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# Step-by-step Guide On Building a Chatbot Using DialogFlow

In this article, you will learn how to build your own chatbot using Dialogflow through simple, step-by-step instructions. Here's the overview:

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**The Context:**

Understanding the Chatbot need-

Websites play a big role in the conversion of potential customers to sales. Businesses have realized that with the addition of chatbots to their webpages, visitors stay engaged for much longer, thereby greatly improving these conversion rates.

Chatbots have also been acknowledged as an excellent resource for collecting and sharing relevant information. Furthermore, the automation of simple business processes without sacrificing human resources makes this a very economical way of generating online value.

But, before one goes ahead and starts **building a chatbot** (<https://chatbotsmagazine.com/how-to-develop-a-chatbot-from-scratch-62bed1adab8c>), it is important to know what the primary purpose of that bot would be –

Answering FAQs?

Providing product information?

Booking appointments?

The applications are endless.

So for our guide, given that we have worked so closely with the food & beverage industry (<https://www.qsrmagazine.com/outside-insights/chatbots-restaurants-redefining-customer-experience>), we have chosen a rather fun application for a chatbot: Ordering a Burger.

However, before we rush off to it, take a few minutes to familiarize yourself with the jargon we will use while building a chatbot using Dialogflow.

## The 'Dictionary'

Learn the jargon/slang associated with building a chatbot on Dialogflow and start sounding like a true pro.

**Dialogflow** – Dialogflow is a Google-owned framework that enables users to develop human-computer interaction technologies that can support Natural Language Processing (NLP). Basically, it lets you make Digital Programs that interact with end users through natural languages. Therefore, you could even say that Dialogflow enables the creation of *Conversational User Experience Platforms* (**CUXP** (<https://www.cmswire.com/digital-experience/what-is-conversational-user-experience-ux/>)).

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In this guide, we will be using its 'Web Demo' feature to simulate how a basic form of this integration would appear.

**'User'** – A user is any human being who uses the chatbot technology. They can play any role: owning the chatbot, developing the bot, or interacting with the same. As long as they are human, they are termed 'user'.

Their exact role is often clear from context so rest assured, you won't be confused!

**Text/Voice** – These are the modes used to communicate the input or the output. The user interacts with the bot through text or through voice.

Text would be anything that is typed into the chatbot window and voice would be any message spoken into the chatbot window.

Different chatbots support different inputs/outputs. Though it is very common to use text since it does away with issues of microphone access, noisy surroundings, diction issues, etc., it is becoming increasingly popular for bots to support both.

**Agent** – An agent is merely another term used to refer to the chatbot. Sometimes people say 'agent' when referring to the processing module within the application that enables discussions with the chatbot. And sometimes, it is another way to refer to the bot since it functions 'like a support agent'. The context will always be clear enough for you know what they mean.

While using Dialogflow, you will find that many people start off by asking you to 'name the agent.' This just means giving your chatbot a name, so even in this context, its one and the same.

**Expressions** – Expressions/Training Phrases are the dialogues/utterances that people say when they interact with a bot. They represent a user's desire and are often in the form of a question. For example –

"Is the store open?"

"Do you serve vegetarian?"

"Where is my order?"

One of the first rules to accept when working with Expressions in Chatbot Development is that, the same thing, can and will be said in different ways.

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"What are your store timings?"

"Do you only serve non-veg?"

"My order is late."

Different people say the same things in different ways. It is, therefore, very important to predict/collate a set of Expressions (often referred to as FAQs), when you are training your chatbot to answer them. These FAQs will be laying the groundwork when you start developing your bot.

**Intent** – 'Intents' are how a chatbot understands Expressions.

We just saw how varied Expressions can be while still meaning the same thing. This meaning is termed as an Intent, wherein we extract what the user intends to say through his/her Expression.

It is the simple process of grouping expressions into their one meaning, thereby making it easier to program.

Let's determine an Intent from the following Expressions in the following example:

"Are you closed on Sundays?"

"What time do you open?"

"What are your store timings?"

All these Expressions want to know about the Store Timings. The Intent can therefore be, 'Store Timings'.

By using Intents you don't have to teach your chatbot how to respond to every Expression. Instead, you can just categorise Expressions into Intents that the bot can easily tackle. It is a lot simpler for both the developer and the chatbot this way.

Ultimately, Intents determine the bot's responses.

**Responses:** This is the chatbot's output that is aimed at satisfying the user's intent.

For example, if the Expressions trigger the Intent 'Store Timings', the chatbot can respond saying,

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"The store is open everyday from 10:00 hrs to 23:00 hrs, except Sundays."



The most accurate responses occur when a proper range of expressions have been correctly grouped into Intents. Accurate and simple responses are important traits for a good chatbot.

**Entities:** 'Entities' are Dialogflow's mechanism for identifying and extracting useful data from natural language inputs.

An Intent limits the bot to the scope of the user input. Entities enable it to extract specific pieces of information from your users. This can be anything from burger toppings to appointment dates. Basically, if there is any important data you want to get from the user, you will use a corresponding entity.

**Actions & Parameters:** These too, are Dialogflow mechanisms. They serve as a method to identify/annotate the keywords/values in the training phrases by connecting them with Entities.

They also provide the prompts that extract information from the user. For example:

"When do you want an appointment?"

"What toppings would you like?"

Actions allow the developer to work with code; but we will make our BurgerBot without it, so relax!

**Annotate:** The ability of Dialogflow to recognize and link keywords/values between Parameters, Expressions and Entities.

Let's finally put everything we learned into action and make our own 'BurgerBot'. Here's the guide!

## The Guide:

### Level 1 – Getting Started

#### Step 1: Getting set up with a DialogFlow Account.

1. Go to <https://dialogflow.com/> (<https://dialogflow.com/>)

2. Click 'Go to console' in the top right corner.

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3. Login with a Gmail account when prompted.



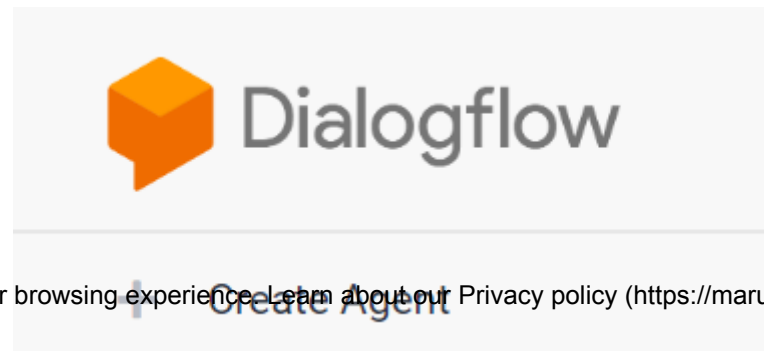
Sign in with

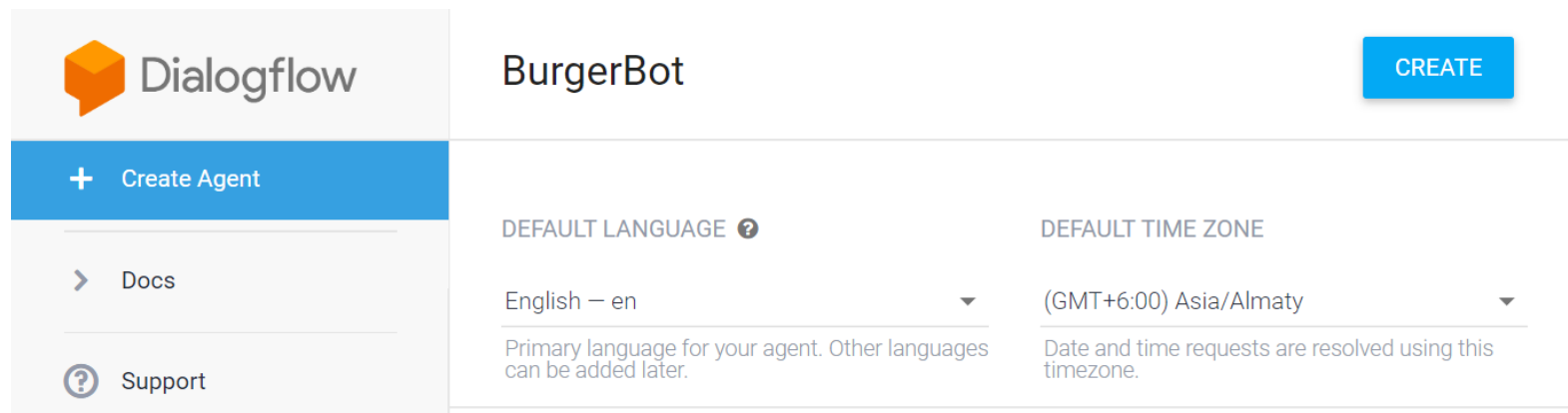
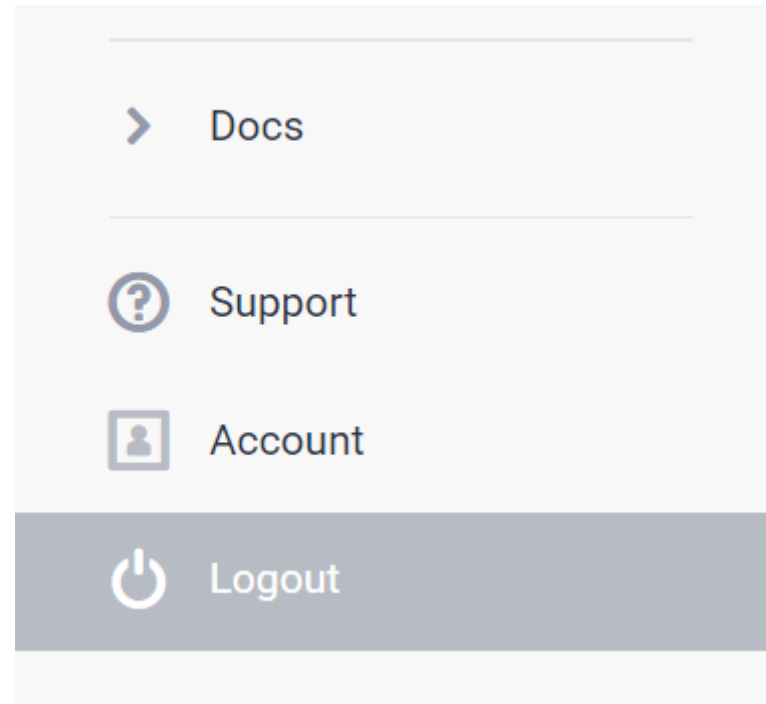


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## Step 2: Creating an Agent

4. Start off by clicking 'Create Agent' in the column menu to your left.
5. Give your Bot a name! We're going to call ours a 'BurgerBot'.
6. Be sure to select your time zone and language as required.
7. Click 'Create'.





Congratulations! You have created your first agent. Once the system recognizes it, you will see how massively your left column menu expands.

Let's use some of these features and develop our BurgerBot.

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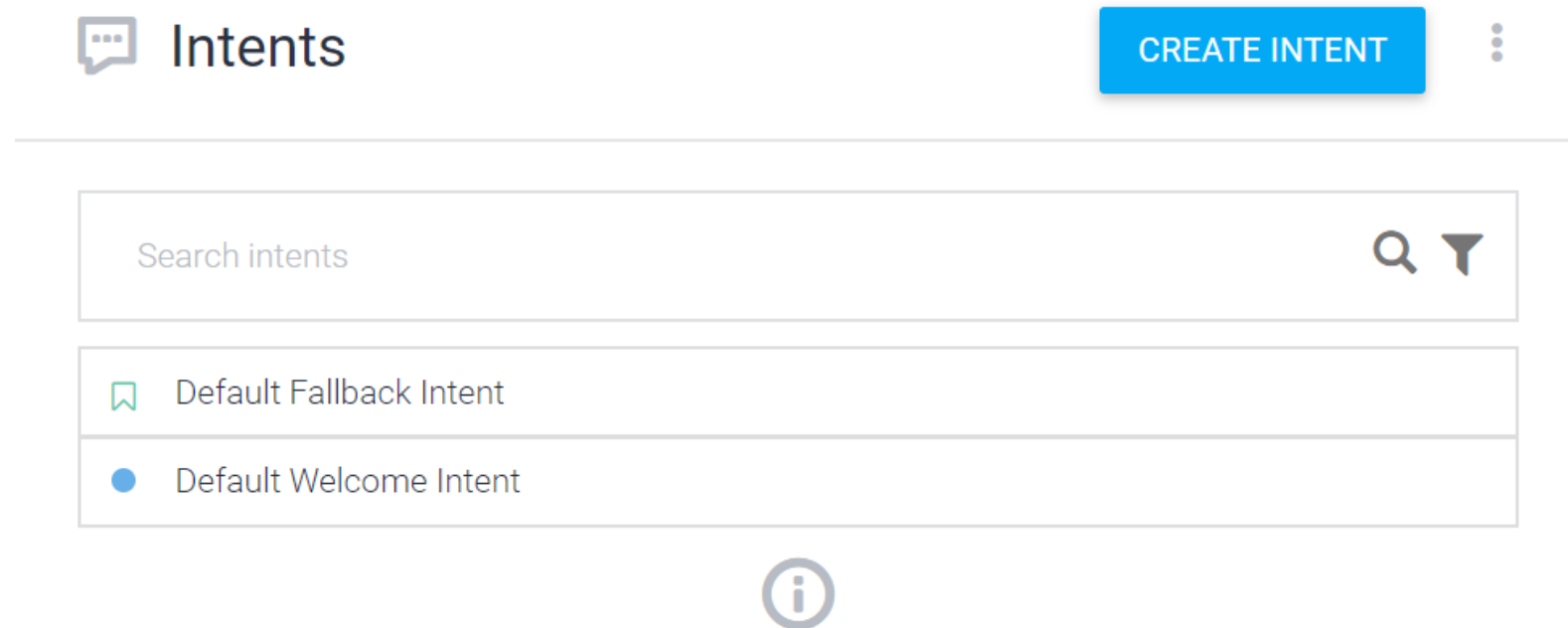


## Level 2 – Bot Development

### Step 1: Checking out the Preset Intents

Dialogflow provides basic presets like a Default Welcome Intent and a Default Fallback Intent.

This is just telling the bot what to do when welcoming someone or when the bot doesn't know the answer to their question. Click on 'Default Welcome Intent'.



No regular intents yet. [Create the first one.](#)

Intents are mappings between a user's queries and actions fulfilled by your software. [Read more here.](#)

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Before you start, check out [Prebuilt Agents](#), a collection of agents developed by the Dialogflow team.

Scroll to the 'Training phrases' section. Here you will see a set of conversation starter Expressions that a user might say to our BurgerBot. Note that all of these convey the same message, and are therefore categorized under one Intent: 'Default Welcome Intent'.

## ● Default Welcome Intent

[SAVE](#)

### Training phrases



” Add user expression



” just going to say hi

” heya

” hello hi

” howdy

” hey there


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” hey there
” hi there
” greetings

The expressions seems to cover pretty much all the ways a user might start the conversation, so we don't need to adjust anything here. Let's test this out:

In the top right section you can test how the BurgerBot performs. Type a conversation starter, like Hey or Hi or Hello.

Hello 



See how it works in [Google Assistant](#).



Agent

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USER SAYS

COPY CURL



Hello



DEFAULT RESPONSE



Good day! What can I do for you today?

The BurgerBot is alive! Try other expressions again and you'll see that it picks a response at random. Let's check out these responses and make our first edit!

### Step 2: Creating a custom response under Default Welcome Intent

Scroll down to the 'Responses' section. Here you can see the different responses that our BurgerBot picked randomly when we entered an expression.

## Responses ?



DEFAULT +

Text response



1

Hi! How are you doing?

2

Hello! How can I help you?

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Ok



2	hello! how can i help you?
3	Good day! What can I do for you today?
4	Greetings! How can I assist?
5	Enter a text response variant

ADD RESPONSES

We are going to create a special welcoming response that suits our restaurant: Patty Palace.

"Hello! Welcome to Patty Palace. My name is BurgerBot."

Add this text below the existing responses. We can simply delete the other generic responses since we don't need them anymore. To delete, simply press the 'trashcan' button to the right of every response.

But our response is not complete yet. Let's finish it by adding a second line. To add a new line, Click 'Add Responses' and select 'Text Response'.

Here's an example of what you can do with it.

●

Default Welcome Intent

SAVE

⋮

DEFAULT

+

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Ok

Text response

?

🗑



1	Hello! Welcome to Patty Palace. My name is <u>BurgerBot</u> .
2	Enter a text response variant

Text response		?	
1	How can I help?		
2	Enter a text response variant		

ADD RESPONSES

☐ Set this intent as end of conversation ?

And here is how it would look:

Agent

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Hi

---



DEFAULT RESPONSE



Hello! Welcome to Patty Palace. My name is  
BurgerBot.

How can I help?

---

INTENT

Default Welcome Intent

---

You can add as many lines as you want, but be sure to simulate a friendly, human agent-like experience for your users.

**CAUTION:** Never forget to **Save**

Never forget to click the 'Save' button at the top. Your changes **will not take effect** if you have not selected 'Save'. Always look for these icons that give you the green signal to go ahead:

DONE

Intent saved

OK

Great Job! We have set base for our BurgerBot to welcome users. Let's proceed to equip our bot with more helpful skills.  
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### Step 3: Creating New Intents

Let's develop our BurgerBot to assist users with some common queries:

"What are your delivery timings?"

"Is there anything new?"

"I'd like to order a burger"

We'll create Intents for each of these question-types, then feed-in the appropriate Expressions & Responses.

To create a new Intent, simply click the '+' next to the 'Intents' button in the left menu.

Be organised when naming an Intent so that it is easy for you to recognise later.

#### Points to remember:

- Add a variety of Expressions
- Group Expressions correctly under well-defined Intents
- Keep Responses precise
- Always click 'Save'.

Here's an example of what you can do with your first two intents:

● Home Delivery

SAVE

⋮

” home delivery?

” opening time?

” closing time?

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Ok





” closing time?
” timings?
” please deliver
” delivery?
” Will you deliver?
” can you deliver?
” delivery time?
” when do you deliver?
<div>1 OF 2</div> <div>→</div>

Expressions – New Intent

## • Home Delivery

SAVE



### Responses ?



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DEFAULT +

Text response

1

Patty Palace is open all days of the week from 11:00 to 23:00. However, we only offer home delivery until 21:00.

2

Enter a text response variant

ADD RESPONSES

☐ Set this intent as end of conversation

Response – New Intent

## Specials

SAVE

” What is the best?

” Any specials?

” Daily specials?

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” Do you have any specials today?
” Is there anything new?
” what do you have?
” what is fresh
” what is good?
” Whats good?

Expressions – New Intent

## Responses ?



DEFAULT +

### Text response



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Ok



1	There is always something special at Patty Palace! Just check our menu on <a href="https://pattypalace.com">pattypalace.com</a> and tell me what you'd like :)
2	Enter a text response variant

ADD RESPONSES

Response – New Intent

Great job! Let's kick this up a notch.

### Level 3: Entities, Actions & Parameters

Let's make one more Intent so that BurgerBot can start taking orders.

#### Step 1: Creating Entities

8. Click the '+' next to the 'Entities' button in the left menu.
9. Enter the values of the Burger Buns and Toppings separately
10. Be sure to add appropriate synonyms



Entities

CREATE ENTITY



Search entities



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@ Burger toppings

## BurgerToppings

SAVE



☒ Define synonyms  ☐ Allow automated expansion

All Toppings	All, Everything
Cucumber	Cucumber, Cucumber Slice
Extra Cheese	Double Cheese, Extra Cheese
Extra Patty	Double Patty, Extra Patty
Lettuce	Leaf
Onion	Onion, Onion Slice
Tomato	Tomato Slice, Tomatoes
<a href="#">Click here to edit entry</a>	

## BunOptions

SAVE



☒ Define synonyms  ☐ Allow automated expansion

Multigrain	Multigrain
White	Normal, White
Whole Wheat	Wheat, Whole Wheat
<a href="#">Click here to edit entry</a>	

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**Step 2: Creating the Intent**

11. Name the new Intent 'Placing Orders'
12. Scroll down to add parameters first

**Step 3: Actions & Parameters**

13. Name the Parameters
14. Enter the 'Entity' that you created, starting with the '@' symbol
15. Enter corresponding 'Value', starting with the '\$' sign
16. Check the 'Required' box to enable 'Prompts'

## ● Placing Orders

SAVE

### Action and parameters

Enter action name

REQUIRED ?	PARAMETER NAME ?	ENTITY ?	VALUE	IS LIST ?	PROMPTS ?
<input checked="" type="checkbox"/>	BurgerToppings	@BurgerToppings	\$BurgerToppings	<input checked="" type="checkbox"/>	Of Course! What...
<input checked="" type="checkbox"/>	BunOptions	@BunOptions	\$BunOptions	<input checked="" type="checkbox"/>	Great! What typ...
<input type="checkbox"/>	Enter name	Enter entity	Enter value	<input type="checkbox"/>	—

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**17.** Add prompt messages like shown below



### Prompts for "Toppings"

NAME	ENTITY	VALUE
Toppings	@BurgerToppings	\$BurgerToppings

PROMPTS


1

What toppings would you like? We have Lettuce, Onions, Tomato, Cucumber, Double Patty, Double Cheese.



2

Enter a prompt variant



CLOSE

### Prompts for "Buns"

NAME	ENTITY	VALUE
Buns	@BunOptions	\$BunOptions

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Ok



PROMPTS

1

What buns would you like on your Burger? We have freshly baked Multigrain, Whole Wheat and White.

2

Enter a prompt variant

CLOSE

#### Step 4: Adding Expressions

18. Proceed to add the training phrases

19. Notice automatic colour coded annotation

20. Manually annotate (if required) by right clicking the phrases and assigning the entities

#### Training phrases

Search training phrases



” Add user expression



” Order burger

” Burger delivery

” I want a burger

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” White





”	Whole Wheat
”	Multigrain
”	Double Cheese
”	Double Patty
”	Lettuce
”	Tomato
<div>1 OF 2</div>	

#### Step 5: Adding the Response

21. Draft a concluding response.
22. Include the '\$value' in the message so that it can copy useful information from the Parameters. Refer to the image below.
23. Toggle on the Intent as 'end of conversation'.

Responses ?

DEFAULT +

Text response

1

Done! Your Burger with \$BurgerToppings in a \$BunOptions Bun has been placed and will be delivered to your registered address.

2

Enter a text response variant

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ADD RESPONSES

☒ Set this intent as end of conversation ?

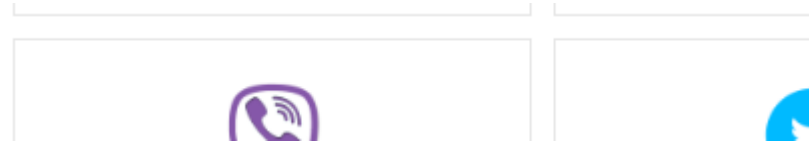
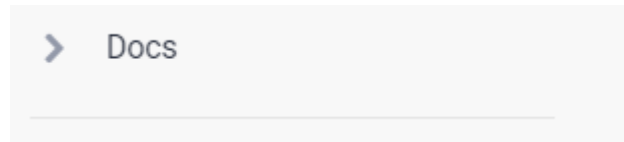
## Level 4: Integration

Actual chatbot deployment on platforms, like your websites, etc. is a complicated procedure that required publishing the bot. But we can still get an idea of how the chatbot would appear when functional. Here's how:



**24.** Navigate to the 'Integration' section in the left column

**25.** Toggle 'Web Demo' On, then click it to enter


The screenshot displays the DialogFlow 'Integrations' interface. On the left, a sidebar menu includes 'Integrations' (active), 'Training', 'History', 'Analytics', 'Prebuilt Agents', and 'Small Talk'. The main content area shows two integration options: 'Web Demo' with an orange cube icon and a toggle switch that is currently turned on, and 'Facebook Messenger' with a blue speech bubble icon and a toggle switch that is currently turned off. At the bottom of the screen, a cookie consent banner reads: 'We use cookies to improve your browsing experience. Learn about our Privacy policy (<https://marutitech.com/privacy-policy/>)' with an 'Ok' button and a red close button.





Click the URL

 **Web Demo** 


Test the agent on its own page. Share the link to the page or embed the ` widget in other websites to get more conversations going. [More in documentation.](#)

<https://bot.dialogflow.com/39b49a83-e548-4b1c-a382-7d1fddff3d67> 


 Seems that your agent info is not filled yet. Set icon and description for better end-user experience. 

Add this agent to your website by copying the code below:

```
<iframe
  allow="microphone;"
  width="350"
  height="430"
  src="https://console.dialogflow.com/api-client/demo/embedded/39b49a83-e548-4b1c-a382-7d1fddff3d67"
7">
</iframe>
```




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CLOSE

Start Interacting!

Here's how skilled our BurgerBot has gotten:

 **BurgerBot**

POWERED BY  Dialogflow

Hi

Hello! Welcome to Patty Palace. My name is BurgerBot.

Do you do delivery?

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Patty Palace is open all days of the week from 11:00 to 23:00. However, we only offer home delivery until 21:00.

Ask something...



Patty Palace is open all days of the week from 11:00 to 23:00. However, we only offer home delivery until 21:00.

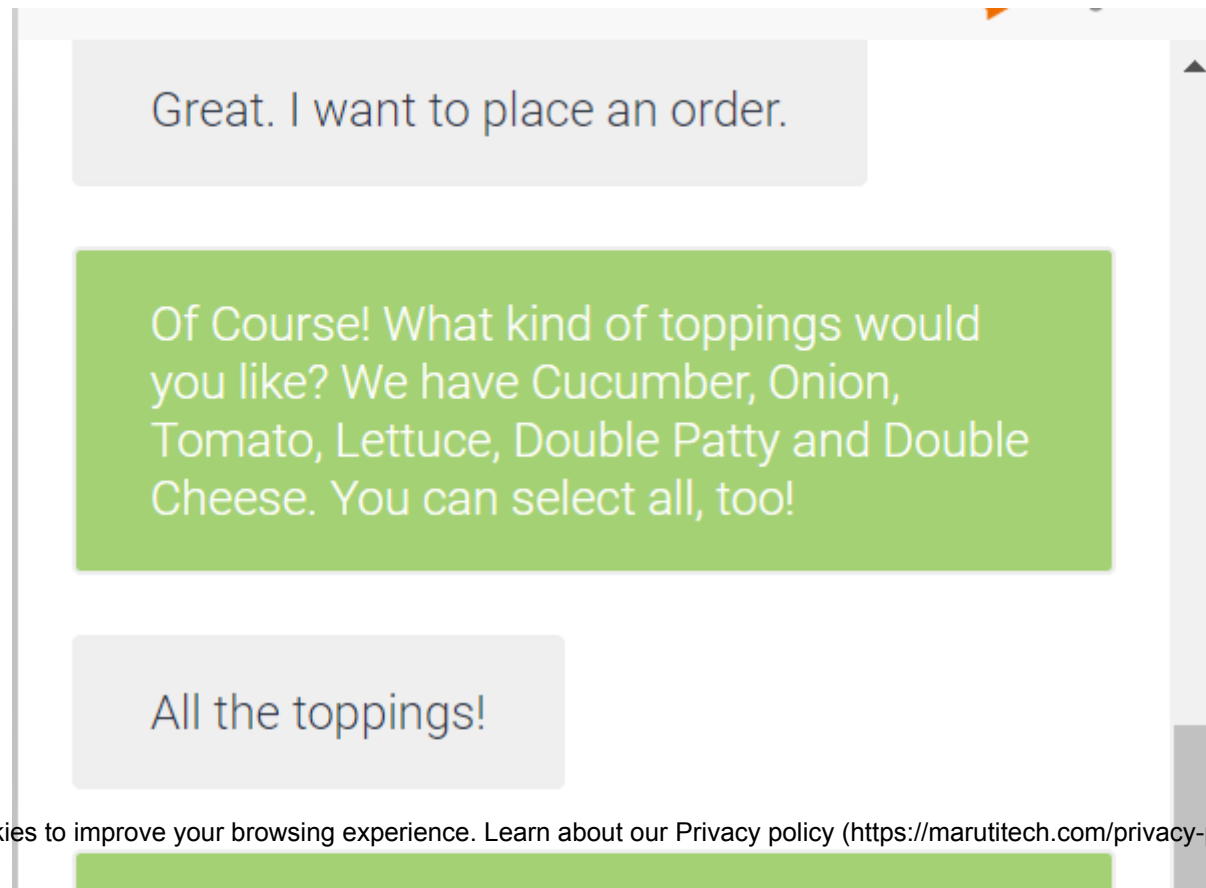
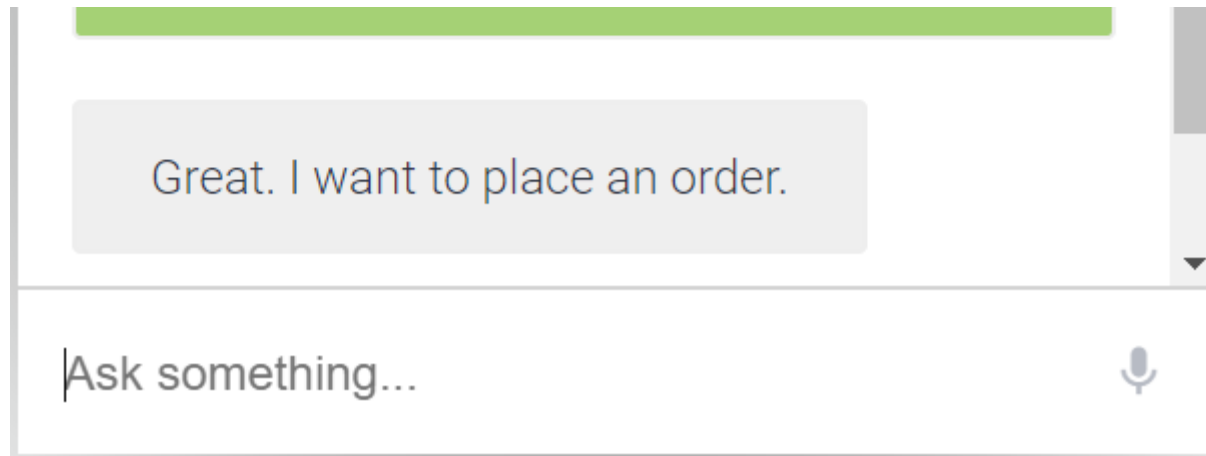
Ok! Do you have any specials?

There is always something special at Patty Palace! Just check our menu on [pattypalace.com](https://pattypalace.com) and tell me what you'd like .)

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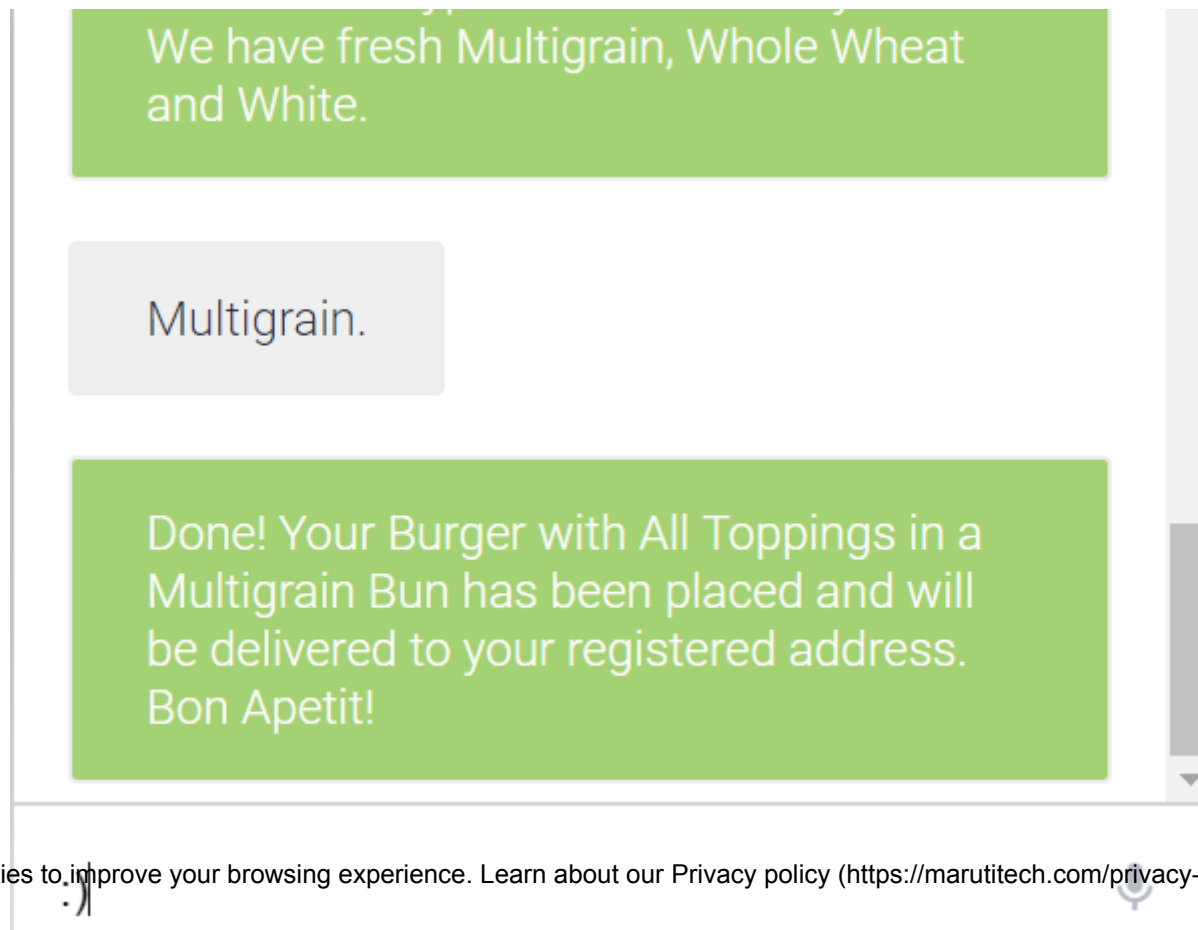
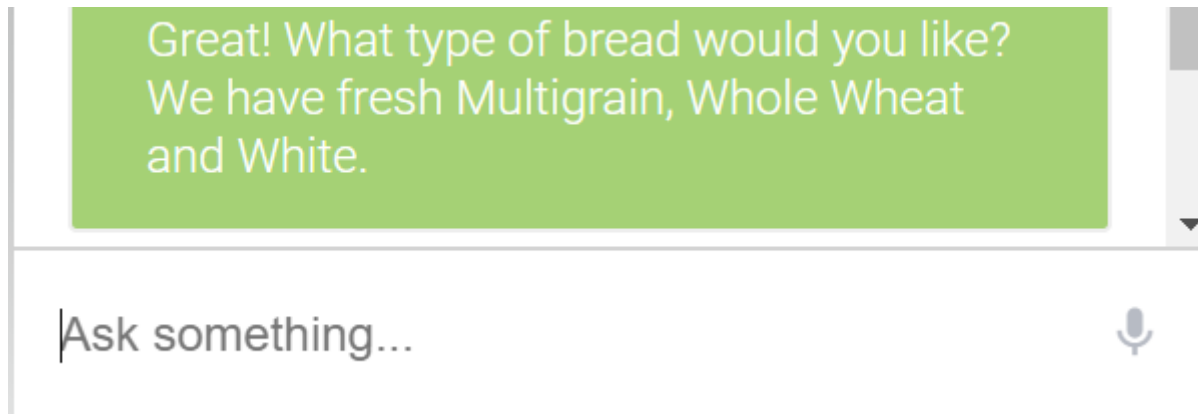
Ok





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## Level 5: Training & Fallbacks

Let's get back to the Dialogflow framework. It is important to keep training the chatbot to improve its accuracy, fix errors and accommodate fallbacks. Remember that this is a smart bot; it uses machine learning to improve itself. It constantly learns based on its interactions & training.

### Step 1: Training

**26.** Navigate to the 'Training' section in the left menu.

**27.** Select one of the rows of data. Each row is a conversation.

 **Training**

UPLOAD

Conversation	Requests	No match	Date	
When will patty palace start non veg?	4	4	Today	>
Non veg please	5	5	Today	>
help	17	16	Today	>
Do you serve non veg?	2	2	Today	>
Do you serve non veg?	3	3	Today	>
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Hi	7	0	Today	>
what?	1	0	Today	✓

NEXT

**28.** Click the conversation to view the session window.

**29.** Study the session. If an Intent has been mismatched, then right click and correct it.

**30.** Double check before approving. Incorrect approving will only teach the bot to make more mistakes.

**31.** Check this example where our BurgerBot misread the Intent when the expression was "There is no non veg burger", and how we corrected it to a Fallback Intent.

USER SAYS

There is no non veg burger

✓

✗

🗑

INTENT

Placing Orders

USER SAYS

what?










🗑

❗ INTENT

Click to assign



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USER SAYS	There is no veg burger	  
INTENT	Placing Orders	
USER SAYS	There is no non veg burger	  
INTENT	Default Fallback Intent	
USER SAYS	what?	  
INTENT	Default Fallback Intent	

Trained

## Step 2: Fallback

What happens when a chatbot doesn't know the answer to a question?

For example –

"When will Patty Palace serve non-veg burgers?"

"When do you start midnight deliveries?"

To tackle such questions, create a response in the Default Fallback Intent to adjust expectations with the user.

## Responses ?

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Text response

1

Sorry! I don't have an answer to that, yet. Rest assured, I will learn and help you better.

2

Enter a text response variant

Text response

1

In the meantime, may I interest you in a Burger?

2

Enter a text response variant

ADD RESPONSES

☐ Set this intent as end of conversation ?

Remember, all this data is being collected in sessions. So when you have enough expressions from users asking about new things, you can collate them to continue adding Intents.

Agent

USER SAYS

Do you do midnight deliveries?

COPY CURL

DEFAULT RESPONSE

Sorry! I don't have an answer to that, yet. Rest assured, I will learn and help you better.

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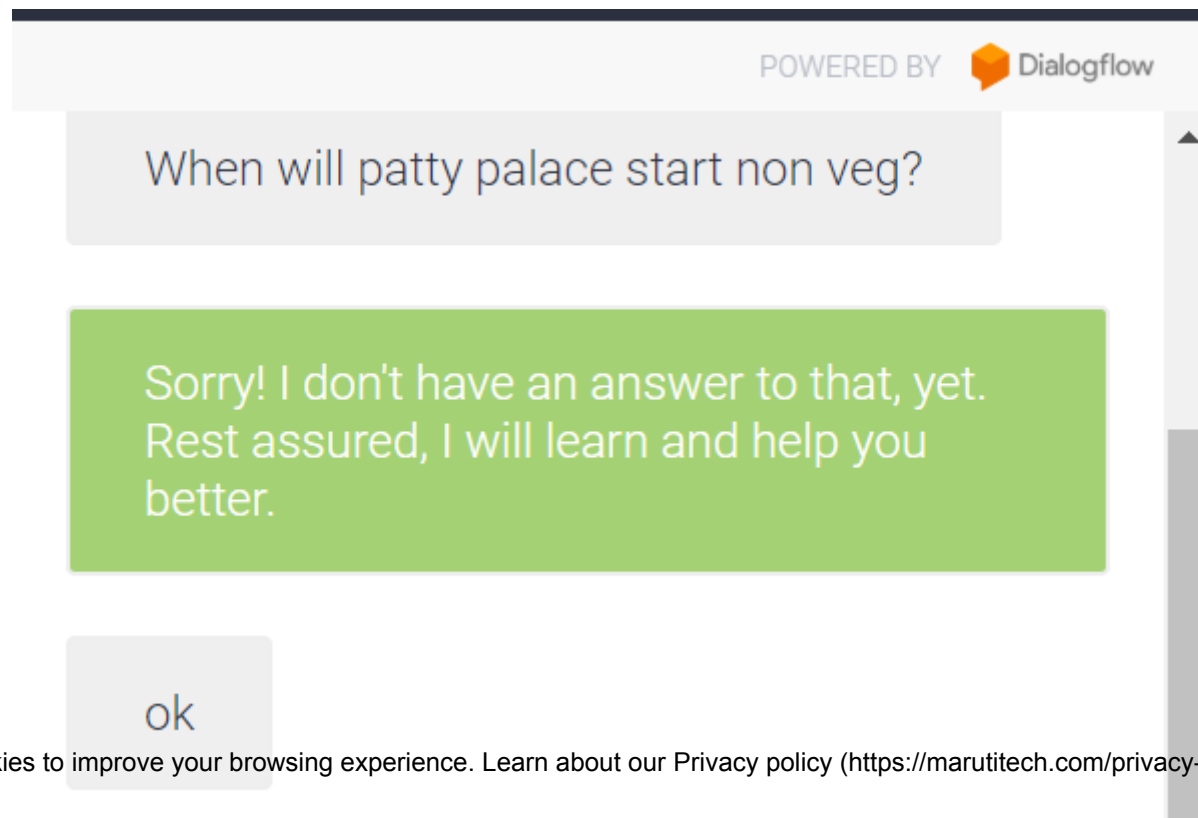
In the meantime, may I interest you in a Burger?

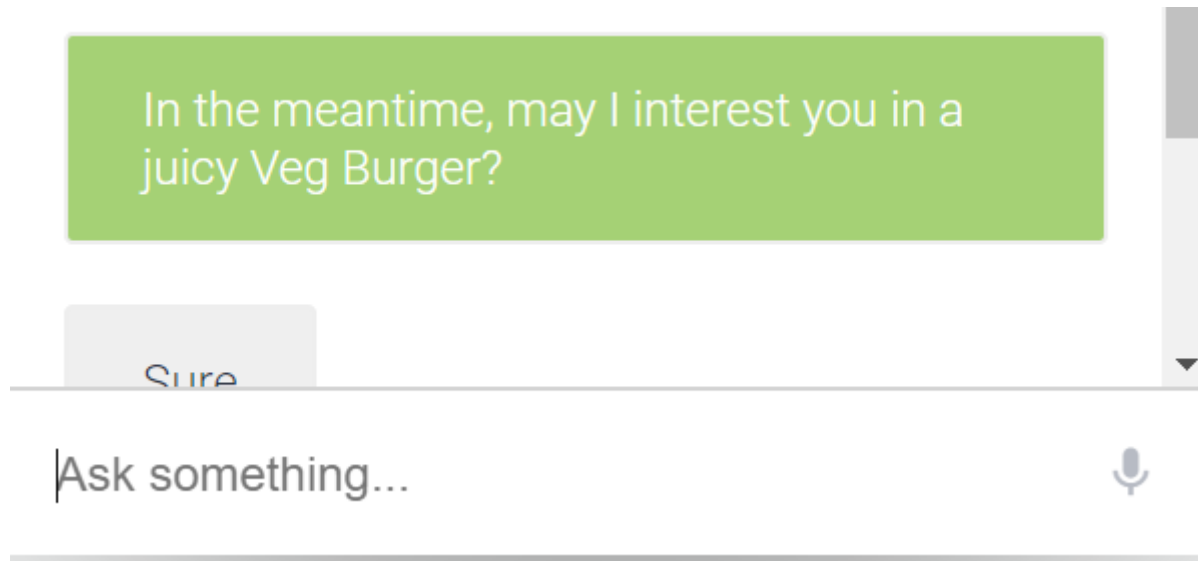
Ok



**Step 3: Building new skills**

- 32.** Check your BurgerBot's conversation history by selecting 'History' in the left column.
- 33.** Collate questions that triggered fallback responses
- 34.** Repeat steps learnt before to create new intents.
- 35.** Continue adding to and training your bot.





Congratulations on completing the guide! You can now show off your very own BurgerBot!

## Moving Ahead

There is a lot more to building a Dialogflow chatbot that cannot be covered in these 5 levels. The production bots of today employ various methods of deployment, customisation, and even coding.

At **Maruti Techlabs** (<https://marutitech.com/contact-us/>), we have built interactive chatbots on Dialogflow for a series of use cases ranging from hospitality, healthcare, finance, real estate and more.

Regardless of your industry or scale of business, if you are looking to embrace bots as a part of your digital initiative, be sure to take a look at our Bot Development services (<https://marutitech.com/bot-development-services/>), drop us a note on [hello@marutitech.com](mailto:hello@marutitech.com) and see how we can create and deliver conversational experiences for you!

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