

MINING BUSINESS DATA

Build better Dialogflow chatbots

[vices](#)[Free Guides](#)[Testimonials](#)[Demo](#)

May 20, 2017

Getting your assistant app discovered

Getting Your Assistant App Discovered (Google I/O '17)



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”



19:00 | Marketing

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.

[Follow me on Twitter](#)

0 comments