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| Screen & [Demo GIF](https://teamzarmada.sharepoint.com/sites/shared/_layouts/15/stream.aspx?id=%2Fsites%2Fshared%2FShared%20Documents%2FMicrosoft%2FNRFD%2FDemo%20Highlights%20Videos%2FMS%2DNRF%2DDemoVideo2%5Fv2%2E0%2Emp4&ga=1) | [LIVE Demo Link](https://brave-ground-0204cb91e.2.azurestaticapps.net/) & Action | Notes & |
| Graphical user interface, application  Description automatically generated | * Tap on the promotional banner featuring the bus. | Wide World Importers’ retail store in Brooklyn have started an environmentally friendly initiative to encourage increased public transport ridership as well driving broader adoption of their loyalty program.  In the promotion, customers can scan their recent public transport ticket and earn points to be redeemed at participating stores. Extracting information from user-provided imagery used to be a difficult task, considering the broad range of documents that might be provided. But with Azure Form Recognizer, part of the Applied AI family of products, it’s easy. Applied AI services are specifically designed to accelerate time to value in applying AI to common scenarios. |
| Graphical user interface, application  Description automatically generated | * Tap on the “Scan for discounts” link. | The user can browse to there profile page and see their current points balance. From here, they can scan for discounts. |
| A picture containing text, monitor, screenshot, cellphone  Description automatically generated | * Focus the camera on the ticket * Tap the white button to capture an image. | The rear-facing camera will load and the user can take an image of their recent trip. |
| Graphical user interface, application  Description automatically generated |  | The image is sent to the service to be analyzed by the pretrained model. This capability can be added to any app in minutes. And for more advanced scenarios, you can even train the service to understand your organization-specific document formats. |
| A picture containing text, electronics, screenshot  Description automatically generated |  | The key fields are then highlighted on the image. From here we can scan again, or continue. Not only is the system recognizing the text, like traditional OCR, it’s also extracting metadata about the nature of the data points detected. |
|  | * Tap “Continue”. | The points are calculated based on the distance of your journey and your carbon offset is calculated. Wide World Importers were able to leverage pretrained, preoptimized AI from Microsoft to rapidly bring this innovative promotion to market. |
| Graphical user interface, text, application, website  Description automatically generated | * Tap on the solar panel product. | Next, let’s look at Azure Cognitive Services. These APIs bring AI within reach for every AI developer, allowing us to embed in our app the ability to hear, speak, search, understand, make decisions.  Let’s start with text analysis. When it comes to product reviews, some can be lengthy. At the same time, bringing together this user-generated content and extracting key insight can be a significant differentiator for your customers. With the Summarization service, you can get a summary of the content in a single click. |
| Graphical user interface, text, application  Description automatically generated | * Tap on the first review. | We can extract insights like sentiment to gauge if the review is positive, neutral, or negative so we can categorize it appropriate or even initiate a human-led review. |
| Graphical user interface, application, website  Description automatically generated | * Tap on the speaker icon. * Tap on one of the three options. | Next, let’s look at speech. We can easily translate our reviews to spoken text for users that may struggle to read it on their device. We can select from a range of voices, all trained using Microsoft’s human-like neural text-to-speech engine. |
| Graphical user interface, application  Description automatically generated | * Tap on the search area. * Tap on the pre-canned search text. | We can also apply AI to enhancing the search experience for our customers. This experience is powered by Azure Cognitive Search, also part of the Applied AI family of products. If we can help customers find what they are looking for more quickly, it improves our opportunity to close the sale as well see.  Let’s start with this search phrase. As you can see, it’s not spelled particularly well but the intent is clear enough. |
| Graphical user interface, text, application  Description automatically generated | * Click on the settings button. | Here are the results **without** AI infused. They’re not bad, and in fact a pretty good result is near the top of the list. But let’s see how AI can help here. In a real app, these additional capabilities would be enabled by default but it’s useful for our demo to see their impact one-by-one. |
| Graphical user interface, text, application  Description automatically generated | * Enable each toggle from top to bottom. | First, we’ll enable spelling. This immediately helps us find a good result.  Next, we’ll enable semantic ranking. This leverages machine reading comprehension and language representation models to improve result ranking. As we can see, a number of the points-related articles are now pulled into the top result set.  Next, we’ll enable answers. Rather than just seeing search results, we can now pull out the result that best matches the user’s intent.  And finally, we’ll enable captions. We’re now no longer just presenting a list of results for the user to wade through. We’re now explicitly promoting the right result and highlighting content **inside** of the page to directly answer their query. No navigation required!  With the capabilities of Chat GPT you can further enhance this experience by offering contextual help in answers to users’ questions. Similar to how a human could look up from a set of documents and pages and then summaries in its own words.  By providing the right answer, the first time, we can also then plug in Azure ML-powered recommendation services to provide high confidence promotions directly to the user. |
| Graphical user interface, application  Description automatically generated | * Tap the back icon. * Tap on the promotional banner featuring the bus. * Tap “Get original recipes”.  NOTE: You can also get here by clicking “Scan for Recipe” on the home view. | Another capability in the Azure Cognitive Services family is Computer Vision. Using pre-trained models, the service allows our app to extract rich information from user-provided images and video. We can then utilize this insight to further enrich our consumer app experience. For example, we can help customers find recipes by taking photos of food. |
| A picture containing text, different  Description automatically generated | * Focus on an image of fruit.  NOTE: For the best results, ensure the background is a single color different to the 3 demo fruits, like a white table. * Tap the white button to capture an image. | We start by taking a picture of the produce to be analyzed. |
| A screenshot of a computer  Description automatically generated with low confidence |  | The image data is sent to the service. It detects objects, along with a confidence score to help us match the right recipes to the image. |
| A picture containing text, fruit  Description automatically generated | * Tap the back icon. | Our app then uses this information to display a recipe that includes the detected fruit as a primary ingredient. This pre-built AI can be quickly added to any app, helping your organization create new and innovative customer-focused experiences. |

Act 3 - The Retail Store