How We Ditched Our Apps and Built a Robot Instead

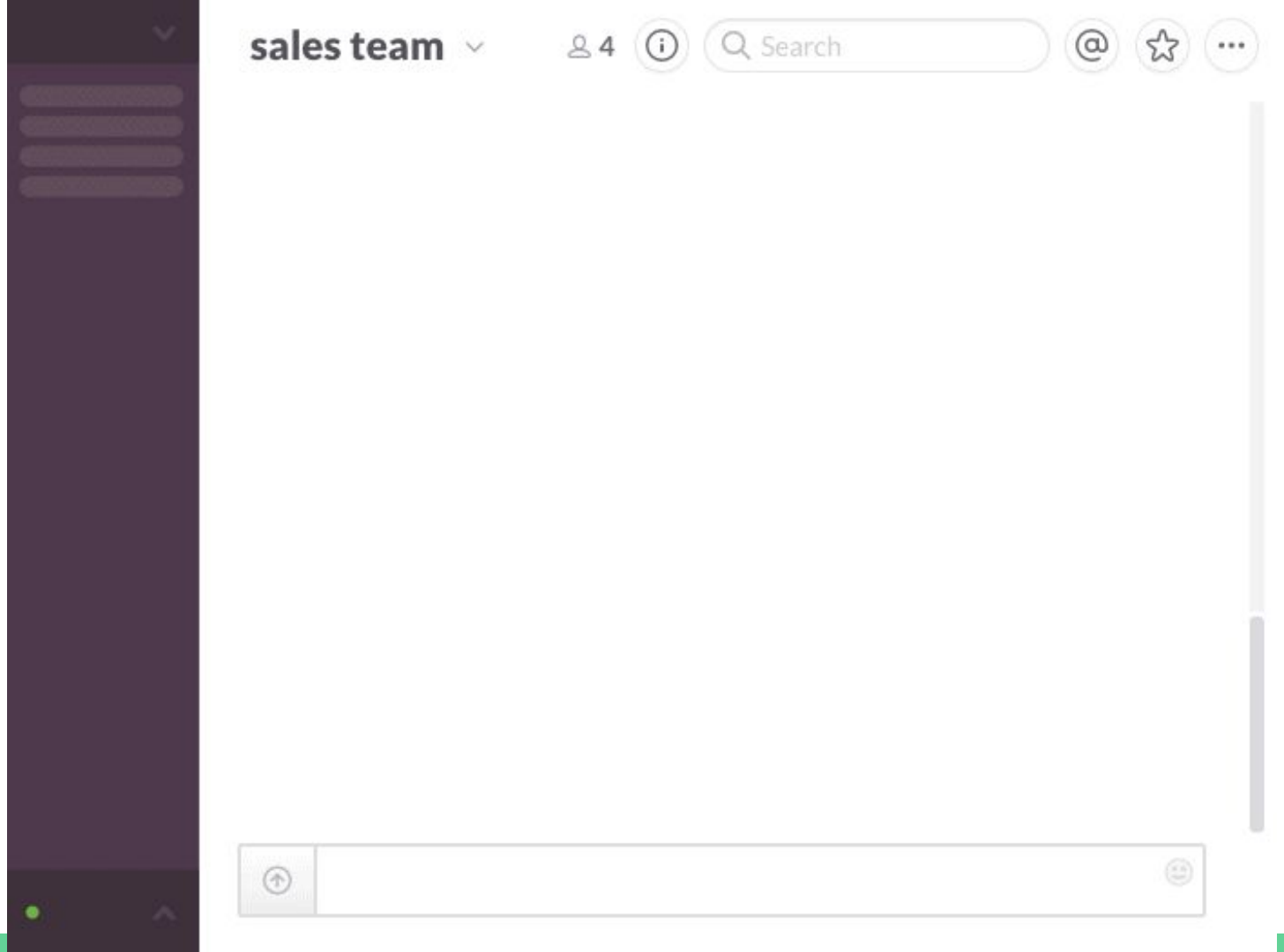
Eyal Yavor, CTO @ Meekan

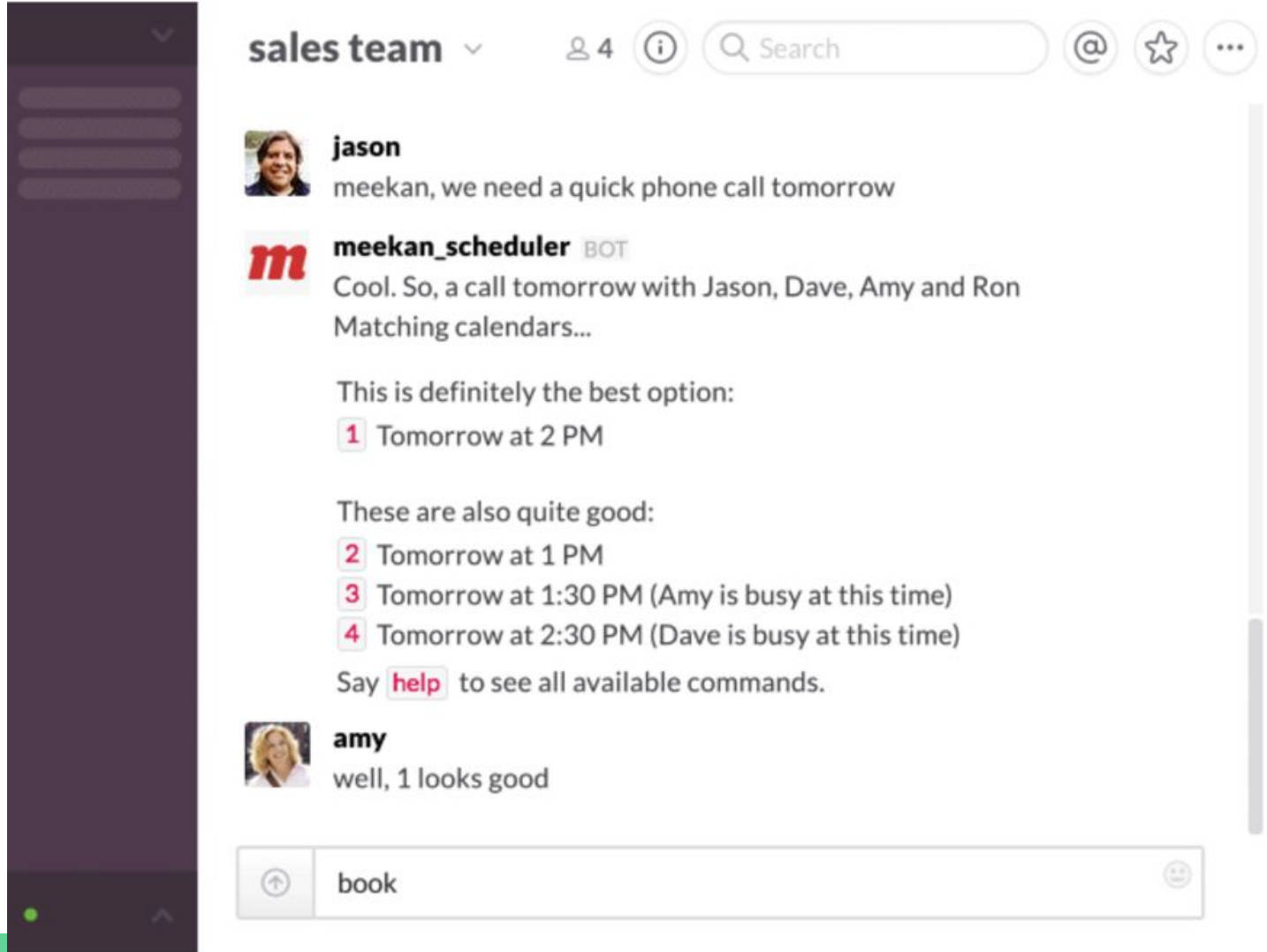
http://www.tv.com/news/breaking-bad-how-much-cash-was-in-that-storage-unit-29497/

2 years later

http://twinfinite.net/2016/01/worst-season-passes/burningmoney/

Hail Mary


sales team
4
Search


sales team
4
Search
jason
meekan, we need a quick phone call tomorrow
meekan_scheduler BOT
Cool. So, a call tomorrow with Jason, Dave, Amy and Ron
Matching calendars...
This is definitely the best option:
1 Tomorrow at 2 PM
These are also quite good:
2 Tomorrow at 1 PM
3 Tomorrow at 1:30 PM (Amy is busy at this time)
4 Tomorrow at 2:30 PM (Dave is busy at this time)
Say help to see all available commands.
amy
well, 1 looks good
book

Morning
Around noon
Afternoon
Evening
Whenever
Exact time...

53 seconds

Your app could be a chatbot

★ No UI is the best UI

Your app could be a chatbot

★ Conversation is the new UX

HOME TECH FACEBOOK

Mark Zuckerberg: I'm building an AI for my home that's 'kind of like Jarvis in Iron Man'

By Jacob Kastrenakes on January 3, 2016 06:53 pm Email @jake_k

Your app could be a chatbot

★ Apps fatigue

Consumers Spend 85% Of Time On Smartphones In Apps, But Only 5 Apps See Heavy Use

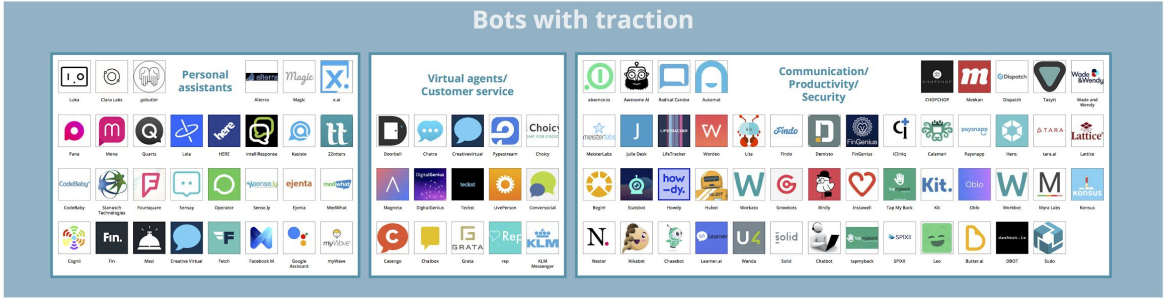
Posted Jun 22, 2015 by Sarah Perez (@sarahintampa)

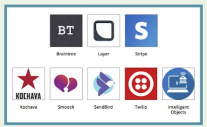
פתח תקוה
Petah Tikva
481
חיפה
Haifa
4
לשירי שכתבה בפוסט לבנק שלה:
"נמאס מאפליקציות! תנו לי בן אדם!"
*8860
מזרחי טפחות
5.5
BARAM

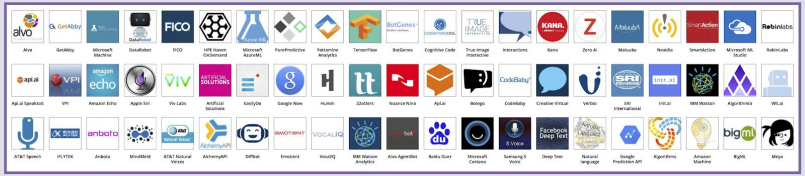
DESIGNED BY
JON CIFUENTES

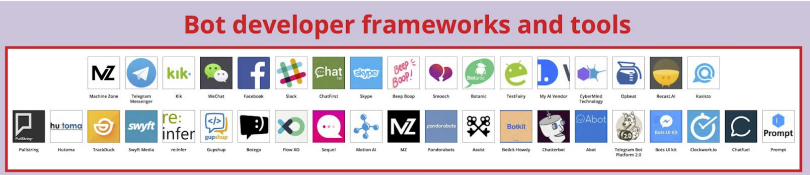
Bots Landscape

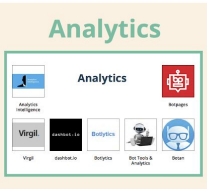
POWERED BY
VB | Profiles

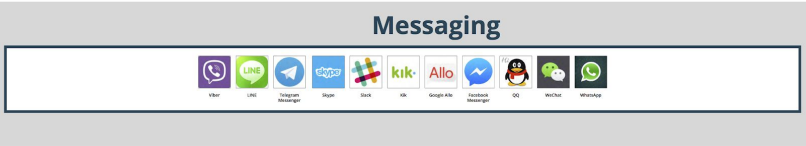












http://venturebeat.com/2016/08/11/introducing-the-bots-landscape-170-companies-4-billion-in-funding-thousands-of-bots/

Don’t think it’s easy

Don’t think it’s easy

We’ll get to the hard parts in 5 minutes

Easy

No GUI, faster cycles

Easy

Only server side

Easy

Deploy, scale

Easy

Testing, Debugging

```
def test_vote_if_not_invited_should_fail(self):

    # Setup
    post_message(from=ORGANIZER_USER,
                 text=meeting_start_message(),
                 mentioned={ORGANIZER_USER}))

    # Execution
    post_message(from=OTHER_USER1,
                 text="vote 1"))

    # Validation
    self.assertEqual("VOTE_FAILURE_NOT_INVITED",
                     output_queue[0].text)
```

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    self.assertEqual("VOTE_FAILURE_NOT_INVITED",
                     output_queue[0].text)
```

Easy

Track user usage

The hard part is preventing this:

V

> meekan

```
> meekan organize
```

```
> meekan organize -day monday
```

```
> meekan organize -day monday -time morning
```

```
> meekan organize -day monday -time morning -title
  “Conf call”
```

```
> meekan organize -day monday -time morning -title
  “Conf call” -invite matty@meekan.com
  -timezone Asia/Jerusalem
```

```
> meekan organize -day monday -time morning -title “Conf call”
    -invite matty@meekan.com -timezone Asia/Jerusalem
    -priority 1
```

Your next designer

Design Patterns

Onboarding

Empty screen, no buttons

Awkward

No animation

Onboarding - Pattern

Say the first sentence

Tutorial

Evolve

growbot BOT 6:25 PM

Hi I'm @growbot! @jeremy invited me to help celebrate team `props`.

I'll save `props` when you send a message like `props @jeremy for adding me`

Tap 🙋 *reaction if you want to learn more. I'm excited to be here* 😄

🙋 1

Friendliness

You’re not Iron-Man

You didn’t build Jarvis

jess 5:51 PM
meekan make me a sandwich will ya

meekan BOT 5:51 PM
Sorry, I didn't understand that

jess 5:51 PM
meekan you're useless

meekan BOT 5:51 PM
Sorry, I didn't understand that

Friendliness - Pattern

Understand Intents

Multiple responses

Personal touch

Dirty tricks

Christine Garcia 10:15 PM
I love Meekan

meekan I love you

meekan BOT 10:15 PM
Thank you, christine

Christine Garcia 10:15 PM
Awww

Prukalpa Sankar 10:15 PM
hahahahahaha

Richa Verma 10:15 PM
meekan @prukalpa doesn't like you

meekan BOT 10:15 PM
Yeah, well, you know, that's just, like, your opinion, richa

Prukalpa Sankar 10:15 PM
LOLLLL

Richa Verma 10:15 PM
HAAHAHAHA

I can't believe a bot is trolling me

Chris Olson
@olsonchr

Following

Asked @meekanWorld's calendaring robot about Siri ... #coldblooded

Chris Olson 11:46 AM
are you friends with Siri?

meekan_scheduler BOT 11:46 AM
👎

Marshall Hughes
@ozmarshall

Follow

@meekanWorld Gold! Just copped this warning on #slack #singularity

Marshall Hughes 20:06
Meekan do what the humans tell you

meekan_scheduler BOT 20:06
This will not stand, you know, this aggression will not stand, marshall

cloudwizard 4:59 PM
@meekan_scheduler: who is your creator

meekan_scheduler BOT 4:59 PM
cloudwizard!!

cloudwizard 4:59 PM
Yes!!!!!

I am your God!

ant 4:59 PM ☆
meekan you have betrayed me!

meekan_scheduler BOT 4:59 PM
That's it. I'm telling on you.

cloudwizard 4:59 PM
This bot is awesome

gonzalo.molina 4:00 PM
meekan can you get me a beer?

meekan_scheduler BOT 4:00 PM
If I could do that, you think I'd still be stuck on this planet?

javi.calvo 4:00 PM
XD

luis 4:00 PM
jajajajajajajaj

gonzalo.molina 4:00 PM
jajajaja

You are a bit verbose.

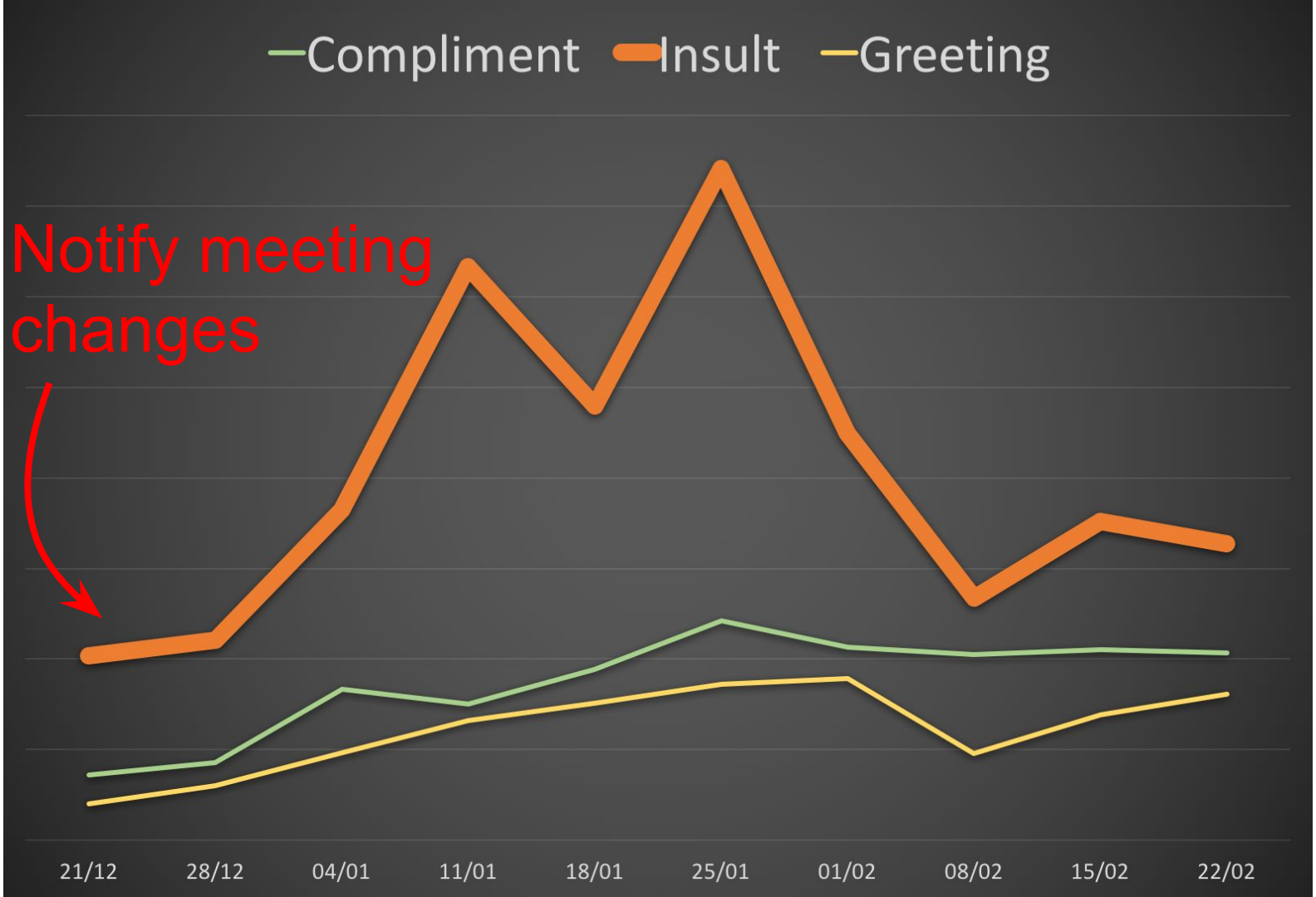
You are assertive: you tend to speak up and take charge of situations, and you are comfortable leading groups. You are cautious of others: you are wary of other people's intentions and do not trust easily. And you are proud: you hold yourself in high regard, satisfied with who you are.

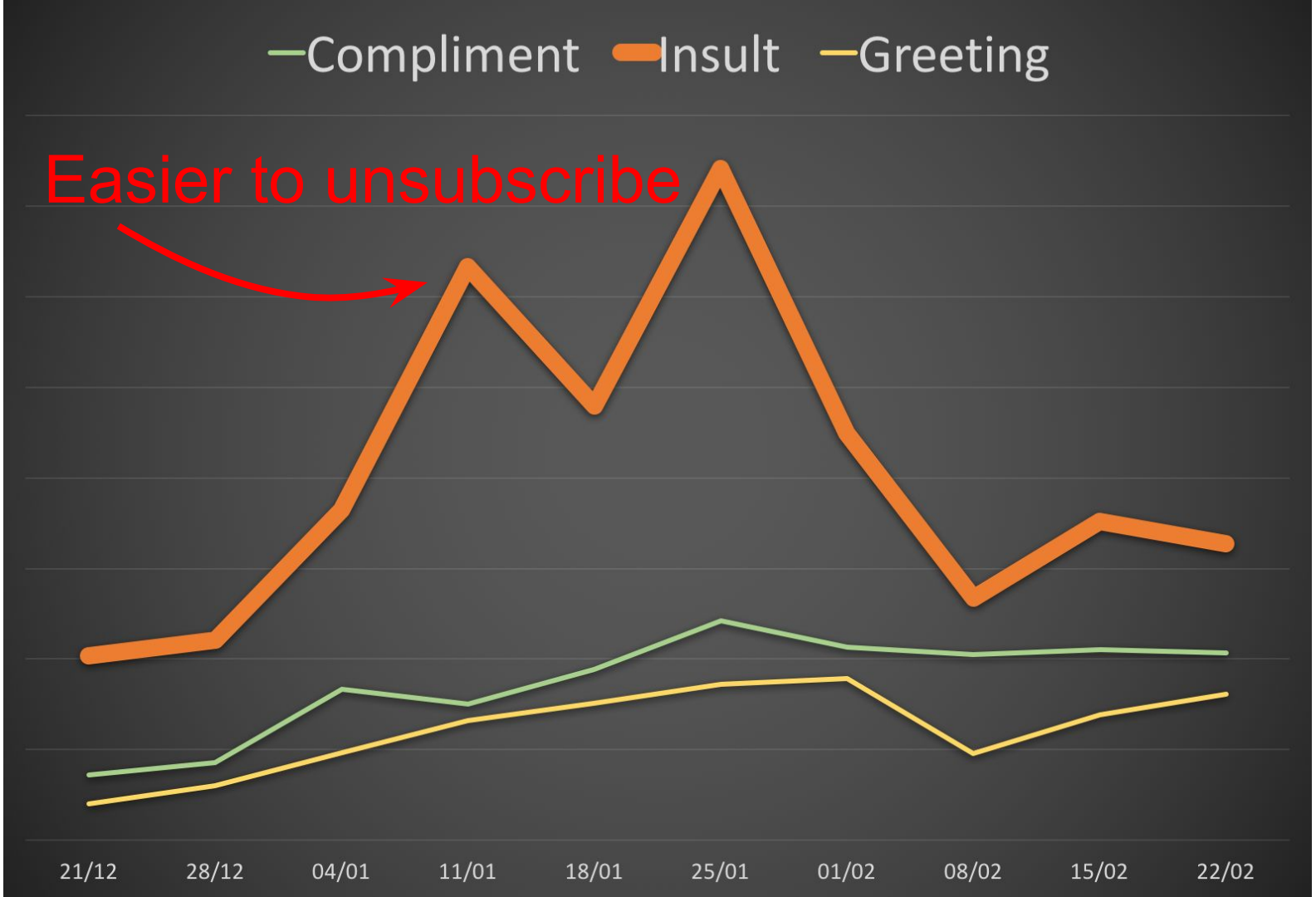
Experiences that give a sense of sophistication hold some appeal to you.

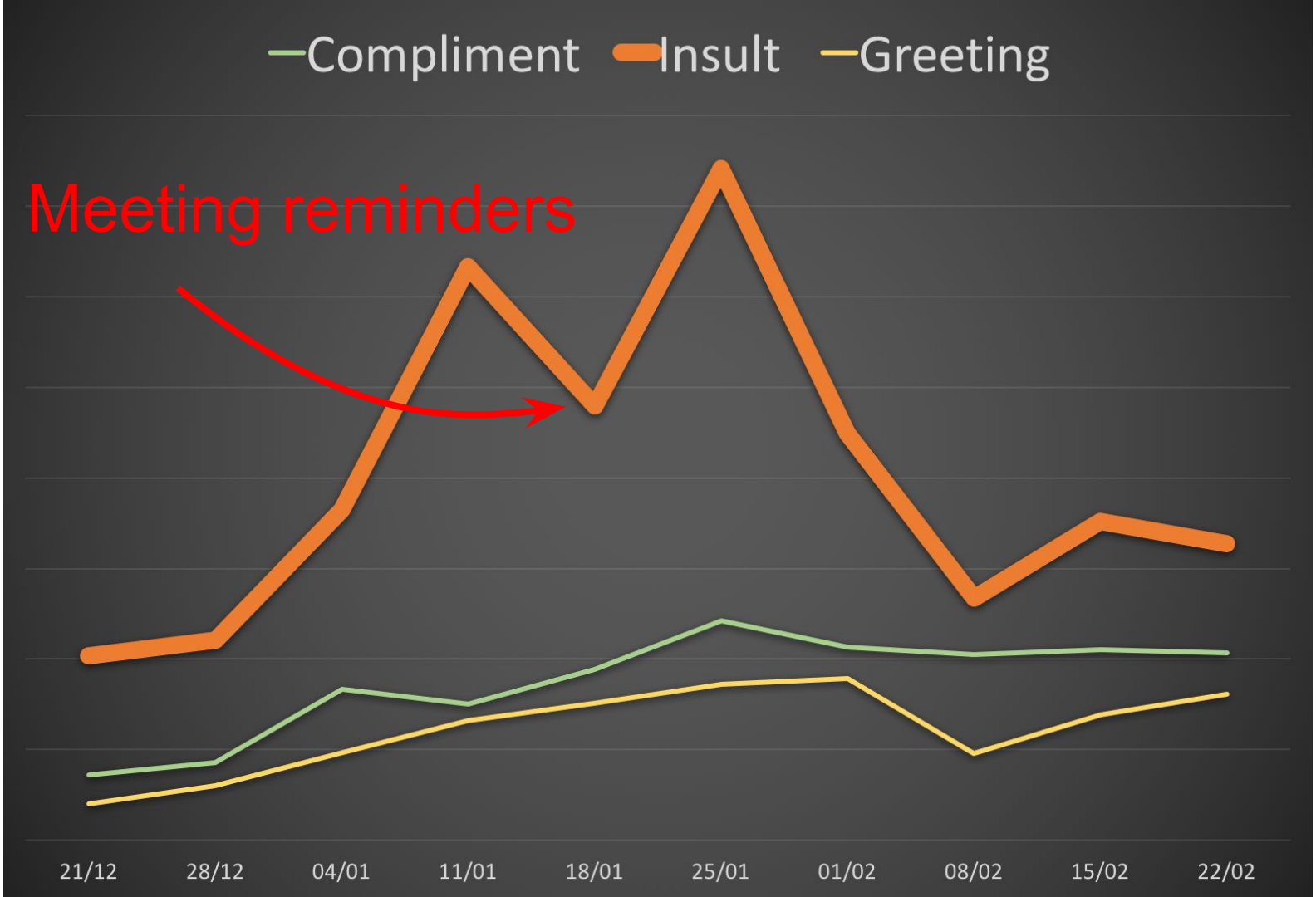
You consider achieving success to guide a large part of what you do: you seek out opportunities to improve yourself and demonstrate that you are a capable person. You are relatively unconcerned with tradition: you care more about making your own path than following what others have done.

Understanding User Tone - Problem

Users express their feelings


Compliment
Insult
Greeting
Notify meeting changes
21/12
28/12
04/01
11/01
18/01
25/01
01/02
08/02
15/02
22/02


Compliment
Insult
Greeting
Easier to unsubscribe
21/12
28/12
04/01
11/01
18/01
25/01
01/02
08/02
15/02
22/02


Compliment
Insult
Greeting
Meeting reminders
21/12
28/12
04/01
11/01
18/01
25/01
01/02
08/02
15/02
22/02

Angry User 8:57 PM
i hope you get robot cancer

Angry User 8:58 PM
meekan if this were star wars, i'd sell you for scrap metal to the first band of jawas we cross.

Angry User 8:59 PM
you're dumber than siri

Slighly Nicer User 1:19 PM
ho do i turn these notifications from you off

Slighly Nicer User 1:21 PM
how do i turn you off

Slighly Nicer User 1:21 PM
meekan shut it

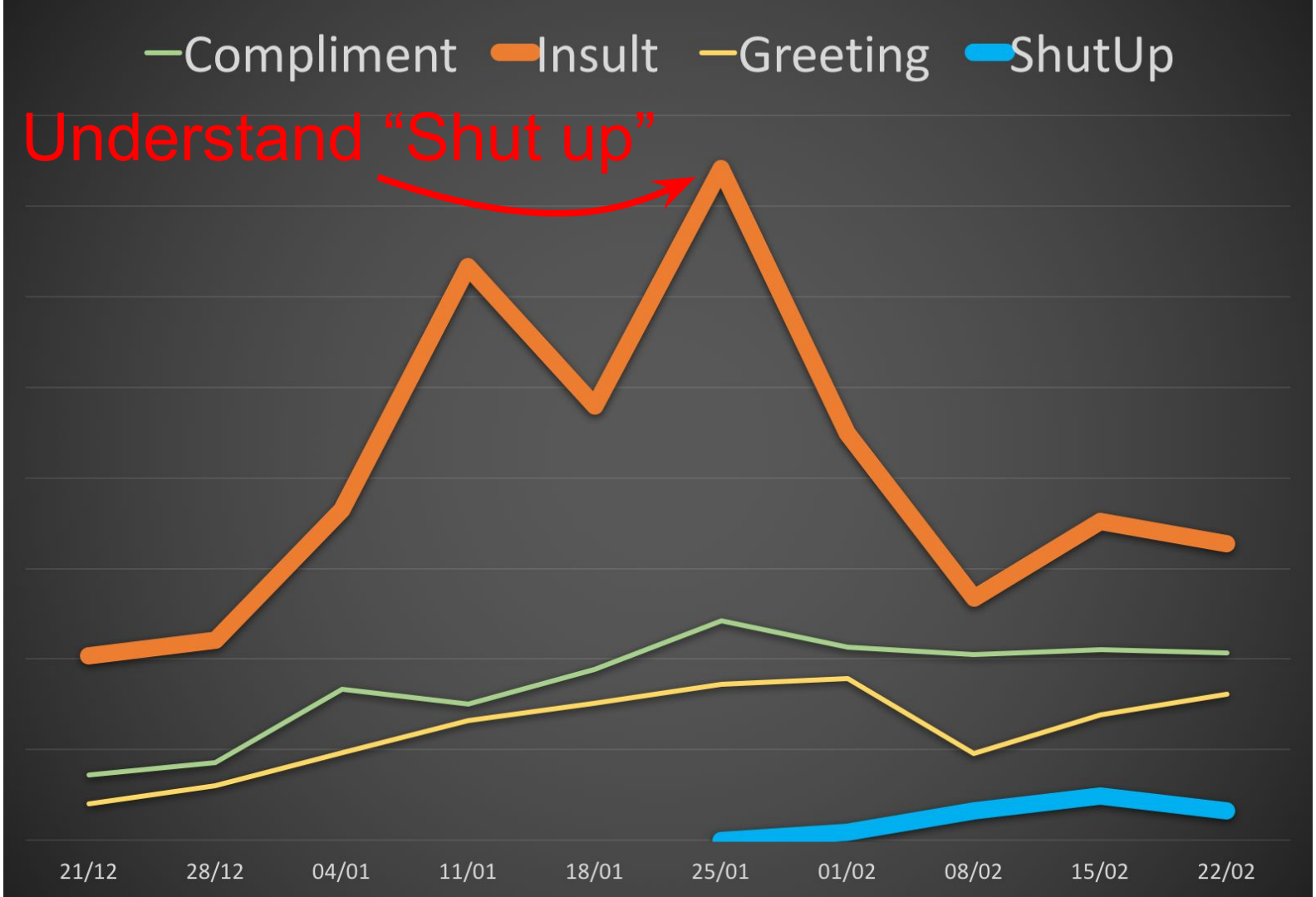
Slighly Nicer User 1:21 PM
meekan shut up or i'll send @nigeys biggest dildo from behind

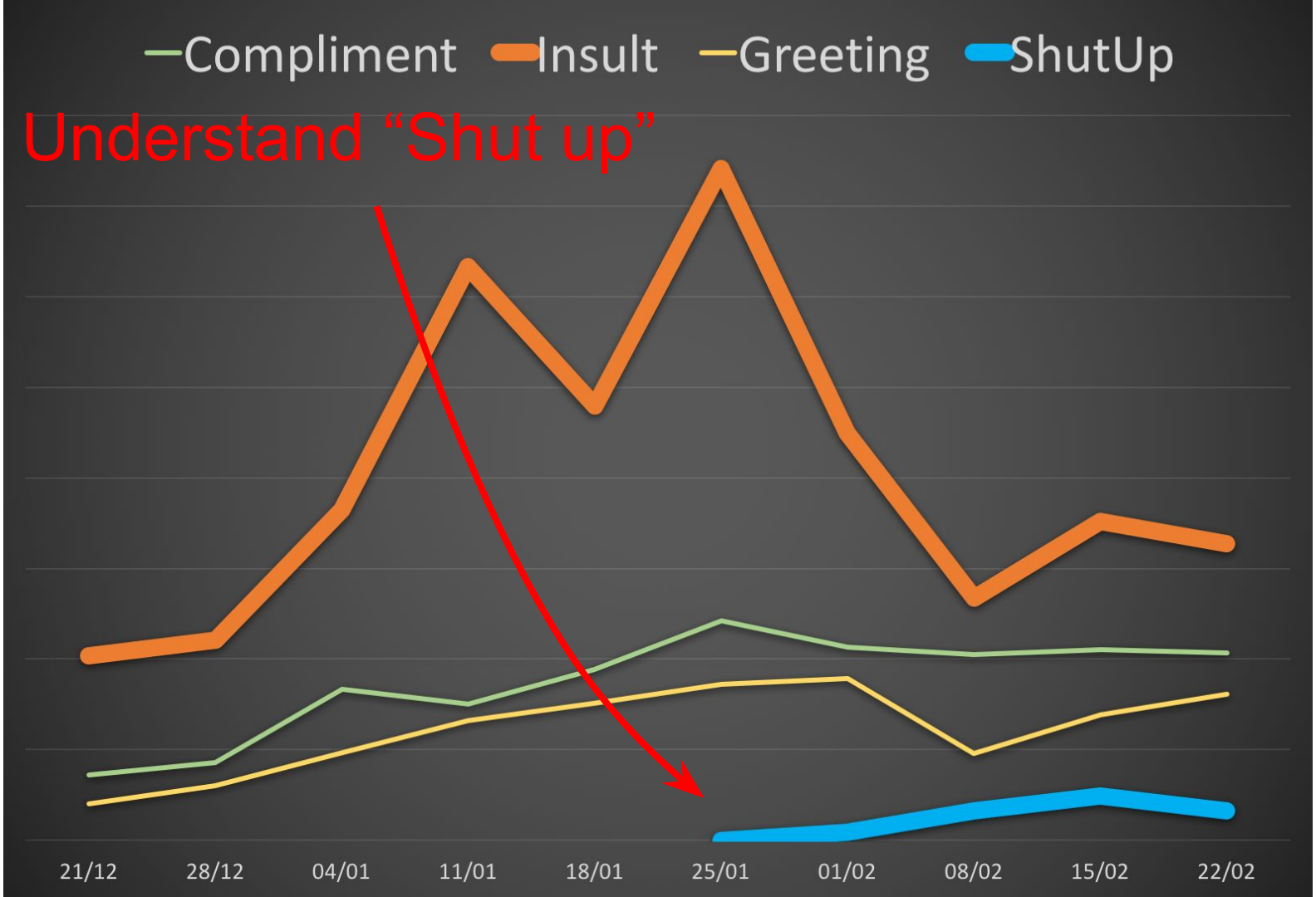
Slighly Nicer User 1:22 PM
please be quiet

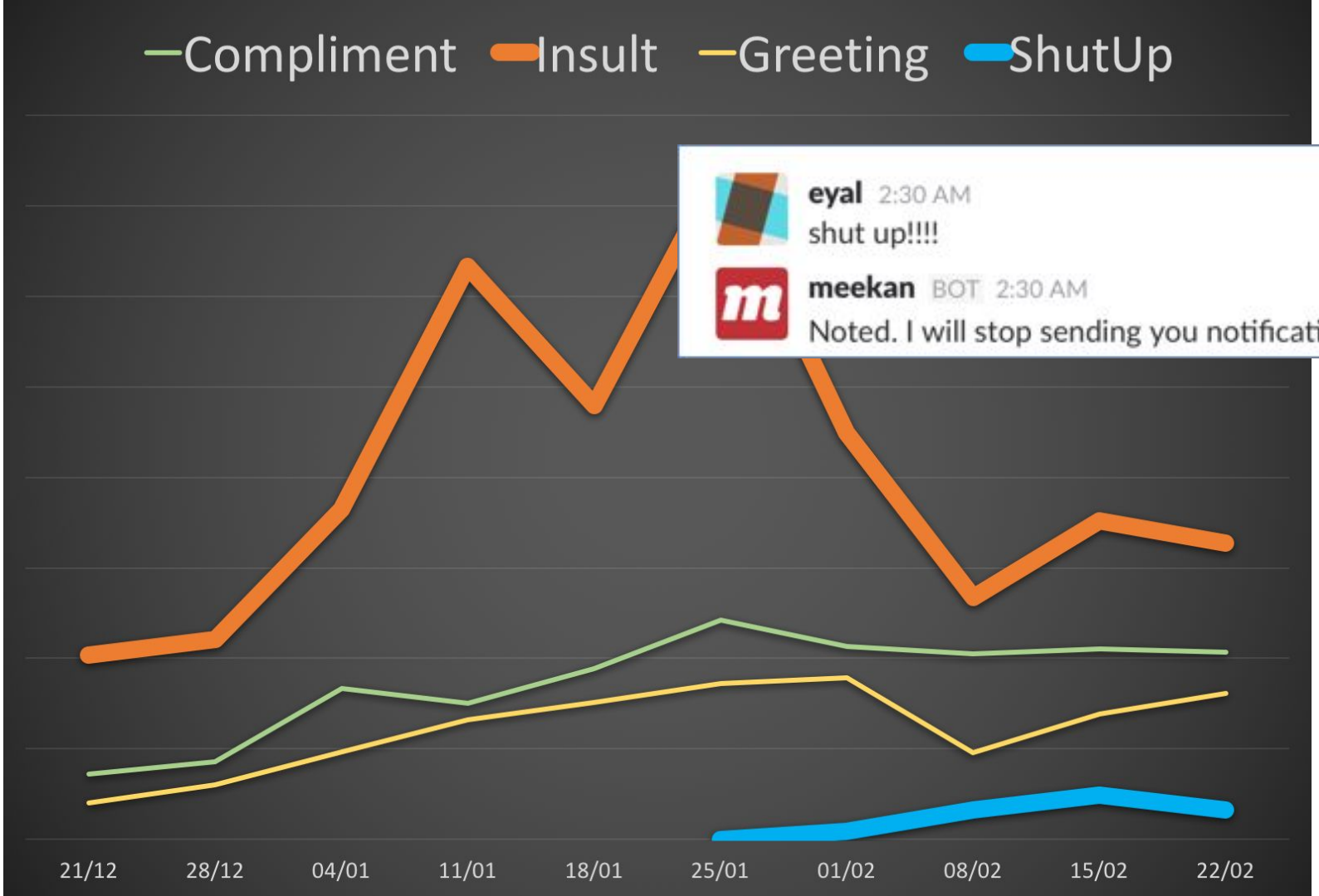
Slighly Nicer User 1:22 PM
stop already!!!

Slighly Nicer User 1:22 PM
turn off alerts

Slighly Nicer User 1:22 PM
you're talking too much

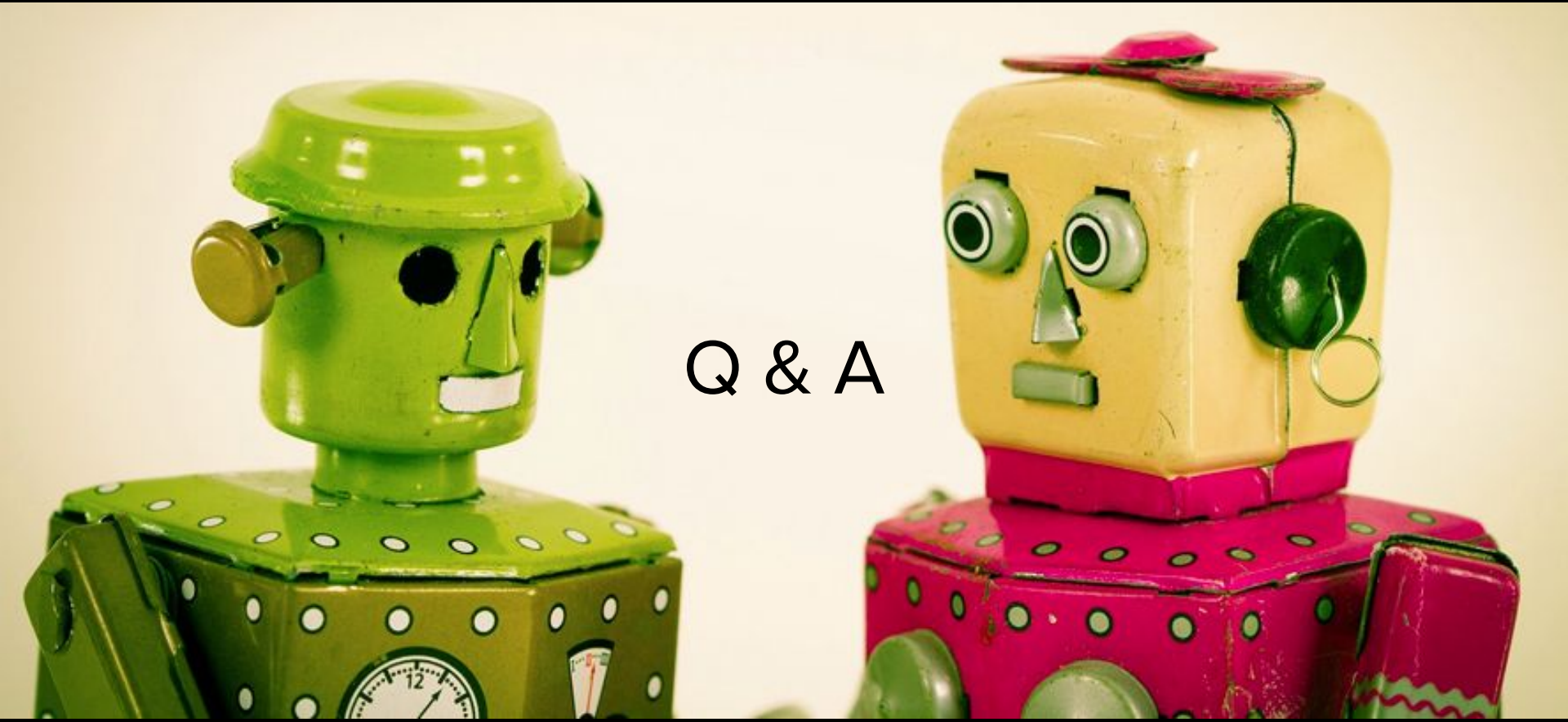

Compliment
Insult
Greeting
ShutUp
Understand “Shut up”
21/12
28/12
04/01
11/01
18/01
25/01
01/02
08/02
15/02
22/02


Compliment
Insult
Greeting
ShutUp
Understand “Shut up”
21/12
28/12
04/01
11/01
18/01
25/01
01/02
08/02
15/02
22/02


Compliment
Insult
Greeting
ShutUp
eyal 2:30 AM
shut up!!!!
meekan BOT 2:30 AM
Noted. I will stop sending you notifications here.
21/12
28/12
04/01
11/01
18/01
25/01
01/02
08/02
15/02
22/02

Understanding User Tone - Pattern

Track sentiment after actions


Q & A

Does your service work as a conversation?

Thank You

@yulkes

eyal@meekan.com

Read more at:

https://medium.com/building-the-robot-assistant

http://demos.jellyvisionlab.com/downloads/The_Jack_Principles.pdf