vices

Free Guides

MINING BUSINESS DATA

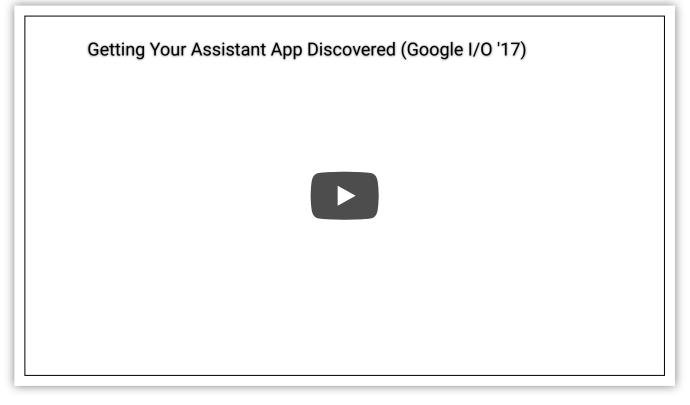
Build better Dialogflow chatbots

May 20, 2017

Demo

Testimonials

Getting your assistant app discovered





02:12 | Meet Jane

Jane wants to know what she can do with your app.

What Jane wants from your app:

- listen to what I say
- and what I mean

sometimes surprise me



03:30 | Explicit triggering

Invoking an app through its name, e.g. "talk to fitstar"

 You will define invocation phrases which are displayed in your app's advertising

People may want to jump right to an activity, e.g. "ask fitstar to start a workout"

- called an action phrase
- specified in action_package.json or via API.AI



07:55 | Implicit triggering

Jane may not know the name of your app, says "give me a workout"

Ranking

- who makes the list?
- who gets to be on top?
- brand verification links your website and app



13:15 | And sometimes surprise the user

- in dialog
 - make useful and unexpected suggestions
 - give Google clues about what the app can do
- out of dialog
 - explore tab
 - think about the 5 phrases used in "Ask your assistant"



Google wants to feature your experience in blog posts, newsletters etc.

Showcasing based on: did I smile? Did I learn something interesting? Would I use this again? etc.



24:15 | Checklist

- do your branded verification
 - associates your web site and (soon) app
- create an informative directory listing

- relevant, actionable language
- add action phrases
 - even if you don't see direct impact now
- create an app that people want to come back to

Article by aravindmc / Google Assistant / Leave a Comment



About Aravind Mohanoor

I am a DialogFlow consultant/trainer with a background in Natural Language Processing and Machine Learning.

I help businesses prototype/design/build DialogFlow chatbots. Click here if you are interested in working with me.

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