

ORACLE®

Oracle Digital Assistant

The Complete Training

Conversation Designer



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Topic agenda

- 1 ➤ Challenge of conversation design
- 2 ➤ Getting familiar with the conversation designer
- 3 ➤ Things the bot can say
- 4 ➤ Things the user can say
- 5 ➤ What happens under the covers
- 6 ➤ Recommendations and best practices

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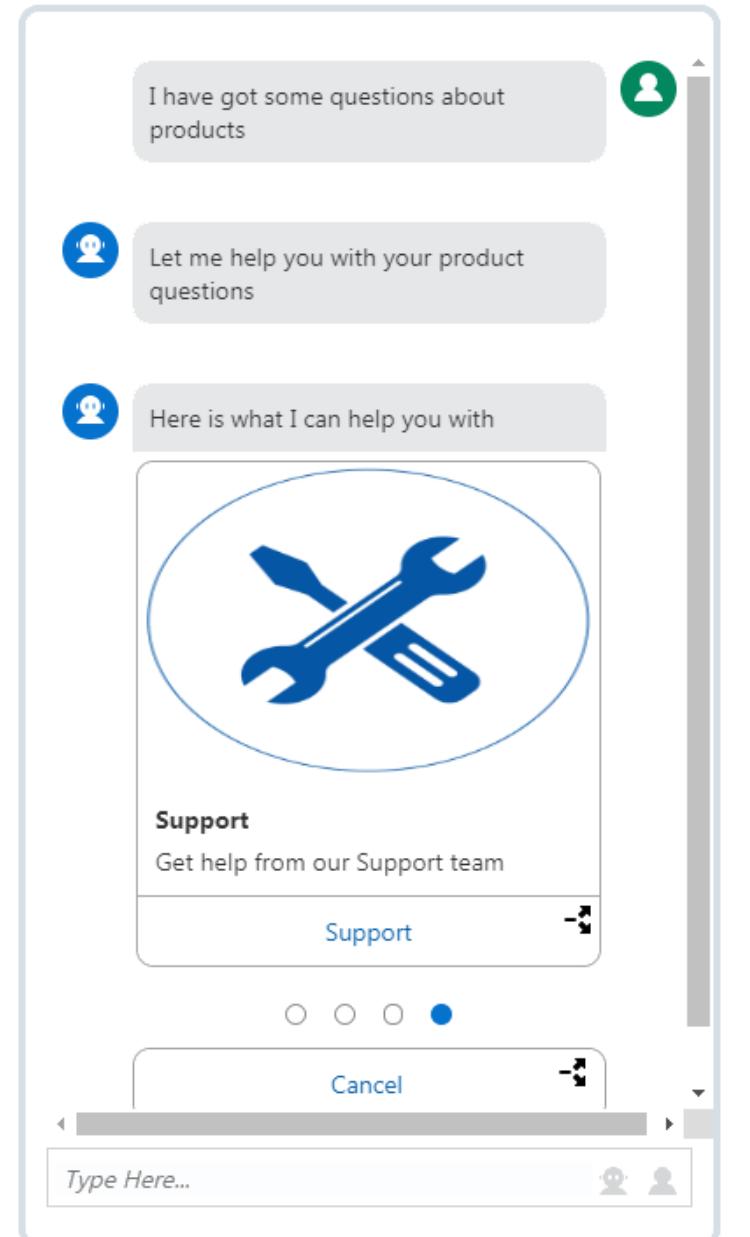
Challenge of conversation design

- Conversational interfaces are, for most, a new concept
 - Business needs to understand what it is buying in to
 - Visualise what a conversation might look like
 - Understand tone of voice
 - Understand visuals and branding
- We encourage visualizing conversation flow
 - Stakeholder sign off
 - Starting point for developers
- Various options used today
 - Whiteboard, Botmock, Visio, PPT etc

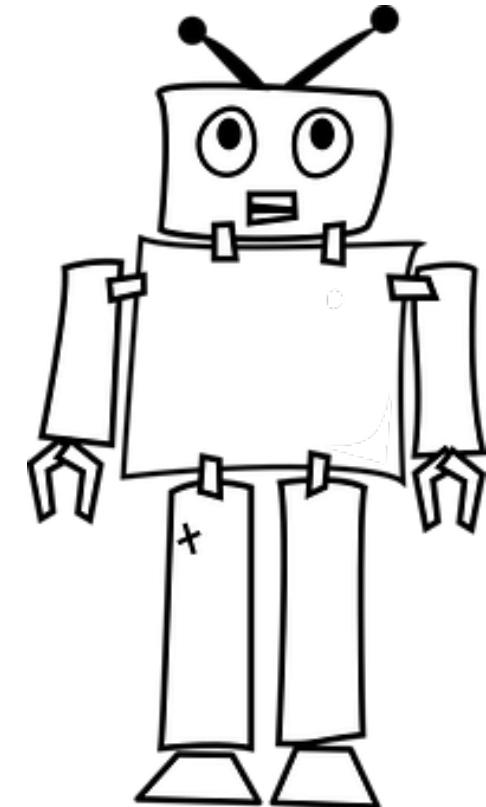


Implementing conversation design

- Oracle Digital Assistant introduces conversation designer in 19.1.5 (as beta)
- Allows user to mock up a conversation
 -  Define what the person says
 -  Define what the bot says
- Automatically detects intent and entities
- Conversation can be branched
- Generates a working skill



The conversation designer is **beta feature** in **19.1.5**. Although it is robust and functionally rich we released it as a **beta version** to gather feedback

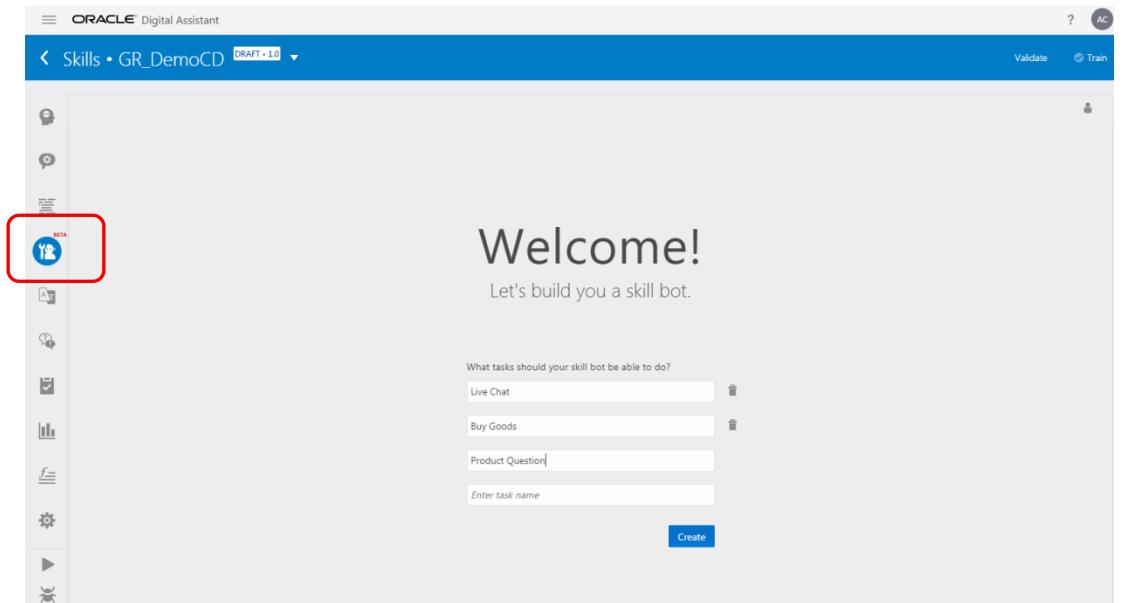
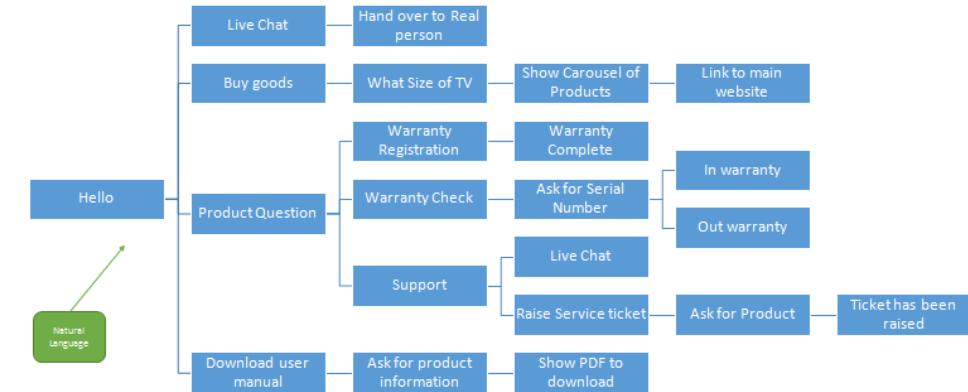


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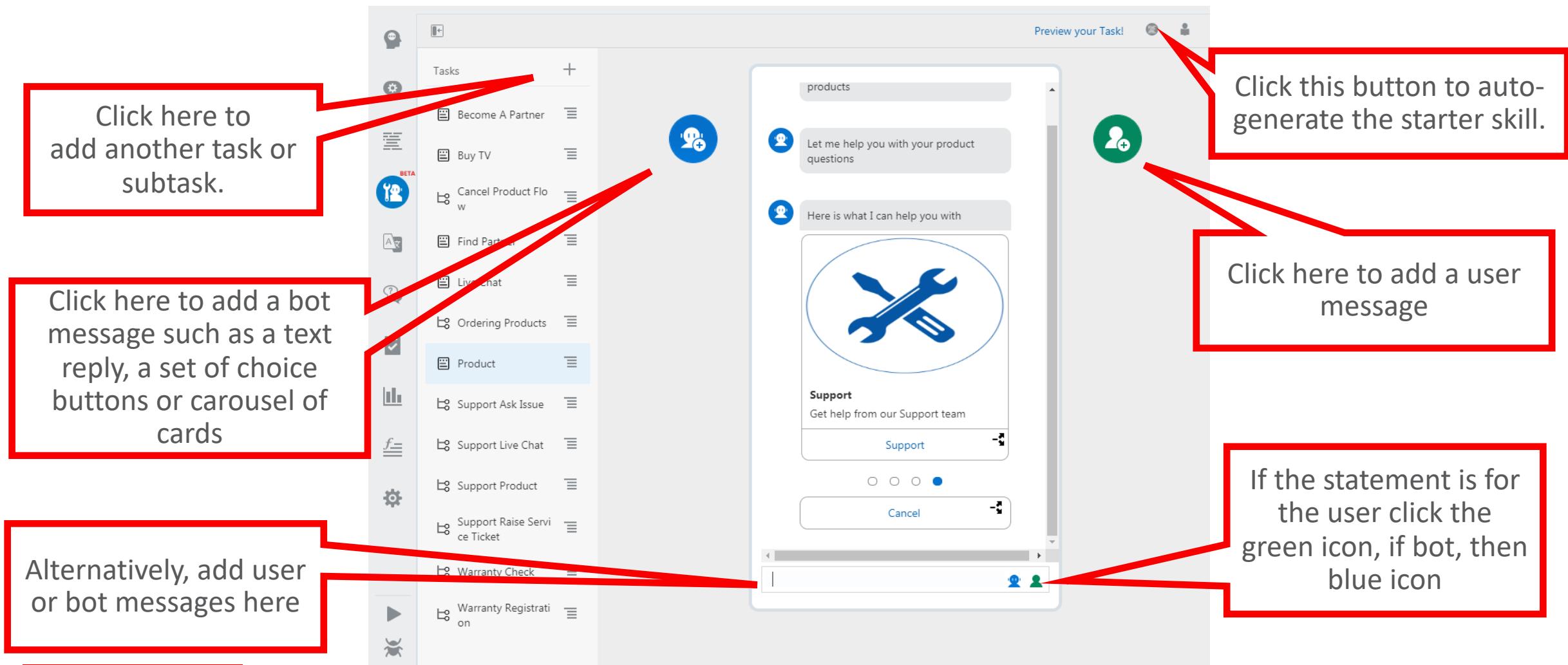
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Getting familiar with the conversation designer

- Accessed within a skill
- Based on tasks which match to main conversation threads/branches
 - Live chat
 - Buy goods
 - Product question
 - Download user manual
- Additional tasks can be added later

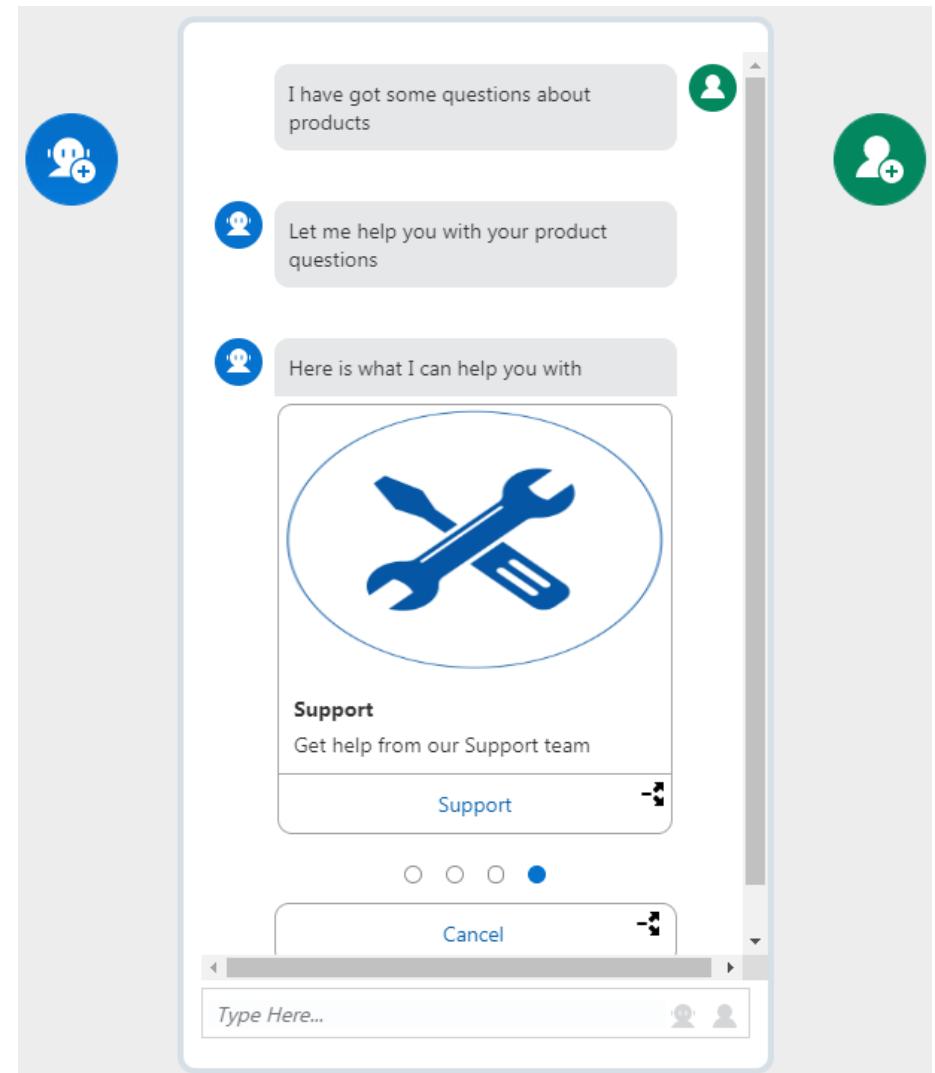


Getting familiar with the conversation designer



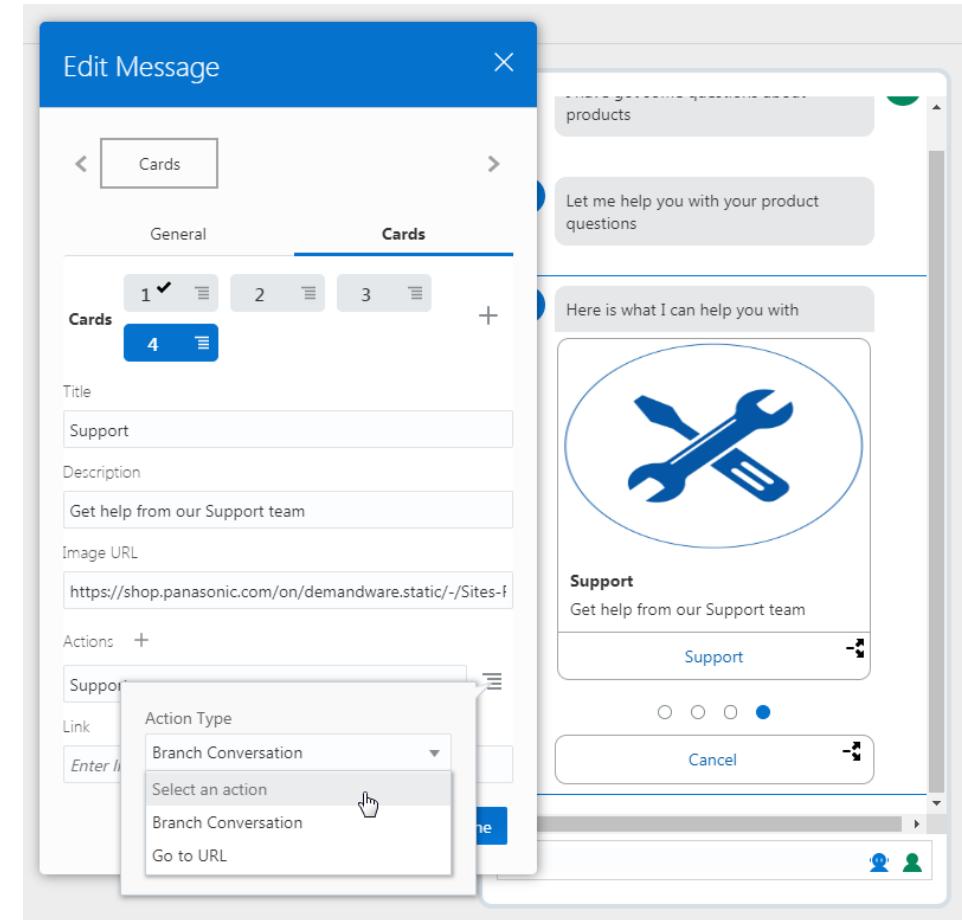
Conversations have a pattern

- “Design by Example”
- The user makes a request
 - This is typically interpreted as an intent
 - The resolution of which will define which task to execute
- Bot then responds
 - A statement with information or data
 - A card or carousel of cards with info or data
 - A selection of buttons to further direct the dialog



Conversations have a pattern

- Bot responses can define conversation branches
 - Would you like to speak to an agent?
- Branch to a sub task or URL
- Branch based on an action or entity value
 - Based on a value
 - E.g. If pizza size large offer stuffed crust
 - Based on action
 - E.g. Choose to speak to a support person

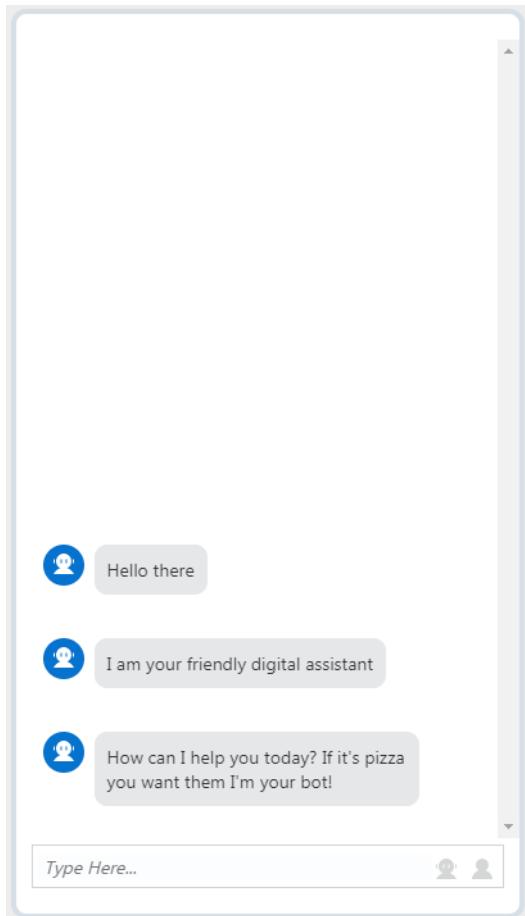


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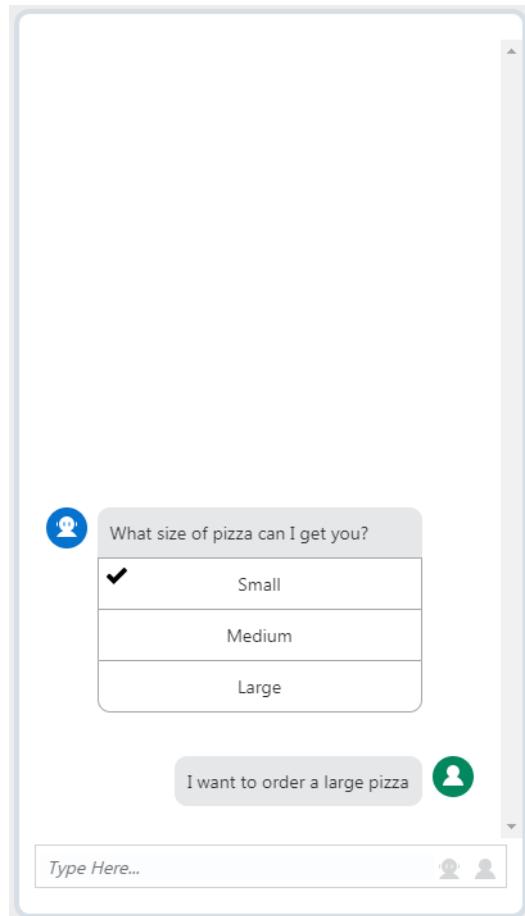
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Things the bot can say

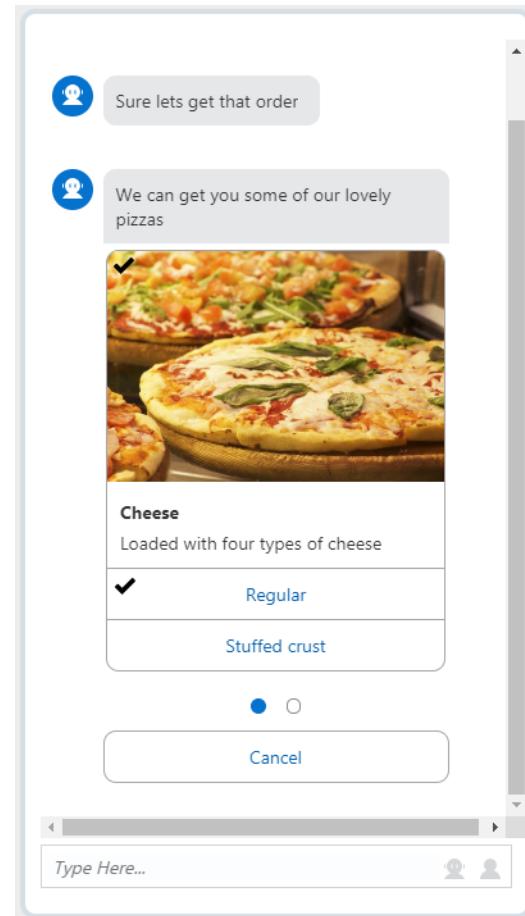
Text



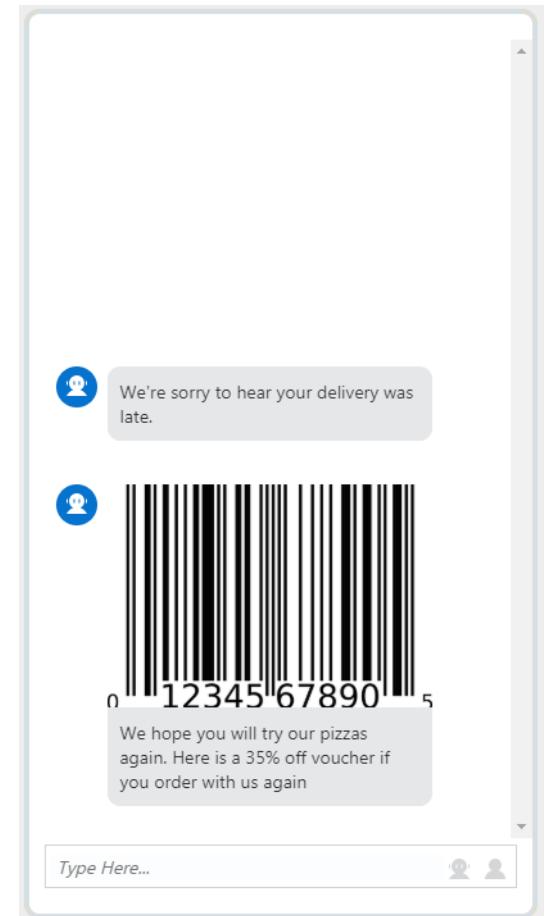
Action



Card

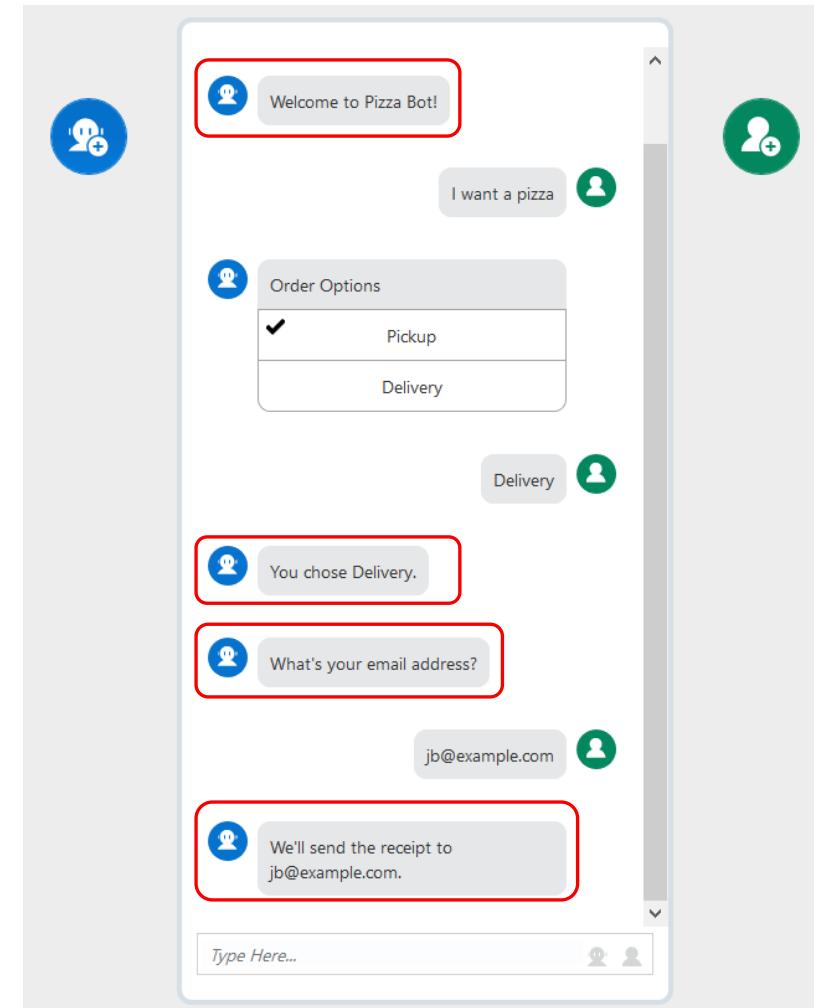


Attachment



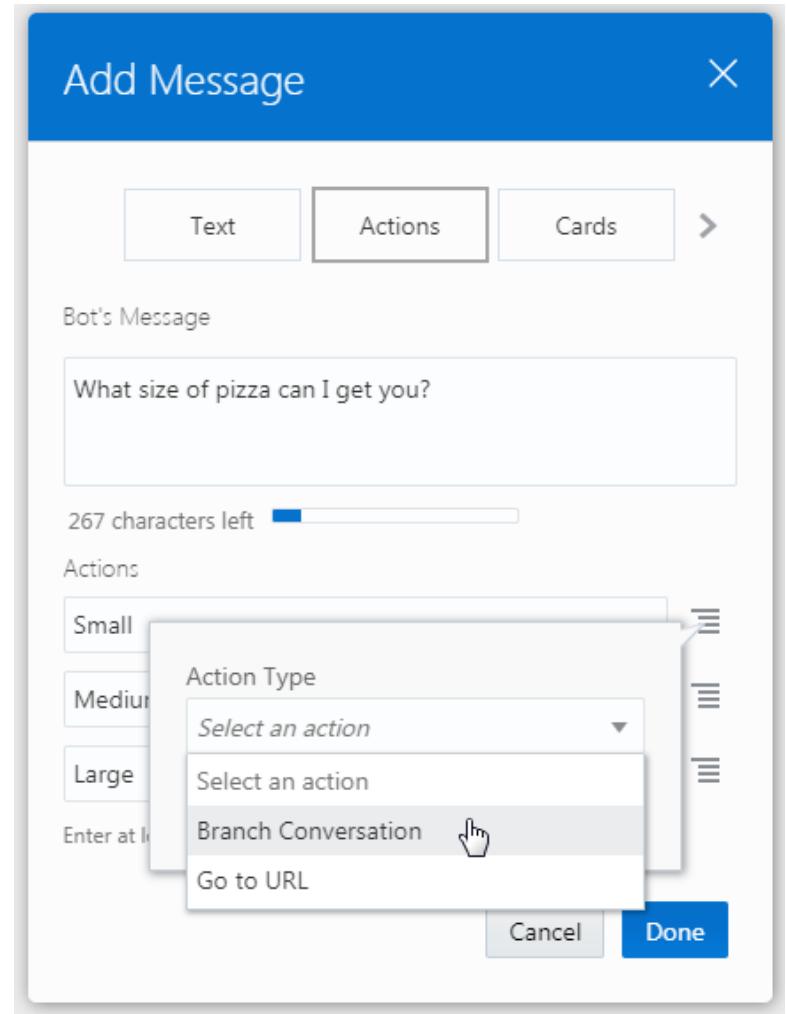
Things the bot can say – Text

- Simple output to the user
 - Greetings
 - Acknowledgements
 - Prompts
 - Output Messages



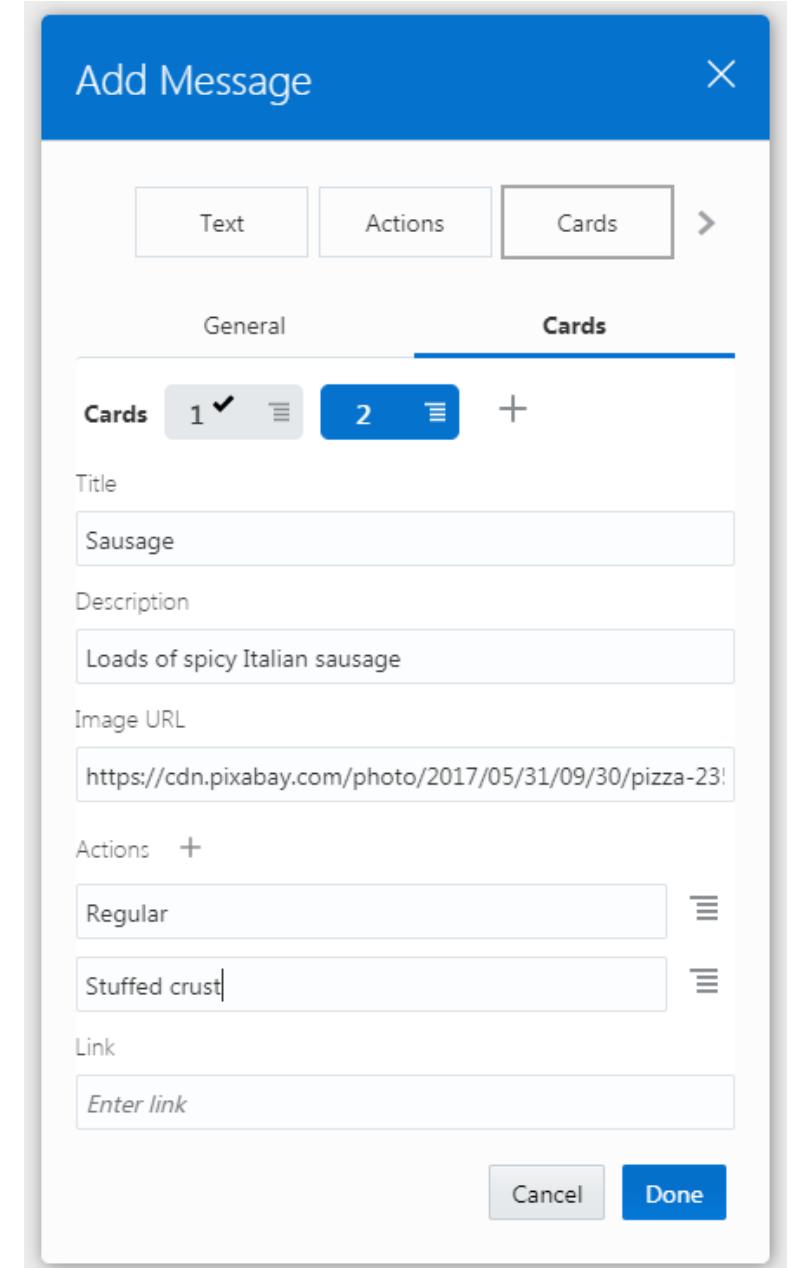
Things the bot can say- Action messages

- Presents a list of options
 - Pizza size: small, medium, large
 - Confirm order: yes, no
- List options are enumerated:
 - Thus an entity will be created and set
 - User input validated against the entity value
- List options can trigger actions
 - Branch the conversation to another task or subtask
 - Go to a URL



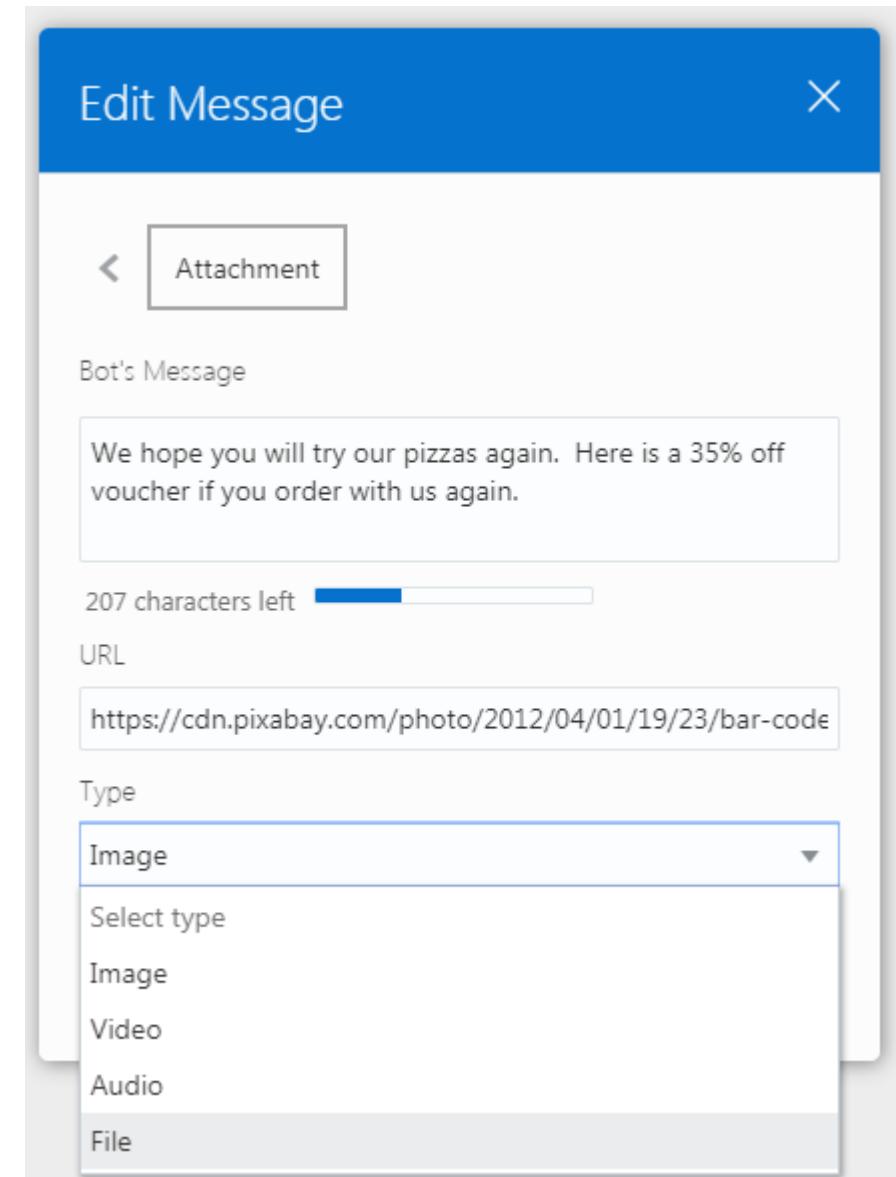
Things the bot can say - Cards

- Presents a carousel that scrolls horizontally or vertically
- The card title defines the enumerated value
 - Thus an entity will be created and set
- Each card can have multiple actions
 - Branch to another task or subtask
 - Open a URL
- A carousel can also have a global action



Things the bot can say - Attachment

- Allows an attachment to be displayed to the user
 - Image
 - Video
 - Audio
 - File

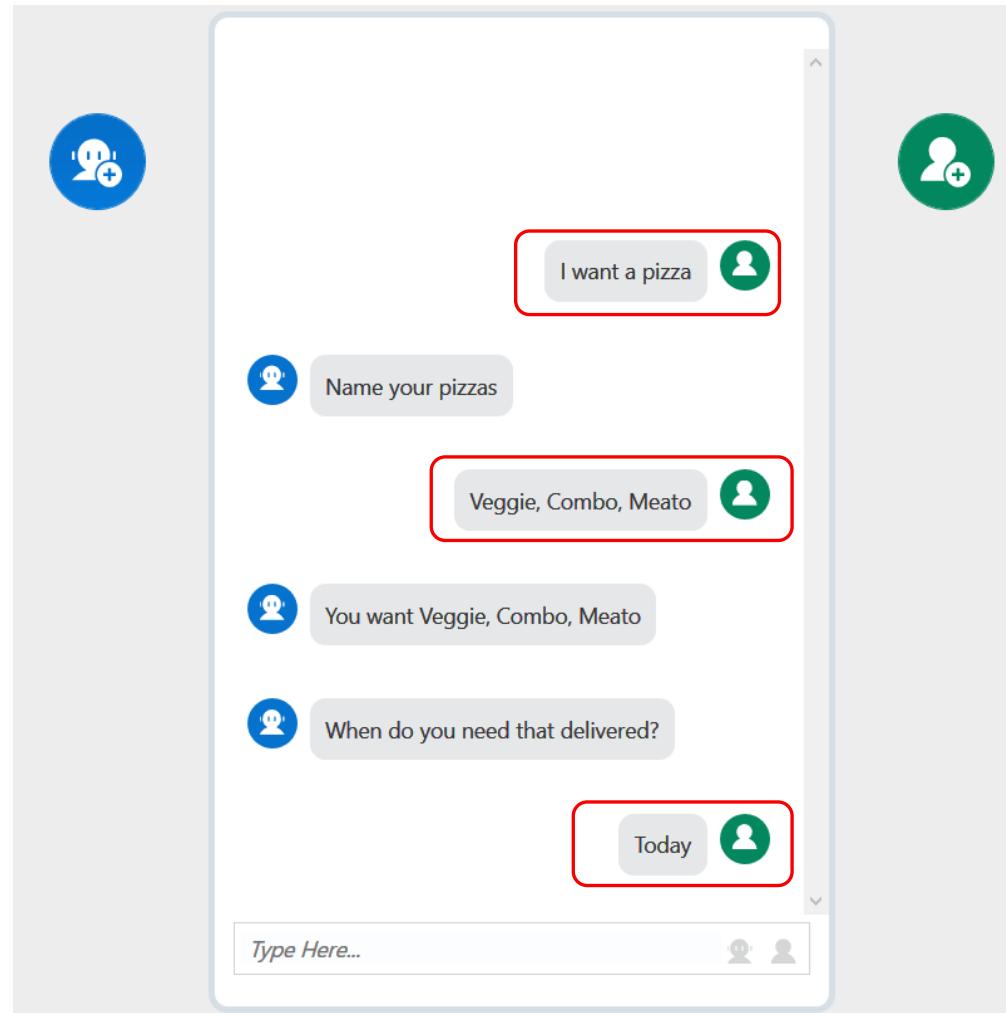


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Things the user can say - Text

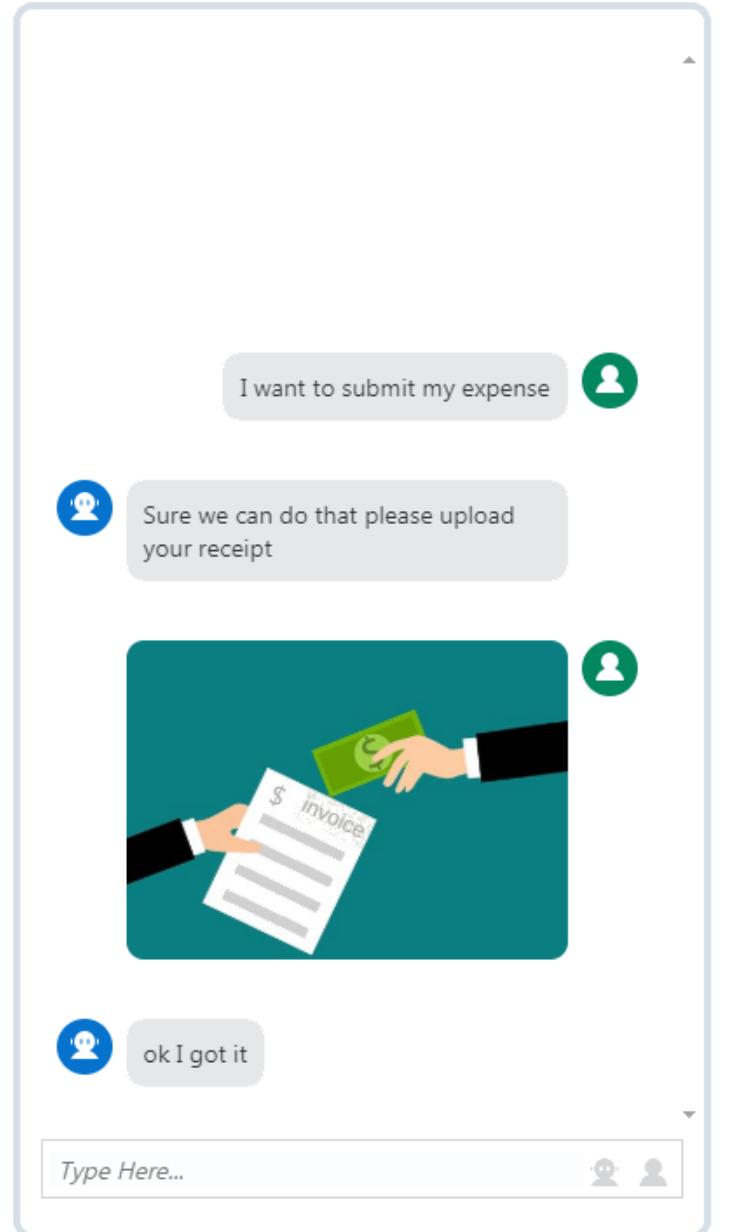
- Represents input from a user
- The Conversation Designer interprets as:
 - Intent Utterances
 - An imperative statement that ends with a noun
 - Custom entity values
 - Built-in entity values
 - Currency
 - Date
 - URL
 - Phone Number
 - Time
 - Email



Things the user can say - Attachment

Allows a user to submit an attachment:

- Image
- Video
- Audio
- File



Bot and user message classification

- Each message is classified depending on context
- This influences the way the bot behaves and the structures generated

Edit Message X

Text Actions Cards >

Bot's Message

What is your email address?

273 characters left [progress bar]

Classification
PROMPT

Cancel Done

Add Message X

Text Attachment

User's Message

gr@example.com

286 characters left [progress bar]

Classification
EMAIL

Cancel Done

Add Message X

Text Attachment

User's Message

I want a pizza

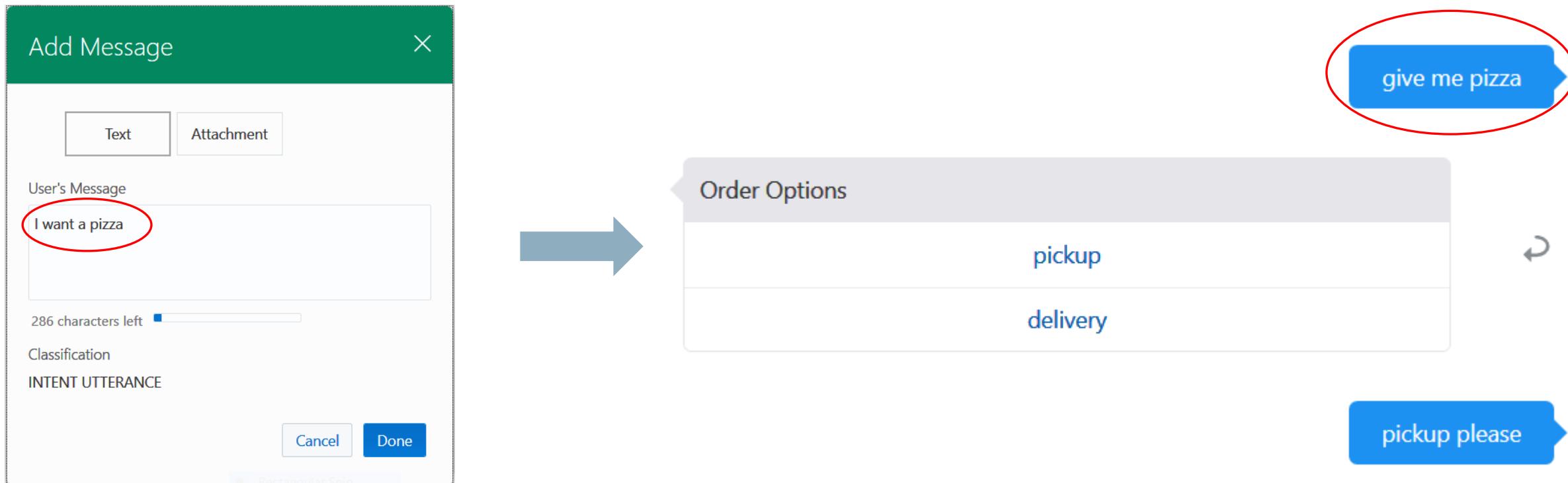
286 characters left [progress bar]

Classification
INTENT UTTERANCE

Cancel Done

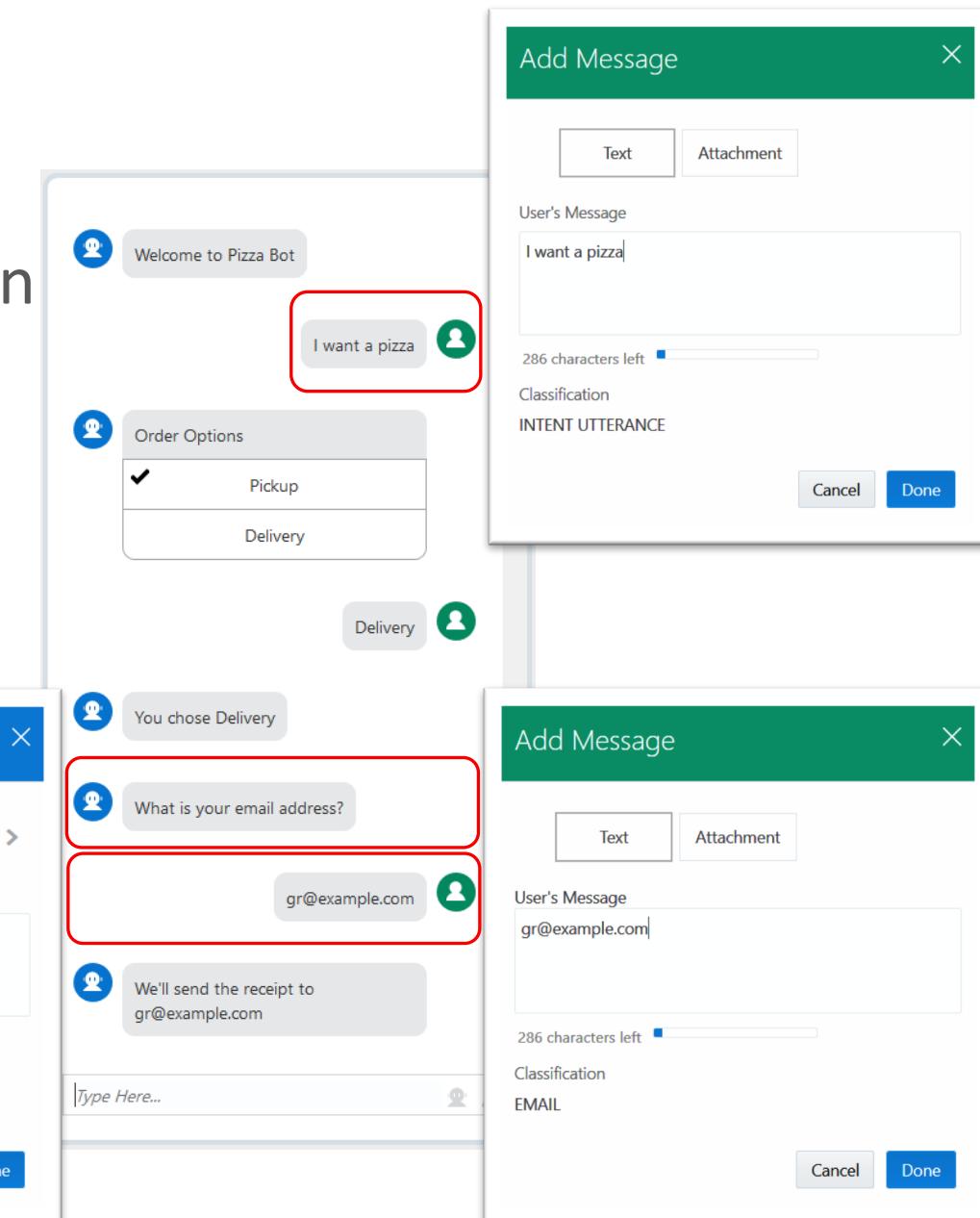
Bot and user message classification

- User input classified as intent
 - At runtime, NLP is used to determine which task to execute



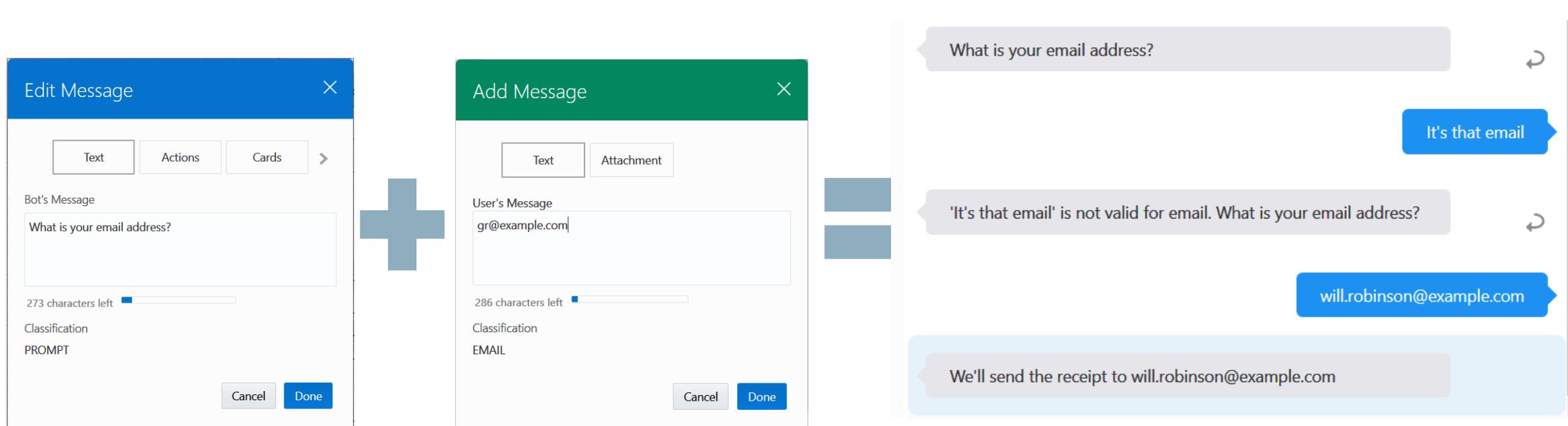
Bot and user message classification

- By classifying we can impose entity validation
- Depends on message position and context
 - User message interpreted as intent utterance
 - Bot message interpreted as prompt
 - User message interpreted as entity value



Bot and user message classification - example

- Creates an entity and incorporates the prompt message
- At runtime, the format of the user input is validated



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What happens under-the-covers?

- Generate and run in tester, or preview
- Design definition JSON in dialog flow
- When you generate:
 - The dialog (YAML) is generated
 - For each task, an intent is created along with some training utterances
 - For each task, a set of entities (templates for the request details) are generated
 - E.g. toppings = pepperoni, size = large, medium, small
- Bot generation is one-way
 - Hand editing is NOT reflected in design

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Recommendations and best practices

- Give task names such as
 - Product Question, Live Human
 - Don't use “task” “subtask” as suffix.
- Start each task with a user input which indicates the “intent” of the flow
 - Use imperative voice
 - Ideally ends with noun
 - “I want to order pizza”, “Show me currently open orders”
- Cards need actions

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