

# Chatbot Deployment with IBM Cloud Watson Assistant

## PHASE 1

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## Problem Statement:

The problem at hand is to create a helpful virtual guide using IBM Cloud Watson Assistant and customize it to assist users on popular messaging platforms like Facebook Messenger and Slack. The virtual guide should provide useful information, answer frequently asked questions (FAQs), and offer a friendly conversational experience. The ultimate goal is to empower users with quick access to information and create meaningful connections through the virtual guide.

## Design Thinking Approach:

To tackle this problem effectively, we can apply a design thinking approach, which involves empathizing with users, defining the problem, ideating solutions, prototyping, and testing. Here's how we can approach this:

## 1. Empathize:

- Understand the needs and pain points of the target users. Who are they? What information or assistance are they seeking?
- Gather user feedback from existing channels (if any) to identify common questions and issues.

## 2. Define:

- Clearly define the scope and objectives of the virtual guide. What specific information or services will it provide?
- Set measurable goals such as reducing customer support response time or increasing user engagement.

## 3. Ideate:

- Brainstorm and generate creative solutions for the virtual guide. Consider features like:
  - Natural language processing to understand and respond to user queries.

- Integration with external data sources to provide accurate and up-to-date information.

- Personalization to tailor responses to individual user preferences.

- Multichannel support for platforms like Facebook Messenger and Slack.

#### 4. Prototype:

- Create a basic prototype of the virtual guide using IBM Cloud Watson Assistant. This may involve defining conversation flows, designing responses, and integrating with external APIs for data retrieval.

- Simulate conversations to ensure that the virtual guide can handle various user scenarios effectively.

#### 5. Test:

- Test the prototype with real users to gather feedback and make necessary adjustments.

- Evaluate the virtual guide's ability to provide accurate information, engage users, and offer a friendly conversational experience.

- Ensure that the virtual guide can handle a wide range of FAQs and user queries.

## 6. Develop:

- Develop the final version of the virtual guide, incorporating feedback and improvements.

- Customize the chatbot for Facebook Messenger and Slack, ensuring a seamless user experience on these platforms.

## 7. Deploy:

- Deploy the virtual guide on the selected messaging platforms, making it accessible to users.

- Monitor its performance and gather user data to track progress toward the defined goals.

## 8. Iterate:

- Continuously collect user feedback and data to refine the virtual guide.
- Adapt to changing user needs and emerging FAQs by updating conversation flows and responses.