

ORACLE®

# Oracle Digital Assistant The Complete Training

## Conversation Designer

# Safe Harbor Statement

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# Topic agenda

- 1 Challenge of conversation design
- 2 Getting familiar with the conversation designer
- 3 Things the bot can say
- 4 Things the user can say
- 5 What happens under the covers
- 6 Recommendations and best practices

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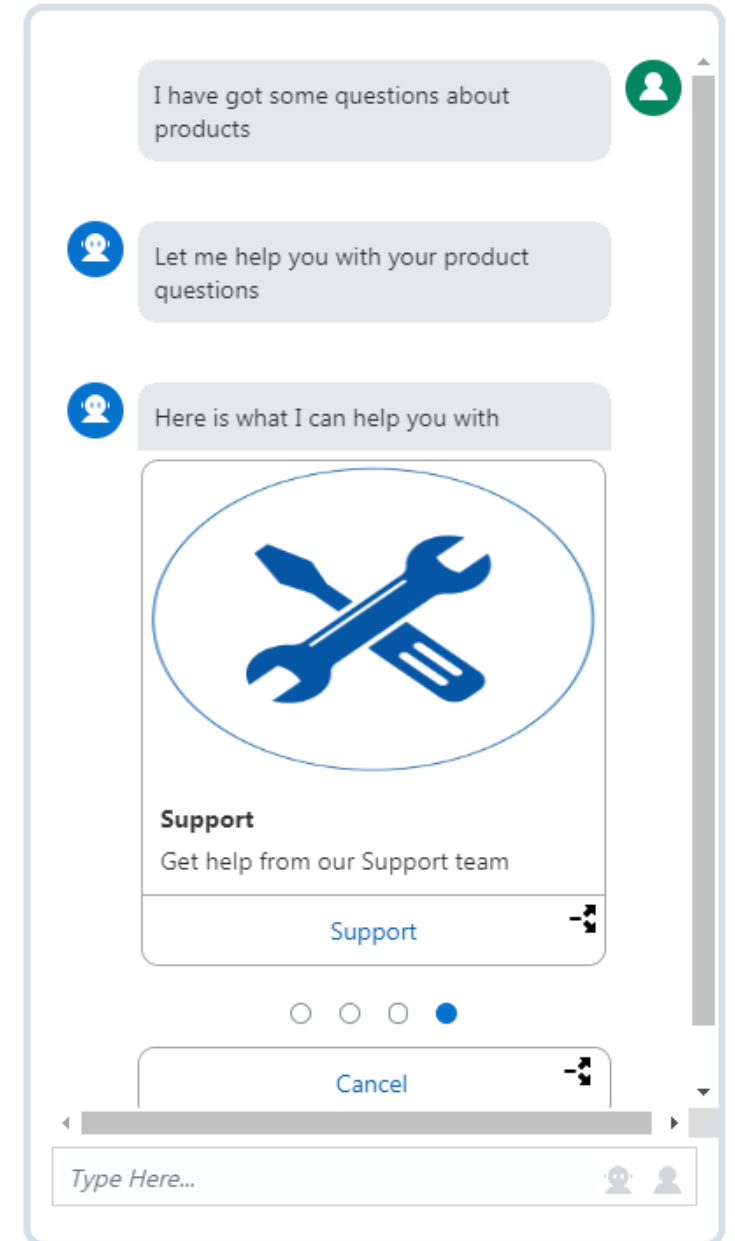
# Challenge of conversation design

- Conversational interfaces are, for most, a new concept
  - Business needs to understand what it is buying in to
  - Visualise what a conversation might look like
  - Understand tone of voice
  - Understand visuals and branding
- We encourage visualizing conversation flow
  - Stakeholder sign off
  - Starting point for developers
- Various options used today
  - Whiteboard, Botmock, Visio, PPT etc

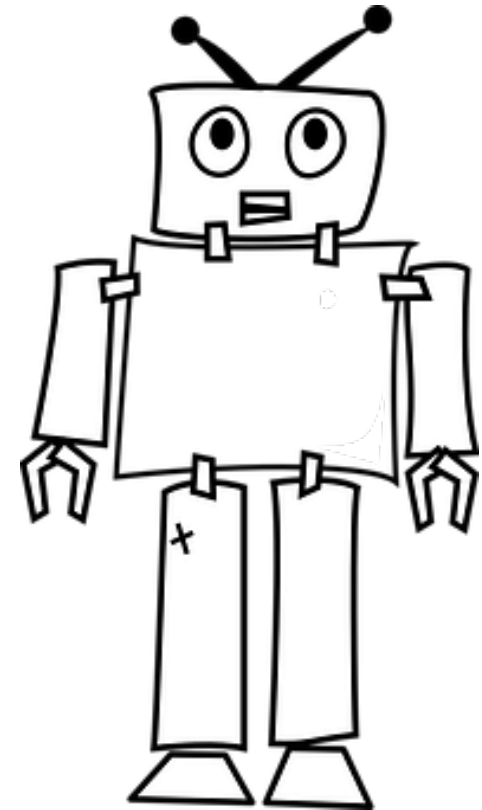


# Implementing conversation design

- Oracle Digital Assistant introduces conversation designer in 19.1.5 (as beta)
- Allows user to mock up a conversation
  -  Define what the person says
  -  Define what the bot says
- Automatically detects intent and entities
- Conversation can be branched
- Generates a working skill



The conversation designer is **beta feature in 19.1.5**. Although it is robust and functionally rich we released it as a **beta version to gather feedback**



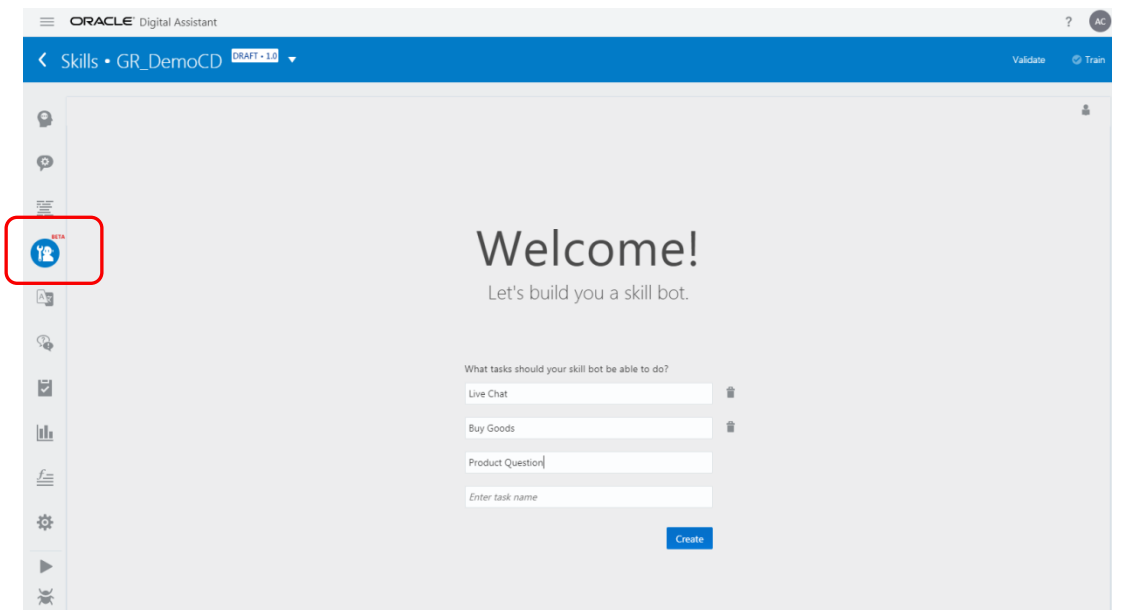
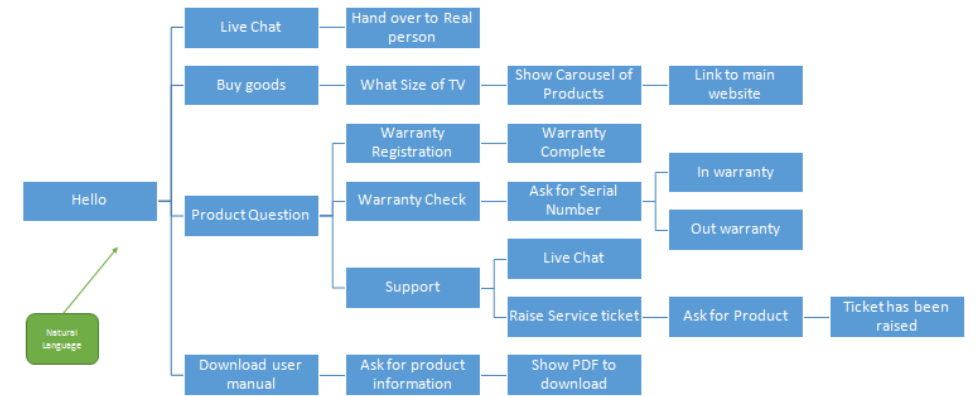


# Topic agenda

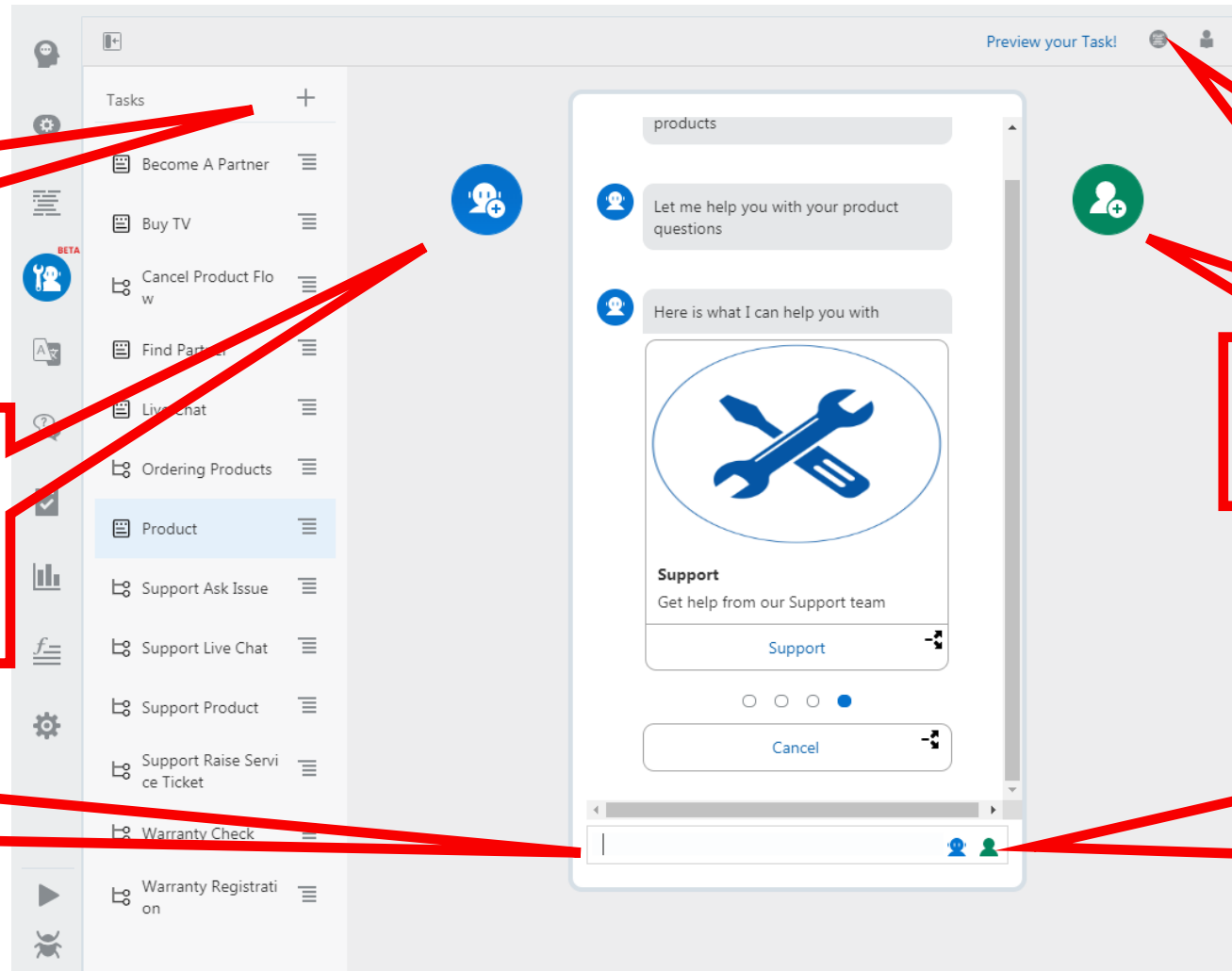
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# Getting familiar with the conversation designer

- Accessed within a skill
  - Live chat
  - Buy goods
  - Product question
  - Download user manual
- Additional tasks can be added later



# Getting familiar with the conversation designer



Click here to add another task or subtask.

Click here to add a bot message such as a text reply, a set of choice buttons or carousel of cards

Alternatively, add user or bot messages here

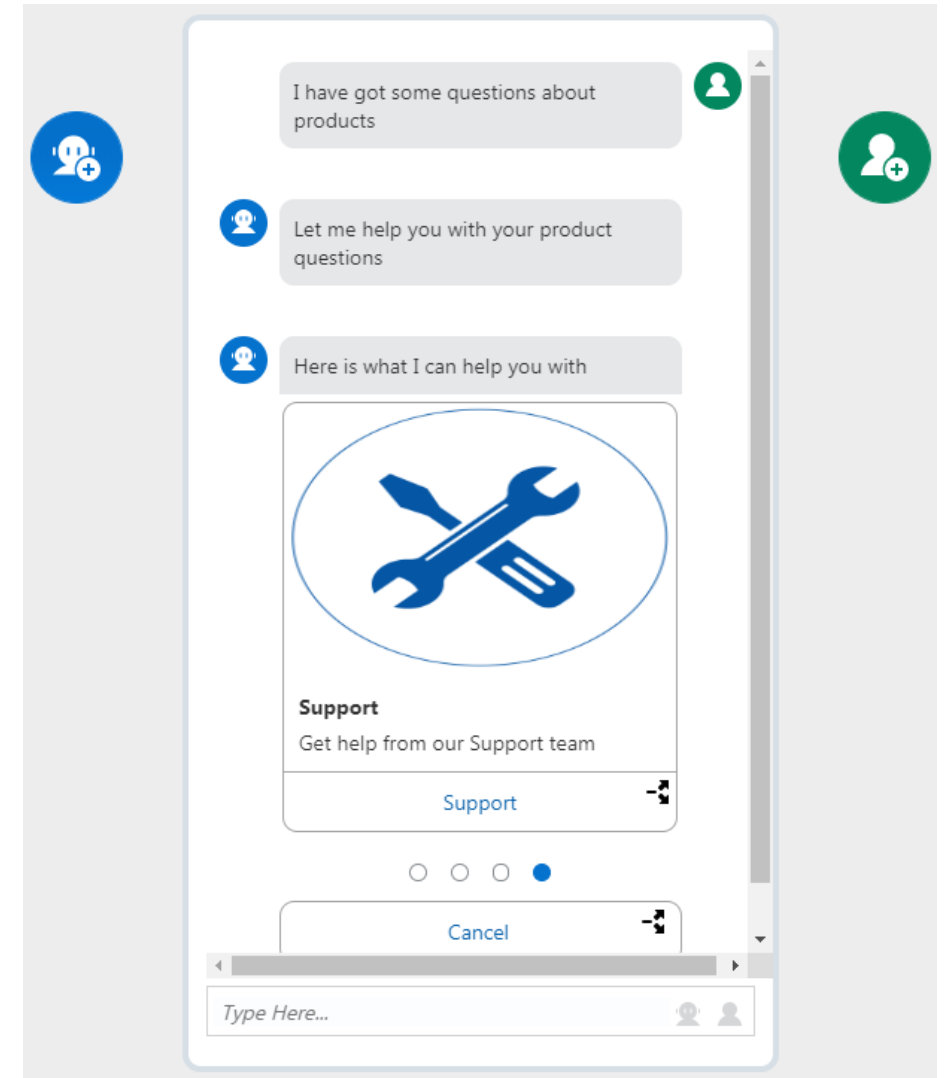
Click this button to auto-generate the starter skill.

Click here to add a user message

If the statement is for the user click the green icon, if bot, then blue icon

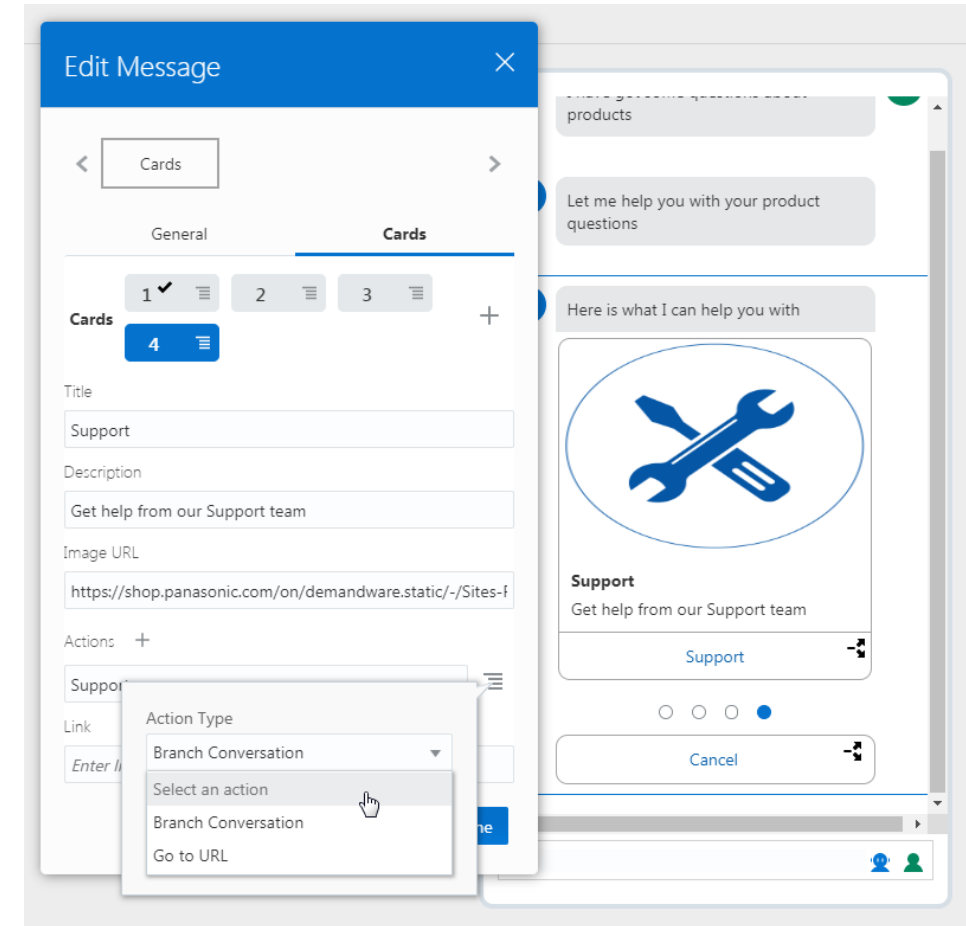
# Conversations have a pattern

- “Design by Example”
- The user makes a request
  - This is typically interpreted as an intent
  - The resolution of which will define which task to execute
- Bot then responds
  - A statement with information or data
  - A card or carousel of cards with info or data
  - A selection of buttons to further direct the dialog



# Conversations have a pattern

- Bot responses can define conversation branches
  - Would you like to speak to an agent?
- Branch to a sub task or URL
- Branch based on an action or entity value
  - Based on a value
    - E.g. If pizza size large offer stuffed crust
  - Based on action
    - E.g. Choose to speak to a support person



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# Things the bot can say

## Text

A chat interface showing three outgoing text messages from a bot (blue profile icon):

- Message 1: "Hello there"
- Message 2: "I am your friendly digital assistant"
- Message 3: "How can I help you today? If it's pizza you want them I'm your bot!"

At the bottom, there is a text input field with the placeholder "Type Here..." and two user profile icons.

## Action

A chat interface showing an outgoing action message from a bot (blue profile icon):

Message: "What size of pizza can I get you?"

<input checked="" type="checkbox"/>	Small
<input type="checkbox"/>	Medium
<input type="checkbox"/>	Large

At the bottom, there is a text input field with the placeholder "Type Here..." and two user profile icons. A response bubble from the user says "I want to order a large pizza" with a green profile icon.

## Card

A chat interface showing two outgoing text messages and one card message from a bot (blue profile icon):

- Message 1: "Sure lets get that order"
- Message 2: "We can get you some of our lovely pizzas"

The card message features:

- An image of several pizzas.
- Title: "Cheese"
- Description: "Loaded with four types of cheese"
- Options: "Regular" (checked), "Stuffed crust"
- Radio buttons: "Regular" is selected.
- Buttons: "Cancel"

At the bottom, there is a text input field with the placeholder "Type Here..." and two user profile icons.

## Attachment

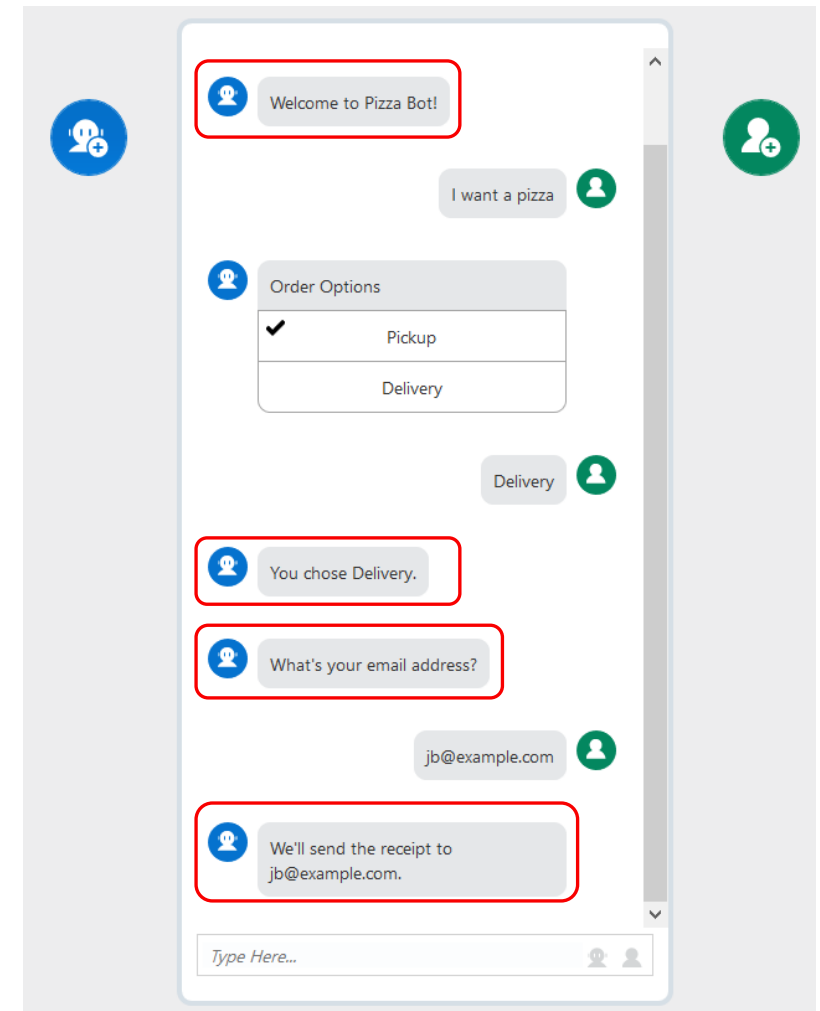
A chat interface showing two outgoing text messages and one attachment message from a bot (blue profile icon):

- Message 1: "We're sorry to hear your delivery was late."
- Message 2: A barcode with the number "0 12345 67890 5" below it.
- Message 3: "We hope you will try our pizzas again. Here is a 35% off voucher if you order with us again"

At the bottom, there is a text input field with the placeholder "Type Here..." and two user profile icons.

# Things the bot can say – Text

- Simple output to the user
  - Greetings
  - Acknowledgements
  - Prompts
  - Output Messages





# Things the bot can say- Action messages

- Presents a list of options
  - Pizza size: small, medium, large
  - Confirm order: yes, no
- List options are enumerated:
  - Thus an entity will be created and set
  - User input validated against the entity value
- List options can trigger actions
  - Branch the conversation to another task or subtask
  - Go to a URL

The screenshot shows the 'Add Message' dialog in a chatbot interface. The dialog has a blue header with 'Add Message' and a close button. Below the header are three tabs: 'Text', 'Actions', and 'Cards', with 'Actions' selected. The 'Bot's Message' section contains a text input field with the text 'What size of pizza can I get you?'. Below the input is a character count '267 characters left' and a progress bar. The 'Actions' section shows a list of actions: 'Small', 'Medium', 'Large', and 'Enter at l...'. A modal dialog is open over the 'Actions' list, titled 'Action Type', with a dropdown menu showing 'Select an action'. The dropdown is open, showing 'Select an action', 'Branch Conversation', and 'Go to URL'. A mouse cursor is pointing at 'Branch Conversation'. At the bottom of the modal are 'Cancel' and 'Done' buttons.

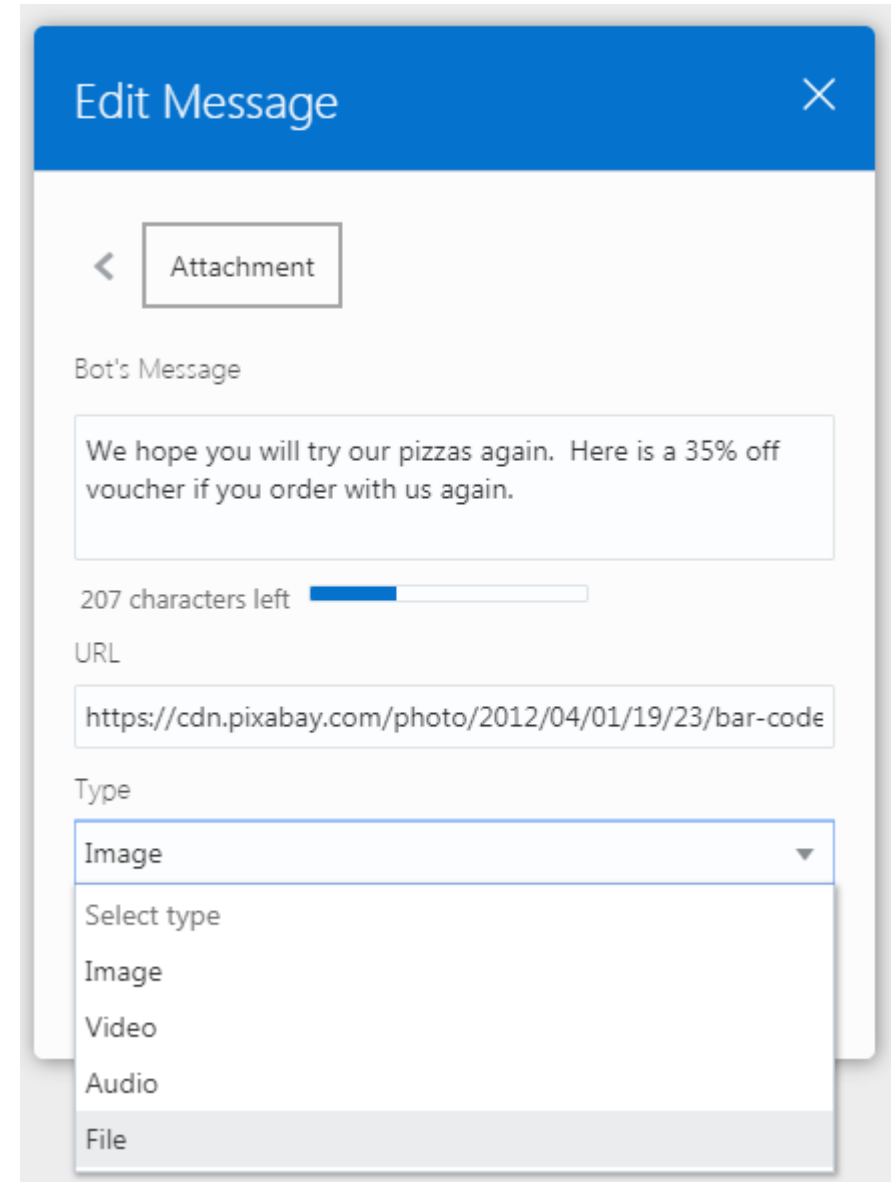
# Things the bot can say - Cards

- Presents a carousel that scrolls horizontally or vertically
- The card title defines the enumerated value
  - Thus an entity will be created and set
- Each card can have multiple actions
  - Branch to another task or subtask
  - Open a URL
- A carousel can also have a global action

The screenshot shows the 'Add Message' dialog in a chatbot interface. The dialog has a blue header with the text 'Add Message' and a close button (X). Below the header are three tabs: 'Text', 'Actions', and 'Cards', with 'Cards' selected. Under the 'Cards' tab, there are two sub-tabs: 'General' and 'Cards', with 'Cards' selected. The 'Cards' sub-tab shows a list of cards: '1' with a checkmark and '2' with a plus sign. Below this are input fields for 'Title' (Sausage), 'Description' (Loads of spicy Italian sausage), 'Image URL' (https://cdn.pixabay.com/photo/2017/05/31/09/30/pizza-23!), 'Actions' (Regular, Stuffed crust), and 'Link' (Enter link). At the bottom right are 'Cancel' and 'Done' buttons.

# Things the bot can say - Attachment

- Allows an attachment to be displayed to the user
  - Image
  - Video
  - Audio
  - File



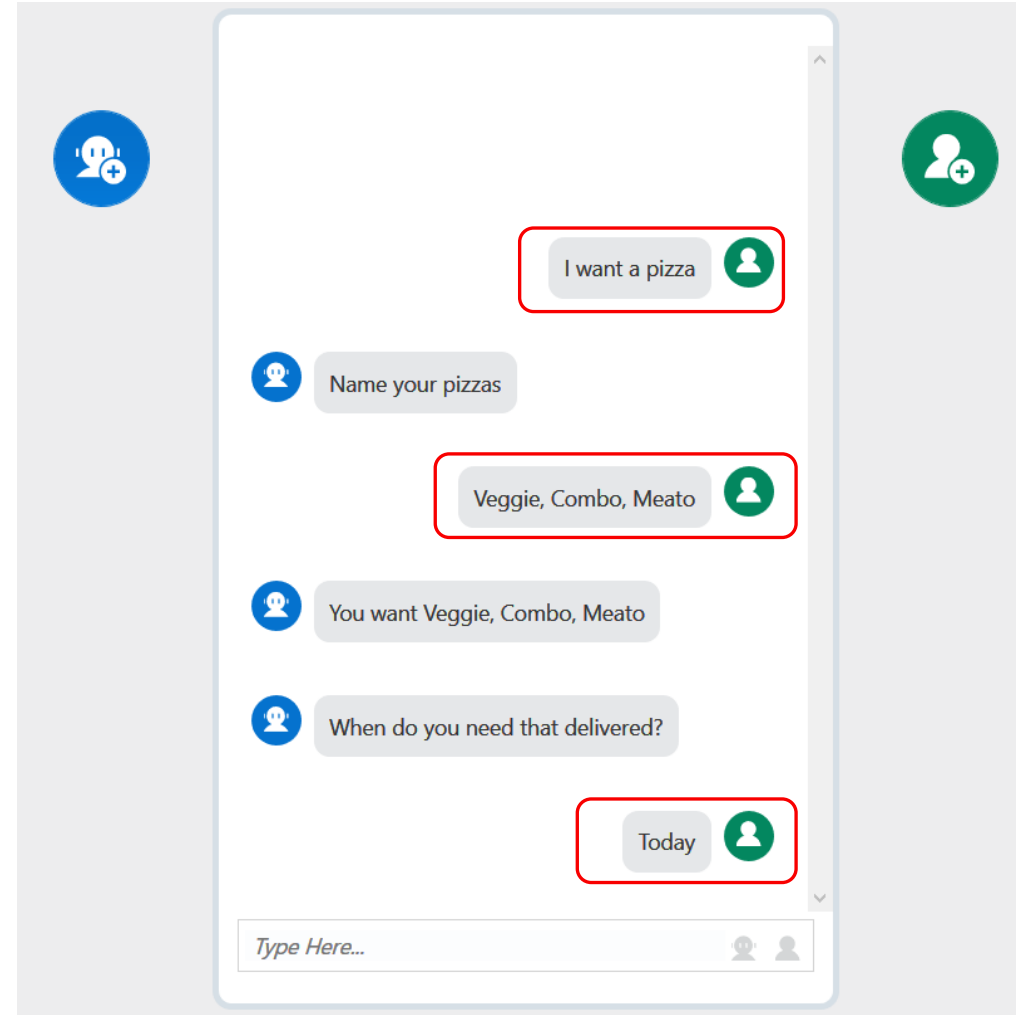
The screenshot shows a 'Bot's Message' interface with a blue header 'Edit Message' and a close button. Below the header is a button labeled 'Attachment' with a left-pointing arrow. The main message area contains the text: 'We hope you will try our pizzas again. Here is a 35% off voucher if you order with us again.' Below the message is a character count '207 characters left' with a progress bar. There is a 'URL' field containing the text 'https://cdn.pixabay.com/photo/2012/04/01/19/23/bar-code'. At the bottom, there is a 'Type' dropdown menu currently set to 'Image', with a list of options: 'Image', 'Video', 'Audio', and 'File'.

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# Things the user can say - Text

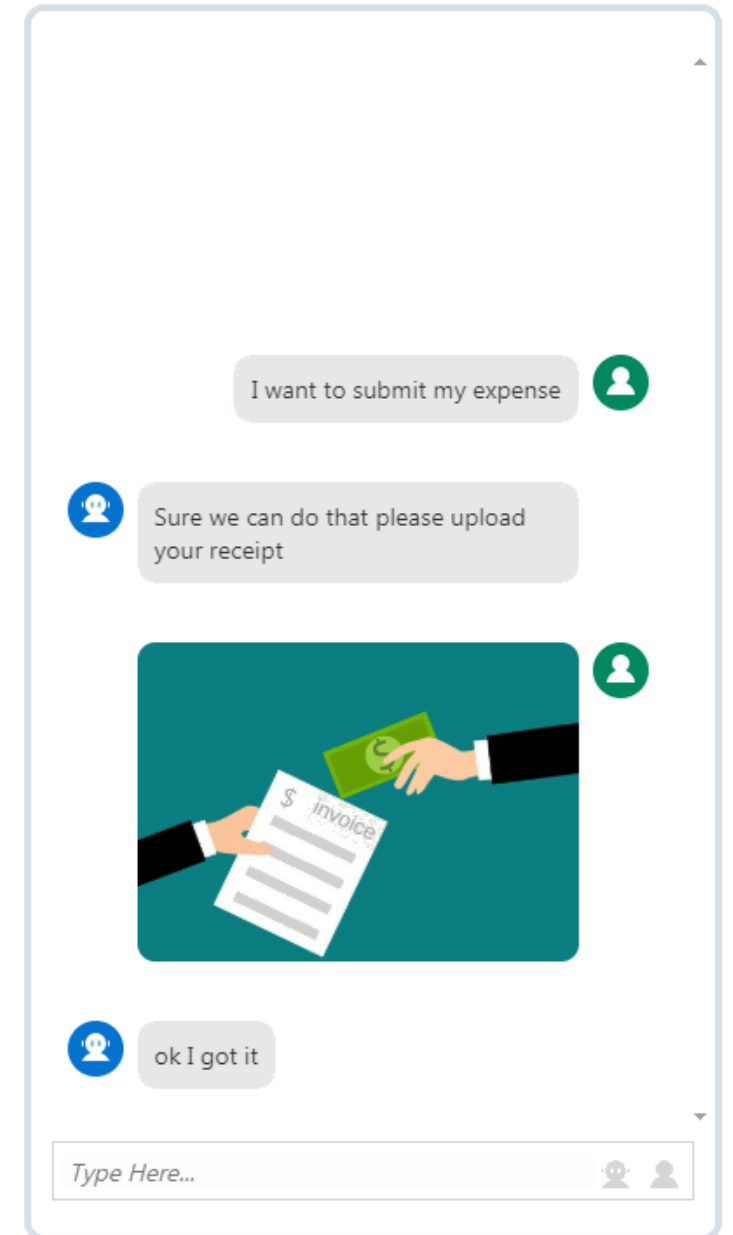
- Represents input from a user
- The Conversation Designer interprets as:
  - Intent Utterances
    - An imperative statement that ends with a noun
  - Custom entity values
  - Built-in entity values
    - Currency
    - Date
    - URL
    - Phone Number
    - Time
    - Email



# Things the user can say - Attachment

Allows a user to submit an attachment:

- Image
- Video
- Audio
- File



# Bot and user message classification

- Each message is classified depending on context
- This influences the way the bot behaves and the structures generated

### Edit Message

Text Actions Cards >

Bot's Message

What is your email address?

273 characters left

Classification  
PROMPT

Cancel Done

### Add Message

Text Attachment

User's Message

gr@example.com

286 characters left

Classification  
EMAIL

Cancel Done

### Add Message

Text Attachment

User's Message

I want a pizza

286 characters left

Classification  
INTENT UTTERANCE

Cancel Done

# Bot and user message classification

- User input classified as intent
  - At runtime, NLP is used to determine which task to execute

Add Message

Text Attachment

User's Message

I want a pizza

286 characters left

Classification

INTENT UTTERANCE

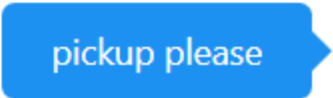
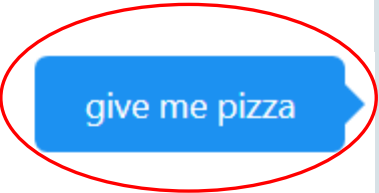
Cancel Done



Order Options

pickup

delivery





# Bot and user message classification

- By classifying we can impose entity validation
- Depends on message position and context
  - User message interpreted as intent utterance
  - Bot message interpreted as prompt
  - User message interpreted as entity value

Edit Message

Text Actions Cards

Bot's Message

What is your email address?

273 characters left

Classification  
PROMPT

Cancel Done

Welcome to Pizza Bot

I want a pizza

Order Options

Pickup

Delivery

Delivery

You chose Delivery

What is your email address?

gr@example.com

We'll send the receipt to gr@example.com

Type Here...

Add Message

Text Attachment

User's Message

I want a pizza

286 characters left

Classification  
INTENT UTTERANCE

Cancel Done

Add Message

Text Attachment

User's Message

gr@example.com

286 characters left

Classification  
EMAIL

Cancel Done

# Bot and user message classification - example

- Creates an entity and incorporates the prompt message
- At runtime, the format of the user input is validated

Edit Message

Text Actions Cards

Bot's Message

What is your email address?

273 characters left

Classification

PROMPT

Cancel Done



Add Message

Text Attachment

User's Message

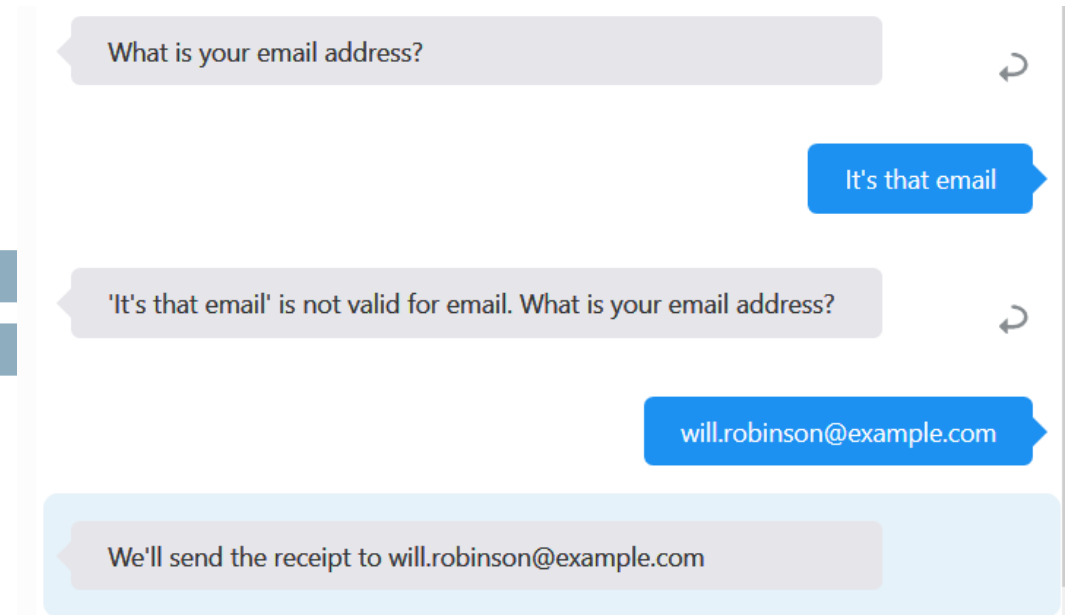
gr@example.com

286 characters left

Classification

EMAIL

Cancel Done



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# What happens under-the-covers?

- Generate and run in tester, or preview
- Design definition JSON in dialog flow
- When you generate:
  - The dialog (YAML) is generated
  - For each task, an intent is created along with some training utterances
  - For each task, a set of entities (templates for the request details) are generated
    - E.g. toppings = pepperoni, size = large, medium, small
- Bot generation is one-way
  - Hand editing is NOT reflected in design

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# Recommendations and best practices

- Give task names such as
  - Product Question, Live Human
  - Don't use “task” “subtask” as suffix.
- Start each task with a user input which indicates the “intent” of the flow
  - Use imperative voice
  - Ideally ends with noun
    - “I want to order pizza”, “Show me currently open orders”
- Cards need actions

# Integrated Cloud

## Applications & Platform Services

ORACLE®