

# Chapter 1: Zero to Cognitive: Design

Learning Bluemix & Cognitive

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# 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/>



**Recommended**

7. IBM Bluemix Dedicated is located here: <https://console.w3ibm.bluemix.net/>

**Please note that IBM Dedicated Bluemix, while available, is not recommended for experimentation. Many services, including the current Watson APIs are only available on PAID accounts. Some functionality, like Docker support, is not yet available (February, 2017).**



(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

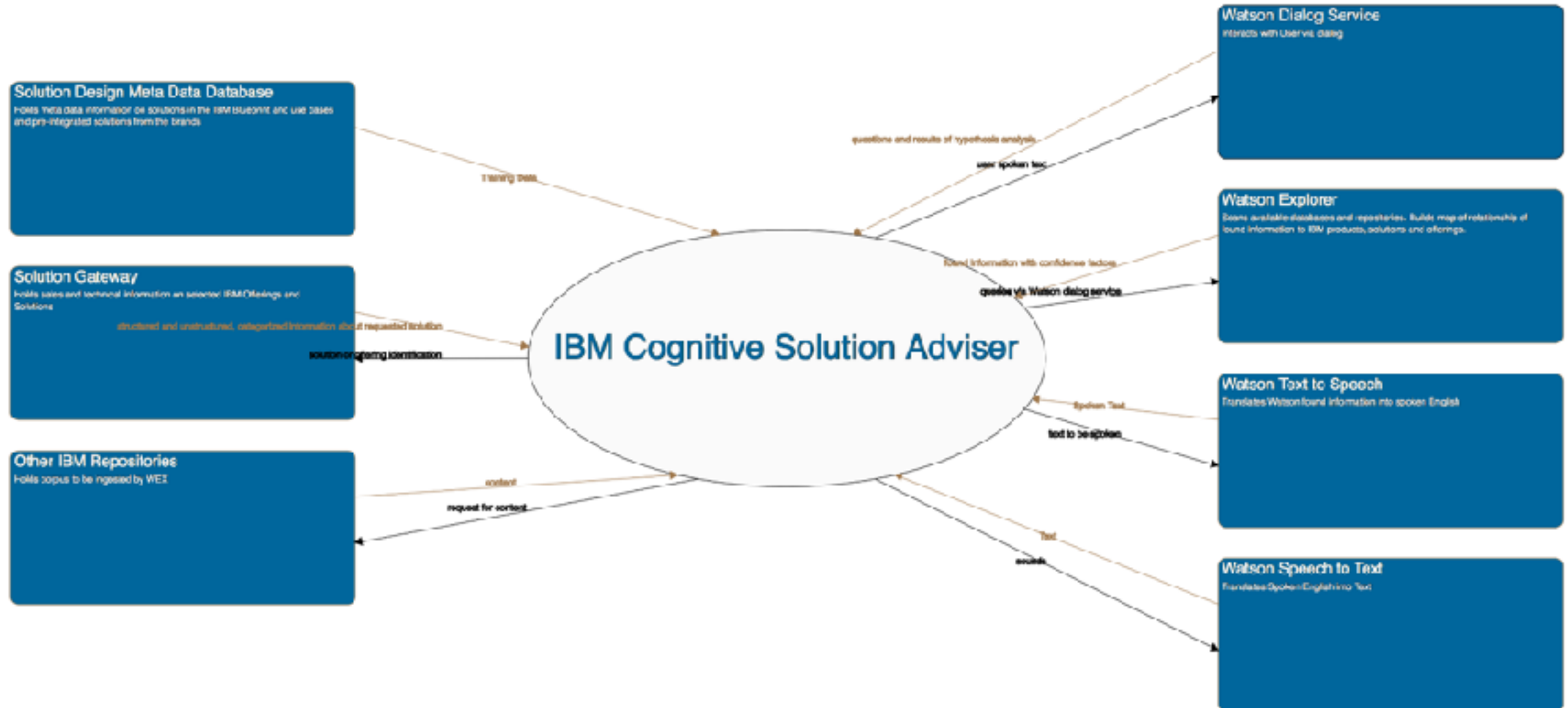
Hello Watson!

Hello Leah, Are we working on Oncor today?

Yes, specifically on the CMO ideas

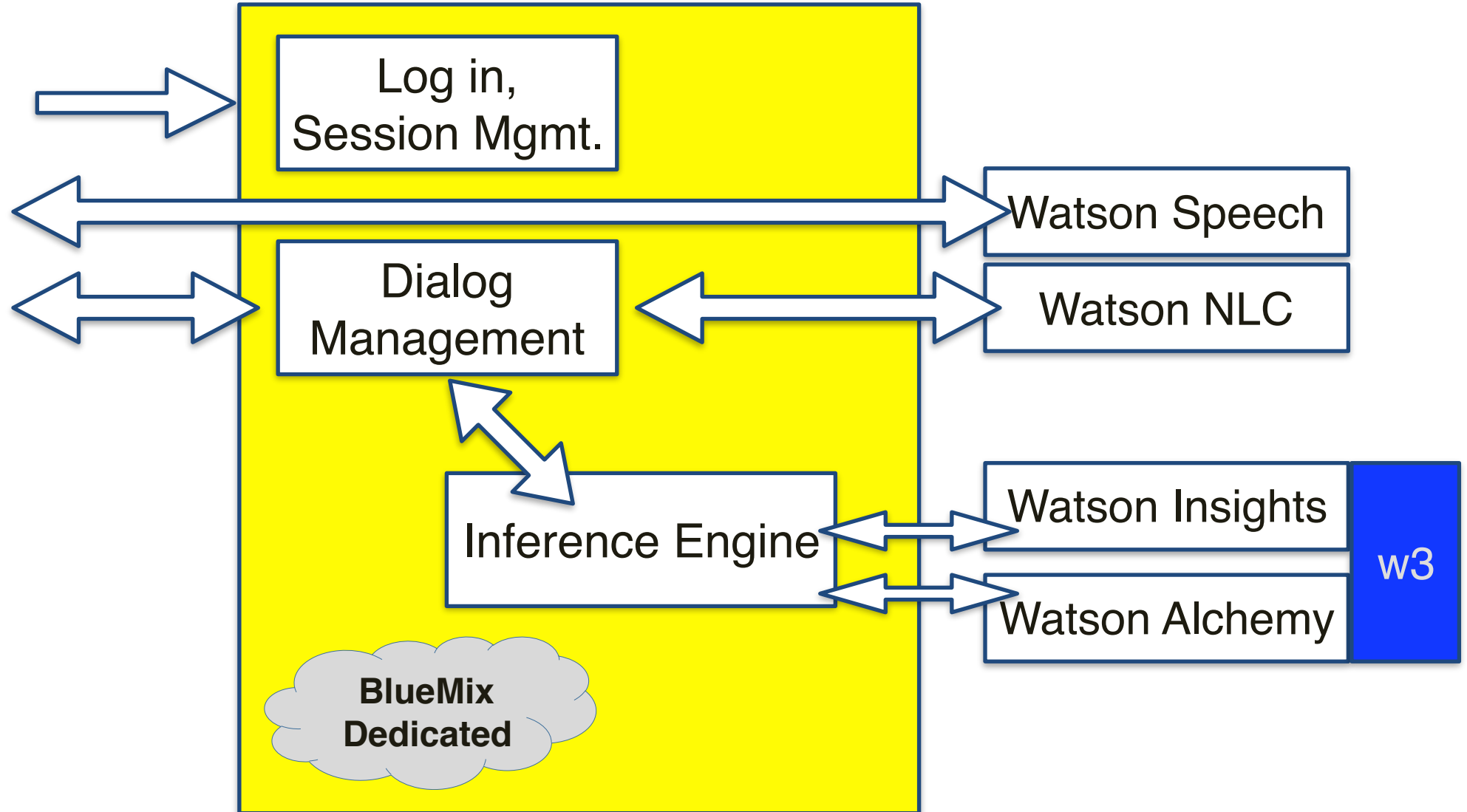
# The Adviser ... concept System Context

IBM



# IBM Cognitive Solution Advisor Architecture, V1

Mobile App



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

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|--|---|
| 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 |

