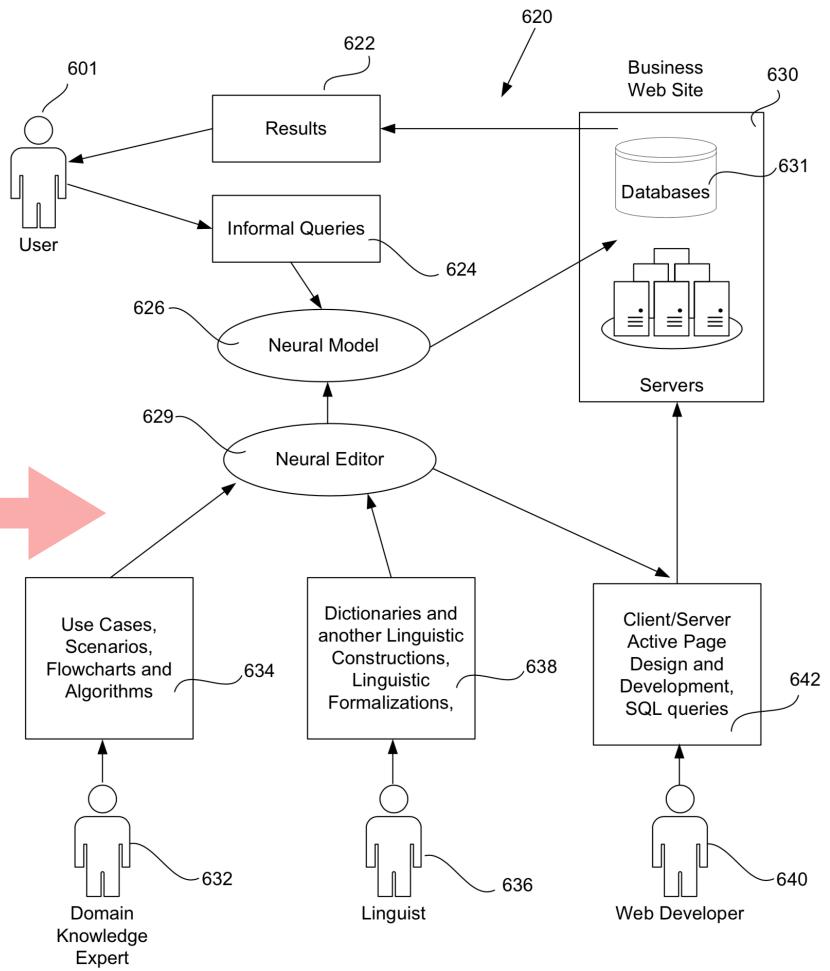
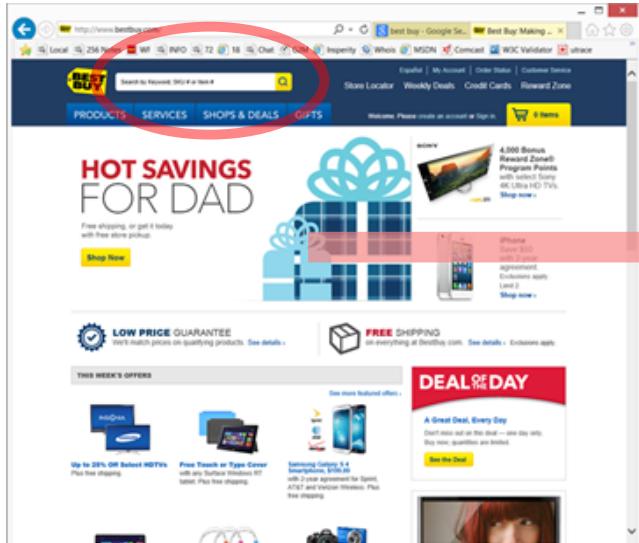


ChatBot in 7 Days

How to use Neural Networks to create Chatbot in a week

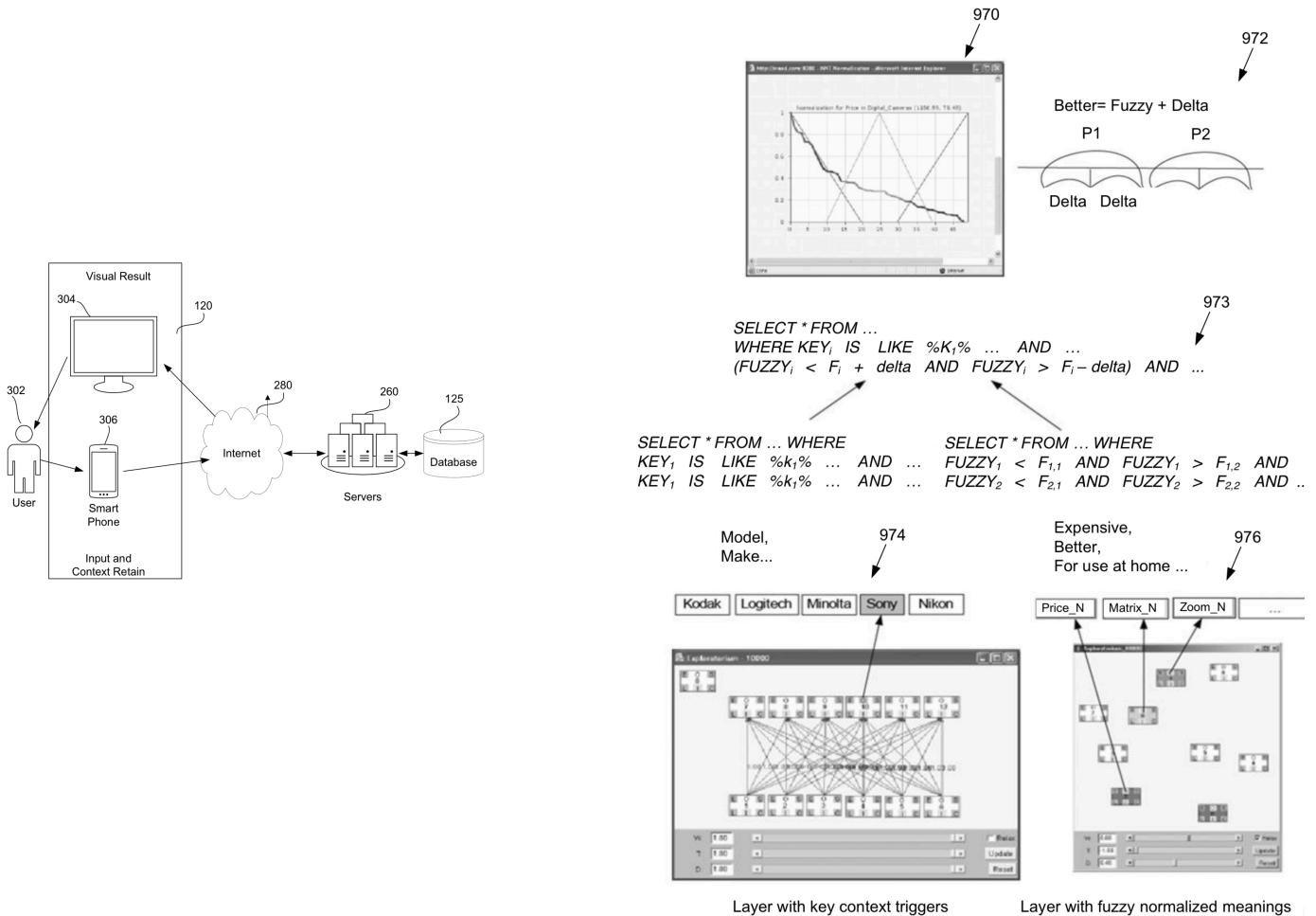
Development Diary: February 22, 2018 - February 28, 2018

Best Buy



Introduction

We will build a ChatBot from scratch, using patented SDK and in very generic development environment. The goal is to show how easy is the process of building interactive contextual search with Neural Networks toolkit. As an example we will use [BestBuy website](#) and its [Development API](#). The process will takes approximately 7 days, and we will keep the diary with daily report.



Day 1

Project preparation.

The very first step - registration on BestBuy Development site and obtaining API key. To do this we registered on <https://developer.bestbuy.com> and fill application form to obtain API Key. This Key required to send requests to BestBuys database.

Learning Best Buy API.

The next step is to learn and experiment with BestBuy API (BB API). It takes some time to understand the structure, component, formats of API. The most important for us is Query Builder - <http://bestbuyapis.github.io/bby-query-builder/#/productSearch> Most of the time we spent to understand the structure of JSON queries and responds.

For example, informal request - "Show me cameras around \$200 with the best reviews" can be reformulated in formal request:

The screenshot shows the Best Buy Query Builder interface. On the left, there's a sidebar with links for Products, Stores, Categories, Open Box, Recommendations, and Smart Lists. The main area has a title 'Products API' and a sub-section '1 Search for Products'. It includes a dropdown for 'Digital Cameras', a search bar for 'Enter Keyword(s)', and three filter fields: 'Regular Price' (100), 'Regular Price' (300), and 'Customer Review Average' (4). Below this is a section '2 Build Your Response' with 'Product Attributes (optional)' checkboxes for Name, Regular Price, Image, URL, and Customer Review Average. There are also 'Facets' and 'Sort By' options. At the bottom, there's a '3 Pagination' section with 'Results Per Page' set to 100 and 'Page' set to 1. On the right, there's a 'URL Breakdown' section showing the query parameters and their values, followed by a 'Complete URL' field containing the constructed API endpoint, and a 'response' field showing a JSON object representing the search results.

Query Builder

Products Stores Categories Open Box Recommendations Smart Lists API Key: 7ksBhjryZShxofJSEk2VBO7u

Products API

The Products API gives you access to the full Best Buy catalog. The query builder provides a subset of the product attributes to create sample requests and response documents.

1 Search for Products

You can search by one of our more popular categories, an attribute value, keyword or any combination of these:

Digital Cameras

Enter Keyword(s)

Regular Price > 100

Regular Price < 300

Customer Review Average >= 4

2 Build Your Response

Product Attributes (optional) Select All Select None

x Name x Regular Price x Image x URL
x Customer Review Average

Facets:

Regular Price Number: 50

Sort By:

Customer Review Average Sort Order: Descending

3 Pagination

Specify additional results per page or return subsequent pages by updating the Results Per Page and Page values:

Results Per Page: 100 Page: 1

RESET Query RUN Query

URL Breakdown

Here is an anatomy of your request, showing all of the "pieces" that make up your complete URL:

```
baseURL : https://api.bestbuy.com/v1/products
categoryPath : (categoryPath.id=abcat0401000)
attribute :
(regularPrice>100&regularPrice<300&customerReviewAverage>=4)
apiKey : ?apiKey=7ksBhjryZShxofJSEk2VBO7u
sortOptions : &sort=customerReviewAverage.dsc
showOptions :
&show=name,regularPrice,image,url,customerReviewAverage
pagination : pageSize=100
facets : &facet=regularPrice,50
responseFormat : &format=json
```

Complete URL

#request: [https://api.bestbuy.com/v1/products\(regularPrice>100®ularPrice<300&customerReviewAverage>=4&\(categoryPath.id=abcat0401000\)\)?apiKey=7ksBhjryZShxofJSEk2VBO7u&sort=customerReviewAverage.dsc&show=name,regularPrice,image,url,customerReviewAverage&facet=regularPrice,50&pageSize=100&format=json](https://api.bestbuy.com/v1/products(regularPrice>100®ularPrice<300&customerReviewAverage>=4&(categoryPath.id=abcat0401000))?apiKey=7ksBhjryZShxofJSEk2VBO7u&sort=customerReviewAverage.dsc&show=name,regularPrice,image,url,customerReviewAverage&facet=regularPrice,50&pageSize=100&format=json)

#response: https://img.bbstatic.com/BestBuy_US/images/products/4032/4032159_ra.jpg

```
{
  "from": 1,
  "to": 40,
  "currentPage": 1,
  "total": 40,
  "totalPages": 1,
  "queryTime": "0.123",
  "totalTime": "0.243",
  "partial": false,
  "canonicalUrl": "/v1/products(regularPrice>100&regularPrice<300&customerReviewAverage>=4&(categoryPath.id=abcat0401000))?show=name,regularPrice,image,url,customerReviewAverage&sort=customerReviewAverage.dsc&pageSize=100&format=json&facet=regularPrice,50&apiKey=7ksBhjryZShxofJSEk2VBO7u",
  "products": [
    {
      "name": "Panasonic - LUMIX DMC-TS30 16.1-Megapixel Waterproof Digital Camera - Blue",
      "regularPrice": 179.99,
      "image": "https://img.bbstatic.com/BestBuy_US/images/products/4032/4032159_ra.jpg"
    }
  ]
}
```

At the same time, on the background, we start architectural design and preparation for presentation of responses in more dynamic visual form.

To make this solution generic as possible, we will use basic Web Server and will build interactive chat page using only standard JavaScript.

Our Neural Network API published as Open Source under GNU license in [GitHub](#), and we will add this solution into the same GitHub depository.

Local Development Environment.

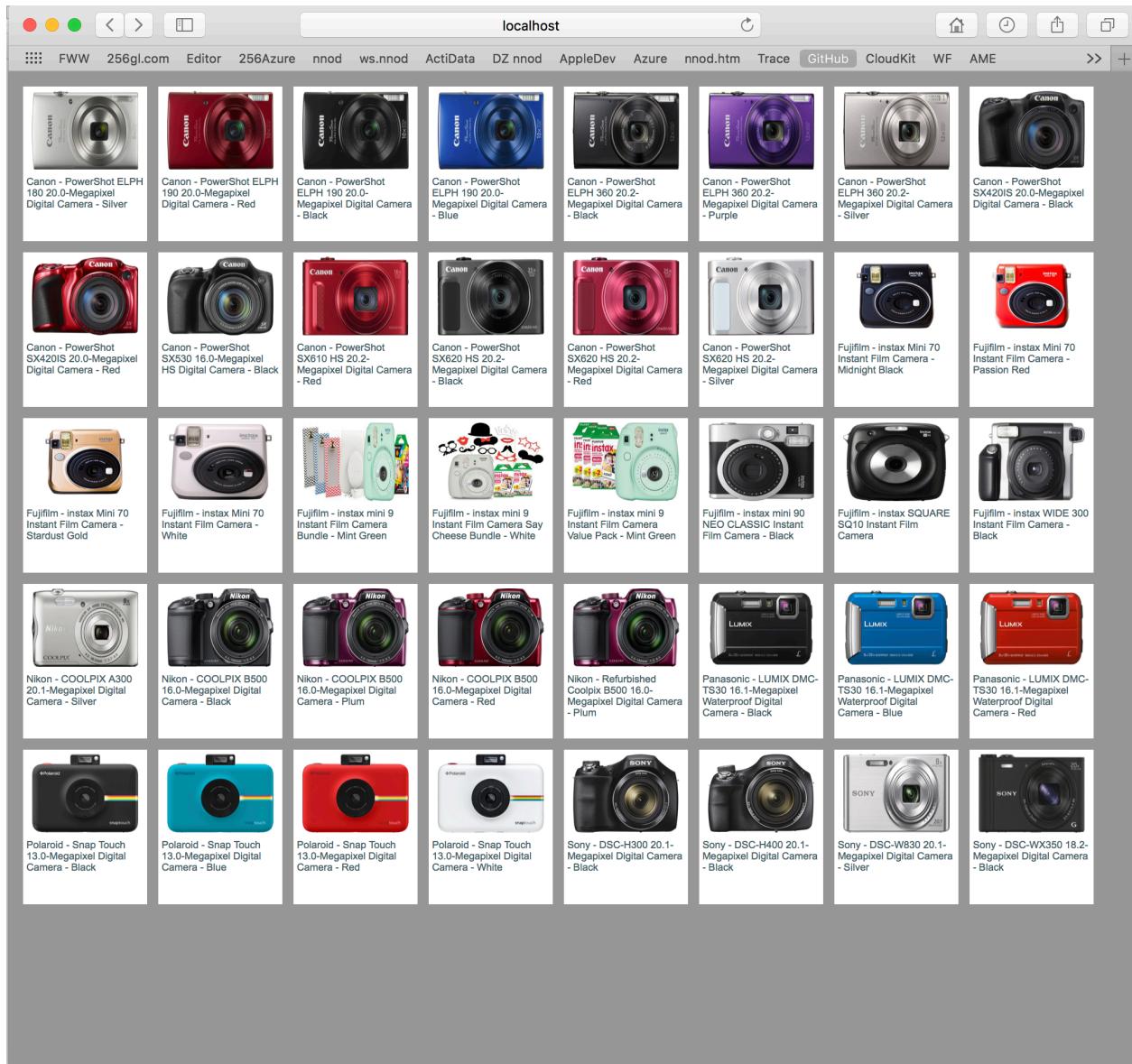
The whole process will be made in Mac OS but there are no any differences in the implementation for Windows. We will use Apache Web Server on Mac and IIS Web Server on Windows.

First PHP Script.

To make the very first call to [BB API](#) we can use PHP:

```
<body style="background-color:#999999;">
<?php
$url = "https://api.bestbuy.com/v1/
products(customerReviewAverage%3E=4&regularPrice%3E150&regularPrice%3C250&(ca
tegoryPath.id=abcat0401000))?
apiKey=xxxxxx&sort=name.asc&show=manufacturer,name,image,url,regularPrice&fac
et=regularPrice,50&pageSize=100&format=json";
$data = file_get_contents($url);
$json = json_decode($data, true);
$array = $json[ "products" ];
$db_counter = 1;
foreach ($array as $obj) {
    $db_counter = $db_counter + 1;
    echo "<div class=\"thumbnail_wrapper\"><table cellspacing=\"0\" "
cellpadding="0"><tr>\n" .
    "<td id=\"td_thumbnail_\" . $db_counter . \""
class=\"td_thumbnail_image\">\n" .
    "<a href=\"#\"><img src=\"\" . $obj[ 'image' ] . "\" height='70' width='95'
" .
    "\" onclick=\"javascript:openThumbnailLink('" . $obj[ 'url' ] . "'); return
false;\"></a></td>\n" .
    "</tr><tr><td id=\"td_thumtitle_\" . db_counter . \""
class=\"td_thumbnail_title\">\n" . " " . $obj[ 'name' ] . "\n" .
    "</td></tr></table></div> \n\n";
}
?>
</body>
```

The result:



Day 1 conclusion.

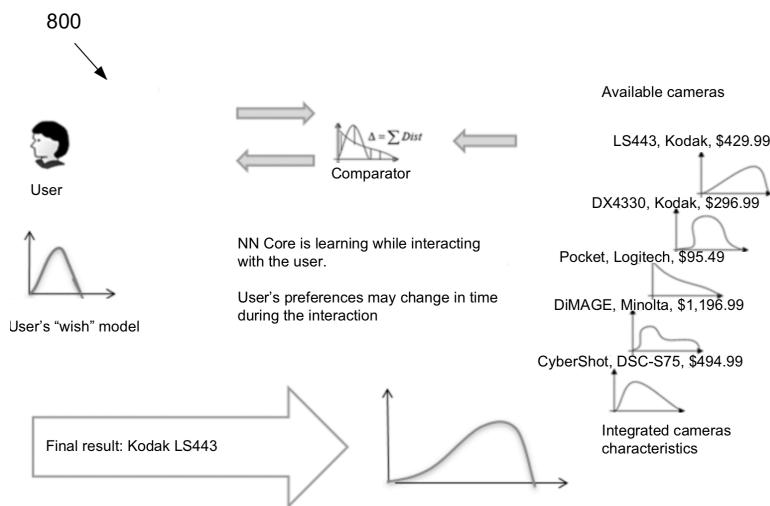
BB API Key obtained and we have full access to BB DataBase. The very first Web Page with implementation of requests to BB API built. Clear understanding of BB API now allow to start building Linguistic model for interactive search.

Day 2

Architectural/Marketing.

Value - one of the most critical questions needed to be answered before and during any development. What is the criteria we should put to measure the project advantages from similar? In our case we will use Cost of service and User's Information Demand satisfaction.

When User get an idea about buying something, he/she need to gather some information about the product. And before the very last moment when sale completed, the information for decision making will be gathered from many sources. Web, personal notes, social networks and finally expert are the network of participants in interactive process of finding the best possible item from many available in variety of sources.



Basically the process includes collecting data from different sources, compare result and repeat the process until the threshold level for the decision reached.

The cost of this process has two components: User's cost, which includes the time and potential difference if the item is wrong, or the same item can be purchased cheaper. And sale's coat, which includes the cost of consulting, and potential cost of loosing the client if he/she decided to switch to different store because of whatever reason.

We will use Best Buy Web site as one of the sources for measuring success. Criteria #1 will be based on the time required for the user to find enough information about the product and make decision to move forward and visit Best Buy or to switch to another retailer.

PHP -> JavaScript.

Even PHP is very popular and widely supported language, wherever it is possible we will try to use JavaScript for the reason of minimization of support and scalability. If our solution will be fully JavaScript based and will not require any external server support, but only BB API, that's mean we automatically solve the problem of scalability.

Changing PHP to JavaScript is relatively easy:

```
<!DOCTYPE HTML>
<html>
<head>
    <meta http-equiv="X-UA-Compatible" content="IE=edge" />
    <meta http-equiv="content-type" content="text/html; charset=UTF-8" />
    <meta name="apple-mobile-web-app-capable" content="yes" />
    <meta name="apple-mobile-web-app-status-bar-style" content="black" />
    <meta name="viewport" content="minimum-scale=1.0, maximum-scale=5.0, user-scalable=yes, initial-scale=1.0" />
    <meta name="viewport" content="user-scalable=yes">

    <title>256gl NNOD</title>
    <link rel="stylesheet" type="text/css" href="style.css" />
    <script type="text/javascript">
        function openThumbnailLink(url) {
            window.open(url, "_blank", "toolbar=no, scrollbars=yes, resizable=yes,
top=10, left=10, width=800, height=800");
            return true;
        };
    </script>
</head>
<body style="background-color:#999999;">
    <div id="demo"></div>
    <script>
        var xmlhttp = new XMLHttpRequest();
        xmlhttp.onreadystatechange = function() {
            if (this.readyState == 4 && this.status == 200) {
                var myObj = JSON.parse(this.responseText);
                var result = myObj.products;
                var x = "";
                for (i in result) {
                    x = x + "<div class=\"thumbnail_wrapper\"><table
cellspacing=\"0\" cellpadding=\"0\"><tr>\n" +
                        "<td id=\"td_thumbnail_" + i + "\""
class="td_thumbnail_image\">\n" +
                        "<a href=\"#\"><img src=\"" + result[i].image + "\"
height='70' width='95' " +
                        "\" onclick=\"javascript:openThumbnailLink('" +
result[i].url + "'); return false;\"></a></td>\n" +
                        "</tr><tr><td id=\"td_thumbtile_" + i + "\""
class="td_thumbnail_title\">\n" + " " + result[i].name + "<br>$" +
result[i].regularPrice + "\n" +
```

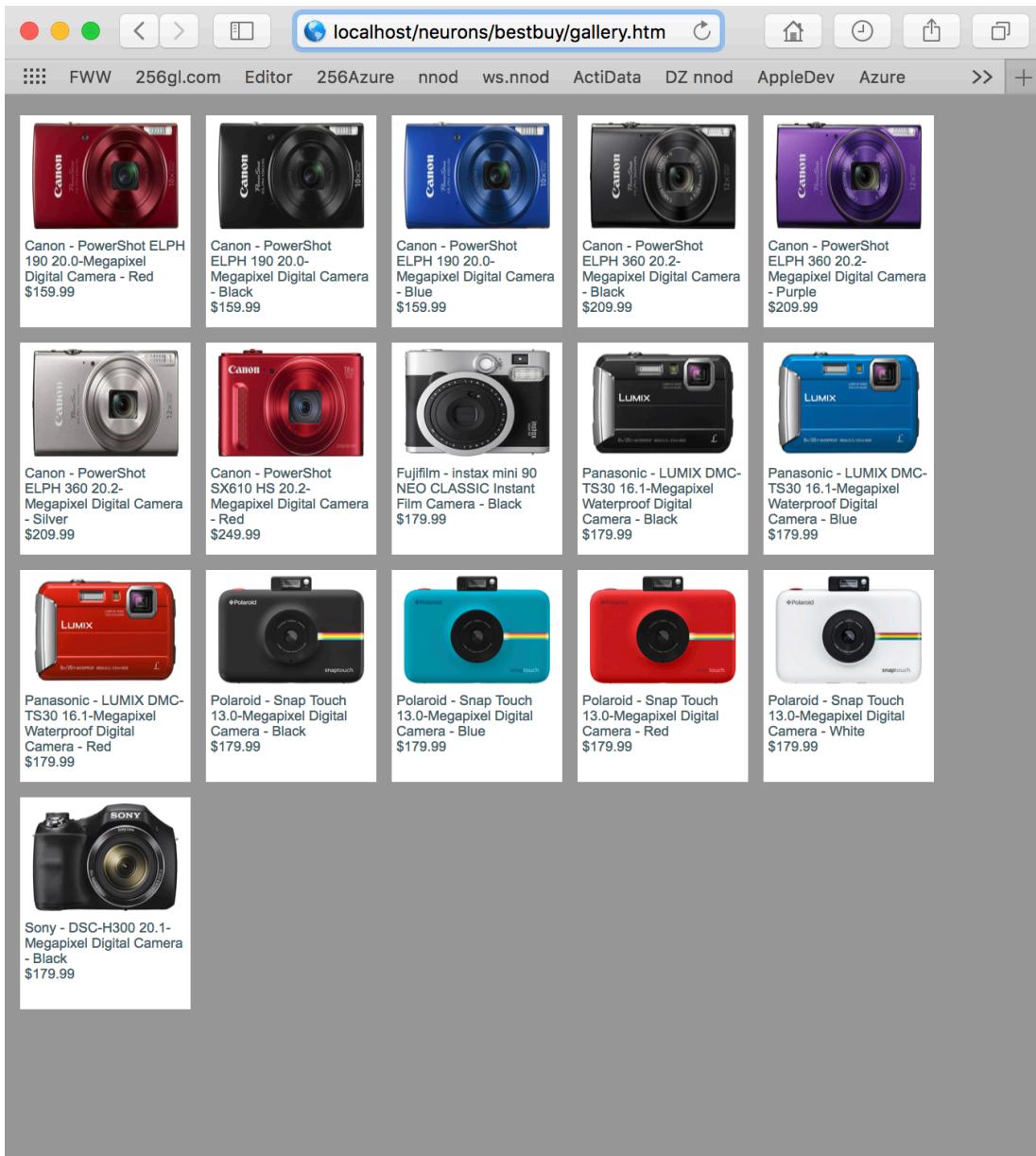
```

        "</td></tr></table></div> \n\n";
    }
    document.getElementById( "demo" ).innerHTML = x;
}
};

url = "https://api.bestbuy.com/v1/products\(customerReviewAverage%3E=4&regularPrice%3E150&regularPrice%3C250&\(categoryPath.id=abcat0401000\)\)?apiKey=xxxxxx&sort=name.asc&show=manufacturer,name,image,url,regularPrice&facet=regularPrice,50&pageSize=100&format=json";

xmlhttp.open( "GET", url, true);
xmlhttp.send();
</script>
</body>
</html>

```



Parameters in HTTP Request

BB API allows to send request only with certain relatively restricted set of parameters. Currently we can only request products defined by: Category, CustomerReview, Manufacturer, Color and price. The formal request to BB Database then can be build only with variety of these parameters.

We will use basic HTTP Get method:

<http://localhost/neurons/bestbuy/gallery.htm?color=silver&manufacturer=apple&customerReviewAverage=3&price=1500>

Our request page (gallery.htm) have basic arguments parser and few logical adjustments.

It is almost impossible in informal request define price as an exact number, so we will convert the price into the range and if no exact criteria provided, the price for request will be calculated as:

```
regularPrice_gt = price - Math.round(price / 4)
regularPrice_lt = price + Math.round(price / 4)

price >= regularPrice_gt && price <= regularPrice_lt
```

The whole arguments parsing for the page is following:

```
var api_key = "7ksBhjryZ5hxofJSEk2VB07u";
var baseURL = "https://api.bestbuy.com/v1/products";
var categoryId = get_arguments[ "categoryId" ];
if (categoryId === undefined) categoryId = "abcat0502000";

//      abcat0502000 - Laptops
//      abcat0501000 - Computers
//      abcat0401000 - Cameras
//      pcmcat209400050001 - phones
//      abcat0204000 - Hesad phones
//      pcmcat241600050001 - Home Audio
//      pcmcat254000050002 - Home Automation
//      pcmcat209000050006 - iPads
//      abcat0904000 - Ovens
//      abcat0901000 - Refrigerators
//      abcat0101000 - TVs
//      abcat0910000 - Washers
//      pcmcat310200050004 -Speakers

var customerReviewAverage = get_arguments[ "customerReviewAverage" ];
```

```

if (customerReviewAverage === undefined)
{
    customerReviewAverage = "";
}else
{
    customerReviewAverage = customerReviewAverage - 0.1
    customerReviewAverage = "&customerReviewAverage>=" + customerReviewAverage;
}
var manufacturer = get_arguments[ "manufacturer" ];
if (manufacturer === undefined)
{
    manufacturer = "";
}else
{
    manufacturer = "&manufacturer=" + manufacturer;
}
var color = get_arguments[ "color" ];
if (color === undefined)
{
    color = "";
}else
{
    color = "&color=" + color;
}
var regularPrice_gt = 0;
var regularPrice_lt = 100000;
var price = get_arguments[ "price" ];
if (price === undefined || price === "")
{
    price = "regularPrice>=" + regularPrice_gt +
            "&regularPrice<=" + regularPrice_lt;
}else
{
    regularPrice_gt = Math.round(price) - Math.round(price / 4);
    regularPrice_lt = Math.round(price) + Math.round(price / 4);
    price = "regularPrice>=" + regularPrice_gt +
            "&regularPrice<=" + regularPrice_lt;
}
var url = baseURL + "(" + price + customerReviewAverage + manufacturer + color +
"&(categoryPath.id=" + categoryId + "))" +
"?apiKey=" + api_key +
"&sort=name.asc&show=manufacturer,name,image,url,regularPrice&facet=regularPrice,
50&pageSize=100&format=json";

```

With this update we can now request different category of products and update search criteria.

localhost

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Acer - 11.6" Refurbished Chromebook - Intel Celeron - 2GB Memory - 16GB eMMC Flash Memory - White \$149	Acer - 11.6" Refurbished Chromebook - Intel Celeron - 4GB Memory - 16GB eMMC Flash Memory - Gray \$189.99	Acer - 11.6" Touch-Screen Chromebook - Intel Celeron - 4GB Memory - 16GB eMMC Flash Memory - Gray \$279	Acer - 14 14" Refurbished Chromebook - Intel Celeron - 4GB Memory - 16GB eMMC Flash Memory - Sparkly silver \$199.99	Acer - 14 for Work 14" Chromebook - Intel Celeron - 4GB Memory - 16GB eMMC Flash Memory - Black, Silver \$349.99
				
Acer - 14 for Work 14" Chromebook - Intel Core i3 - 8GB Memory - 32GB eMMC Flash Memory - Black, silver \$579	Acer - 14 for Work 14" Chromebook - Intel Core i5 - 8GB Memory - 32GB eMMC Flash Memory - Black, Silver \$749.99	Acer - 14" Chromebook - Intel Celeron - 4GB Memory - 32GB eMMC Flash Memory - Sparkly silver \$299	Acer - 14" Laptop - Intel Core i5 - 8GB Memory - 256GB Solid State Drive - Black \$999.99	Acer - 14" Laptop - Intel Core i5 - 8GB Memory - 256GB Solid State Drive - Steel gray \$843.99
				
Acer - 14" Laptop - Intel Core i7 - 8GB Memory - 256GB Solid State Drive - Black \$949.99	Acer - 14" Laptop - Intel Core i7 - 8GB Memory - 512GB Solid State Drive - Steel gray \$1049.99	Acer - 14" Refurbished Laptop - Intel Core i3 - 4GB Memory - 128GB Solid State Drive - Sparkly silver \$447.99	Acer - 14" Touch-Screen Laptop - Intel Core i5 - 8GB Memory - 256GB Solid State Drive - Black \$849.99	Acer - 14" TravelMate Notebook - 4 GB Memory - 500 GB Hard Drive - Black \$893.98
				
Acer - 15.6" Chromebook - Intel Celeron - 4GB Memory - 16GB eMMC Flash Memory - Granite Gray \$229	Acer - 15.6" Chromebook - Intel Celeron - 4GB Memory - 16GB Solid State Drive - Linen White \$249	Acer - 15.6" Chromebook - Intel Core i3 - 4GB Memory - 32GB Solid State Drive - Black \$449.99	Acer - 15.6" Laptop - Intel Core i5 - 16GB Memory - NVIDIA GeForce GTX 1050 Ti - 256GB Solid State Drive - Black \$899.99	Acer - 15.6" Laptop - Intel Core i5 - 8GB Memory - NVIDIA GeForce GTX 1050 - 256GB Solid State Drive - Black \$799.99

localhost

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256gl NNOD 256gl NNOD +

				
Apple - MacBook Air@ - 13.3" Display - Intel Core i7 - 8GB Memory - 512GB Solid State Drive (Latest Model) - Silver \$1549.99	Apple - MacBook Air@ (Latest Model) - 13.3" Display - Intel Core i5 - 8GB Memory - 256GB Flash Storage - Silver \$1199.99	Apple - MacBook Pro@ - 13" Display - Intel Core i5 - 8 GB Memory - 256GB Flash Storage (Latest Model) - Silver \$1799.99	Apple - MacBook Pro@ - 13" Display - Intel Core i5 - 8 GB Memory - 128GB Flash Storage (Latest Model) - Silver \$1299.99	Apple - MacBook Pro@ - 13" Display - Intel Core i5 - 8 GB Memory - 256GB Flash Storage (Latest Model) - Silver \$1499.99
				
Apple - Macbook@ - 12" Display - Intel Core i5 - 8GB Memory - 512GB Flash Storage (Latest Model) - Silver \$1599.99	Apple - Macbook@ - 12" Display - Intel Core M3 - 8GB Memory - 256GB Flash Storage (Latest Model) - Silver \$1299.99			

Day 3

Domain of Definition, Map Informal Requests into Formal Queries

One of the most important step in ChatBot design is clear understanding of "Domain of a Function". Informal human request will be mapped into the formal query. The goal of our design is to map practically endless variety of informal request into the limited set of allowed parameters in query, which will result with limited number of items from the DataBase. In our case, Best Buy API limited by **Product**, **Stores**, **Categories** and **Recommendation** types of queries. Understanding of this limitation makes development significantly simpler and formal.

We will limit this basic ChatBot with **Product** only search but all possibilities to extend this solution with minimum modifications in the code could be done in next version.

localhost

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256GL NNOD Search 256gl NNOD

Reset

Manufacturer? On Sale?

Help? Type?

Color? Price?

Review?

cannon around \$1k

1

2

OK

\$ \$

Selected Feature: \$0.00

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It is important for ChatBot not to pretend, but instead show its limit and capacity for user to avoid confusion. For this reason we combined the “content” layer together with control layer.

The new page combined three components: 1 - show available parameters for search, 2 - dialog and state of current interaction, 3 - content.

