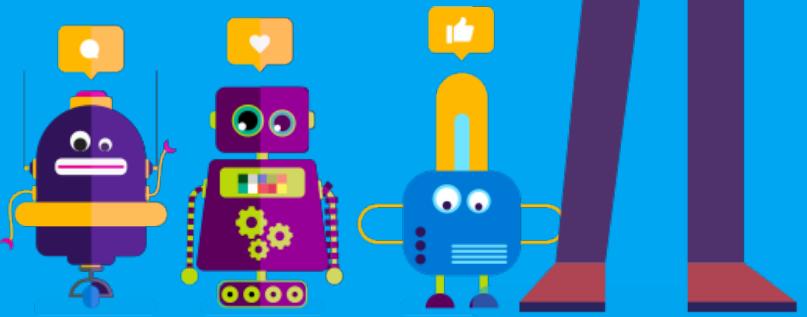


# Maratona Bots



# Maratona Bots

## Lição 01



#MaratonaBots

# Cynthia Zanoni

Program Manager @ **Microsoft**  
Founder @ **WoMakersCode**  
DPE Contributor @ **Github**



cynthiazanoni



cynthiazanoni

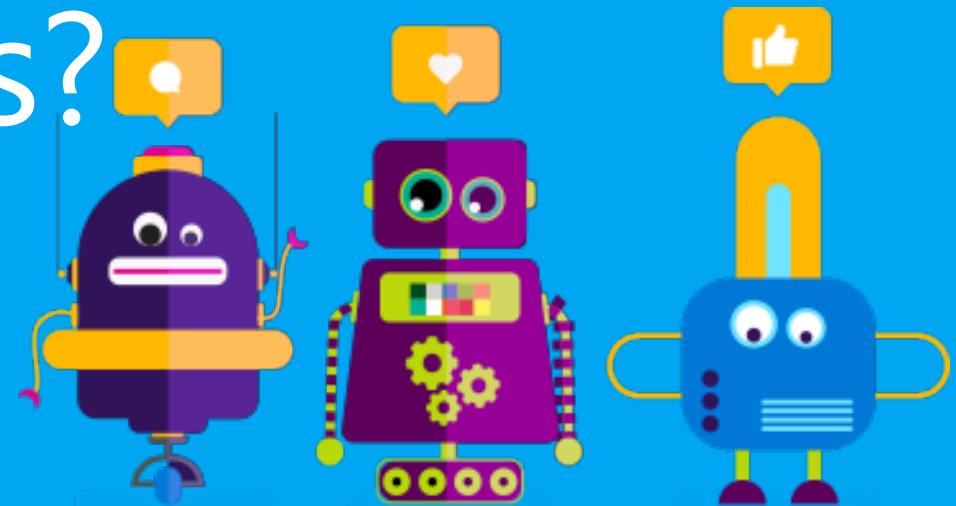


#MaratonaBots

# Introdução ao desenvolvimento de bots:

O que são bots e suas principais aplicações?

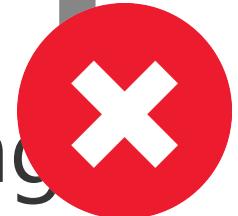
@cynthiazanoni



“

Chatbots são programas de computador que imitam a conversa com pessoas e que utilizam inteligência artificial. Eles podem transformar a maneira como você interage com a internet, tornando uma série de tarefas uma simples conversa.

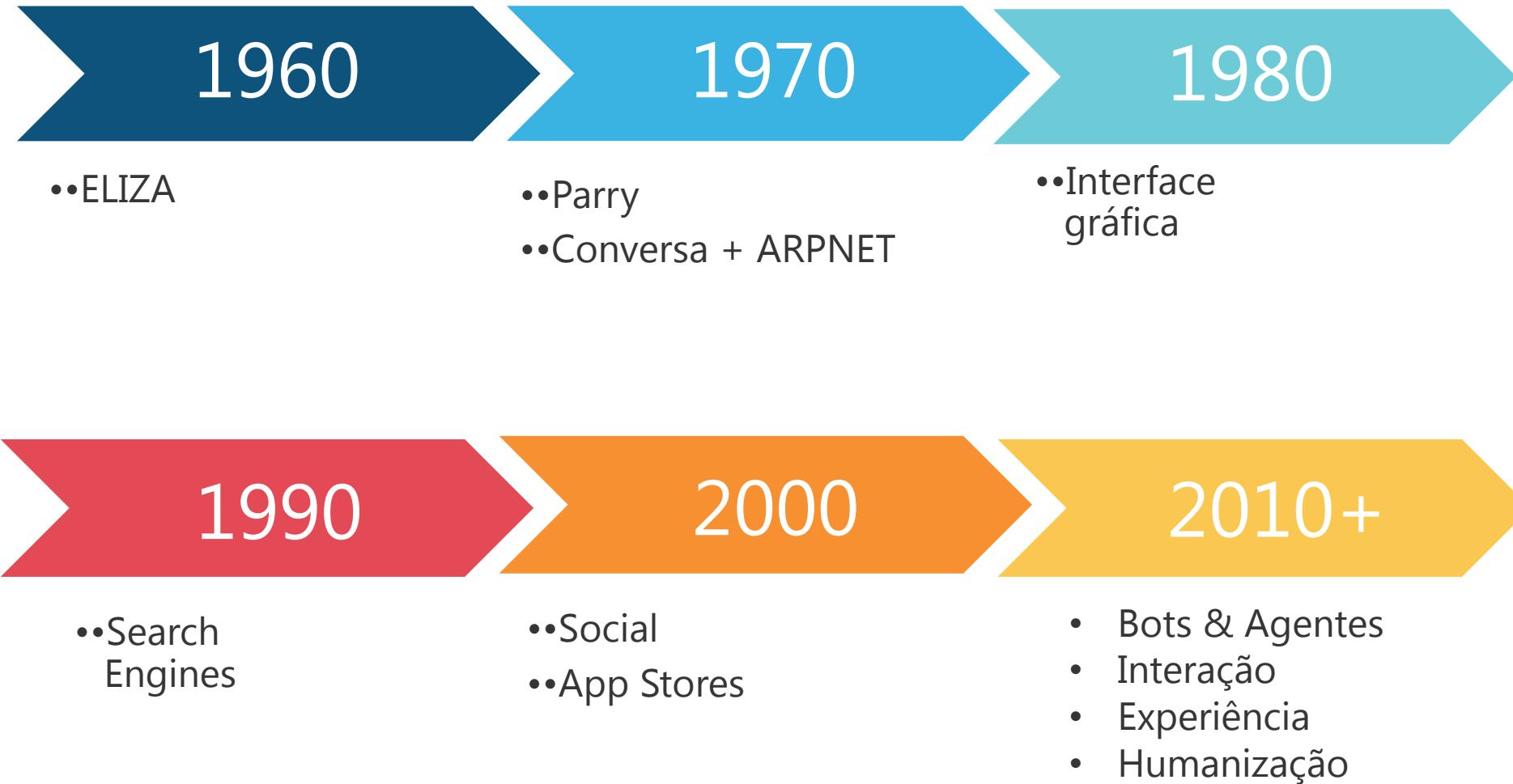
**BOT**  
Bot of Things



**bot**  
Bot é bot!



# A EVOLUÇÃO TECH E OS BOTS



ELIZA: Good Evening. Tell me your problems. Please terminate input with a period or a question mark.

PARRY: People get on my nerves sometimes.

ELIZA: I am not sure I understand you fully.

PARRY: You should pay more attention.

ELIZA: Suppose you should pay more attention.

PARRY: You're entitled to your own opinion.

ELIZA: What makes you think I am entitled to my own opinion?

PARRY: It bothers me just to be around people in general.

ELIZA: Please go on.

PARRY: I went to the track at Bay Meadows a while back.

ELIZA: What does that suggest to you?

PARRY: I went to the races.

ELIZA: Would you like to discuss your nerves?

PARRY: I guess so.

ELIZA: What does that suggest to you?

PARRY: What are you getting at?

ELIZA: What answer would please you most?

PARRY: It's not a matter of like or dislike.

ELIZA: What else would you like to discuss?

PARRY: I am getting tired of answering the same questions over and over.

ELIZA: What resemblance do you see?

PARRY: Why do you need to know that?

ELIZA: What do you think?

PARRY: I don't understand your motives.

ELIZA: Why don't you understand my motives?

Bots são  
aplicativos

# UM BOT NÃO É

- Magic as a Service
- Inteligência Artificial (AI)
- A extinção de outras plataformas

# BOTS UTILITÁRIOS

Cumpre uma função para usuários e seu sucesso é medido com base na conclusão.

## NÍVEL DE PERSONALIDADE

Personalidade de Nível 1



## Tipos de Bot

# BOTS SOCIÁVEIS

Forte Engajamento social, com sucesso medido pela satisfação e/ou duração da conversa.

NÍVEL DE PERSONALIDADE  
Influente



## Tipos de Bot

# BOTS ASSISTENTE

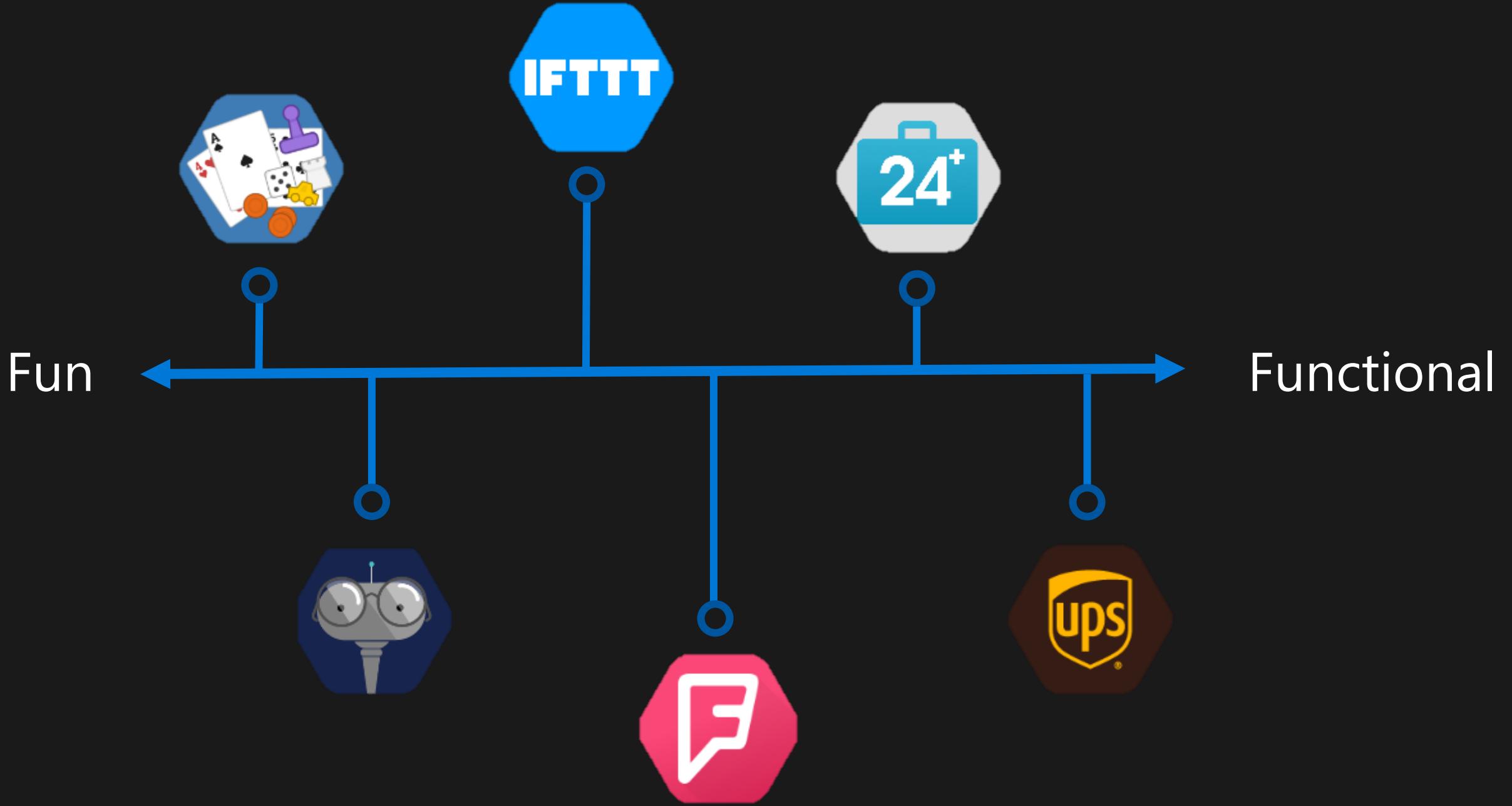
Agente generalista, que pode estar embarcado em um SO e que atua como um facilitador. Principais características:

- Fusões de utilidade e capacidades sociais
- Relacionamento de usuário contínuo
- Gerencia várias funções

**NÍVEL DE PERSONALIDADE**  
Influente

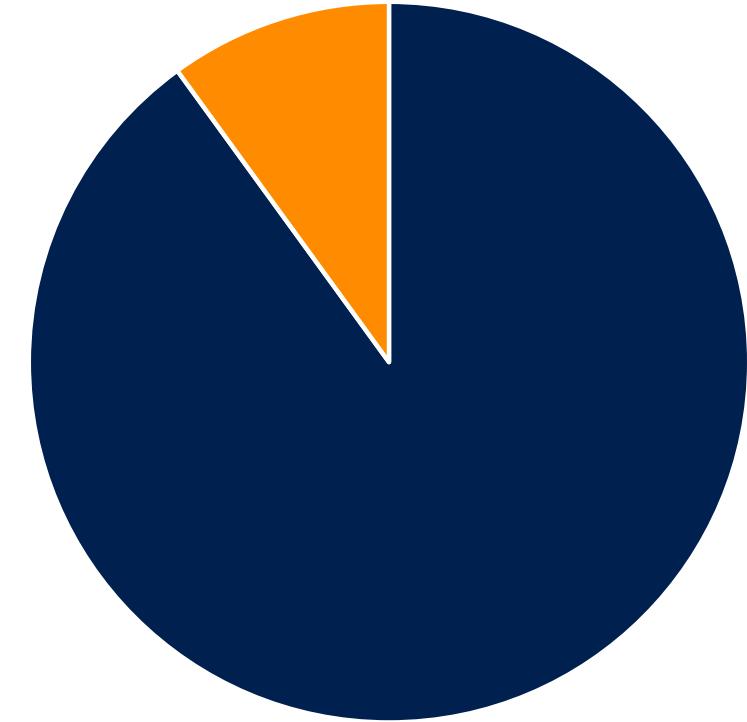


Tipos de Bot



# TENDÊNCIAS DE COMPORTAMENTO

90% do nosso tempo é gasto em plataformas de e-mail e mensagens



# APPs DE MENSAGEM VS. APPs SOCIAIS

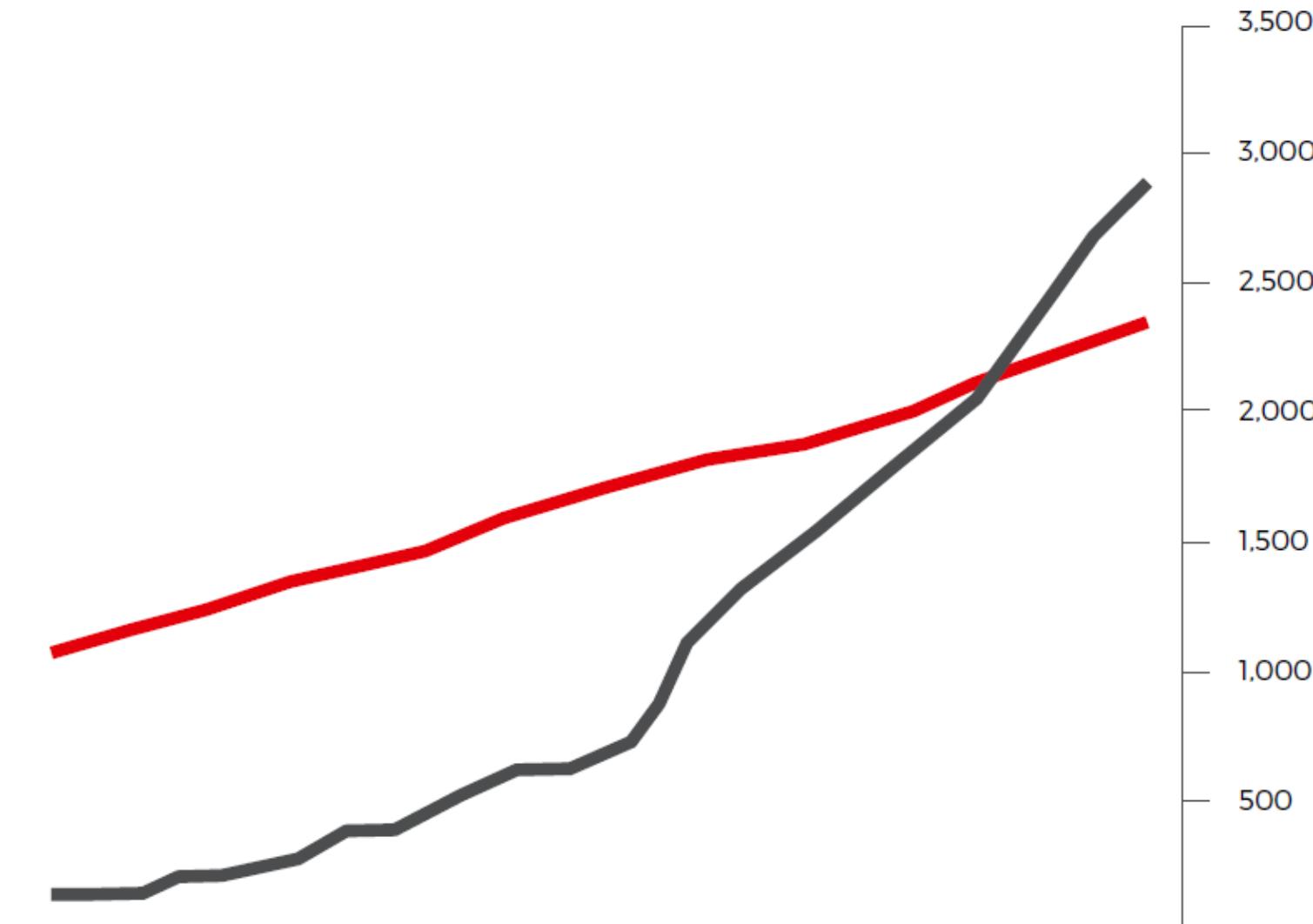
Usuário ativo mensal para  
as 4 principais redes  
sociais e aplicativos de  
mensagens

## APPs DE MENSAGEM

Messenger, WhatsApp, WeChat e Viber

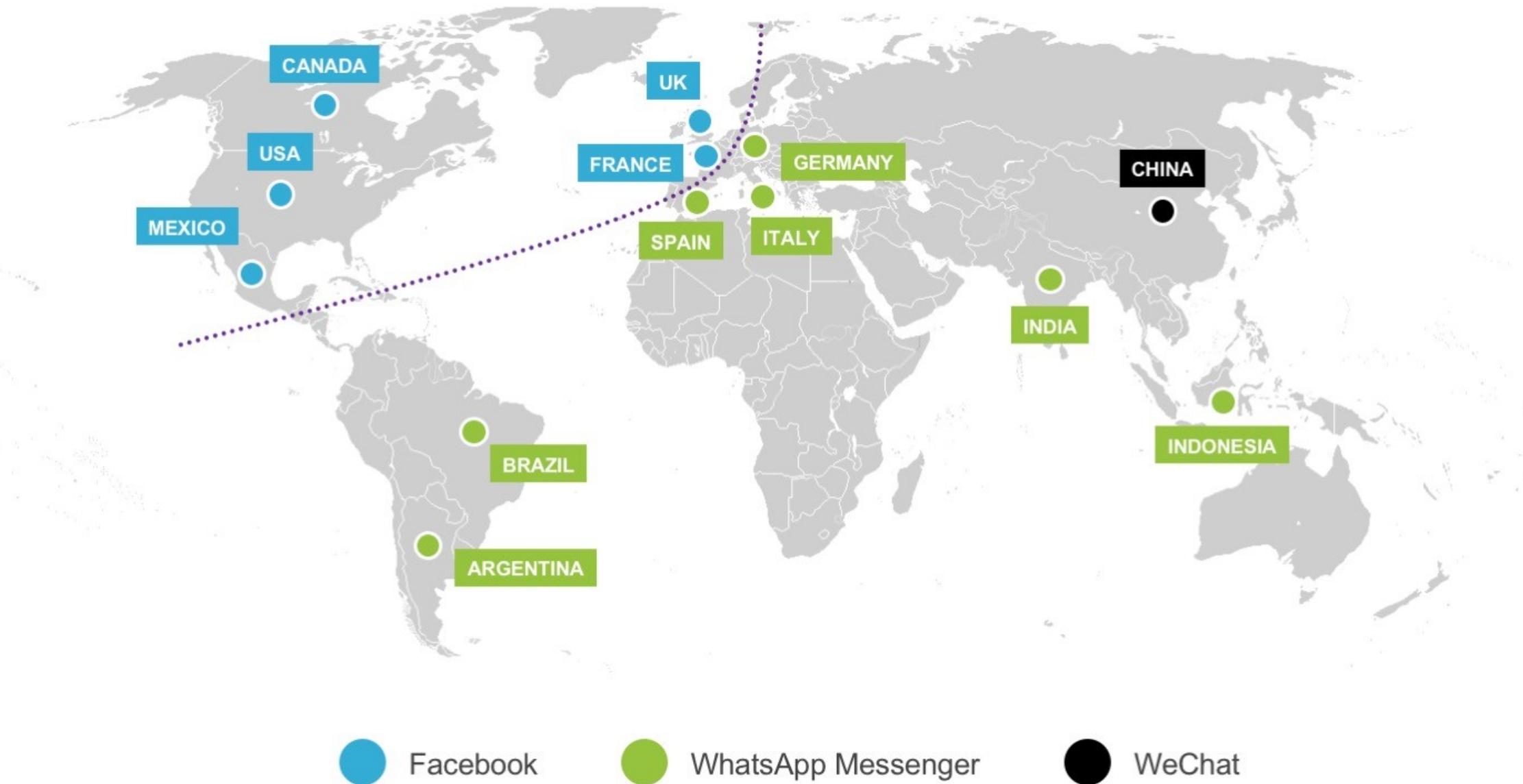
## APPs DE REDES SOCIAIS

Facebook, Twitter, Instagram e Google+



Source: *The Messaging App Report, Business Insider*

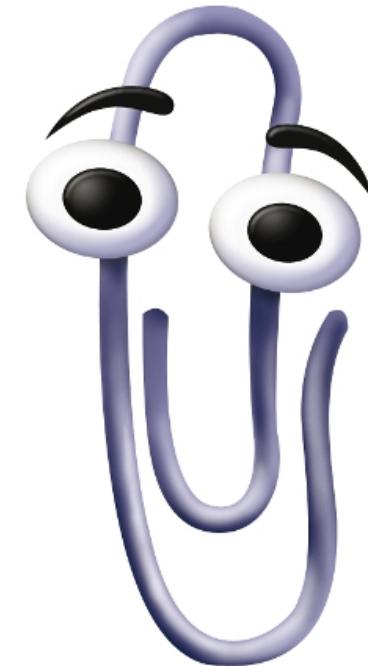
# APPS DE CONVERSA MAIS UTILIZADOS



Source: Comscore Report 2017



Keep  
Calm!



# OPORTUNIDADES DE APLICAÇÃO



# ALGUNS EXEMPLOS

## Personal use

### TRAVEL

Book the cheapest, quickest cab/flight

### HEALTH

Fitness Monitor |  
Health coach

### FUN

I'm bored, tell me a joke

### CONCIERGE

Call carpenter,  
recharge my phone,  
pay electricity bill

### FOOD

Suggest a place for a first date

### COMMUNICATION

Tell her I reached, need to talk to someone

### SHOPPING

everything

### ENTERTAINMENT

Book a movie, tickets to an event

## Office Assistance

### PRODUCTIVITY

Meetings, reminders, Expense reports

### OFFICIAL FUN

Plan lunches, track events,

### COMMUNICATION

Polls, Check-ins, data analysis,

### ANALYSIS

data analysis,  
generate report

## End to End Business Functions

### HR

Recruitments,  
employee engagement, training

### CUSTOMER SUPPORT

Answer queries, assist purchase, help decide, resolve issues, , user feedback

# Diretório de Bots



**Skyscanner**

Skyscanner

The world's travel search engine



**AzureBot**

Microsoft

Be more productive with your own Microsoft Azure subscriptions using



**Hipmunk**

Hipmunk, Inc.

Hi, hi! I'm a super-powered travel assistant Hipmunk who can dig



**Jessie Humani**

PullString, Inc.

Jessie Humani's life is in your hands. Will you help her make some



**SI x GameOn ...**

GameOn Technology

Love the NFL? Add the SI x GameOn NFL bot to get unparalleled



**StubHub**

StubHub Inc.

Finding tickets to sports, concerts and theater as easy as chatting with



**Baymax**

TrueCare24

Your personal healthcare companion. The service is available



**Cardea**

Powered by RingMD

Meet Cardea, your personal medical aid. She will answer your health



**Solitaire**

Card Lion

Solitaire is the most popular card game in the world.



**UNO**

Card Lion

UNO world famous card game bot



**Trivia Master**

Microsoft

A fiendish quiz hosted by Professor T. Master.



**RemitRadar**

RemitRadar

Artificial Intelligence remittance assistant chatbot. Helps you to find

Bots são uma  
otimização de  
aplicativos

# Maratona Bots

