* A conversational user interface (CUI) is a user interface for computers that emulates a conversation with a real human.
* Conversational interfaces use natural language processing (NLP) to allow computers to understand, analyze, and create meaning from human language.
* NLP considers the structure of human language (i.e., words make phrases; phrases make sentences which convey the idea or intent the user is trying to invoke).
* The ambiguous nature of human language makes it difficult for a machine to always correctly interpret the user's requests, which is why we have seen a shift toward natural-language understanding (NLU).
* NLU allows for sentiment analysis and conversational searches which allows a line of questioning to continue, with the context carried throughout the conversation.
* NLU allows conversational interfaces to handle unstructured inputs that the human brain is able to understand such as spelling mistakes of follow-up questions.
* For example, through leveraging NLU, a user could first ask for the population of the United States. If the user then asks "Who is the president?” the search will carry forward the context of the United States and provide the appropriate response.