MBL307

NEW LAUNCH!

Enhance Your Mobile Apps with AI Using Amazon Lex

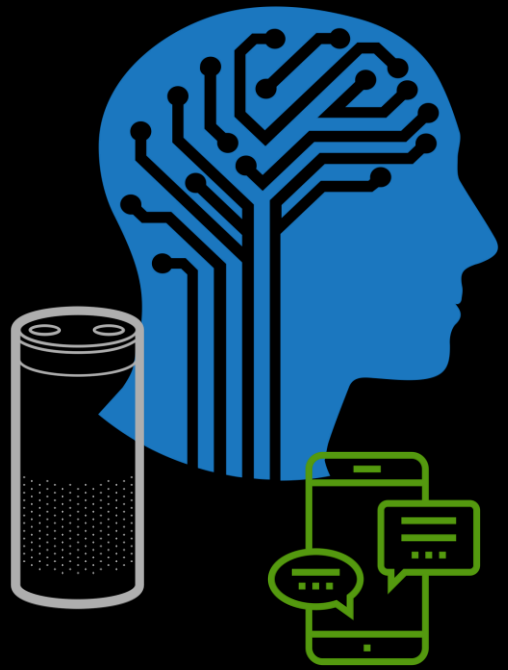
Rohan Deshpande, AWS Sr. Software Engineer

December 1, 2016

amazon web services

What to expect from this session

- Understand how bots are enabling intelligent multimodal user experiences
- Build your own Amazon Lex Bot
- Integrate bots into your mobile app using Mobile Hub
- Learn about other AWS buddy services that are key for building a scalable app



Intelligent multimodal interfaces

The exploding market for voice and chat bots

2.5 billion* messaging app users

Over a thousand Alexa skills developed

33% of all customer support interactions still need human interaction

Sources:
*The Economist, ~ KPCB Internet Trends 2016, + Accenture – Why AI is the future

How bots can make your apps more engaging

Simplify complex UX flows

Understand user intents better and personalize experiences

Automate complex business processes

Common use cases for building a bot

Informational Bots

Chat bots for everyday consumer requests

- News updates
- Weather information
- Game scores

Application Bots

Build powerful interfaces to mobile applications

- Book tickets
- Order food
- Manage bank accounts

Enterprise Productivity Bots

Streamline enterprise work activities and improve efficiencies

- Check sales numbers
- Marketing performance
- Inventory status

Internet of Things (IoT) Bots

Enable conversational interfaces for device interactions

- Wearables
- Appliances
- Auto

Building mobile bots on AWS

Building bots for your apps using AWS

Build a bot on Amazon Lex easily

Save development time and effort using Mobile Hub components and samples

Invoke existing business applications or SaaS applications using connectors in Mobile Hub

Amazon Lex benefits

Easy to use

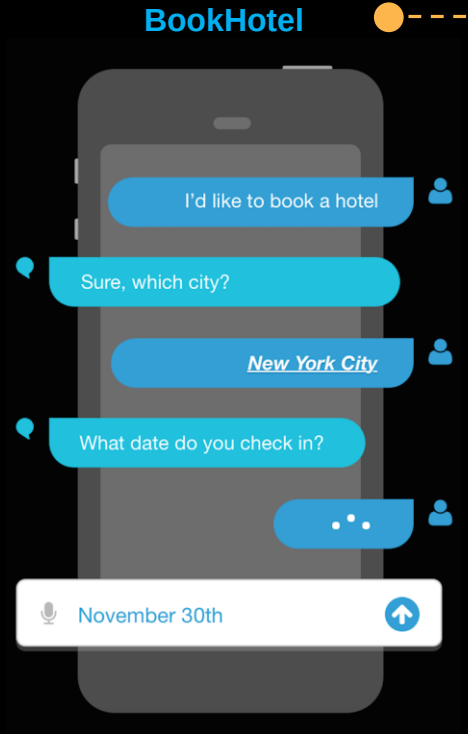
High quality Text and Speech Language Understanding

Seamlessly deploy and scale

Built-in integration with the AWS platform

Cost effective

Amazon Lex bot structure

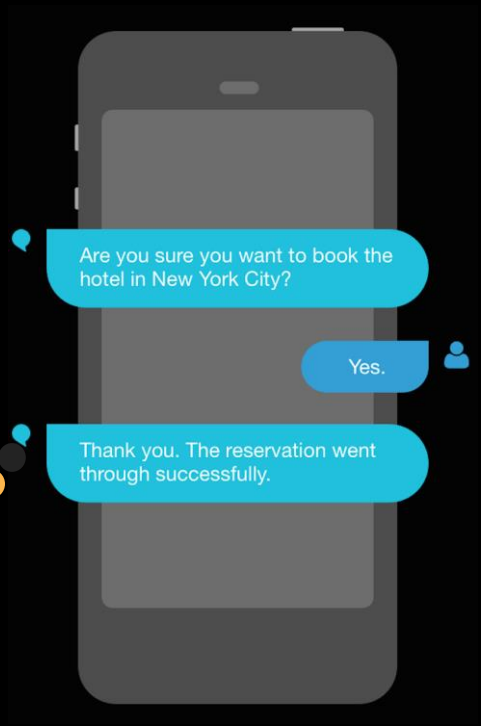


Intents
An Intent performs an action in response to natural language user input

Utterances
Spoken or typed phrases that invoke your intent

Slots
Slots are input data required to fulfill the intent

Fulfillment
Fulfillment mechanism for your intent



Demo

Amazon Lex Bot

Integrate a bot with your app using Mobile Hub

- Out of the box access control for your bot using IAM
- Securely consume data stored in Amazon DynamoDB or SaaS applications like Salesforce
- Test your bot-enabled apps using AWS Device Farm
- Engage users with Amazon Pinpoint

Key buddy serverless technologies for your app

Amazon Cognito – user authentication

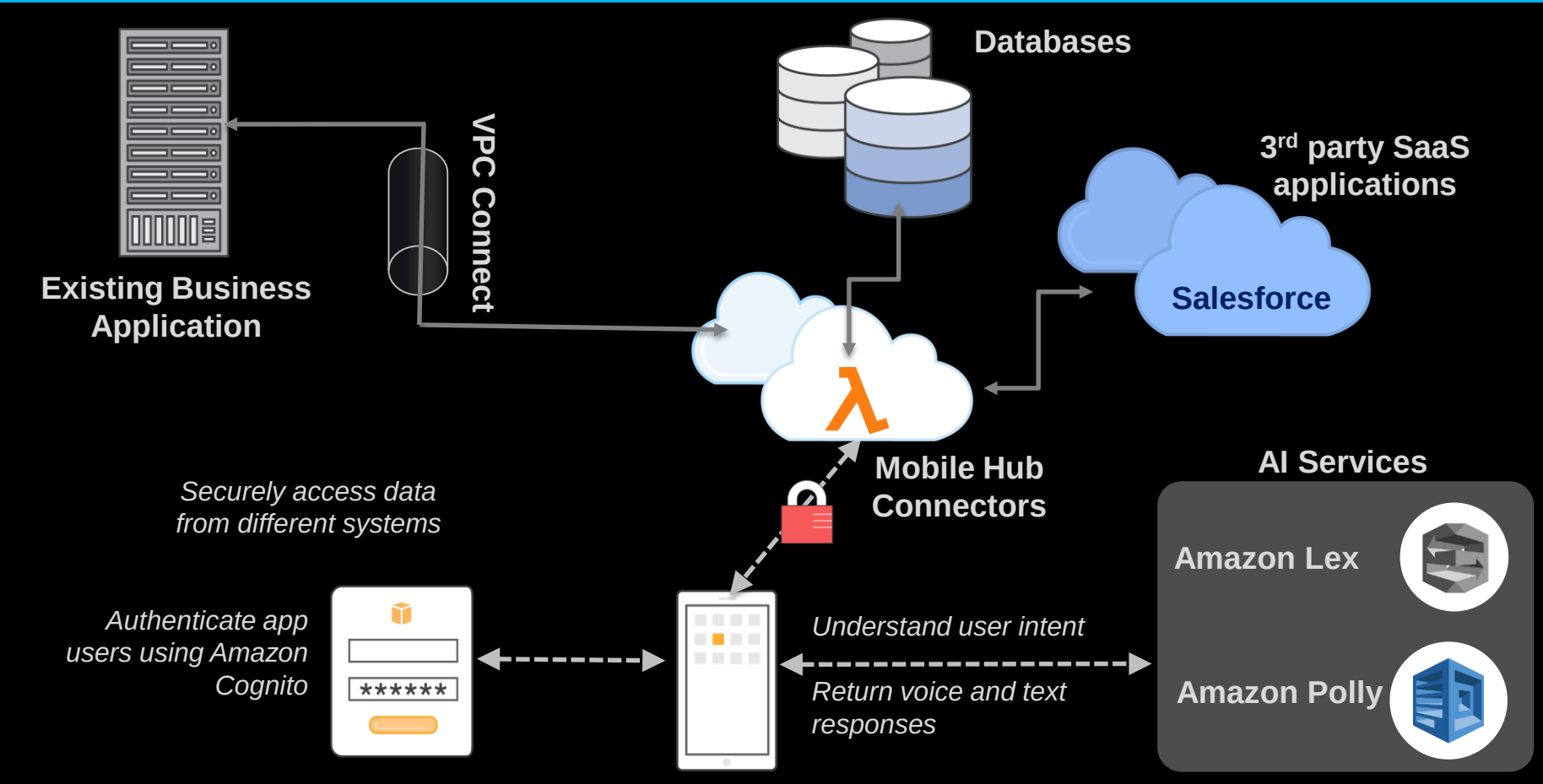
Serverless Microservices - AWS Lambda and API Gateway

Amazon DynamoDB – high performance database

Amazon S3 – Highly scalable cloud storage

AWS IoT – Connect your devices to the cloud

Anatomy of a mobile app with Amazon Lex



Demo

Add Amazon Lex Bot to a Mobile App

Resources

- Amazon Lex documentation: http://docs.aws.amazon.com/lex/latest/dg/
- AWS Mobile Hub documentation: https://aws.amazon.com/documentation/mobile-hub/
- Submit an access request to start using Amazon Lex: https://aws.amazon.com/lex

Thank you!

Remember to complete your evaluations!

Related Sessions

- MAC304 – Introducing Amazon Lex
- MBL403 – Deep Dive: Building and Delivering Mobile Apps for the Enterprise Using AWS Mobile Hub
- MAC308 – Workshop: Hands on with Amazon Lex, Amazon Polly, and Amazon Rekognition