Case – Future's Bakery

Future's Bakery is a traditional bakery located in a well-known neighborhood, where there are offices and residences. With the pandemic, Future's Bakery – like so many establishments – suffered a huge impact and realized that it needed to modernize and digitalize.

It is worth noting that, with the digitalization movement of several establishments, mainly driven by the moment of greatest impact of the pandemic, competition with bakeries in the region became even greater, which negatively affected the movement and profit of Future's Bakery.

In this scenario, in addition to the menu of a normal bakery, Future Bakery decided to innovate, adding special products and services:

- **Menu (Normal Menu):** Presentation by product category, including ingredients and price;

- **Specialty (Special Product/Service):** Description of Future's Bakery specialty and why it is good for consumers and differentiates it from competitors in the region;

- **Services:** Description of new services offered by Future's Bakery and how these new services benefit consumers in the pandemic and social distancing scenario.

Do you accept the challenge of helping Future's Baking?

Technical Challenge

Your goal is to build a Chatbot to serve Future's Bakery customers. The Chatbot should provide the customer with more agility and should increase their satisfaction in terms of Customer Service and Experience.

The Chatbot should be designed to answer customer queries about the available products, services and menu.

Imagine what a customer would like to know when carrying out a digital service and what the most frequently asked questions could be. **Create the answer mechanism for at least 5 questions.**

1) Complete the course attached in the file: Lab Guide - Nuevo Watson Assistant_esp.pdf
Attention: Plan ahead, the course lasts 4 hours
2) Create chatbot and send the link for testing
3) Record a vídeo of approximately 2 minutes presenting your Chatbot and the commercial value of the solution – lessons learned, strengths and weaknesses of the solution. Record horizontally and feel free to use images, PPTs or any other tool in the video. **Video must be recorded in English.**

You must post the deliverable contents (link to your chatbot and video) in the box Instructions are in the end of this file).
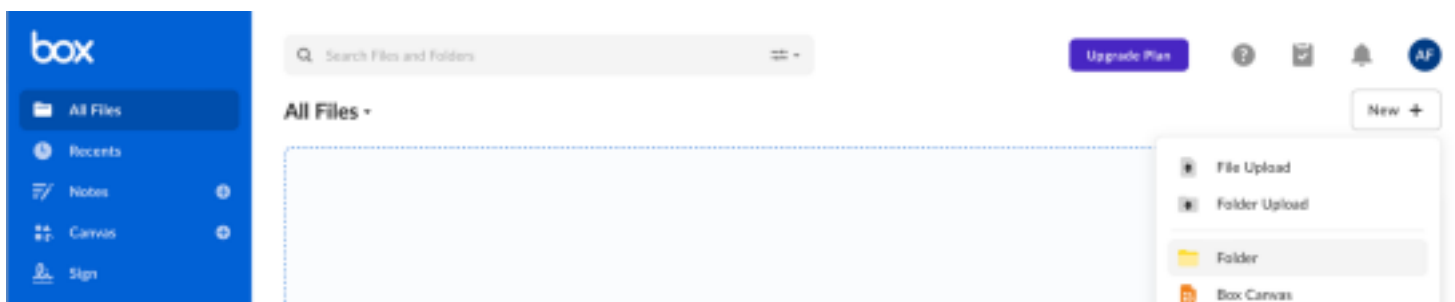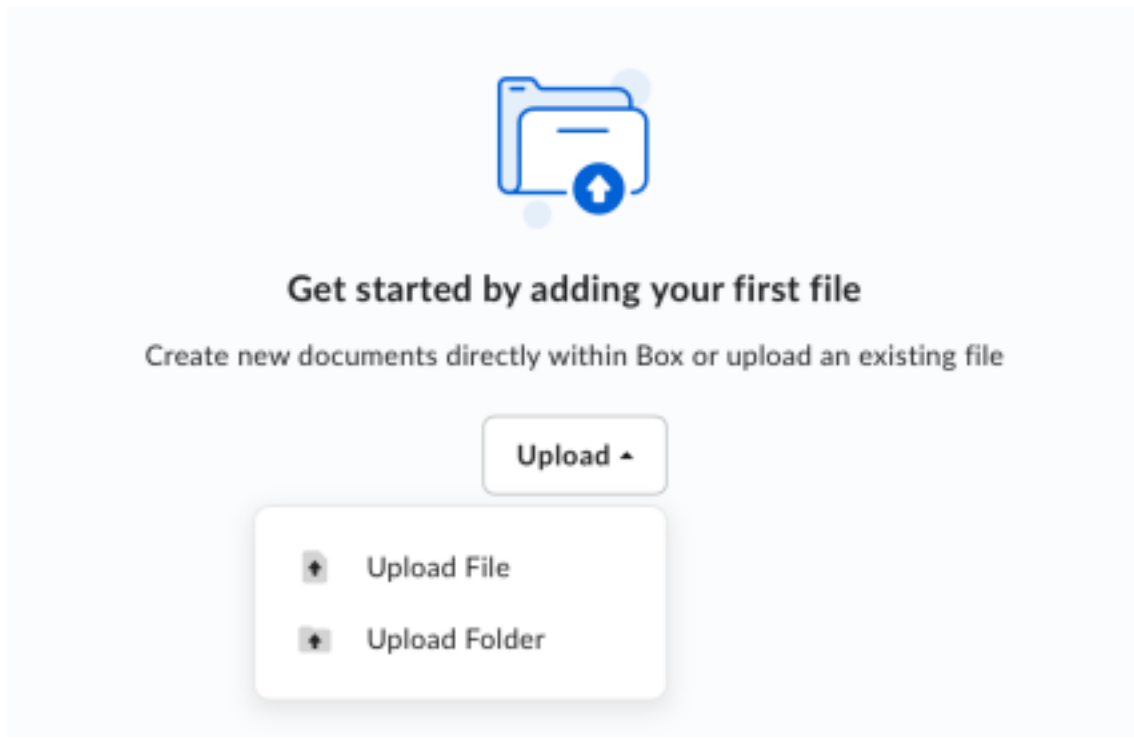
How to upload my deliverable content:

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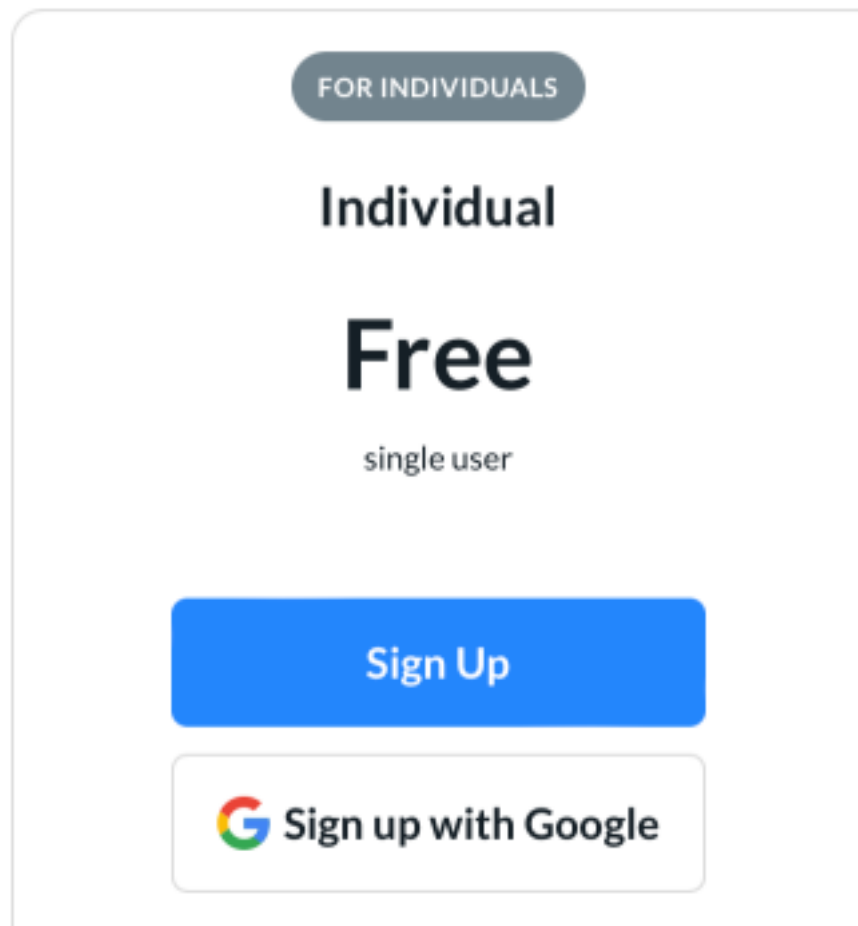
2) Sign up adding your info or with Google
3) Open a new folder by clicking in "New" button and selecting the "Folder option)

4) Name the new folder with your full name
5) Click on the folder name to open the folder and upload your deliverable content. (Testing link should be shared in a word file)

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   to the email you had received) with your full name as subject.**