



# Chat Bot in a Day

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# orange networks

IT-CONSULTING - IT-DEVELOPMENT



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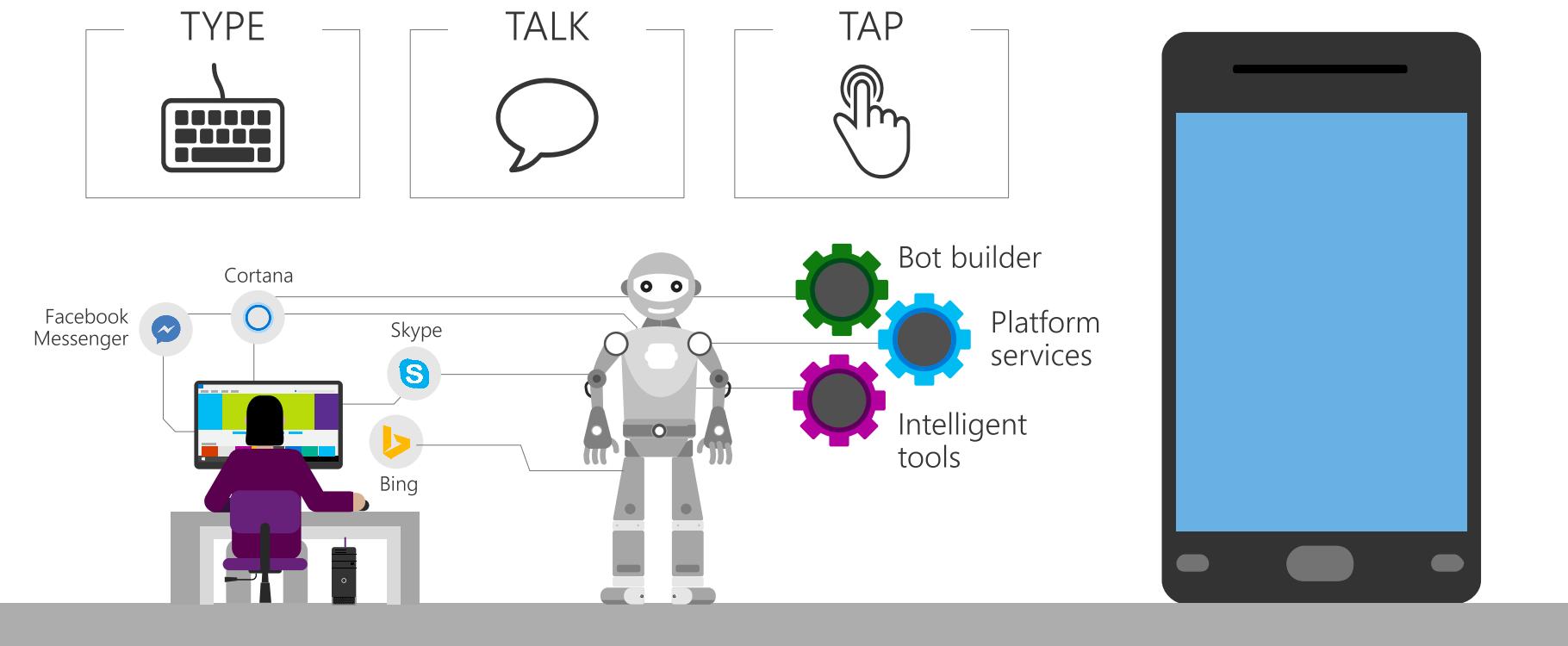
[s.volkmmer@orangenet.de](mailto:s.volkmmer@orangenet.de)



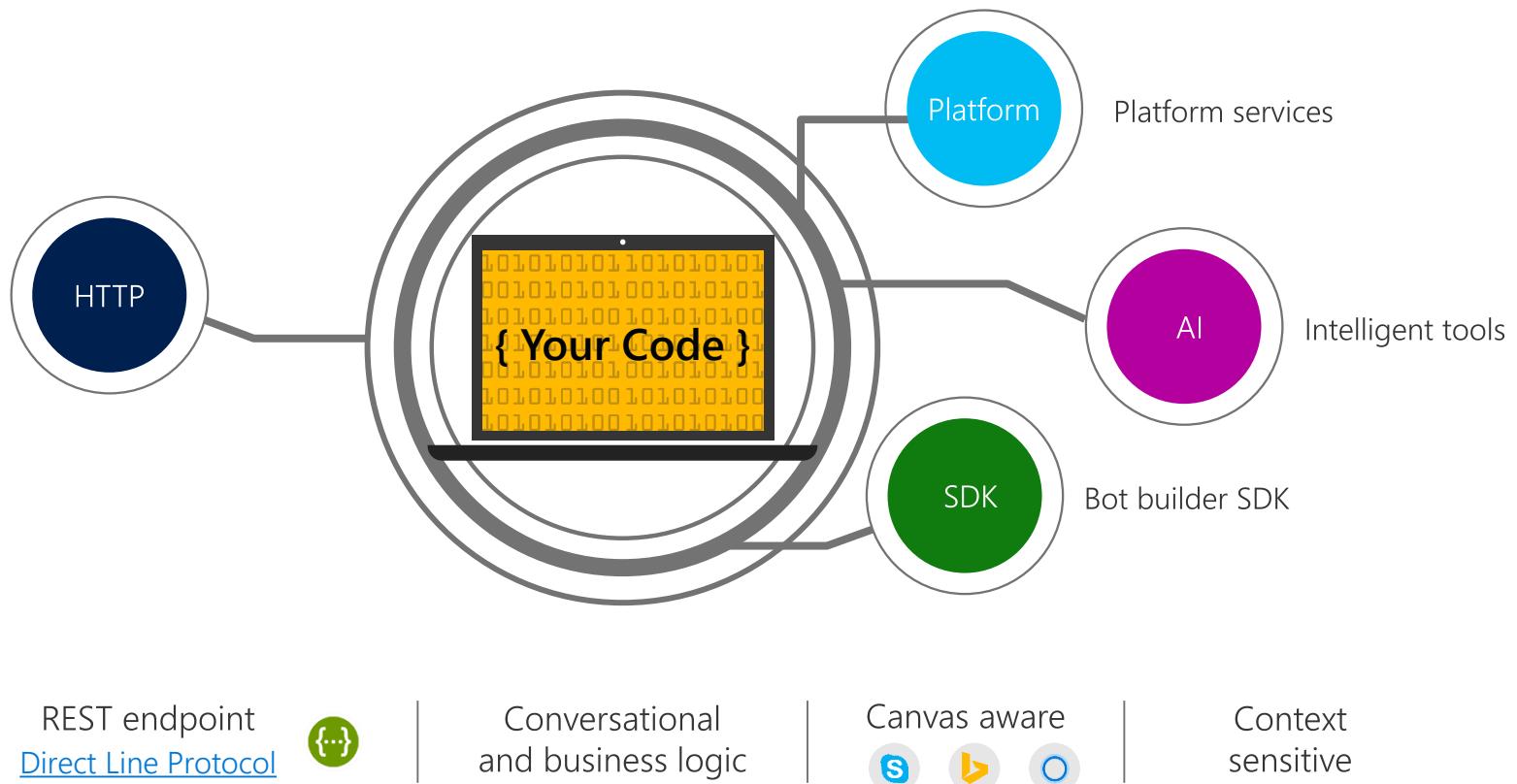
# Agenda

- Organizational
- Bot Overview
- Installing the Tools
- Creating your first Bot
- Cognitive Services Overview
- Language Understanding Intelligent Service (LUIS.ai)
- QnA Maker
- Dialog Stack
- Adaptive Cards
- Bot Design Principles

# Why a bot?



# What is a bot?



- What Is a Bot?
  - A bot is an app that users interact with the user in a conversational way
  - Bots can communicate conversationally with text, cards, or speech.
  - A bot may be as simple as basic pattern matching with a response, or it may be a sophisticated weaving of artificial intelligence techniques with complex conversational state tracking and integration to existing business services.
- What is a Bot NOT?
  - AI
  - Just a chat (voice or text)

# Kinds of bots

## 1,000+ companies engaging us

Scenario	Retail	Finance	Insurance	Telecoms	Government	Automotive	Manufacturing	Healthcare	Media	Events
Customer service	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Customer retail	✓	✓	✓	✓				✓	✓	
Audio/speech analysis	✓	✓	✓	✓	✓				✓	
Translation		✓	✓							
Surveillance		✓			✓					
Knowledge extraction	✓	✓	✓				✓			
Video/photo analysis	✓				✓				✓	
Product identification	✓						✓	✓	✓	
Digital assistant						✓				
Footfall analysis	✓					✓				✓
HD maps and object detection							✓			

# What is the bot framework?

## What?

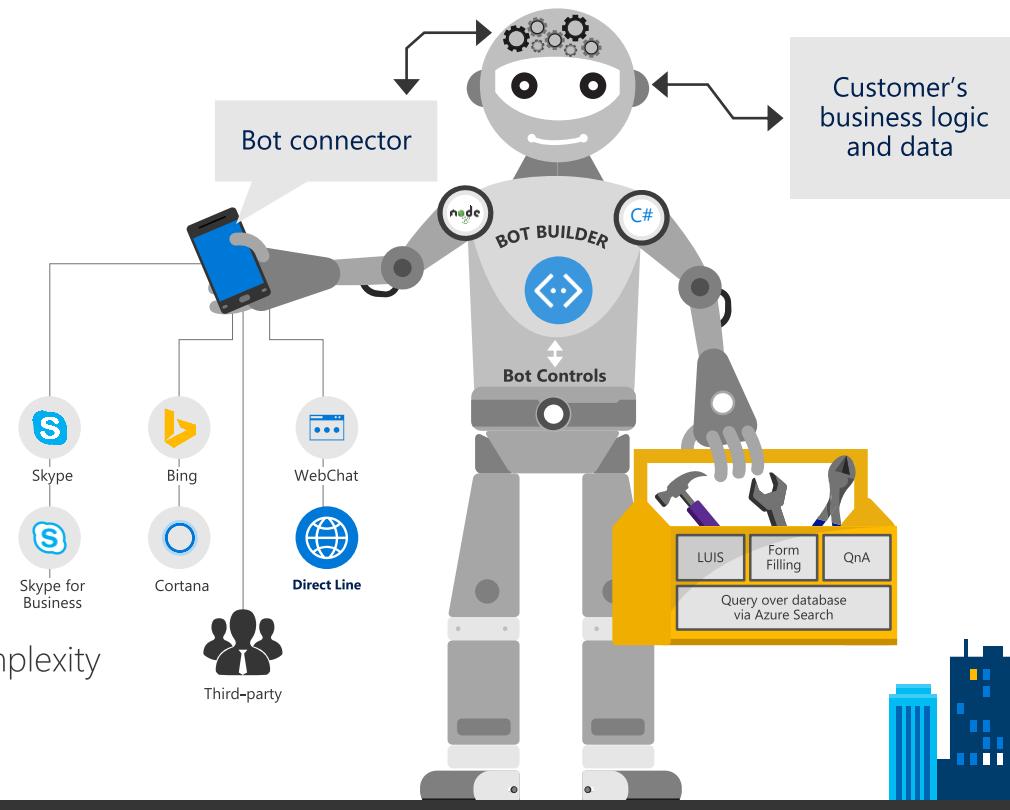
- Tools for building REST websites
- Services to enrich
- Mechanisms for receive events
- Data to debug and tools to analyze

## Why?

- Implements standard protocols
- Modeling conversations is hard; tools help!
- UI across multiple canvases is hard; cards rock!
- Language understanding is hard
- Common and well understood patterns

## Goals

- Start simple; add complexity; no dead-ends
- Bot adapts to the user, based on context
- Composable and intelligent controls to manage complexity



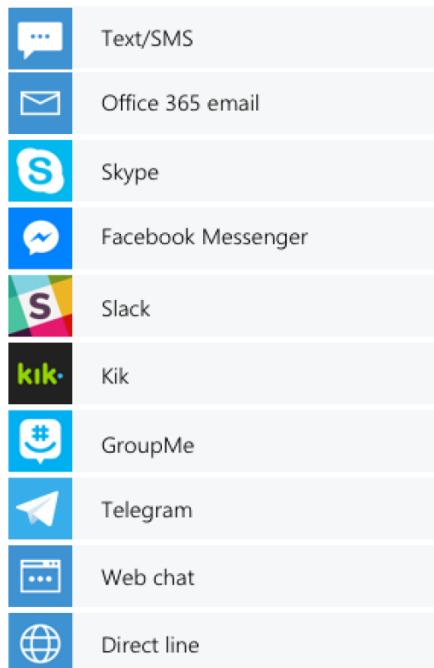
# New channels

---

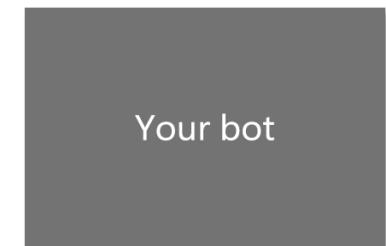
I M P R O V E M E N T S   E V E R Y W H E R E !



# Bot Framework Value Proposition



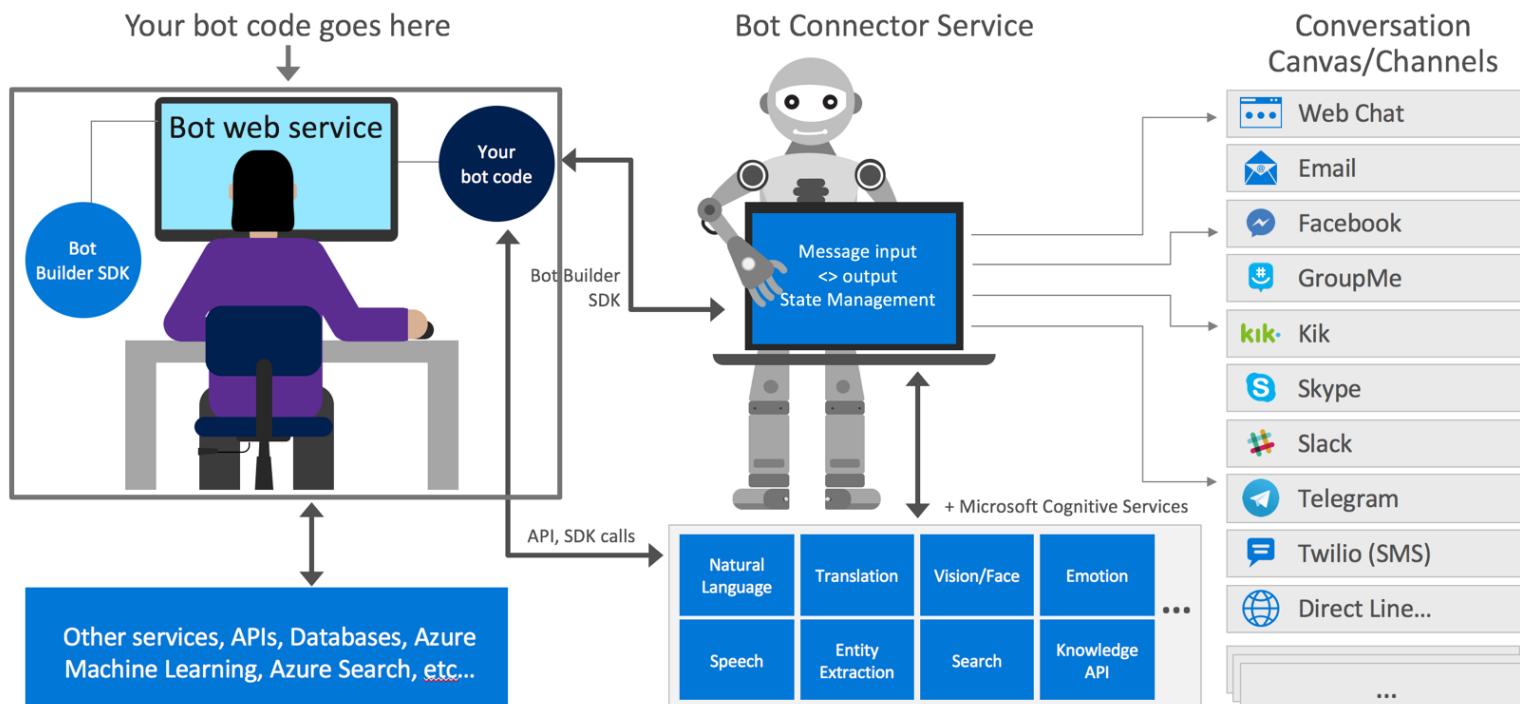
- Natural language understanding
- Routes messages
- Manages user context
- Conversation tracking
- Services (translation to 30+ languages...)



Bot Framework

Channels

# Building Bots



## Bot Builder

- Tools and services to build great bots that converse wherever the users are
- Open source SDK on Github for Node.js, .NET and REST
- Support for rich attachments (image, card, video, doc, etc.)
- Support for calling (Skype)
- Online/offline chat Emulator

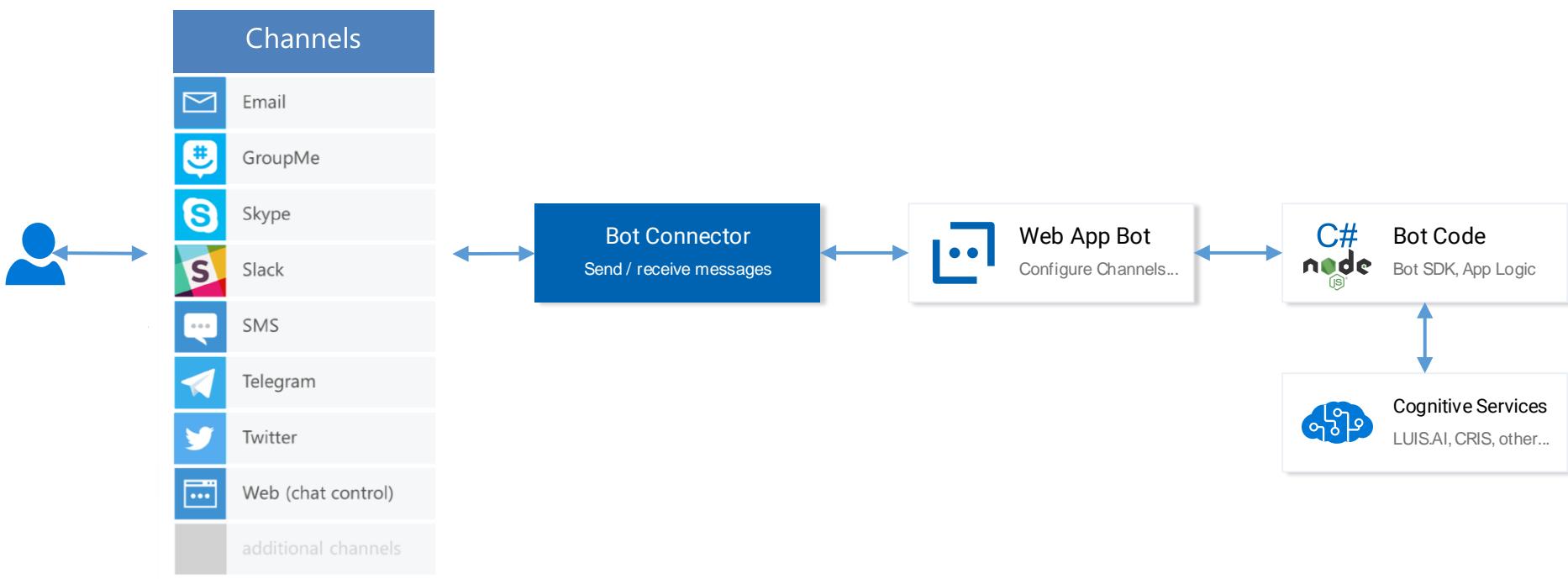
# Overview

- Connector Service
  - The Bot Connector service enables the bot to exchange messages with channels that are configured in the Bot Framework Portal, by using industry-standard REST and JSON over HTTPS
- Activity
  - A specific event that occurs between a Bot and Users, such as an actual message, or conversation notification
- Messages
  - A Message is a communication between a Bot and Users, such as a User asking a question, or a Bot responding with a reply

# Types of Activities

Activity Type	Description
Message	Sent when general content is passed to or from a user and a bot
Conversation Update	Sent when the conversation's properties change, for example the topic name, or when user joins or leaves the group
Contact Relation Update	Sent when bot added or removed to contact list
Delete User Data	Send when user is removed from a conversation
Typing	Sent when a user is typing
Ping	Send when a keep-alive is needed

# Bot Connector



# Bot Connector messages





# Azure Bot Service



Accelerate development cycles

Enrich your bots

Boost operational efficiencies



# Azure Bot Service

Accelerate development cycles

**nodeJS**

**C#**

Develop your way



Quick start templates



Built in code editor



Integrated chat window

Enrich your bots



Channel support



Cognitive Services

**API**



Direct Line support

Embedded web chat

Boost operational efficiencies



Powered by  
Azure Functions



Continuous deployment



Scale on demand



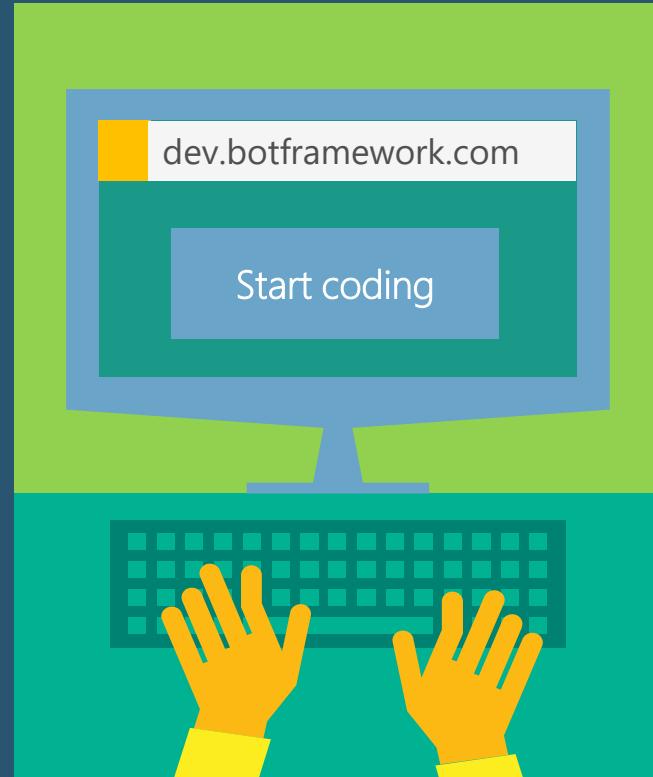
Reduced dev ops

# Installing the Tools

- NodeJs (<https://nodejs.org/>)
- Visual Studio Code als Code Editor
- Bot Emulator + ngrok (<https://docs.microsoft.com/de-de/azure/bot-service/bot-service-debug-emulator?view=azure-bot-service-3.0>)
- Github

# Demo

Creating a Bot with  
Azure Bot Service



# Register a Bot

# Register a Bot – Portal

- Enable alternative hosting
- Simple process
- Basic Information
- Endpoint
  - Can be changed later
- Microsoft App Id
- Analytics with Application Insights

Home > New > Bot Channels Registration > Bot Channels Registration

Bot Channels Registration X

Bot Service

\* Bot name i

\* Subscription

\* Resource group  
 Create new  Use existing

\* Location

Pricing tier ([View full pricing details](#))

Messaging endpoint

Application Insights i

\* Application Insights Location i

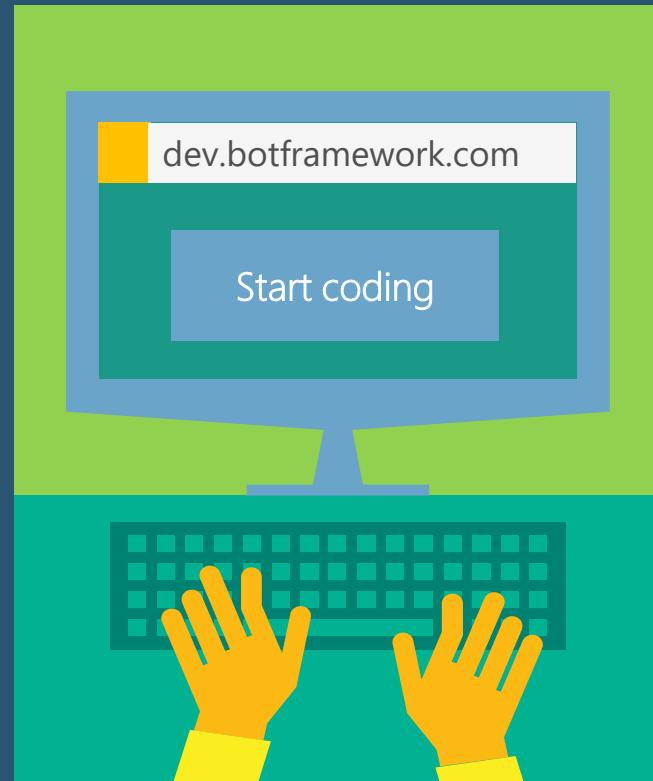
# Deploy to Azure

# Deploy to Azure

- A Bot is a web application
- There are some options to build a Bot and deploy to Azure
- Bot Service can handle automatically CI/CD scenarios
  - The integration uses App Service Kudu Deployment Engine
- Can be directly from Visual Studio
  - Build and publish
- Or from Visual Studio Team Services (VSTS)
  - Configure Build & Release

# Demo

## How to deploy to Azure



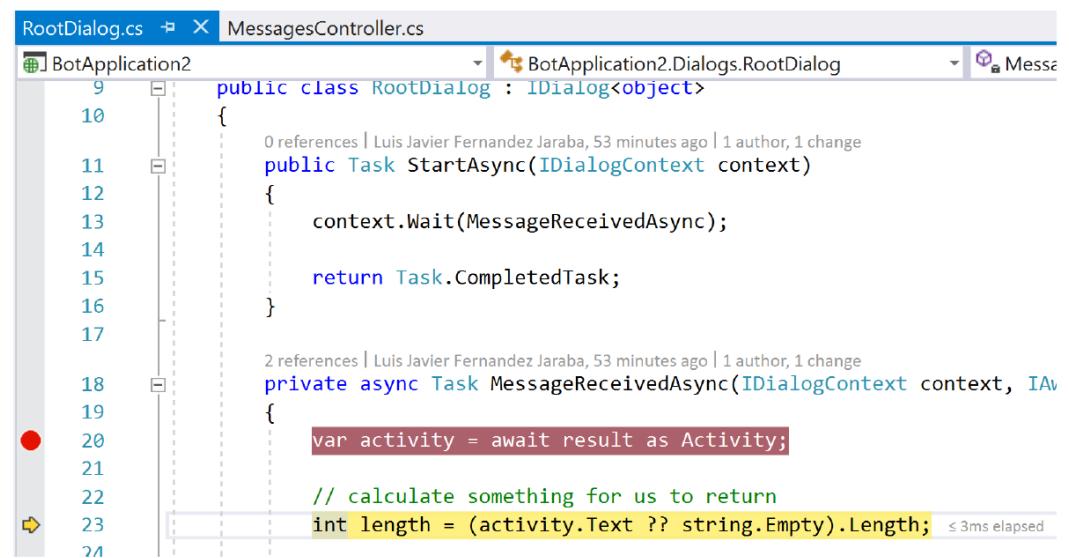
# Test and Debug

# Using the Bot Framework Emulator

- Is a desktop application that allows bot developers to test and debug their bots, either locally or remotely
  - If you are behind a firewall or other network boundary and want to connect to a bot that is hosted remotely, you must install and configure **ngrok** tunneling software
- Inspect the messages that your bot sends and receives
- You can test your bot using the emulator even if you have not yet registered it with the Bot Framework or configured it to run on any channels.

# Debug a bot with Visual Studio

- Visual Studio has built-in debugging support
- IIS Express + Bot Emulator is an easy way to test and debug locally
- Additionally, you can debug Azure deployed bots



```
RootDialog.cs  X  MessagesController.cs
BotApplication2  BotApplication2.Dialogs.RootDialog  MessagesController.cs
public class RootDialog : IDialog<object>
{
    public Task StartAsync(IDialogContext context)
    {
        context.Wait(MessageReceivedAsync);

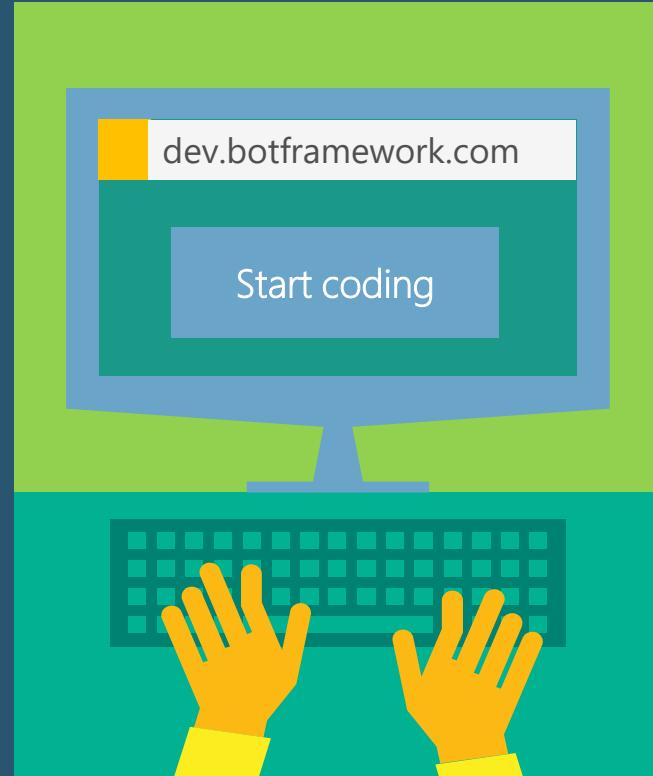
        return Task.CompletedTask;
    }

    private async Task MessageReceivedAsync(IDialogContext context, IActivity activity)
    {
        var result = await context.CreateMessageActivity();
        var activity = await result as Activity;

        // calculate something for us to return
        int length = (activity.Text ?? string.Empty).Length;
    }
}
```

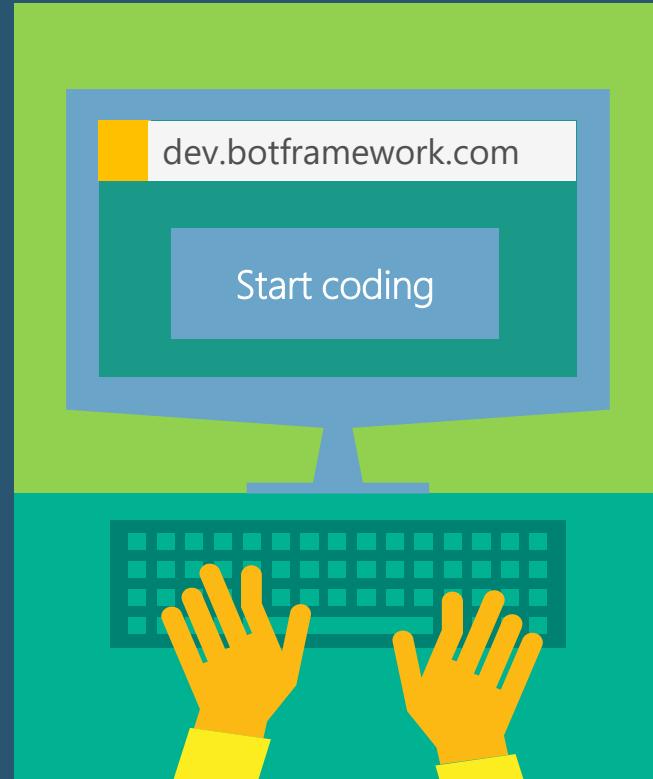
# Demo

Debug bots with  
the Bot Framework  
Emulator



# Lab

## Lab 1 – Creating a simple Bot

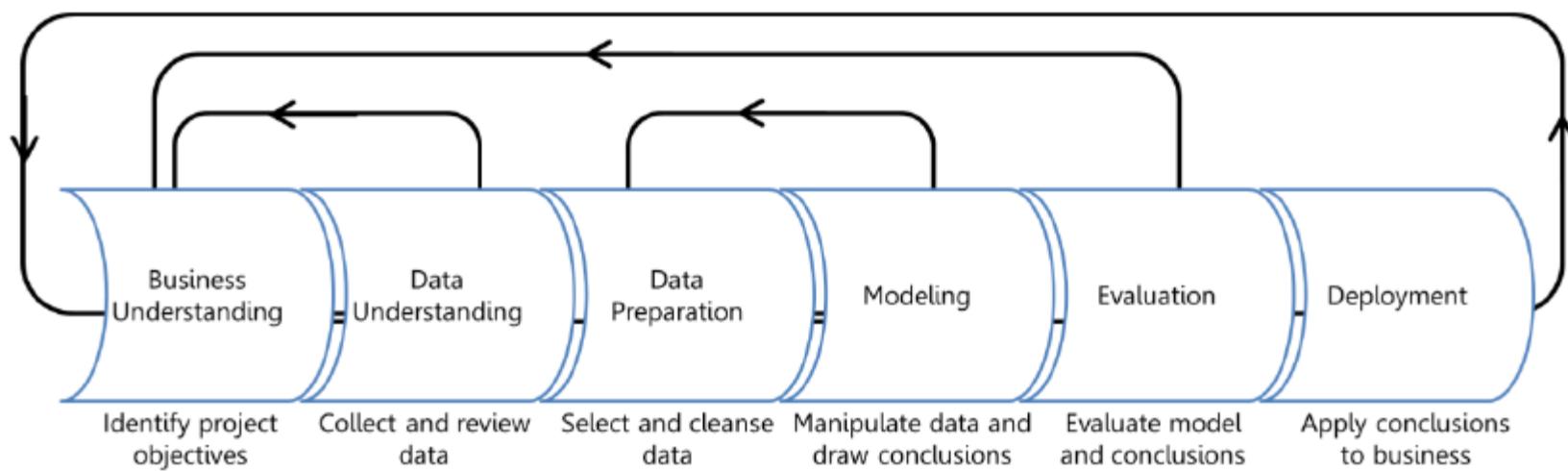




# Introducing Microsoft Cognitive Services

Stefan Volkmer

# Machine Learning Steps



# Why Microsoft Cognitive Services ?



## Easy

Roll your own with REST APIs  
Simple to add: just a few lines  
of code required

## Flexible

Make the same API code call on  
iOS, Android, and Windows  
Integrate into the language  
and platform of your choice

## Tested

Built by experts in their field from  
Microsoft Research, Bing, and Azure  
Machine Learning  
Quality documentation, sample code,  
and community support



# Microsoft Cognitive Services

Give your apps  
a human side

## Cognitive Services



### Vision

From faces to feelings, allow your apps to understand images and video



### Speech

Hear and speak to your users by filtering noise, identifying speakers, and understanding intent



### Language

Process text and learn how to recognize what users want



### Knowledge

Tap into rich knowledge amassed from the web, academia, or your own data



### Search

Access billions of web pages, images, videos, and news with the power of Bing APIs

# Demo

# Cognitive Services



# Language Understanding Intelligent Service (LUIS.ai)

# Introduction & Overview

- Overview
- What is LUIS.AI?
  - Language Understanding Intelligent Service (LUIS) allows your application to understand what a person wants in their own words.
  - LUIS uses machine learning to allow developers to build applications that can receive user input in natural language and extract meaning from it.
  - A client application that converses with the user can pass user input to a LUIS app and receive relevant, detailed information back.

# Why LUIS.AI



## It is fast and easy

LUIS is designed to enable you to quickly deploy an HTTP endpoint that will take the sentences you send it and interpret them in terms of the intention they convey and the key entities that are present.



## It learns and adapts

After your endpoint has processed a few dozen interactions, LUIS begins active learning. LUIS examines all the utterances that have been sent to it, and calls to your attention the ones that it would like you to label.



## It offers pre-built domains

Prebuilt domains jump-start your application by providing intents and entities that can be mixed in and modified to create better language understanding with less effort. We include domains for things like Calendar, Music, Devices and many more.



## It is a power developer tool

The over all experience of LUIS focuses on boosting developers' productivity though providing a set of powerful tools, offered through a simple user-experience & comprehensive set of APIs.



## It is MultiLingual

Luis is a multi-lingual platform and can be trained to understand over 10 different languages.

# Key Concepts

01

**Intents** – Intents are like verbs in a sentence, it represents actions the user want to perform such as booking a flight, paying a bill

02

**Utterance**–Is the textual input from the user, that your app needs to interpret. It may be a sentence like “Book me a ticket to Paris”

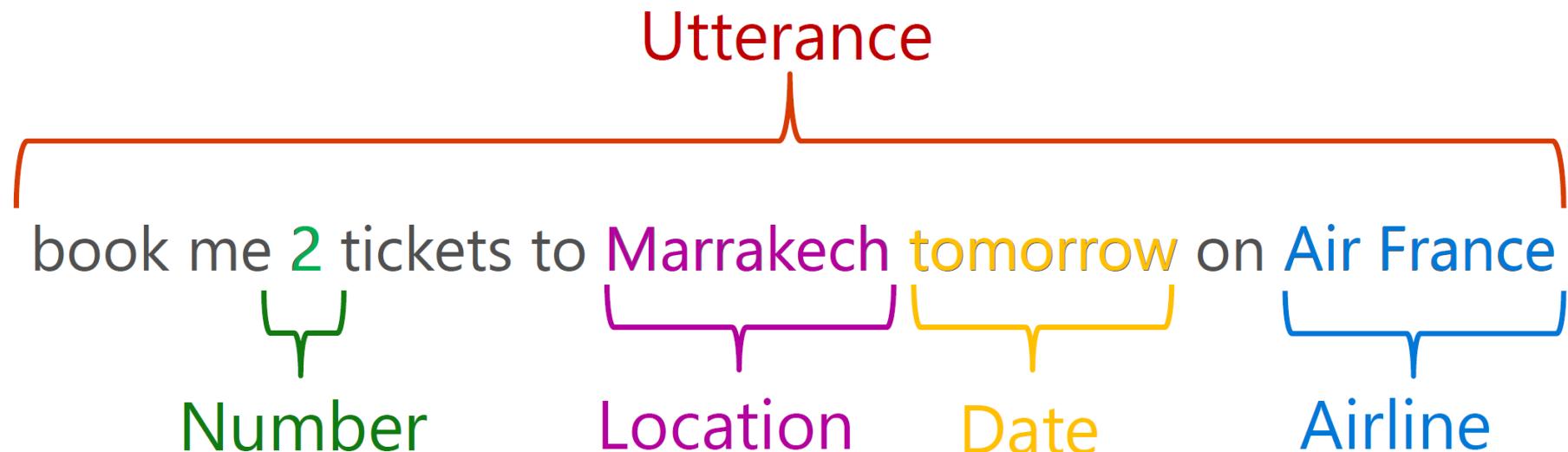
03

**Entities** – Entities are nouns, it represents an instance of a class of object that is relevant to a user’s intent. For example in the utterance “Book me a ticket to Paris”, Paris is an entity of type location

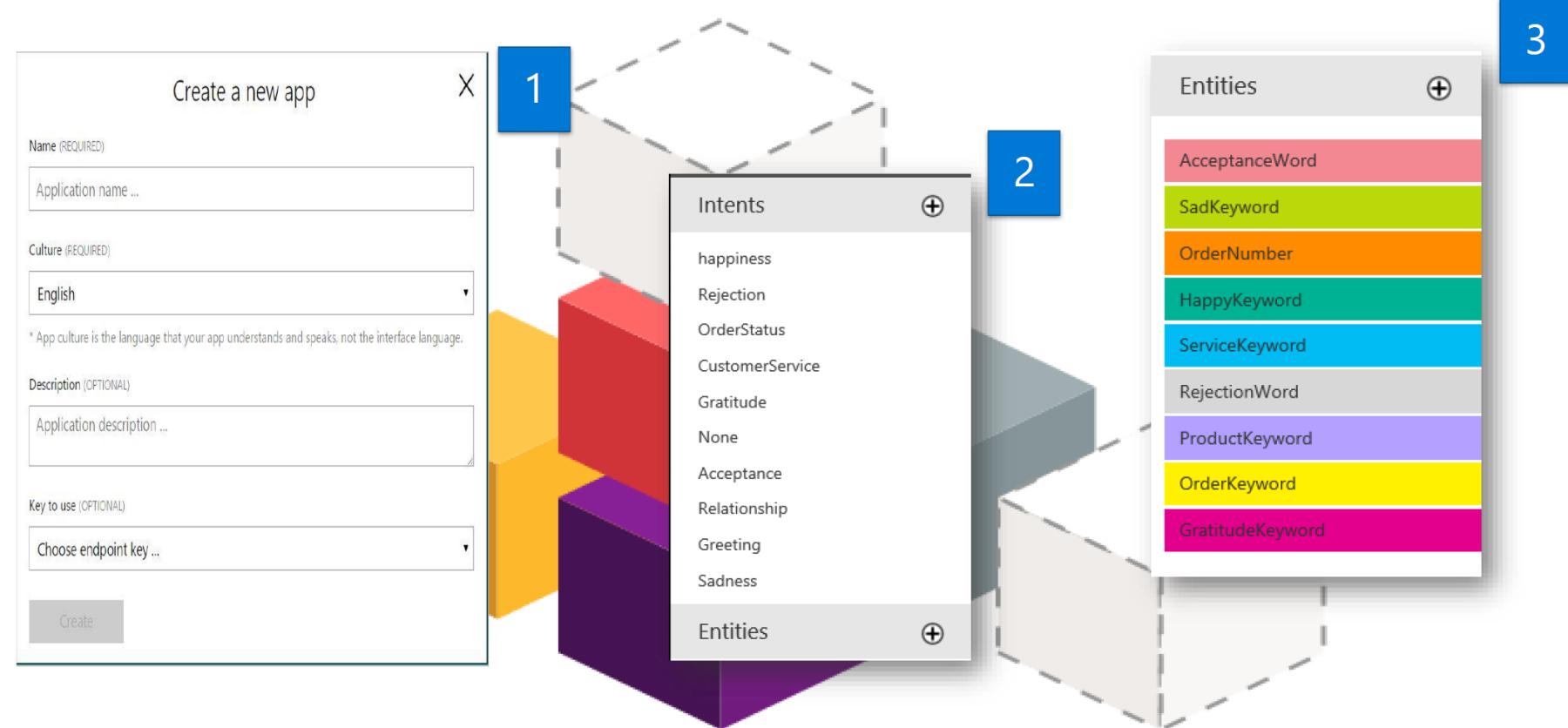




## Key Concepts (Label Utterance)



# Create your own Luis ... App!



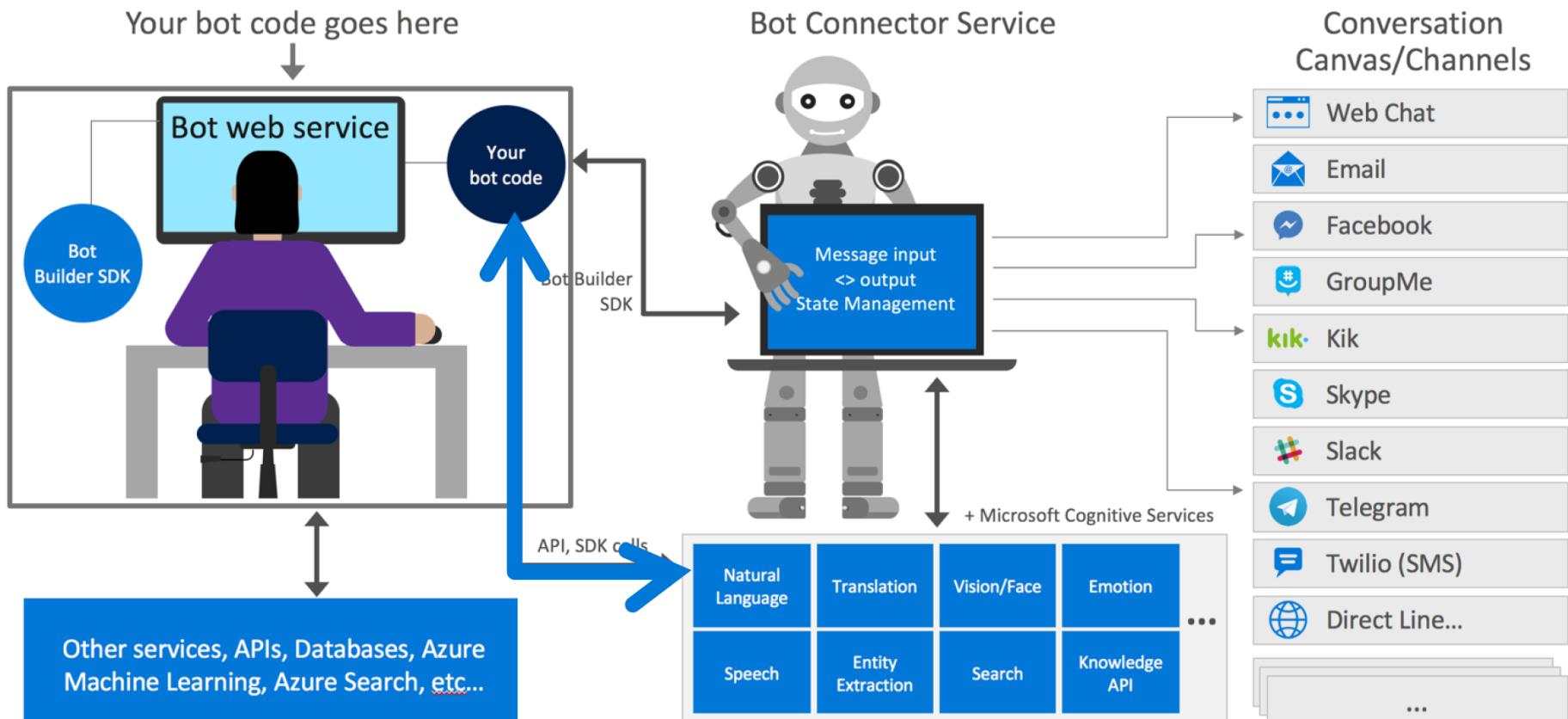
# Demo

# Luis.ai

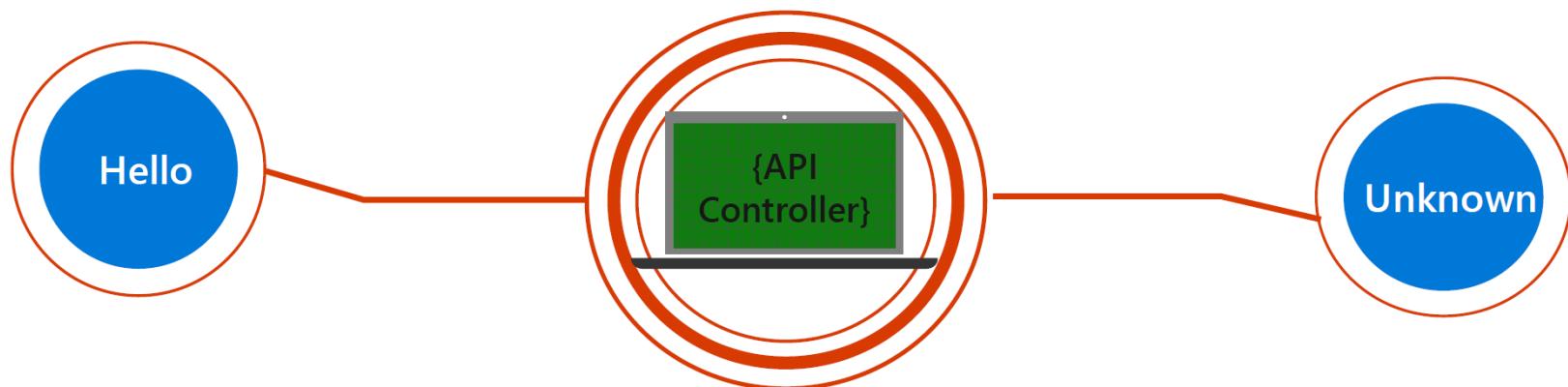
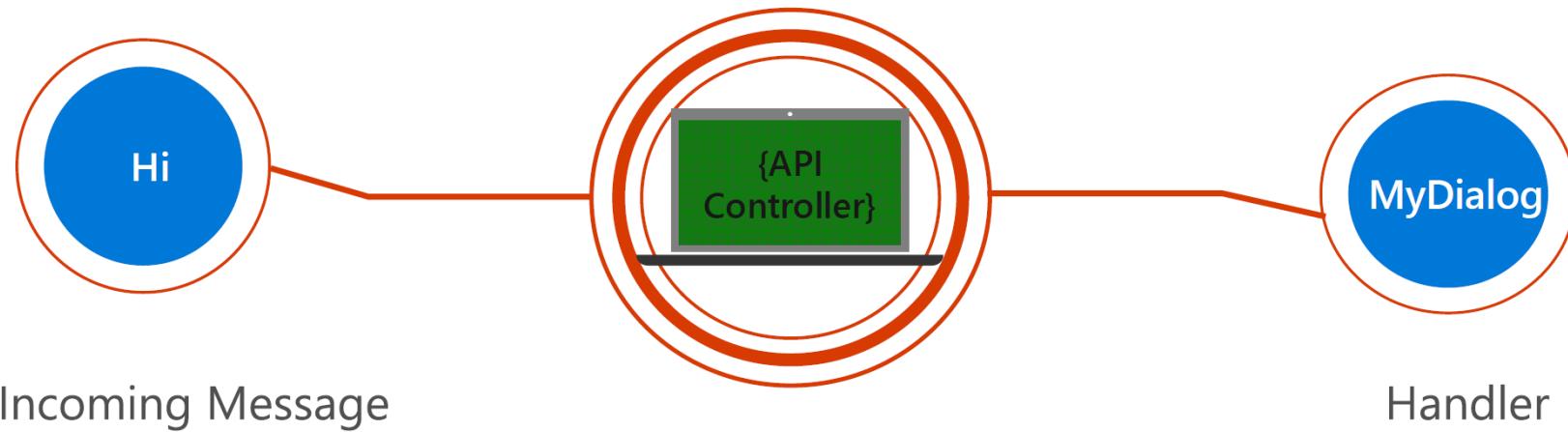


# Integrating LUIS with a Bot

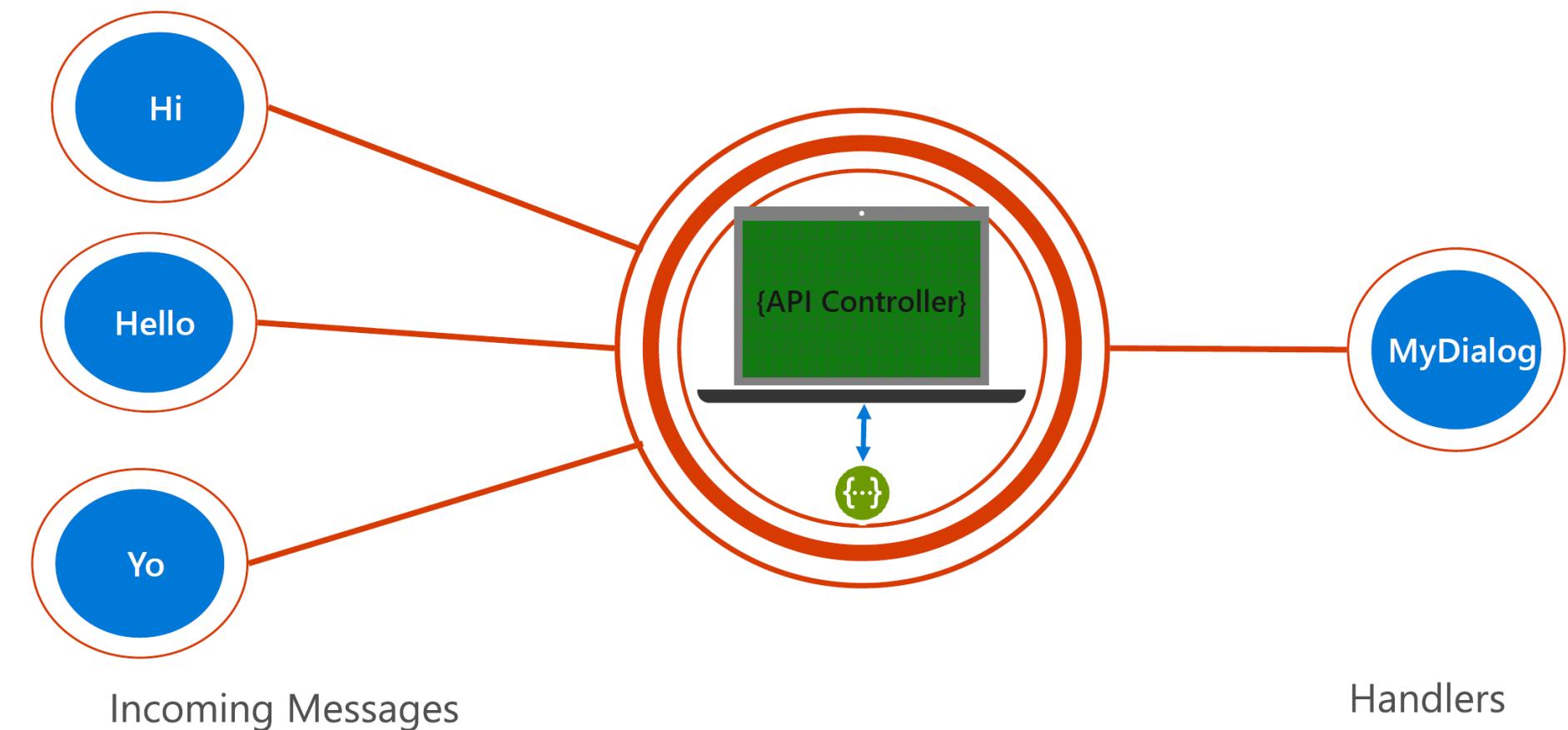
# Bot Framework



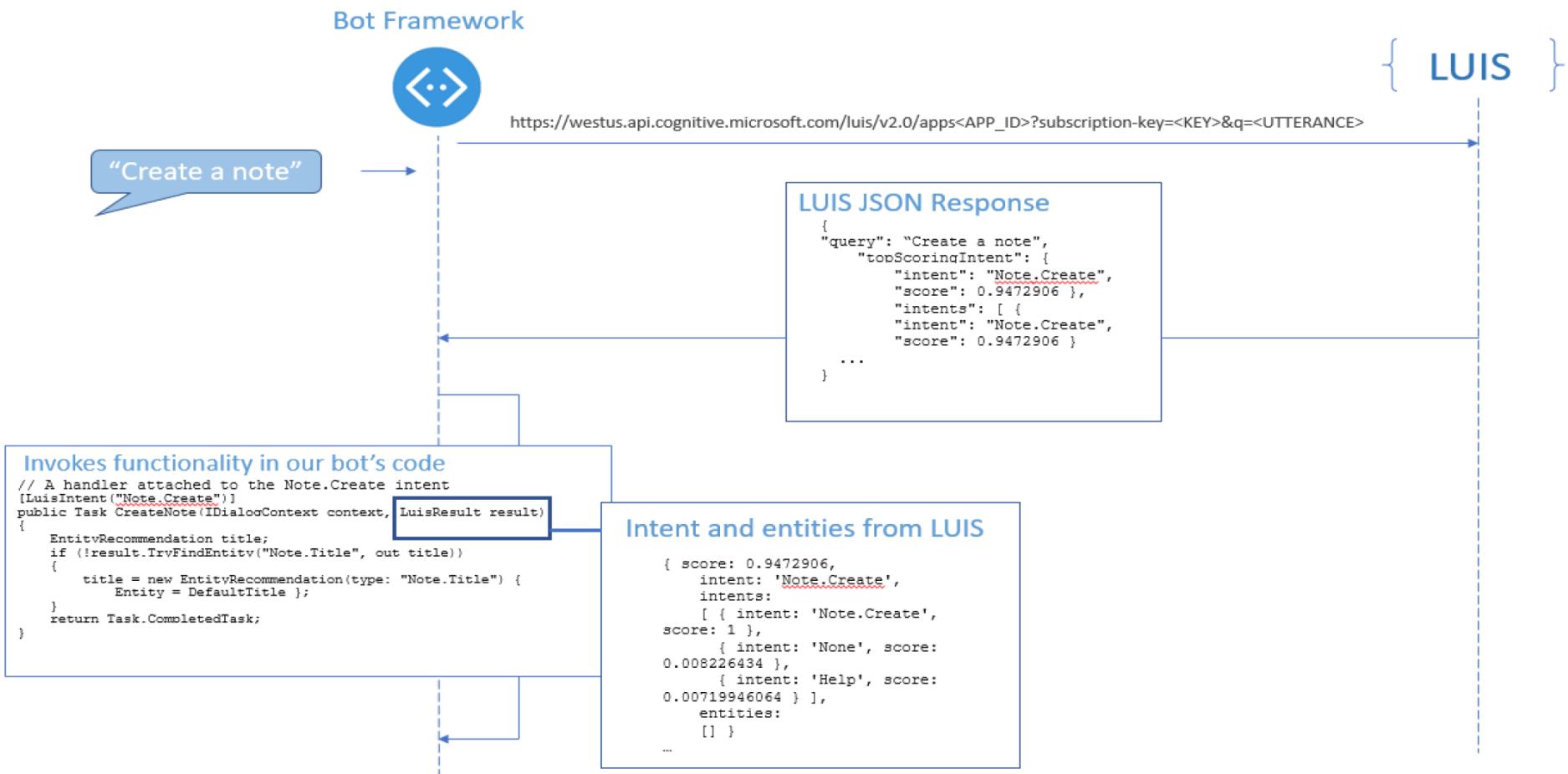
## A world without LUIS



# A world with LUIS



# How LUIS passes intents and entities to your bot



# Luis Dialog Development

- Add Recognizer Plugin from Botbuilder Node SDK (LuisRecognizer)

```
// You can provide your own model by specifying the 'LUIS_MODEL_URL' environment variable  
// This URL can be obtained by uploading or creating your model from the LUIS portal: https://www.luis.ai/  
var recognizer = new builder.LuisRecognizer(process.env.LUIS_MODEL_URL);  
bot.recognizer(recognizer);
```

# Luis Dialog Development

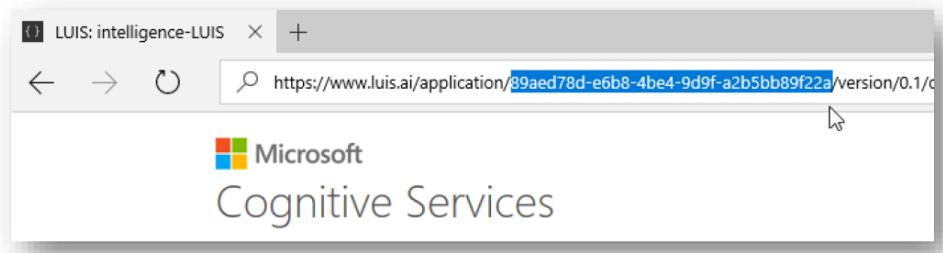
- Add triggerAction option matches to trigger the LUIS.ai Intent

```
bot.dialog('ShowHotelsReviews', function (session, args) {
    // retrieve hotel name from matched entities
    var hotelEntity = builder.EntityRecognizer.findEntity(args.intent.entities, 'Hotel');
    if (hotelEntity) {
        session.send('Looking for reviews of \'%s\'...', hotelEntity.entity);
        Store.searchHotelReviews(hotelEntity.entity)
            .then(function (reviews) {
                var message = new builder.Message()
                    .attachmentLayout(builder.AttachmentLayout.carousel)
                    .attachments(reviews.map(reviewAsAttachment));
                session.endDialog(message);
            });
    }
}).triggerAction({
    matches: 'ShowHotelsReviews'
});
```

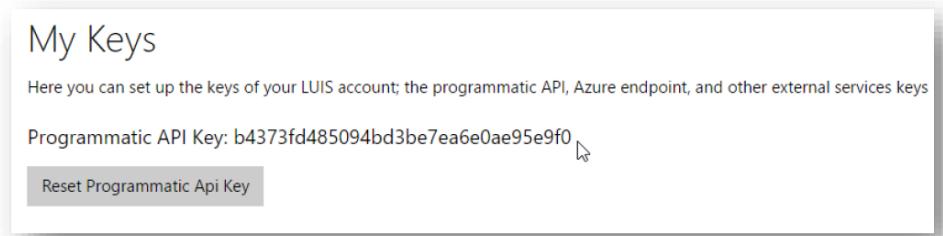
# Luis Dialog Development

## LuisModelAttribute Parameters

- modelID:



- subscriptionKey: The LUIS subscription key.



- domain: Domain where LUIS model is located.

<https://docs.microsoft.com/en-us/bot-framework/dotnet/bot-builder-dotnet-luis-dialogs#regions-and-keys>

## Retrieves Entity in args Parameter

- To retrieve an entity value from LUIS EntityRecognizer.findEntity method.
- Entity is part of the args Parameter

```
bot.dialog('ShowHotelsReviews', function (session, args) {
    // retrieve hotel name from matched entities
    var hotelEntity = builder.EntityRecognizer.findEntity(args.intent.entities, 'Hotel');
    if (hotelEntity) {
        session.send('Looking for reviews of \'%s\'...', hotelEntity.entity);
        Store.searchHotelReviews(hotelEntity.entity)
            .then(function (reviews) {
                var message = new builder.Message()
                    .attachmentLayout(builder.AttachmentLayout.carousel)
                    .attachments(reviews.map(reviewAsAttachment));
                session.endDialog(message);
            });
    }
}).triggerAction({
    matches: 'ShowHotelsReviews'
});
```

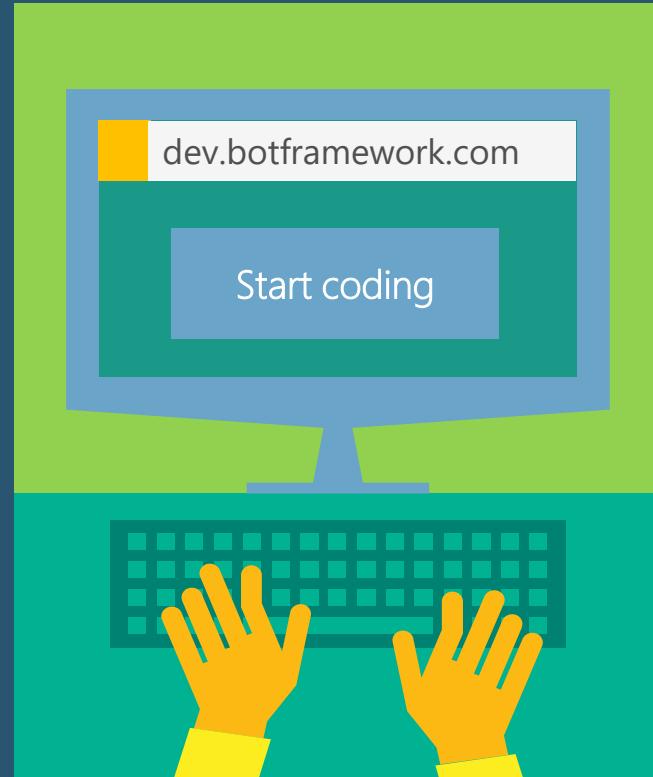
# Demo

## Luis Bot with NodeJs



# Lab

## Lab 2 – Developing a smarter Bot



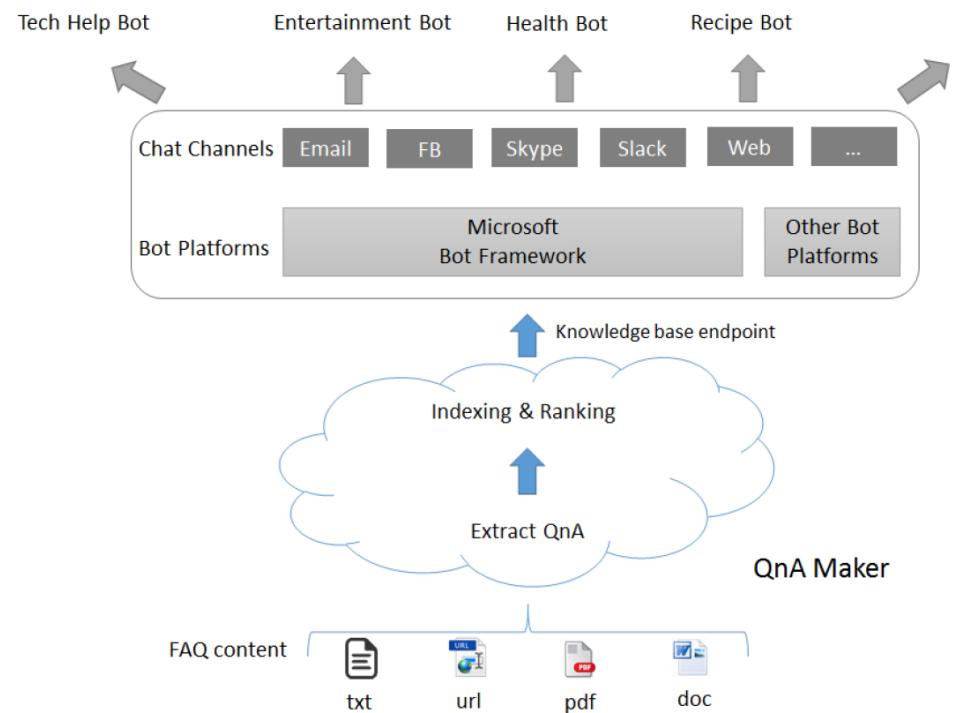
# QnA Maker

# What is QnA Maker?

- It's a free, easy-to-use, REST API and Web service that trains AI.
- Allows the bot to provide answers to user's questions in a more natural, conversational way.
- Compatible across development platforms, hosting services, and channels.
- QnA Maker is the only question and answer service with a graphical user interface; meaning you don't need to be a developer to train, manage, and use it for a wide range of solutions.

# What is QnA Maker?

- With optimized Machine Learning logic and the ability to integrate industry-leading language processing with ease, QnA Maker distills masses of information into distinct, helpful answers.



# Authentication & Subscription keys

- It is required a Microsoft account to sign in to the portal.
- You will receive a unique pair of keys.
  - The second one is just a spare.
  - Do not share the secret keys with anyone.
- These subscription keys are used to track your usage of the service and need to be part of every request.

The screenshot shows the Microsoft QnA Maker portal interface. At the top, there's a navigation bar with links for 'QnA Maker PREVIEW', 'My services', 'Create new service', 'Documentation', and 'Feedback'. A user profile for 'Prashant prashar' is shown on the right, with a red box highlighting the 'Subscribe' button. Below the navigation, a section titled 'My QnA services' lists a single service entry. On the right side, under 'Subscription keys', it says 'Prashant Choudhuri' and 'Subscription keys'. It provides information about the service being provided under Cognitive Services Terms and mentions a free preview with 10 transactions per minute, up to 10,000 transactions per month. It displays two sets of keys: a Primary key and a Secondary key, each represented by a series of dots and a 'Show | Copy' link.

Service Name	Last modified	Last published	Sample Code

Primary key: [REDACTED] [Show](#) | [Copy](#)

Secondary key: [REDACTED] [Show](#) | [Copy](#)

# Pricing

- Since currently the QnA Maker is a free to use tool.
- We have the following restriction of usage per Subscription key.
  - 10.000 transactions per month.
  - 10 per minute.
- Beyond this your requests will be throttled.

# Create your knowledge base

- Currently the tool can auto-extract question and answer pairs from two types of input:

## FAQ Pages

- We support extraction from following types of FAQ URLs:
  - Plain FAQ pages: Questions are immediately followed by answers.
  - FAQ pages with section links: Questions are aggregated together and linked to answers on the same page.
  - FAQ pages with linked answers: Questions are aggregated together and linked to answers on a different page.
- We also support extraction from offline doc types (.docx, .doc, .pdf, .xlsx and .tsv)
- Auto-extraction works best on FAQ pages with clear Q-A structure and semantics such as question ending with "?" and question contains interrogative words such as "why", "what", "how", etc.

## Product manuals

- We support extraction of Q-As from PDF format product manuals.
- QnA Maker extracts the headings and sub-headings as questions and the proceeding content as the answer.
- Auto-extraction works best of manuals with a table of contents and/or an index page, and clear structure with hierarchical headings.

# Update your knowledge base

- There are several ways you might want to update your knowledge base:

## Editorial QnA updates:

- Edit the QnA table directly.
- You can:
  - Add/delete a QnA Pair.
  - Add an alteration of an existing QnA Pair.
- This is ideal for quick editorial fixes to your knowledge base.

## Update the sources

- You could add/delete/modify existing sources.

## Download and upload

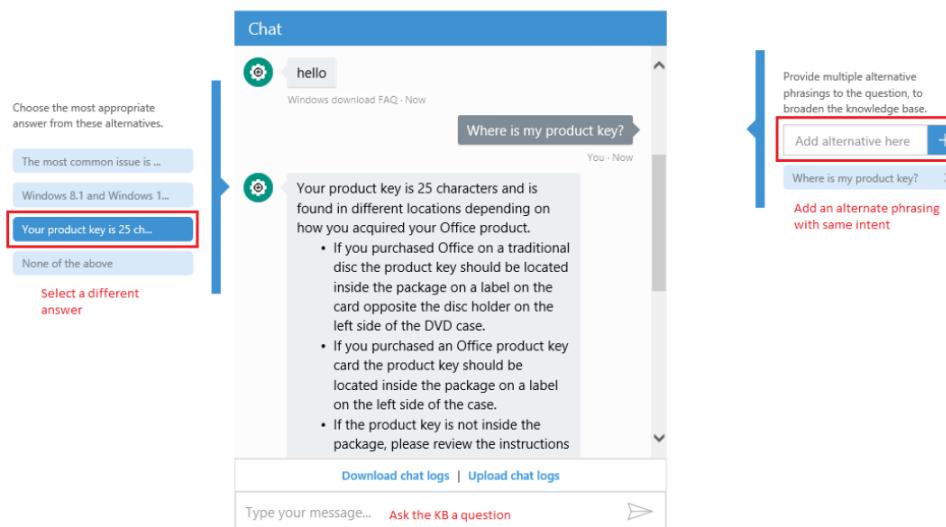
- You could replace your entire knowledge base at one go.
- Ideal for bulk updates to your knowledge base.
- Upload KB expects file format of tab separated columns of Question, Answer and Source.
- You could download the entire KB, make changes, and then upload the knowledge base.

# Train your knowledge base

- The train feature lets you evaluate the correctness of the responses and correct them and re-train the KB.
- There are two ways you can improve the relevance of the responses.

## Chat with your KB

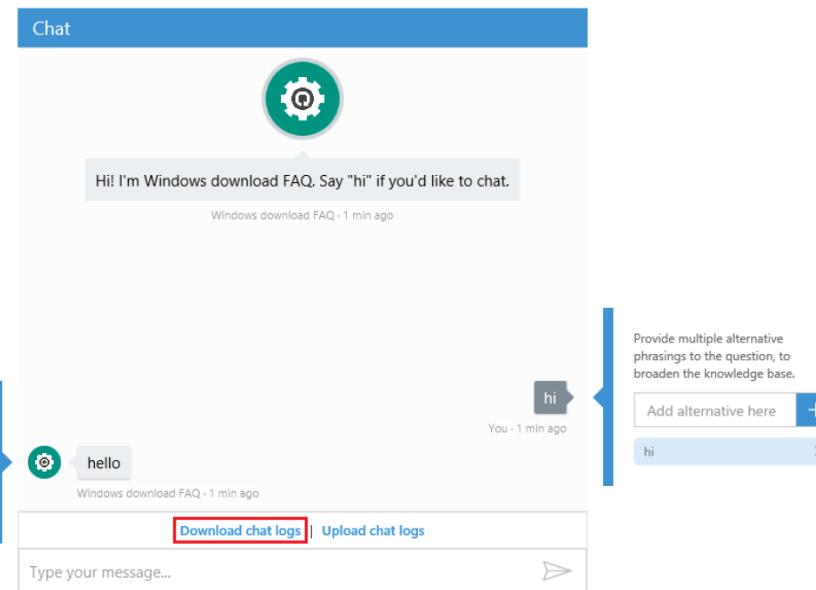
- While chatting with your KB, you can see the relevance of the responses.
- You can add a variation to an existing question as well as choose a different answer for a question.



# Train your knowledge base

## Replay live chat logs

- A very useful feature is to see what responses the service returns for live traffic, and the train it appropriately.
- You can download the live chat traffic hitting your published end-point.
  - This will download all the questions hitting your end-point in descending order of frequency.
- Looking at the chat logs, you can decide which questions you want to test and train your KB base on.



# Publish your knowledge base

- Before the final publish, you can preview the changes that will affect the KB on final publish.

**Windows download FAQ**

**Review your changes**

Source	QnA in production	QnA in current draft	QnA added	QnA deleted
https://www.microsoft.com/en-us/software-download/faq	26	26	0	0
Editorial	6	6	0	
upload - Copy.tsv	0	29	29	

**Success! Your service has been deployed. What's next?**

You can always find the deployment details in your service's settings.

[Download Diff File](#)

[Cancel](#) [Publish](#)

**Use the below HTTP request to build your bot. [Learn how.](#)**

Sample HTTP request

```
POST /knowledgebases/321595eaaf0347d08f5856df0adb006e/generateAnswer
Host: https://westus.api.cognitive.microsoft.com/qnamaker/v1.0
Ocp-Apim-Subscription-Key: XXXXXXXXXXXXXXXXXXXX
Content-Type: application/json
{"question": "hi"}
```

**Need to fine-tune and refine? Go back and keep editing your service.**

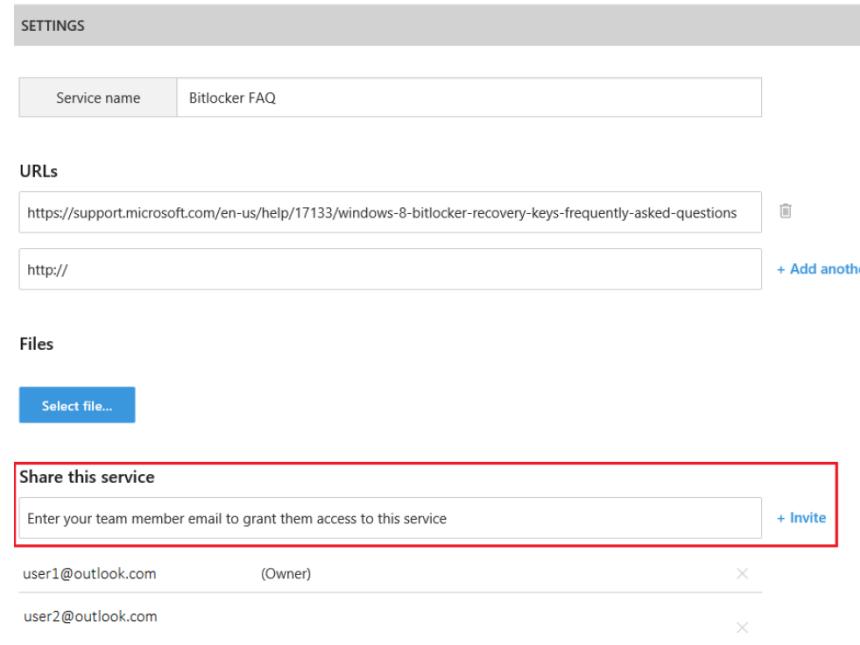
[Edit Service](#)

# Share your knowledge base

- You could add other users to your KB, so they can contribute to it as well.

## Add users to your KB

- Go to the settings tab and add users



The screenshot shows a 'SETTINGS' tab selected in a top navigation bar. Below it, there are two main sections: 'URLs' and 'Files'. The 'URLs' section contains a list of URLs with a '+ Add another' button. The 'Files' section has a 'Select file...' button. At the bottom, there's a 'Share this service' section where users can enter their team member's email to grant them access. Two emails are listed: 'user1@outlook.com (Owner)' and 'user2@outlook.com'.

Service name Bitlocker FAQ

URLs

https://support.microsoft.com/en-us/help/17133/windows-8-bitlocker-recovery-keys-frequently-asked-questions 

http:// [+ Add another](#)

Files

Select file...

Share this service

Enter your team member email to grant them access to this service [+ Invite](#)

user1@outlook.com (Owner) 

user2@outlook.com 

# Share your knowledge base

## Merge changes

- In case you have unsaved changes, and another user updates the KB, you will be asked to refresh before you can save your changes.
- When you refresh, you will be able to see the merged changes in orange.

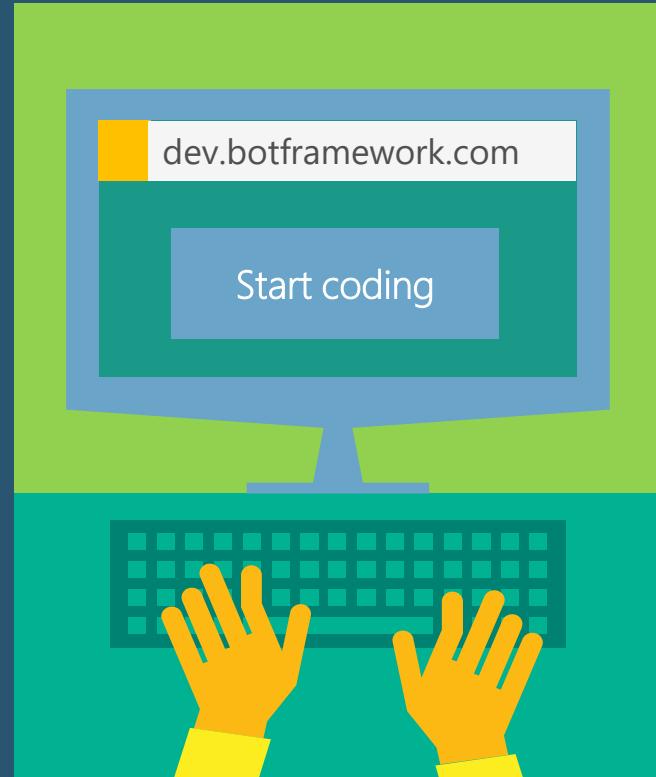
KNOWLEDGE BASE | 6 QnA pairs

+ Add new QnA pair

Question	Answer
^ Original source: Editorial	
1 Hi	Hello
2 Wassup?	<b>Merged changes</b>
^ Original source: <a href="https://support.microsoft.com/en-us/help/17133/windows-8-bitlocker-recovery-keys-frequently-asked-questions">https://support.microsoft.com/en-us/help/17133/windows-8-bitlocker-recovery-keys-frequently-asked-questions</a>	
1 Why am I locked out?	There are several reasons that might make a PC go into recovery mode. For example, your organization might have a password security policy that locks you out after a certain number of failed attempts to sign in. Or perhaps your PC encountered a hardware malfunction, an unexpected configuration change, or another security event. Requiring a recovery key helps ensure that only an authorized person can unlock your PC and restore access to your encrypted data
2 How can I get my BitLocker recovery key?	Depending on how your PC is set up, there are different ways to get your recovery key. If your PC is connected to a domain Contact your administrator to get your recovery key. If your PC isn't connected to a domain There are several locations in which your BitLocker recovery key might have been saved. Here are some places to check: Your Microsoft account online. This option is only available on non-domain-joined PCs. To get your re-

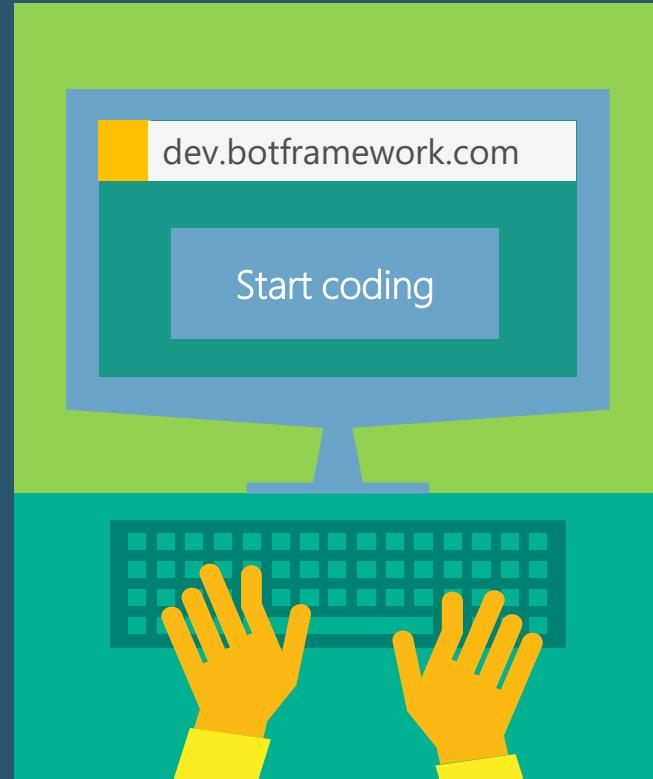
# Demo

qnamaker.ai



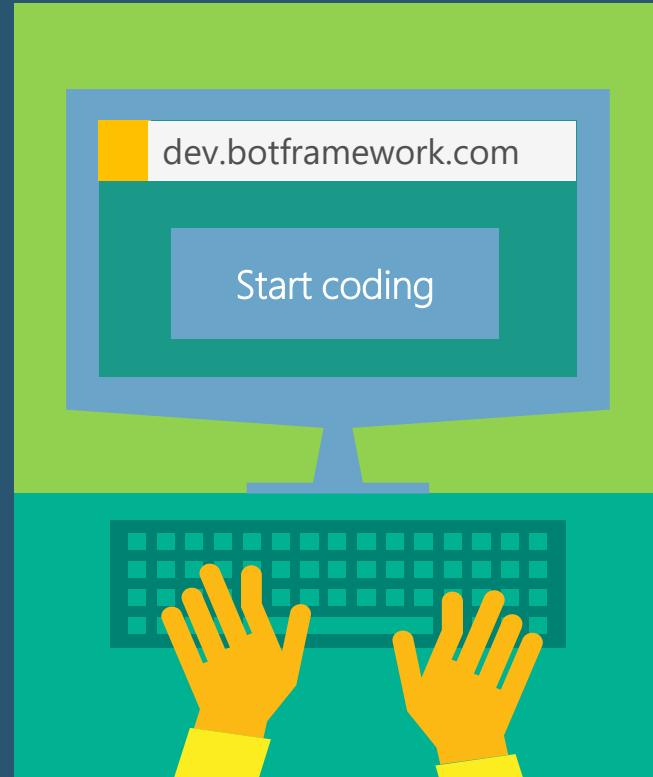
# Demo

## Bot + QnAMaker



# Lab

## Lab 3 – Connect to QnA Maker



# Dialog Stack

# Maintaining Conversation State with Dialogs

Conversations rely heavily on the context.

**Dialogs** and **State** work together to provide context to conversations with chatbots

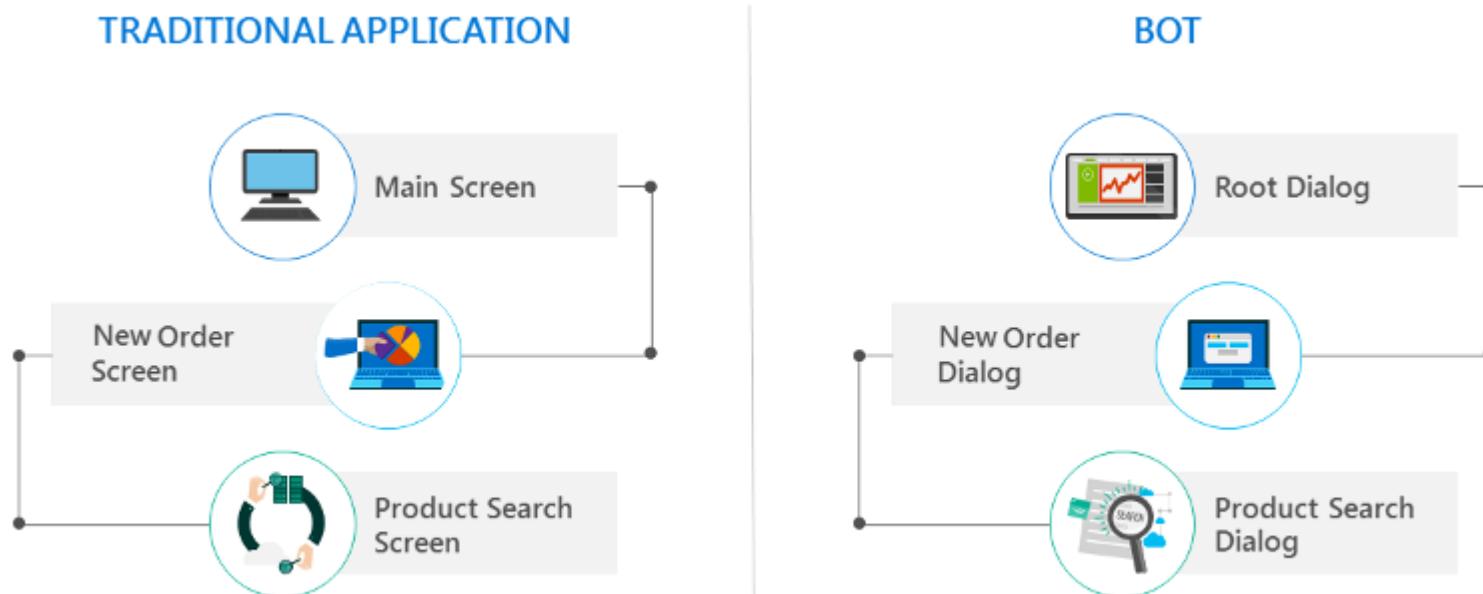


# Maintaining Conversation State with Dialogs

- What Are Dialogs
  - Way of Wrapping an entire “experience” into easily managed interaction based on a “chained” and “conversational” paradigm
  - Dialogs make the UI of a Bot
  - Dialogs may or may not have graphical interfaces
  - They may contain buttons, text, and other elements, or be entirely speech-based
  - Dialogs also contain actions to perform tasks such as invoking other dialogs or processing user input.

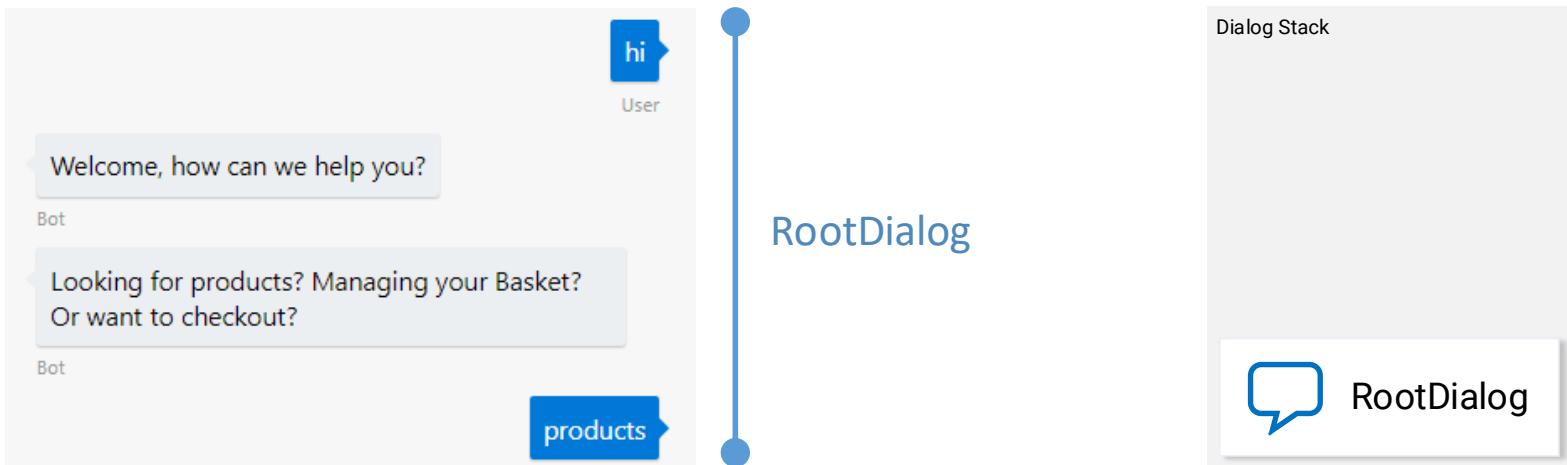
# Dialog Stack

- Dialogs and the flow of conversation behind the scenes are managed via the DialogStack.
- The DialogStack keeps track in which Dialog a user currently is.



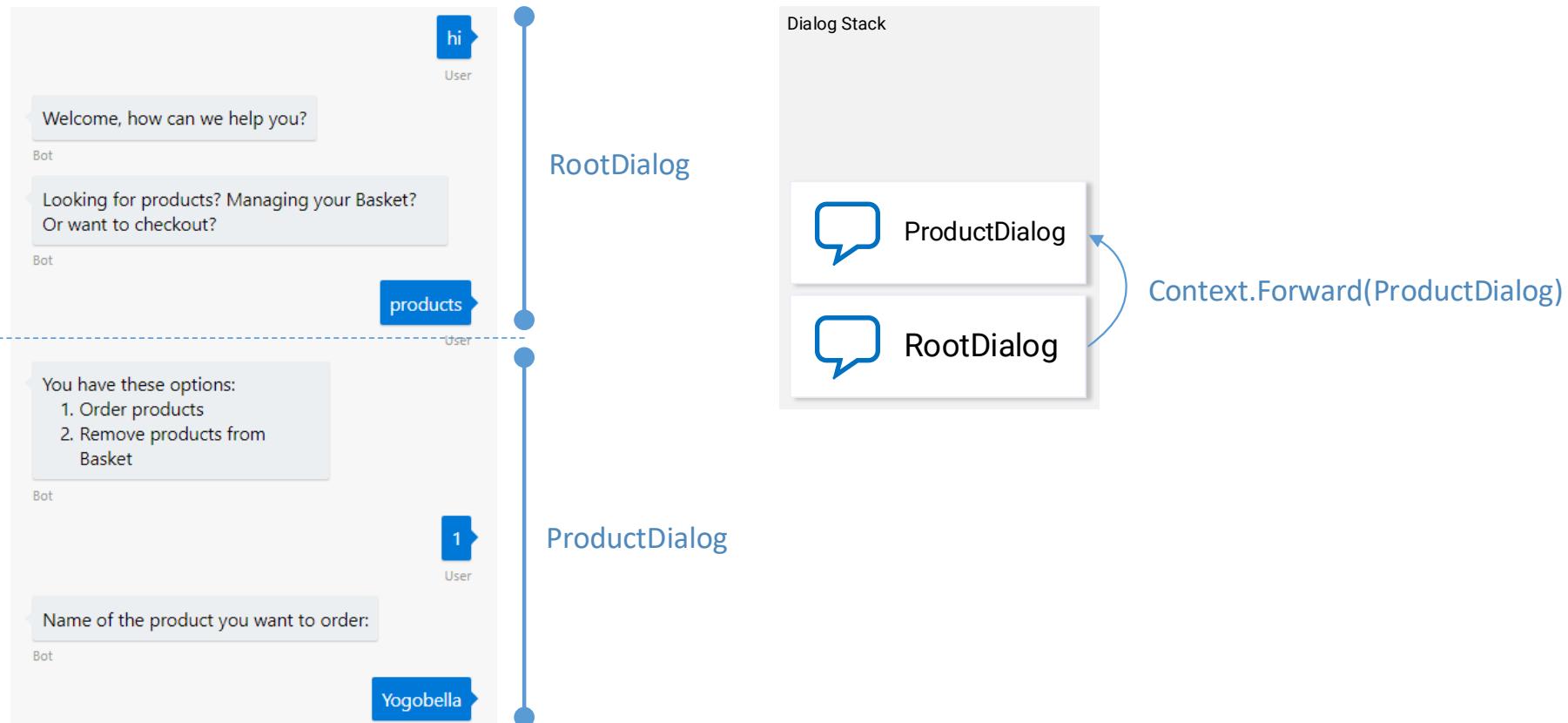
# Dialog Stack - Details

## Chat



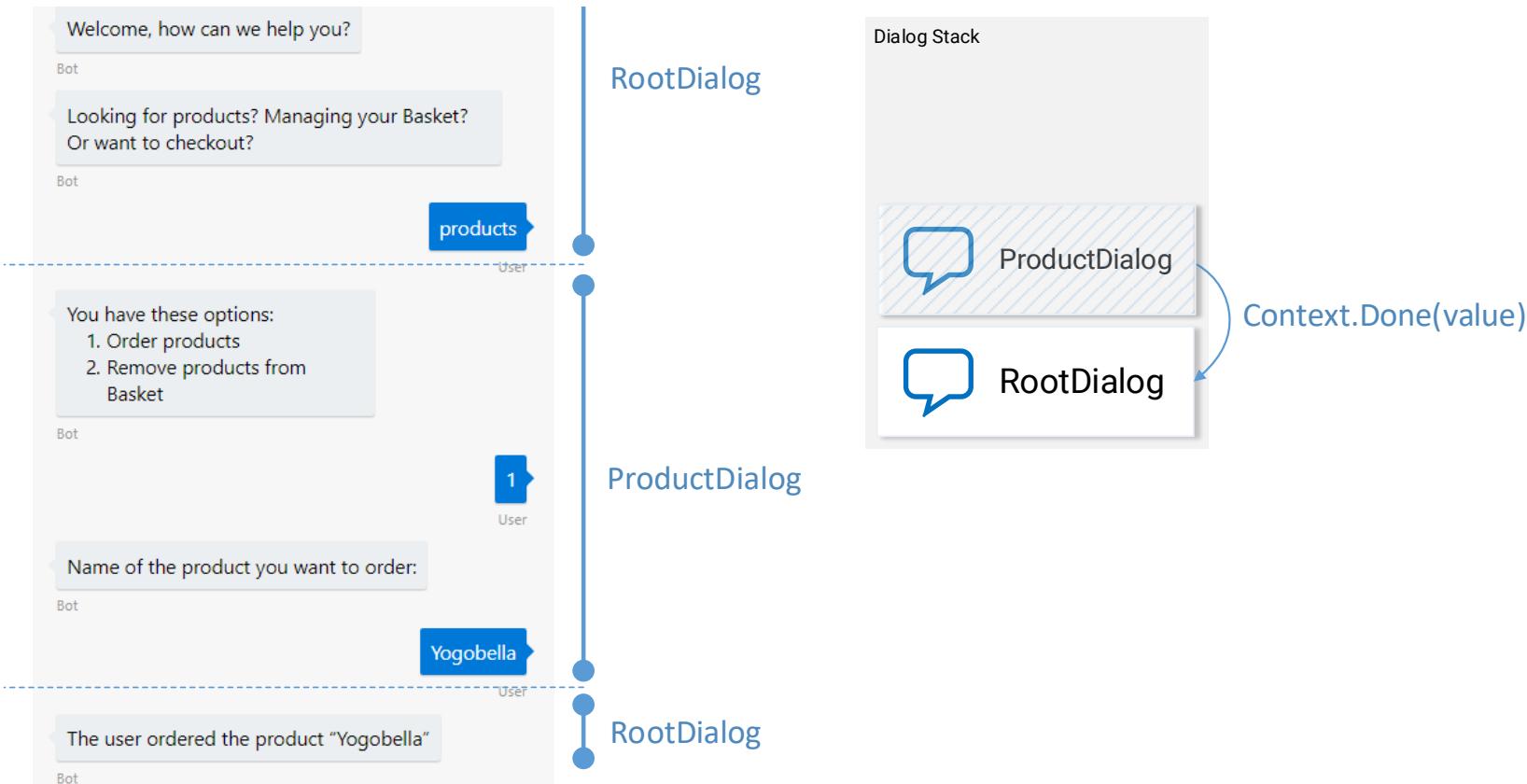
# Dialog Stack - Details

## Chat



# Dialog Stack - Details

## Chat

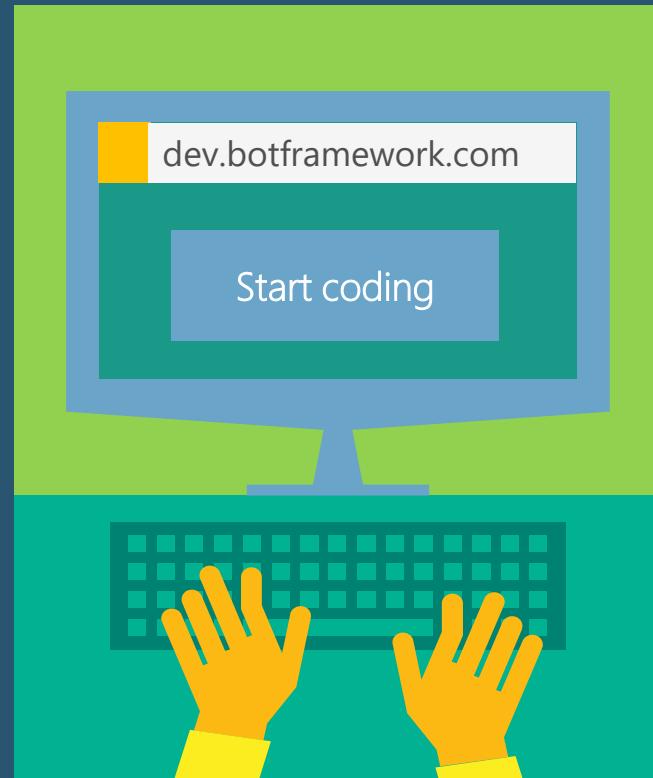


# Dialog

- `session.beginDialog('/products')` -> forwards the call to the dialog '/products'
- `session.endDialog()` -> close a dialog and remove it from the stack
- `session.endDialogWithResult({...})` -> removes the dialog from the stack, previous dialog takes control and result is parsed to the method in sequence.
- Every method must be ended with `context.wait()`, `context.fail()`, `context.done()` or redirection (Forward, Call)

# Lab

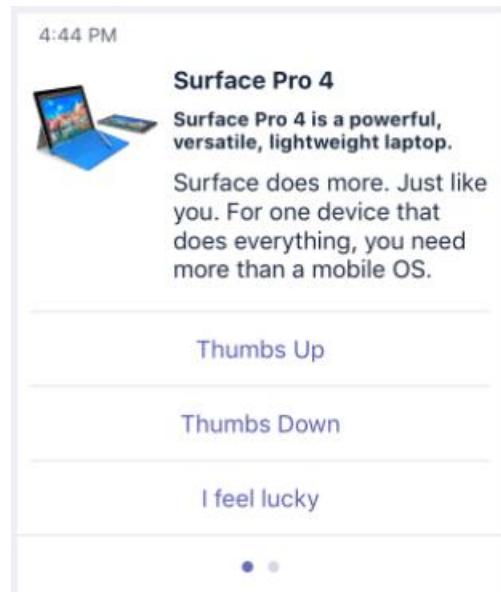
## Lab X - Dialogs



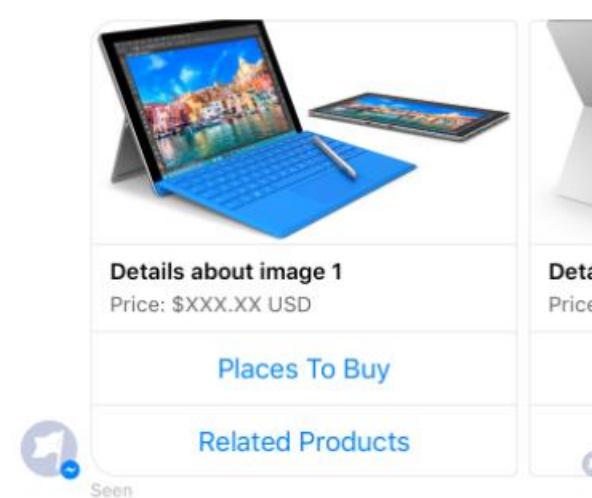
# Attachments & Adaptive Cards

# Attachments

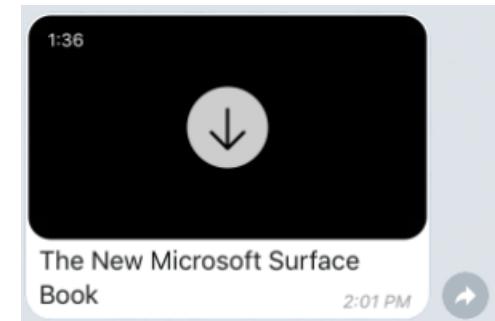
- Text Messages are not always the best medium to transfer information.
- Information exchange can be aided with Images, Videos and Audio Files.
- Bot Framework supports those media using Attachments.



Thumbnail Card



Carousel Card



Video Card

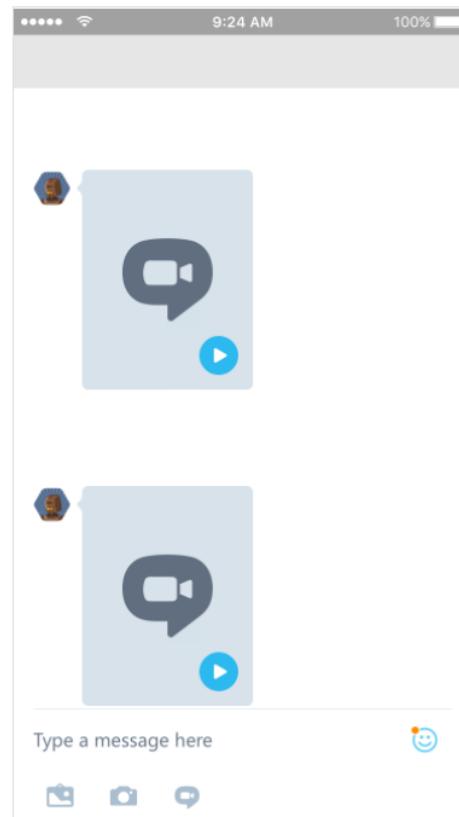
# Attachments

Not all media types  
are supported by all  
channels.

## Channel Inspector

Shows what media  
attachment are supported  
and how they look in each  
channel.

## Channel Inspector



Channel: Feature:

Skype Videos

### Videos

Playing of video attachments.

[Bot Framework Documentation](#)

### Notes

Appearance Native Control.

Max Video Size 100 MB

Thumbnail Image Should be set in thumbnailUrl

See something wrong? [Send Feedback](#)

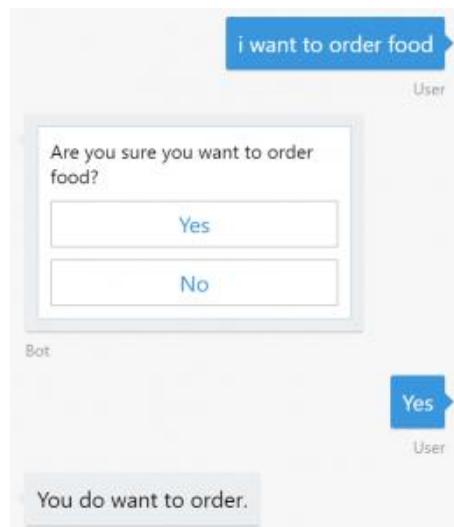
# Rich Card Types

HeroCard	A card that typically contains a single large image, one or more buttons, and text.
AudioCard	A card that can play an audio file.
AnimationCard	A card that can play animated GIFs or short videos.
ThumbnailCard	A card that typically contains a single thumbnail image, one or more buttons, and text.
ReceiptCard	A card that enables a bot to provide a receipt to the user. It typically contains the list of items to include on the receipt, tax and total information, and other text.
SignInCard	A card that enables a bot to request that a user sign-in. It typically contains text and one or more buttons that the user can click to initiate the sign-in process.
VideoCard	A card that can play videos.
AdaptiveCard	A card that can contain any combination of text, speech, images, buttons, and input fields.

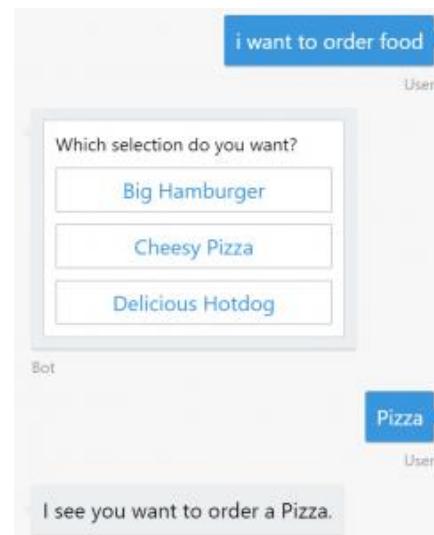
# Prompt Dialogs

Simple way to provide the user with different type of dialogs

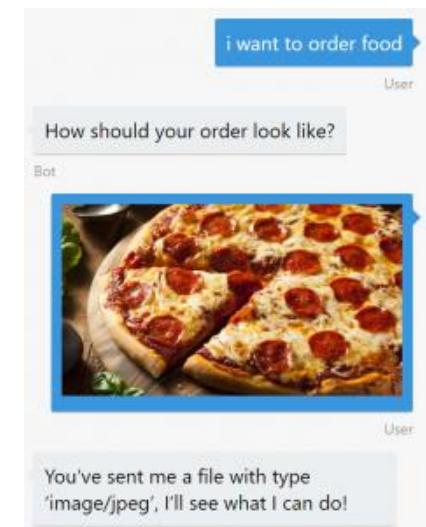
Confirm



Choice



Attachment



# Adaptive cards



O P E N   F R A M E W O R K  
M U L T I P L E   C A N V A S E S

Card created: Publish Adaptive Card schema

Miguel Garcia  
Created Monday, February 13, 2017 10:08:39 ...

Now that we have define the main rules and features of the format, we need to produce a schema and ...

Board: Adaptive Card  
List: Backlog  
Assigned to: David Claux  
Due date: Not set

[Set due date](#) [Comment](#) [View](#)

Card created: Publish Adaptive Card schema

Miguel Garcia  
Created Monday, February 13, 2017 10:08:39 PM

Now that we have define the main rules and features of the format, we need to produce a schema and publish it to GitHub. The schema will be the starting point of our reference documentation.

Board: Adaptive Card  
List: Backlog  
Assigned to: David Claux  
Due date: Not set

[Set due date](#) [Comment](#) [View](#)

Card Created: Publish...

Miguel Garcia  
Created Monday, February 13, 2017

Now that we have define the main rules and features of the format, we need to produce a schema and publish it to...

Board: Adaptive Card  
List: Backlog  
Assigned to: David Claux  
Due date: Not set

Card Created: Publish...

Miguel Garcia  
Created Monday, February 13, 2017

Now that we have define the main rules and features of the format, we need to produce a schema and publish it to...

Board: Adaptive Card  
List: Backlog  
Assigned to: David Claux  
Due date: Not set

Notification

Microsoft Teams

Skype

Android

iOS

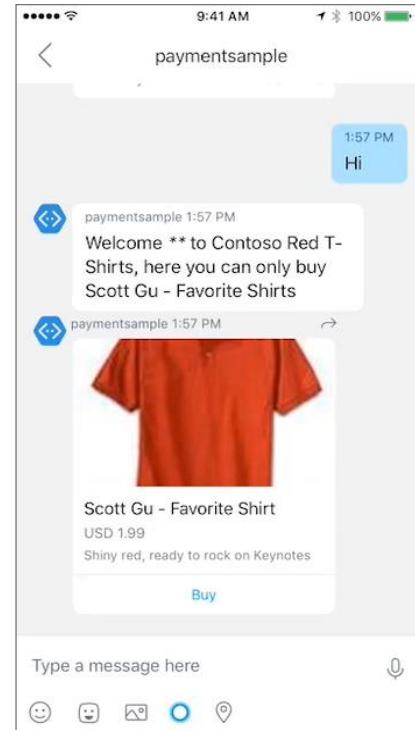
# Payments

Works across most major platforms  
Fast and simple payment experience  
Bring commerce capabilities to your bot

Stripe is currently supported  
Visit Microsoft seller center  
Obtain merchant ID  
Start building

Learn more on [Microsoft Seller Center!](#)

Read the [integration guide](#) for the bot framework



# Adaptive Cards

- Adaptive Cards enable:
  - Rich presentation experience,
  - Improve the Bot UX, and
  - SDKs for:
    - JavaScript
    - Android
    - iOS
    - UWP
    - .NET

I



looking



# Adaptive Cards

- Adaptive Cards enable:
  - Rich presentation experience,
  - Improve the Bot UX, and
  - SDKs for:
    - JavaScript
    - Android
    - iOS
    - UWP
    - .NET

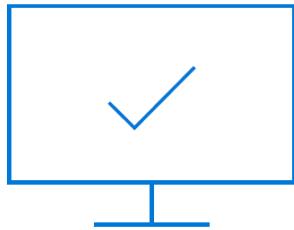
I



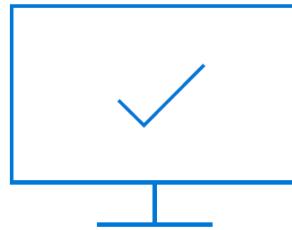
look



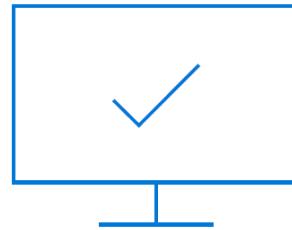
# Adaptive Cards



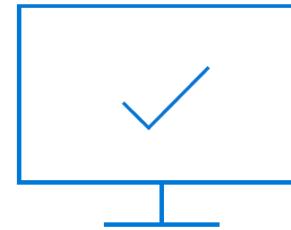
Rich schema  
for to layout  
content



Actions to  
open URLs,  
show other  
cards, etc

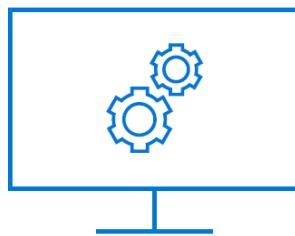


Input to  
gather  
information  
from users

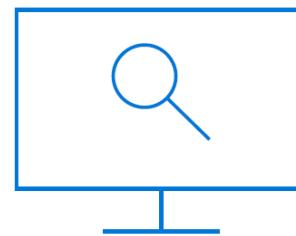


Speech  
enabled from  
day-one

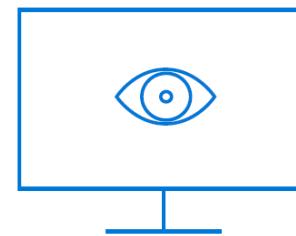
# Tooling



Interactive  
Visualizer



Schema  
Explorer



VS Code  
Previewer

# Create and send an Adaptive Card from your bot

Adaptive Cards offer much more than just customizable text:

- Add Images to your card
- Organize your content with Containers and Columns
- Add multiple types of Actions
- Collect Input from your users
- Have one card show another card

# Create and send an Adaptive Card from your bot

Property	Type	Required	Description
<b>type</b>	"AdaptiveCard"	Yes	Must be AdaptiveCard
<b>actions</b>	Action[]	No	The Actions to show in the card's action bar
<b>body</b>	array[]	No	The Card Elements to show in the primary card region
<b>version</b>	string	Yes	version of schema that this card was authored
<b>minVersion</b>	string	No	if a client doesn't support the minVersion the card should be rejected and return the fallbackText. If it does, then the elements that are not supported are safe to ignore
<b>fallbackText</b>	string	No	if a client is not able to show the card, show fallbackText to the user. This can be in markdown format.
<b>speak</b>	string	No	Specifies what should be spoken for this entire Item. This is simple text or SSML fragment

# Create an Adaptive Card in NodeJs

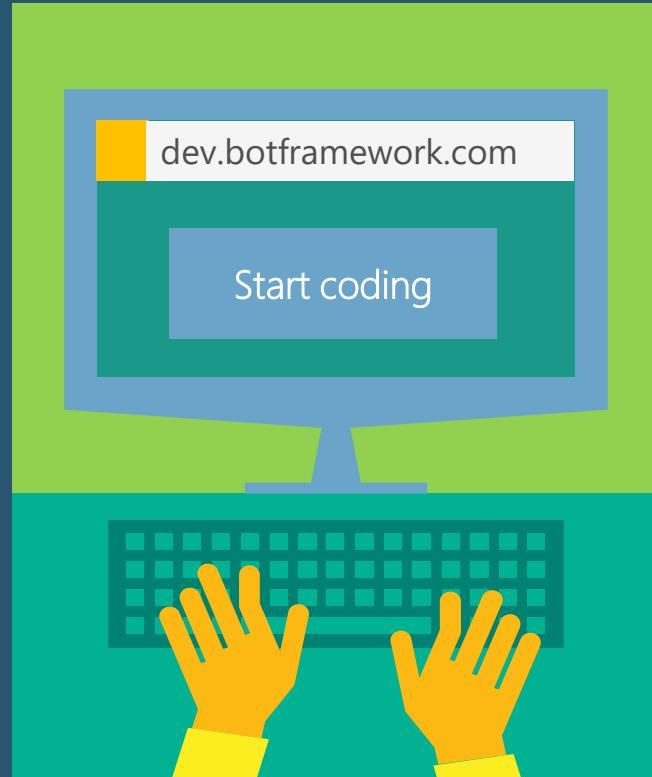
```
// Display Welcome card with Hotels and Flights search options
var card = {
  'contentType': 'application/vnd.microsoft.card.adaptive',
  'content': {
    '$schema': 'http://adaptivecards.io/schemas/adaptive-card.json',
    'type': 'AdaptiveCard',
    'version': '1.0',
    'body': [
      {
        'type': 'Container',
        'speak': '<s>Hello!</s><s>Are you looking for a flight or a hotel?</s>',
        'items': [
          {
            'type': 'ColumnSet',
            'columns': [
              {
                'type': 'Column',
                'size': 'auto',
                'items': [
                  {
                    'type': 'Image',
                    'url': 'https://placeholdit.imgix.net/~text?txtsize=65&txt=Adaptive+Cards&w=300&h=300',
                    'size': 'medium',
                    'style': 'person'
                  }
                ]
              }
            ]
          }
        ]
      }
    ]
  }
}
```

# Send an Adaptive Card From Your Bot

```
var msg = new builder.Message(session)
  .addAttachment(card);
session.send(msg);
```

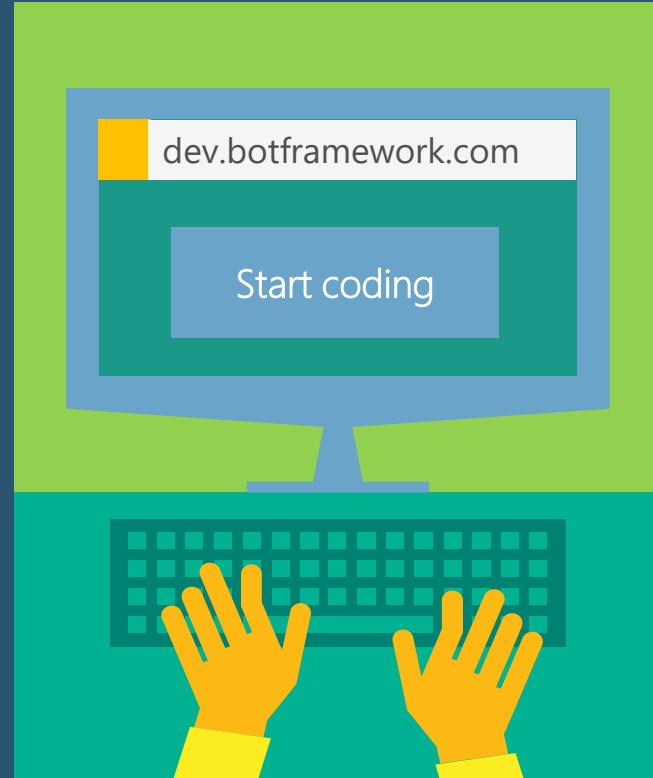
# Demo

<http://adaptivecards.io/>



# Lab

## Lab 4 – Utilize Adaptive Cards with Bots





# Bot Design Principles

- Provides business value
  - Bots must generate productivity and / or revenue like any other business endeavor!
- Well thought out and designed
- Has a good user experience
- Does not try to do everything or re-invent the wheel

## Bad Bot Traits

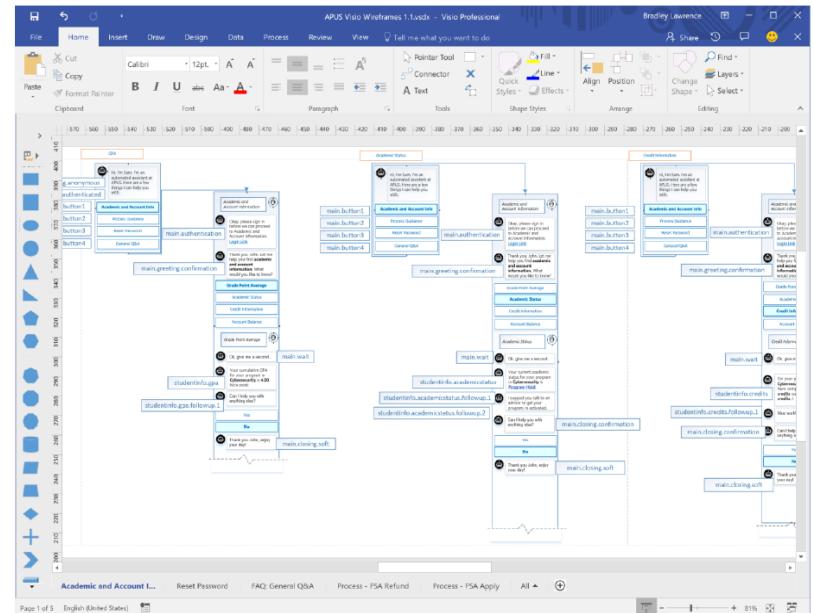
- Unclear business value
- Inconsistent and inflexible design
- Poor user experience
- Attempts to do too much
- Simply duplicates functionality (i.e. search bot anti-pattern)
- Boring design and personality

## Good Bots Are Planned

- Understand the opportunity and quantify the ROI
- Provide adequate time for up-front envisioning
- Schedule time for re-training after launch and during the bot's lifecycle
- Create quick MVPs to prove the concept and generate executive and user excitement

# Envisioning Sessions

- Develop user stories
- Design conversation layouts
- Key deliverables:
  - Project scope
  - Full conversation maps
  - Fully understood integration points
  - Initial LUIS intent list if applicable



## Conversation Design Guidelines

- Provide examples of what the user can ask
- Utilize suggested action buttons
- Never leave the user without a clear path
- Always have a welcome message
- Allow users to ask questions at any time even if you need to cancel the current flow (they will try anyways...)

# User Experience Guidelines

- Know which channels users will use
- Don't get too wordy or send too much information at once
- Be consistent in branding and personality
- Provide access to quick help or ability to send feedback
- Ensure mobile user can use buttons as opposed to typing as much as possible

Viel Spaß beim Hackathon ☺