Chapter 1: Zero to Cognitive: Design

Learning Bluemix & Cognitive

Bob Dill, IBM Distinguished Engineer, CTO Global Technical Sales

IBM

Objectives

1. Enable any one to get started **easily** in Bluemix/Cognitive
    - 30 minute sessions with a couple of hours of work
    - Core set of sessions with additions over time to cover the core Watson APIs
    - Demonstrate how to integrate Watson on BlueMix

2. Leverage GitHub to store and find reusable starter code
3. Provide "Get Started" guidance
4. Engage directly with technical leaders on their top cognitive opportunities

6. IBM Bluemix is located here: https://console.ng.bluemix.net/registration/
7. IBM Bluemix Dedicated is located here: https://console.w3ibm.bluemix.net/

(Placeholder video - Real videos coming in October)

The Plan: 15-30 minute Chapters with a little practice

1. The Story, Architecture for this app
2. Setting up Bluemix
3. Building your first Watson App   (Watson Speech to Text)
4. Getting Watson to talk back   (Watson Text to Speech)
5. Understanding Classifiers   (Watson NLC)
6. Creating a custom dialog with Watson   (custom Q&A, session management)
7. Authentication   (puts C2 thru 6 together)

8. Alchemy News   (Watson Alchemy)
9. Visual Recognition and Images   (Watson Visual Recognition)
10. Watson Conversations   (Watson Conversations)
11. Rank & Retrieve   (Watson Alchemy + Rank & Retrieve)
12. Getting started on my first client prototype   Design Thinking, Stories, Architecture, Keeping it simple

13. Supporting Complex environments   Public Bluemix and Docker
14. Supporting Complex environments II   Bluemix Dedicated and CloudFoundry

15. Creating an Inference Engine   Our Inference Engine in "R"
16. Finding solutions   Integrates C1-10, 13-15)

17. BlueMix, Watson and Mobile   (TBD)

The Adviser ... concept storyboard

Greeting

Hello Watson!

Hello Leah, Are we working on Oncor today?

Yeah.

The Query

My CMO is struggling with results and wants to know what other companies in her geography and industry are doing. She also wants to know what companies are doing outside her industry and geography

Got it! Give me just a moment to find some answers

Results with Confidence

Here's what I have found and why I think these answers will be interesting to Oncor

Review

Let's use my iPad to look at your results.

This is great. I'll need a printout of the white paper and some of the references integrated into the first presentation.

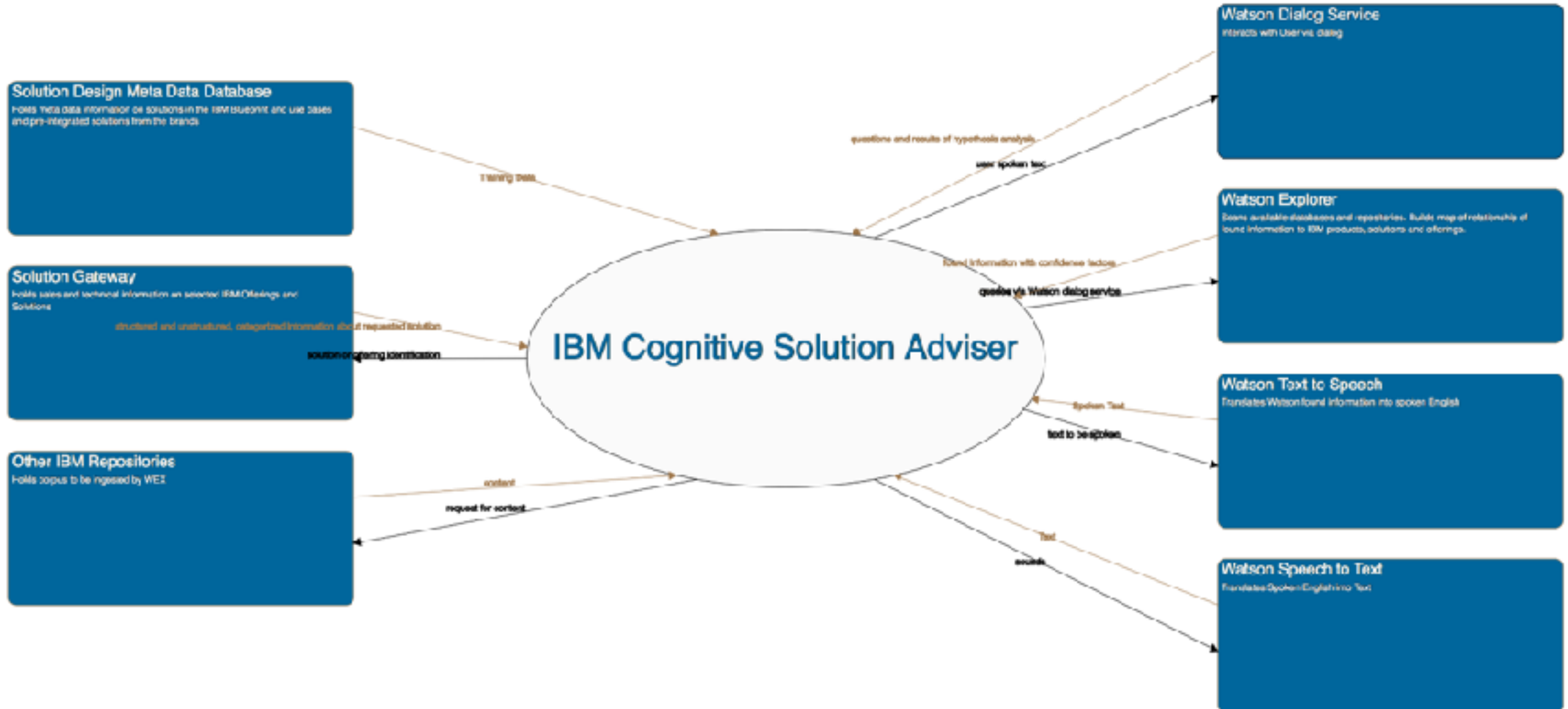## Client Discussion

Next Steps

Hello Watson!

Hello Leah, Are we working on Oncor today?
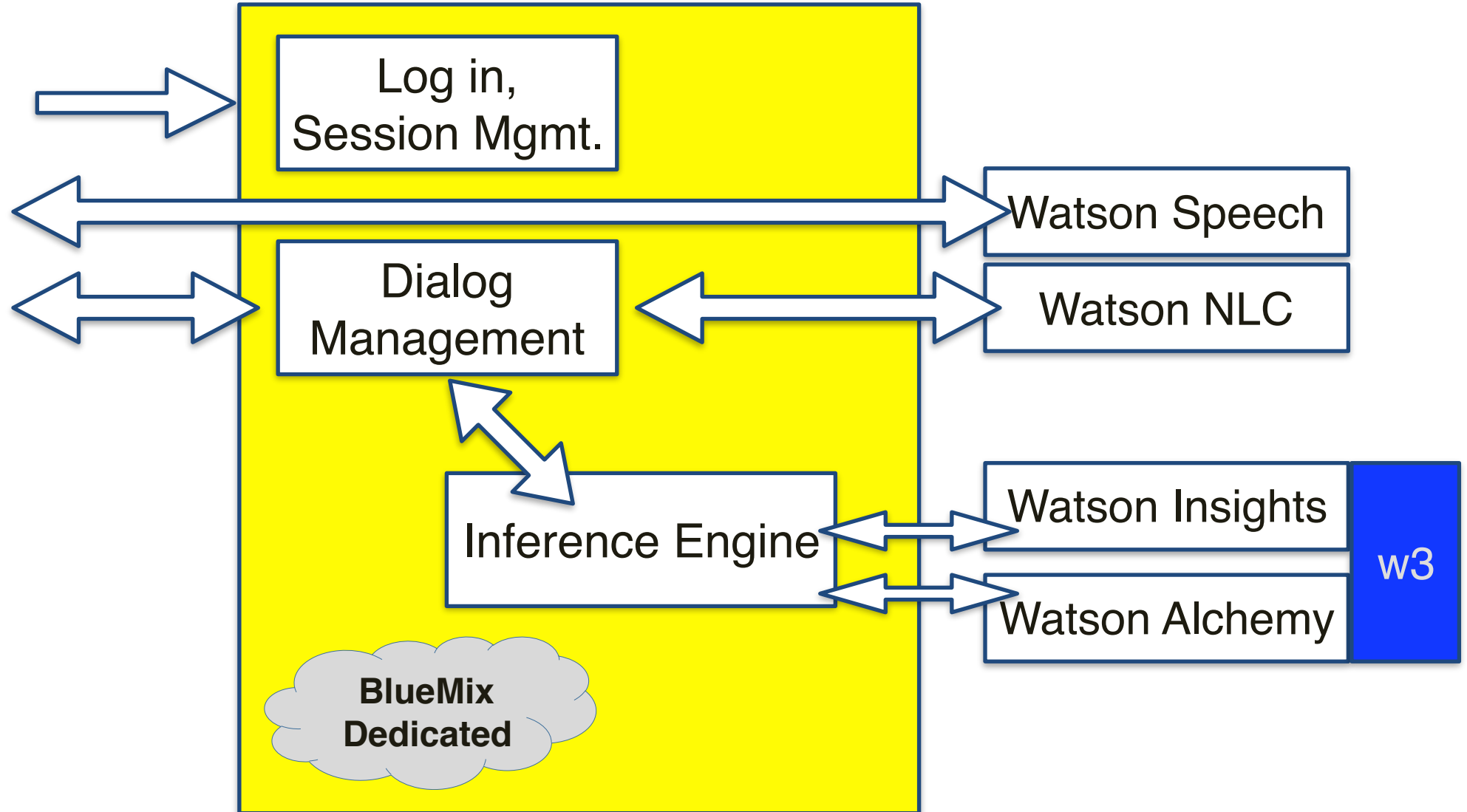
Yes, specifically on the CMO ideas

The Adviser ... concept System Context

IBM Cognitive Solution Advisor Architecture, V1

Mobile App

Log in,
Session Mgmt.

Watson Speech

Dialog
Management

Watson NLC

Inference Engine

Watson Insights

Watson Alchemy

w3

**BlueMix
Dedicated**

The Plan: 30 minute Chapters with an hour or two of practice

1. The Story, Architecture for this app
2. Setting up Bluemix
3. Building your first Watson App   (Watson Speech to Text)
4. Getting Watson to talk back   (Watson Text to Speech)
5. Understanding Classifiers   (Watson NLC)
6. Creating a custom dialog with Watson   (custom Q&A, session management)
7. Authentication   (puts C2 thru 6 together)
8. Alchemy News   (Watson Alchemy)
9. Visual Recognition and Images   (Watson Visual Recognition)
10. Watson Conversations   (Watson Conversations)
11. Rank & Retrieve   (Watson Alchemy + Rank & Retrieve)
12. Getting started on my first client prototype   Design Thinking, Stories, Architecture, Keeping it simple