style-type: none">Customer Support 24/7Sales	Target Customers: Age 20 to 35	Use Existing Chat Logs → Define Customer's journey	Publish chatbot on Messenger & Website	Selling products
Improve Business Branding	Tone of voice: Formal & Informal	Prepare Content: list of products, photos, links, questions, tips, information, FAQ, ...	Unlock & Customize Branding	Generate Leads
Save Money \$	Chatbot's Personality: Friendly & Fun	Define a set of keywords, small talks	Marketing → Use viral features → Promote chatbot	Engage & Re-engage customers
				Collaborations