MINI

SET UP

-

FACEBOOK MESENGER BOT

Version 0.1

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# VERSIONS

## Versions de document

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Version | Date | Rédigé par | Relu par | Détails et modifications |
| (…) |  |  |  |  |
| 0.1 | 10/07/16 | SYH |  | Rédaction |

## Sujets en cours

|  |  |  |
| --- | --- | --- |
| Description | Responsable | Echéance |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# Introduction

## Documents de référence (client / agence)

### Documents fournis par MINI

|  |  |
| --- | --- |
| Document | Version de document, date, commentaires |
|  |  |
|  |  |
|  |  |

### Documents élaborés par WUNDERMAN

|  |  |
| --- | --- |
| Document | Version de document, date, commentaires |
|  |  |
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### Autres documents

|  |  |
| --- | --- |
| Document | Version de document, date, commentaires |
|  |  |
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# CONTEXTE

## Global

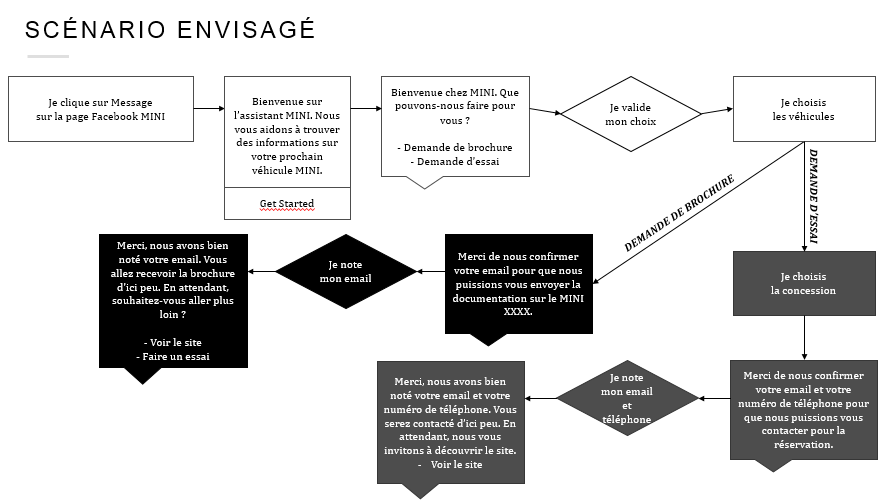
MINI Facebook mesenger bot is a chat bot on Facebook Page,it provides a new way to let facebook users, who like MINI and want to have a try with MINI, do the registration for test driving and request for a brochure of MINI easily. Facebook users

### MINI Facebook Mesenger Bot

The establishment of the Facebook Messenger Bots will aim to generate leads for 2 segments:

* The brochure request
* The test request

### SCÉNARIO ENVISAGÉ



# SET UP ENVIRONMENT For Messenger

## Set up envrionment on server

### Architechure of files

* config/ *#this folder stores configuration files*
* config.json *# all configuration properties*
* facebook\_settings.txt *# curl calls to facebook to set welcome message, get started button, general menu*
* data/ *#this folder stores all data which might needed during users chatting with messenger bot*
* dealerlist.json *# dealerlist json file: all dealers information*
* landings.json *# all landings can be selected in chat bot*
* users/ *#this folder stores user data files that need to be posted to remote webservices, named as FB user ID*
* [USER\_ID].json *# user data*
* temp/ *#this folder stores temp*
* temp[USER\_ID].json *# temporary data*
* index.js *#main application file*
* package.json *# requirement of libraries*

## Set up facebook envrionment

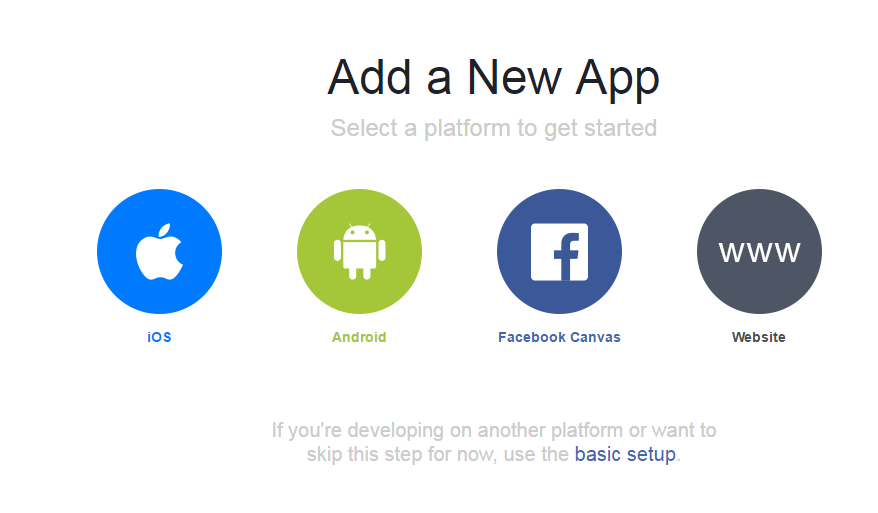
Firstly, we need to set up the environment for running the Messenger. We need to create a [Facebook App](https://developers.facebook.com/quickstarts/?platform=web) and a [Page](https://www.facebook.com/pages/create) or use existing ones before go any further. A Facebook App is a background application, we create and configure our messenger bot app on this Facebook App. The Page is a normal Facebook page, we need to subscribe our messenger bot to this page, so that Facebook users can chat with our messenger bot in this page.

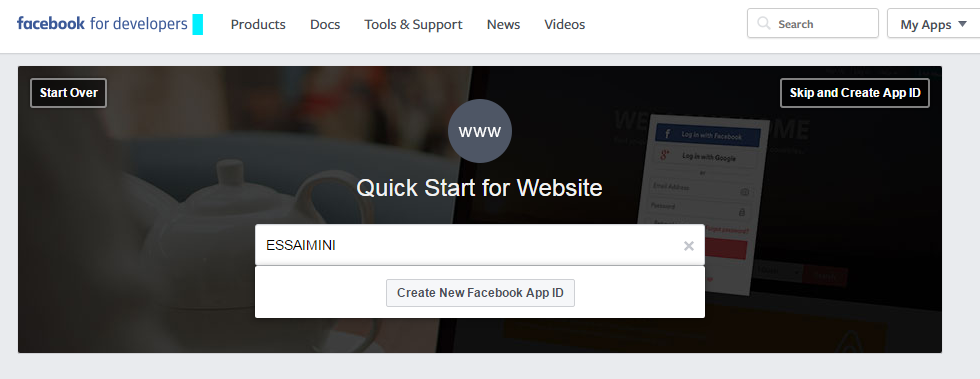
### Create a Facebook Page

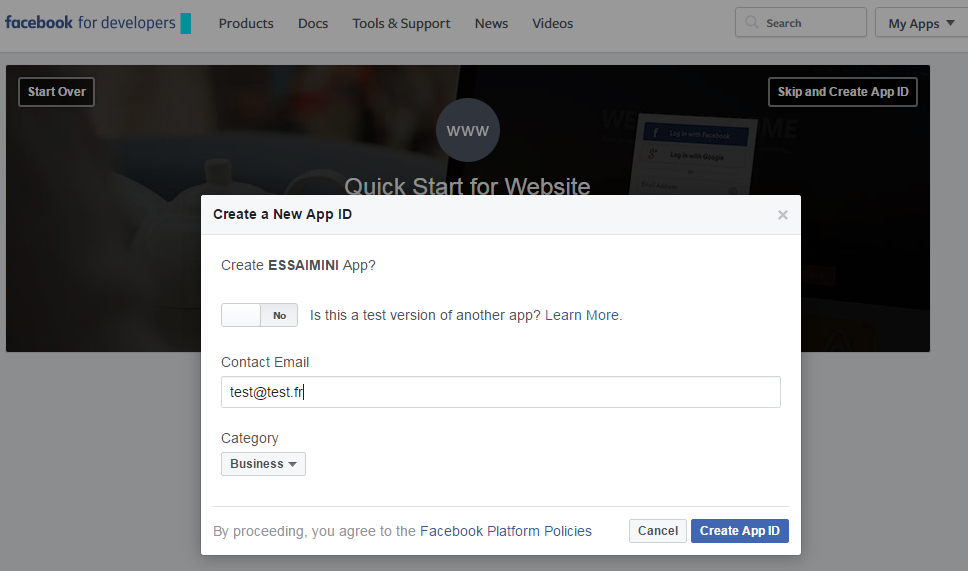
To create a Page, you need to click [Page](https://www.facebook.com/pages/create) with the MINI official Facebook account or go to MINI official Facebook to create a Page.

### Create a Facebook App

To create a App, you need to click [Facebook App](https://developers.facebook.com/quickstarts/?platform=web) login with the MINI official Facebook account and select **“Website”.**





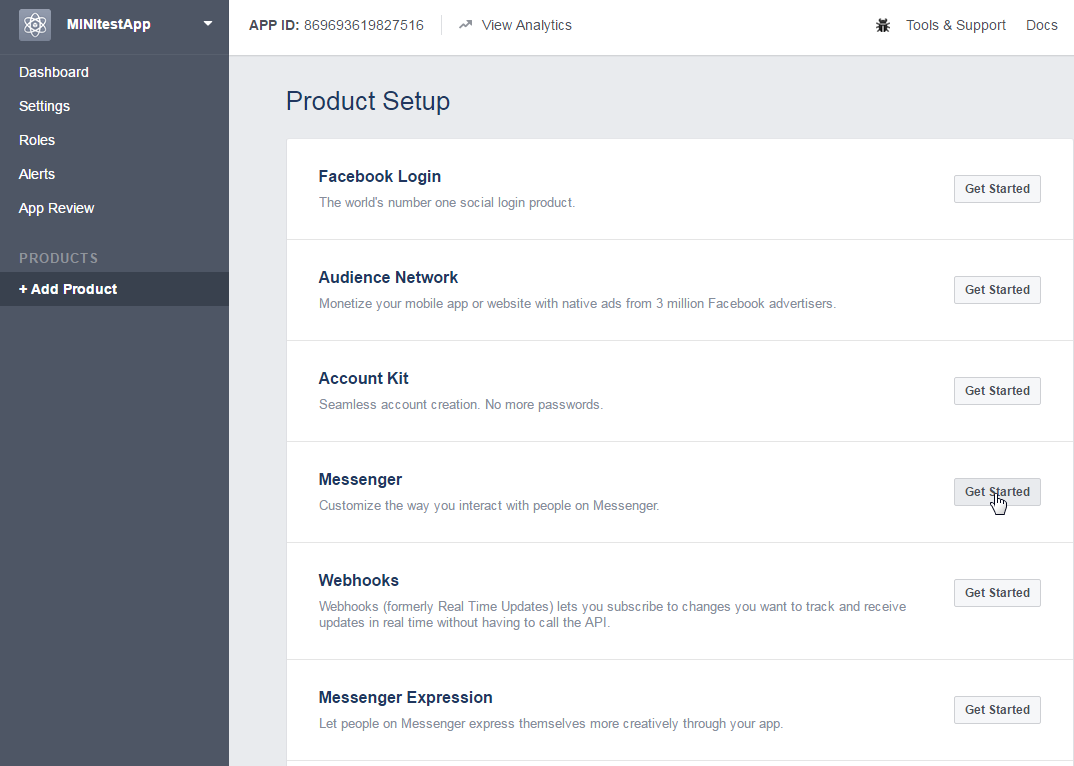


Then click “Skip Quick Start” on the top right corner, because we need to custom the App by ourselves.

## Configuration of facebook messenger app

### Create a messenger

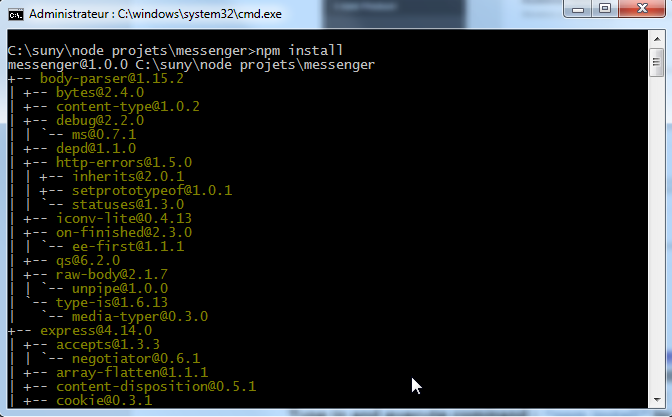
Go to the App Dashboard and under Product Settings click "Add Product" and select "Messenger" click “get started”



### Make the server runing

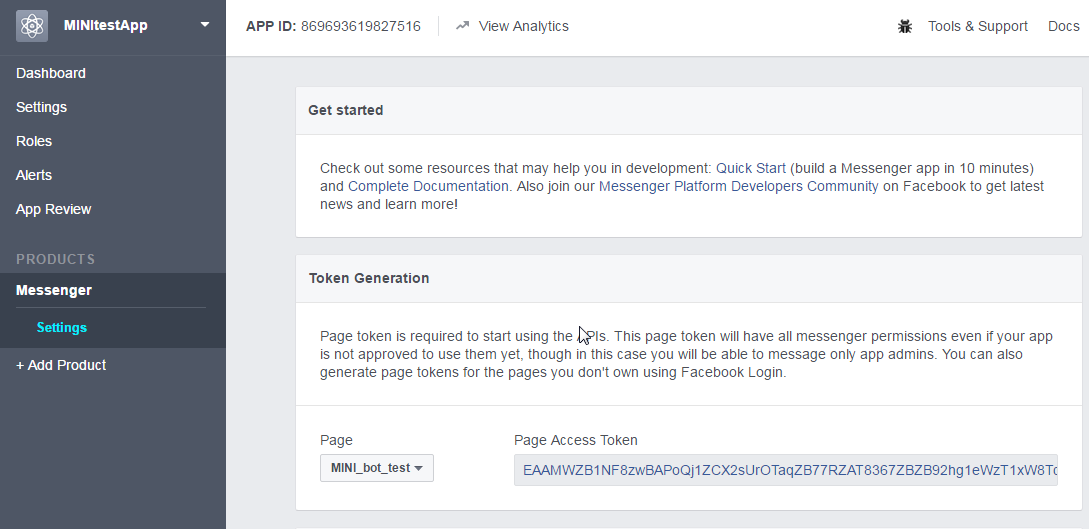
* Install node: go to website <https://nodejs.org/en/download/> ,then download an installer which fit your server system(windows, linux, mac) and install it on your server.
* Open command line and go to messenger folder:

Type in and execute command : “npm install” to install all required libraries in package.json

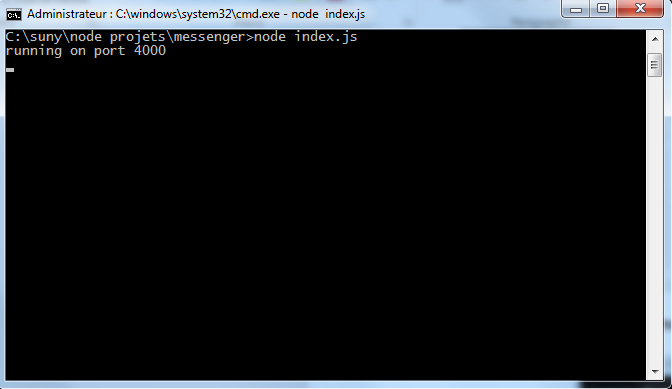


* Before start the server we must config the following parameters in messenger/config/config.json :
* “server\_port” parameter: is defined by ourselves it configs the port number of the server local host.
* “pageVerifyToken” parameter: is defined by ourselves it configs the VerifyToken which will be used later for the configuration of webhook.
* “pageAccessToken” parameter: configs the pageAccessToken, it is defined by facebook to identify the Page that we created just now. We can find it at token generation section on Messenger tab in the App Dashboard, then we select the Page we created and It’ll generate a Token for our page automaticly. Then we copy and past it into the config.json file.

Page Access Token:

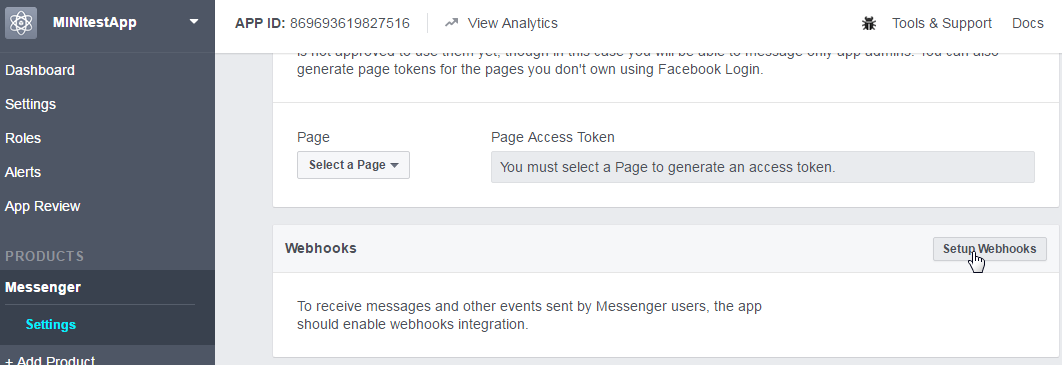


* Still in command line in messenger folder, execute command: “node index.js”



### Create a Webhooks

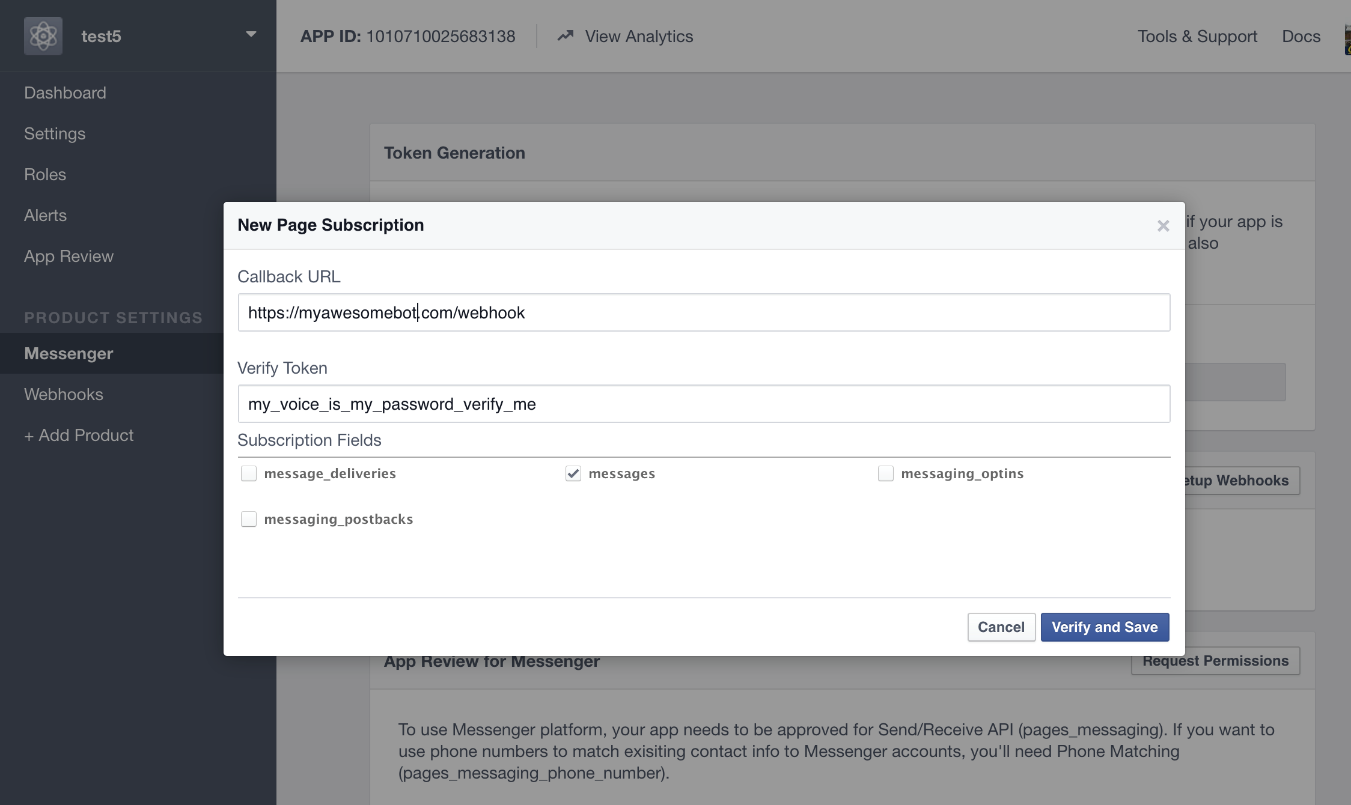
In Messenger App go to the Webhooks section, click "Setup Webhooks."



**Enter a URL for a webhook**. The webhook URL should be a secure Callback URL (https) which to receive the respond from Facebook Graph API, normally we set it as the webserver IP address which hosts the messenger with the following route “webhook” (ex: <https://myminibot.fr/webhook>).

**Enter a Verify Token**. The Verify Token is a token that defined by ourselves and set on local server side to verify the respond sources. The Verify Token is personalized secrate code and it should be set in the /config/config.json file.

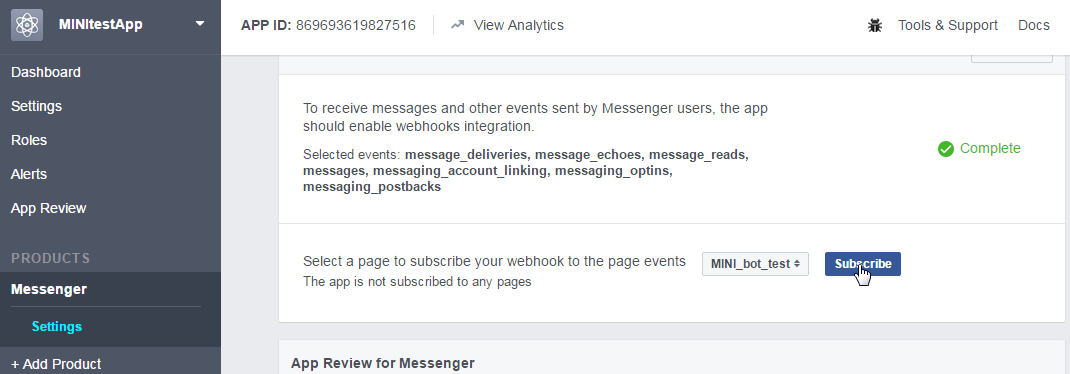
Select message\_deliveries, messages, messaging\_optins, and messaging\_postbacks  under Subscription Fields.



Click Verify and Save in the New Page Subscription to call your webhook with a GET request.

### Subscribe the app to a page

In the Webhooks section, we need to subscribe the webhook for our facebook page. Click the selector and choose the page for mini messenger bot then click “subscribe”.



# SETUP THREAD SETTINGS

## GREETING TEXT

We need to set a greeting for new conversations. This can be used to communicate our bot's functionality. The Greeting Text is only rendered the first time the user interacts with a the Page on Messenger.

To setup greeting text we just need to send a curl POST call to facebook graph API:

curl -X POST -H "Content-Type: application/json" -d '{

"setting\_type":"greeting",

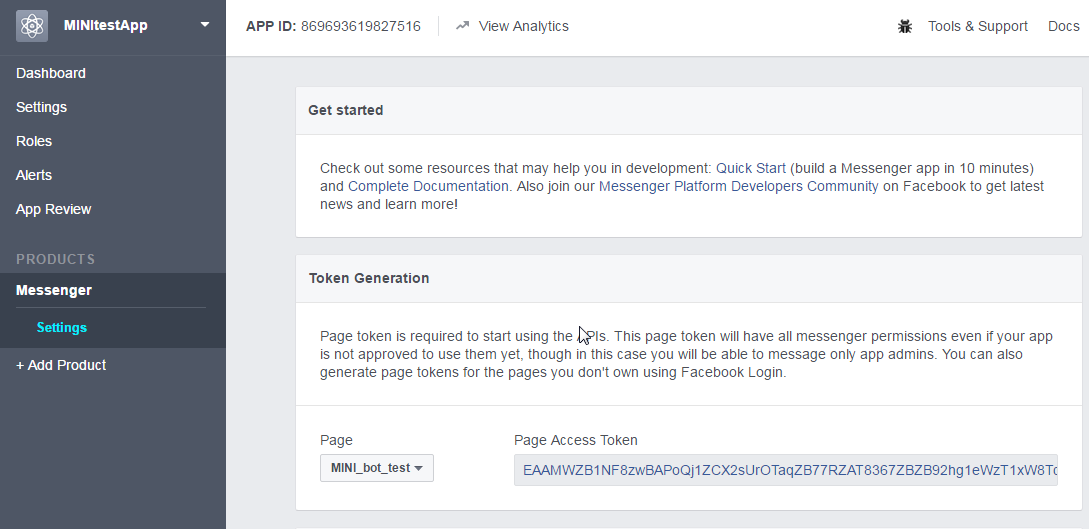
"greeting":{

"text":" Bienvenue sur l’assistant MINI. Nous vous aidons à trouver des informations sur votre prochain véhicule MINI."

}

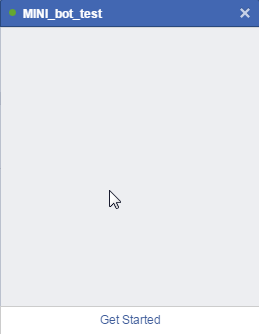
}' "https://graph.facebook.com/v2.6/me/thread\_settings?access\_token=**PAGE\_ACCESS\_TOKEN**"

We can custom the text to set the greeting message, and we need to replace **PAGE\_ACCESS\_TOKEN** with our own **Page Access Token** which we can find it at token generation section on Messenger tab in the App Dashboard.



## GET STARTED BUTTON

We need to set a Get Started button for new conversations. When this button is tapped, facebook will trigger the postback received callback and deliver the person's page-scoped ID. We can then present a personalized message to greet the user or present buttons to prompt him or her to take an action.





The Get Started button is only rendered the first time the user interacts with a the Page on Messenger.

To setup Get Started button we just need to send a curl POST call to facebook graph API:

curl -X POST -H "Content-Type: application/json" -d '{

"setting\_type":"call\_to\_actions",

"thread\_state":"new\_thread",

"call\_to\_actions":[

{

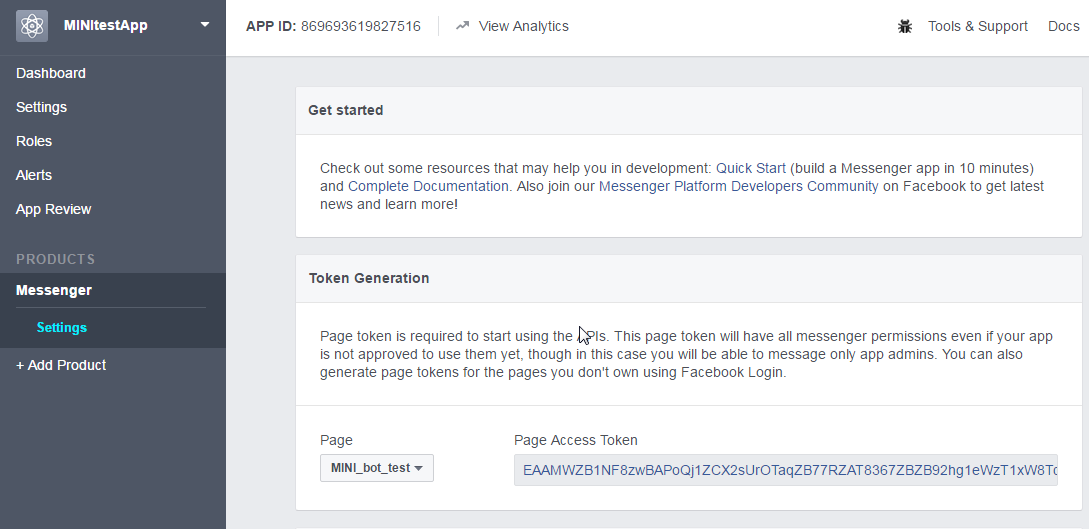
"payload":"USER\_DEFINED\_PAYLOAD"

}

]

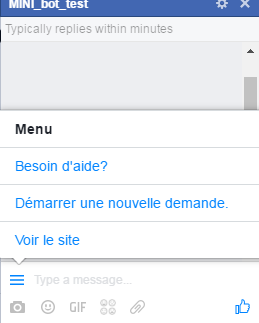
}' "https://graph.facebook.com/v2.6/me/thread\_settings?access\_token=**PAGE\_ACCESS\_TOKEN**"

We need to replace **PAGE\_ACCESS\_TOKEN** with our own **Page Access Token** which we can find it at token generation section on Messenger tab in the App Dashboard.



## Persistent menu

The Persistent Menu is a menu that is always available to the user. This menu should contain top-level actions that users can enact at any point. Having a persistent menu easily communicates the basic capabilities of your bot for first-time and returning users.



To setup persistent menu we just need to send a curl POST call to facebook graph API:

curl -X POST -H "Content-Type: application/json" -d '{

"setting\_type" : "call\_to\_actions",

"thread\_state" : "existing\_thread",

"call\_to\_actions":[

{

"type":"postback",

"title":" Besoin d'aide?",

"payload":" START"

},

{

"type":"postback",

"title":" Démarrer une nouvelle demande",

"payload":" WELCOME"

},

{

"type":"web\_url",

"title":" Voir le site",

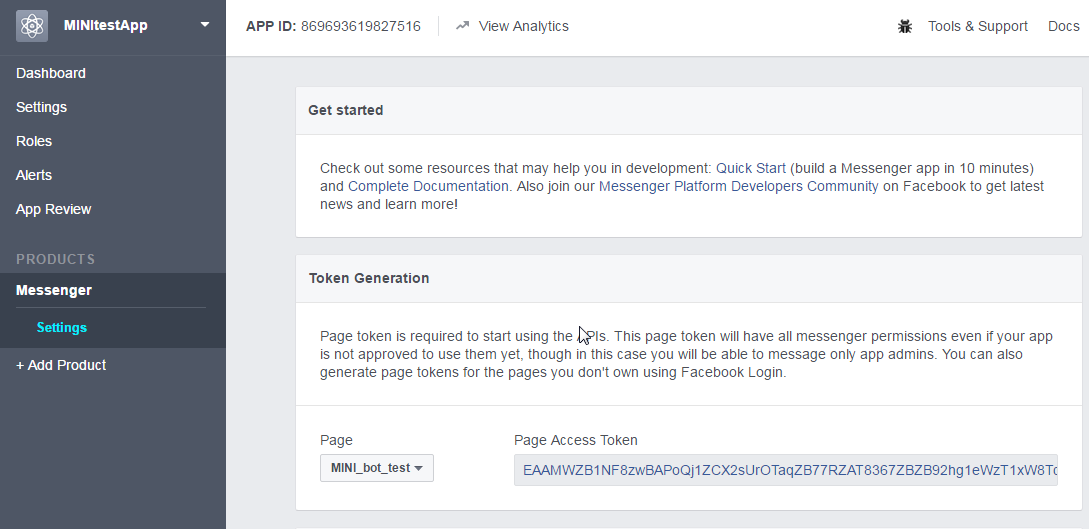
"url":" http://www.mini.fr/"

}

]

}' "https://graph.facebook.com/v2.6/me/thread\_settings?access\_token=**PAGE\_ACCESS\_TOKEN**"

We need to replace **PAGE\_ACCESS\_TOKEN** with our own **Page Access Token** which we can find it at token generation section on Messenger tab in the App Dashboard.



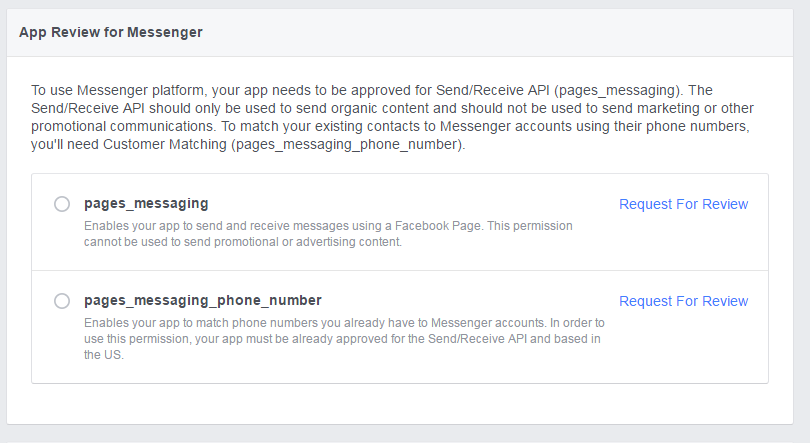
# SUBMIT APP TO THE PUBLIC

After we finished all above, we will be ready to release our messenger bot app to the public, it must go through an approval process. This will walk us through the submission process.

## App Review Section

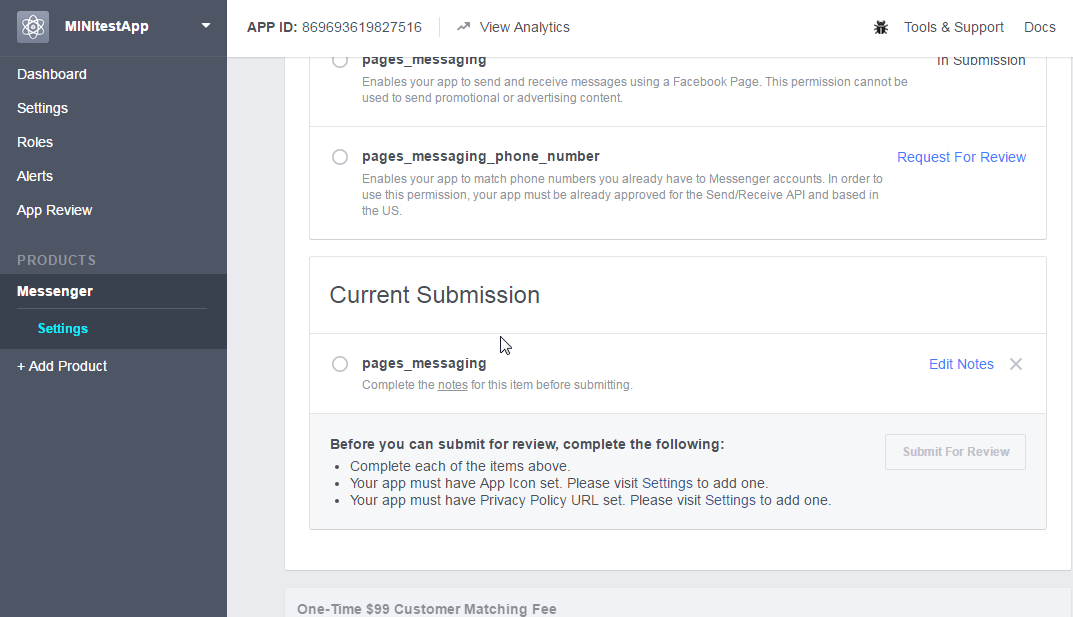
To start the approval process, we need to go to the Messenger tab in the App Dashboard. Find the App Review section, then choose a permission from pages\_messaging and pages\_messaging\_phone\_number and click Request For Review to submit for a permission.

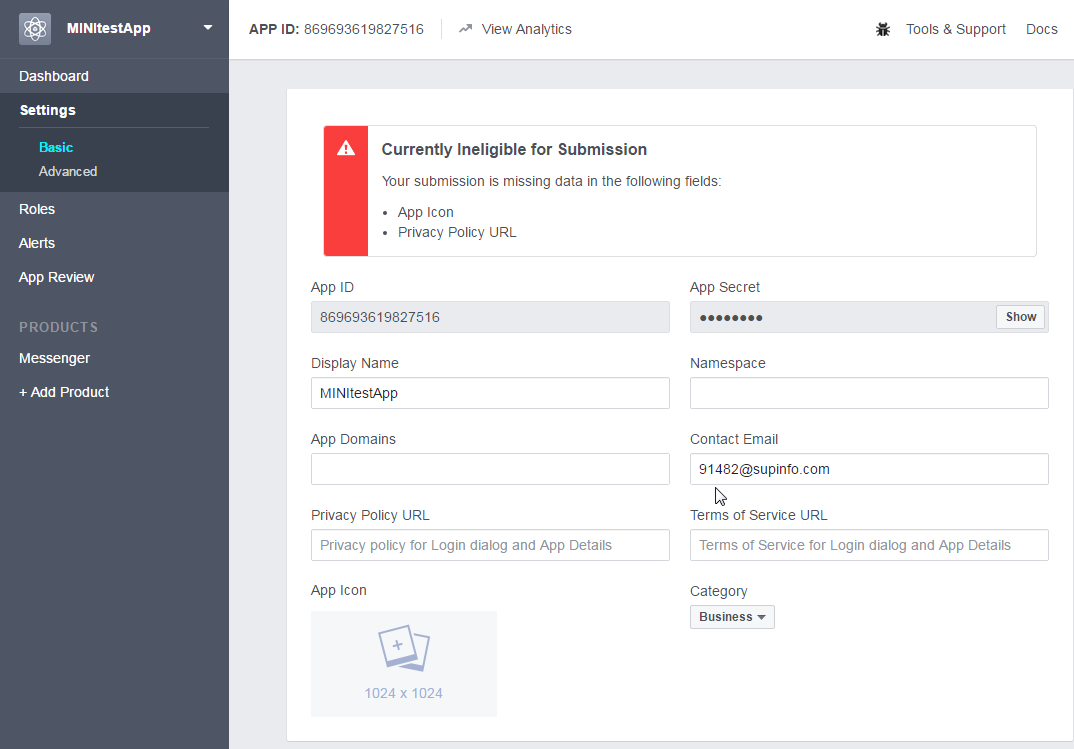
The pages\_messaging permission is required and the pages\_messaging\_phone\_number is optional ( In MINI messenger bot app we don’t need the pages\_messaging\_phone\_number permission for now).



## Items for Submission

We click Request For Review on the permission page\_messaging , then we’ll get a dialog of Current Submission. We need to edit notes in order to let facebook review and approve our app, but before edit notes we need to set App icon (1024\*1024) and Privacy Policy URL in settings, or we won’t be able to submit for review as well.



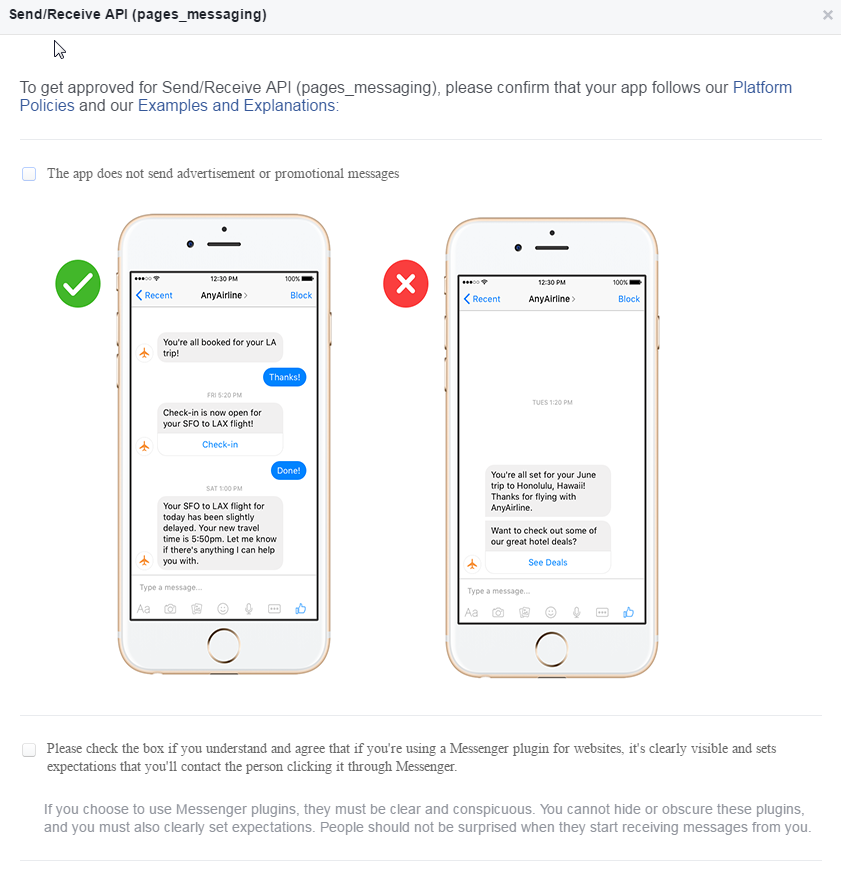


## Edit Notes for Each Submission

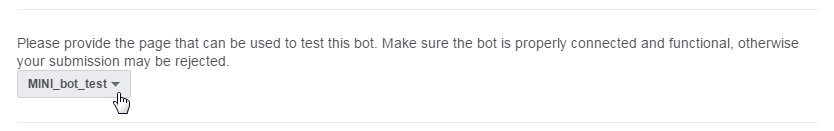
We must edit the note for the submission. Click on Edit Notes of the pages\_messaging permission.

Here we have several notes to confirm:

* Firstly we need to check the two check boxes to confirm that our app follows facebook Platform Policies.



* Third part is to choose the Page that we use to run messenger bot, in order to let them test it.



* Next part we remain it as NO, because MINI messenger bot is just for MINI, not for other business.
* Next part is to describe the use case of MINI messenger bot, here we write:

1. use get started button to send welcome message.

2. send user buttons to choose what they want to do(ask for brochure or regist for test-driving).

3. send a selection of cars to let user choose which one they would like to test for drive or ask for brochure.

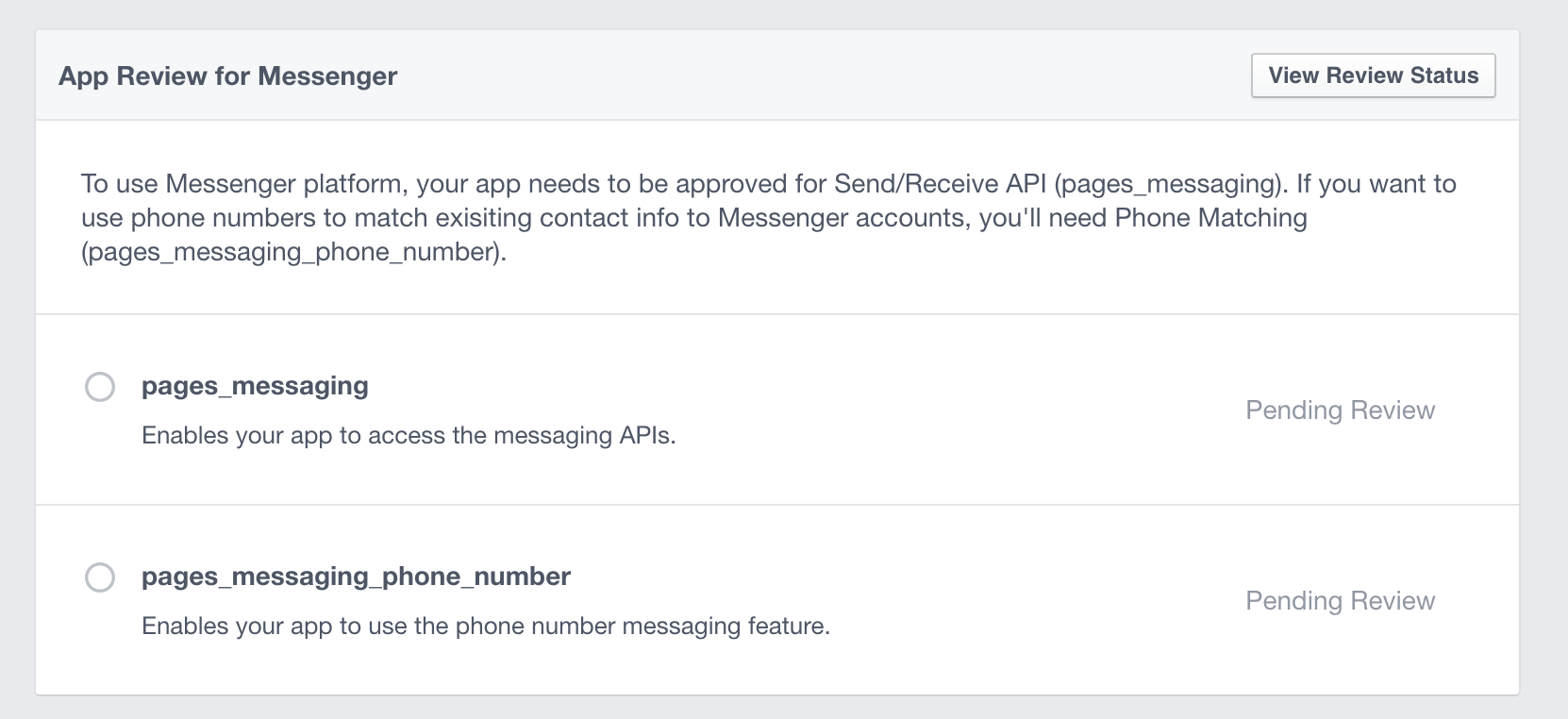
4. ask for user’s information.

5. send confirmation.

* The last part is to upload our screencast demo, it is a demo to show all possible use cases to let them see if our messenger bot is following their policies or not.

## Submit and Wait for Approval

Once we've submitted our app, we can view the App Review section to see the status of our approval.



## Approval Alerts

When our app is approved, they will send us an Facebook notification. Also, the App Review section will show the status as approved.

