Giacomo Bosio

TORNIAMO A PARLARE

Riflessioni sul futuro delle interazioni uomo-macchina

HEDRON

WordPress Meetup Milano
10 Aprile 2018

Chi sono



GIACOMO BOSIO

Digital entrepreneur

Mobile specialist

CEO @ Hedron

https://giacomobosio.com/

https://www.linkedin.com/in/giacomobosio/

HEDRON

HUMAN-MOBILE INTERACTION



Giacomo Bosio

CEO

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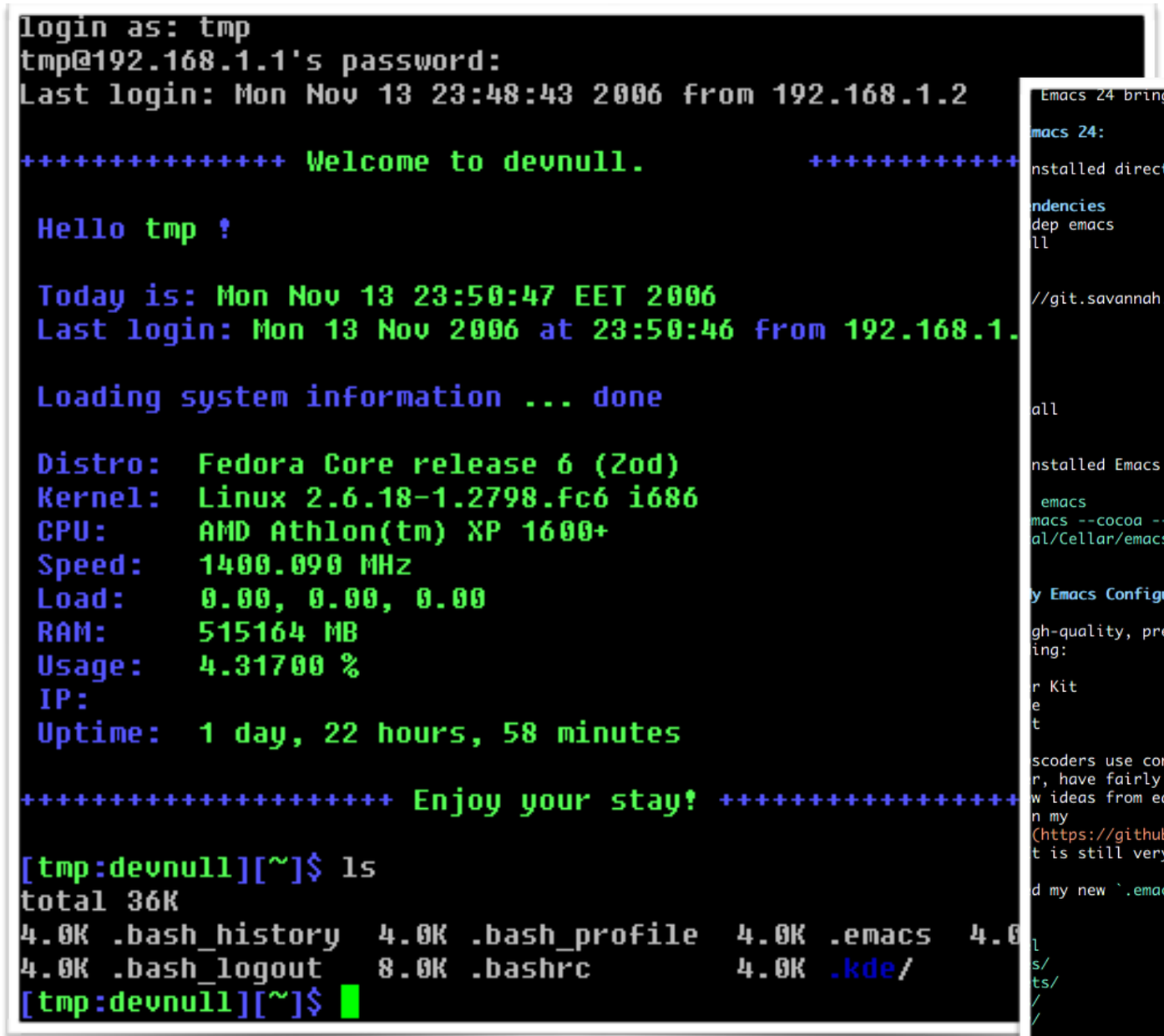
Nicoletta Bruno

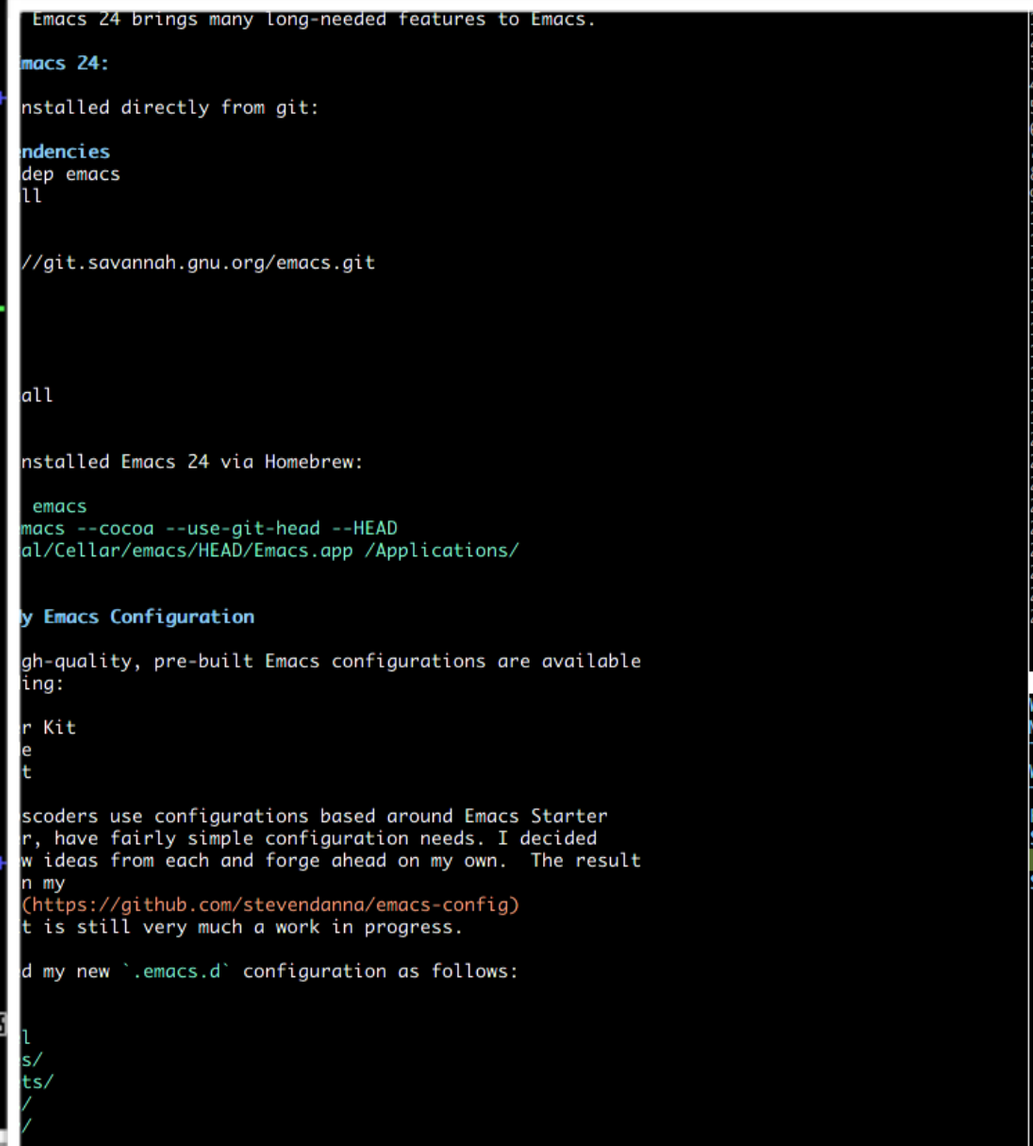
UX Designer

https://www.linkedin.com/in/nicoletta-bruno/

www.hedron.it

La linea di comando

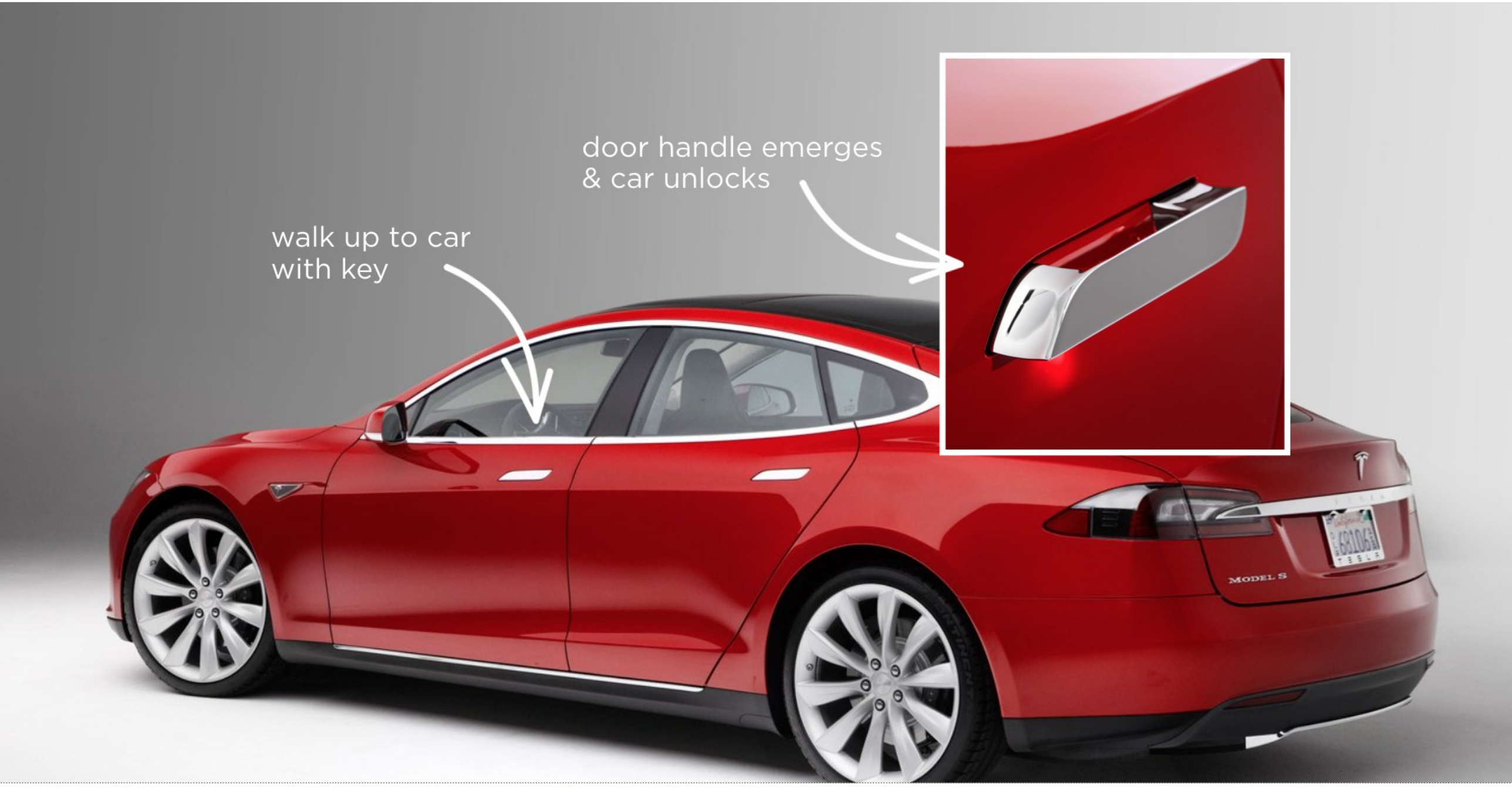




9 Gennaio 2007



Dalla GUI alla NUI

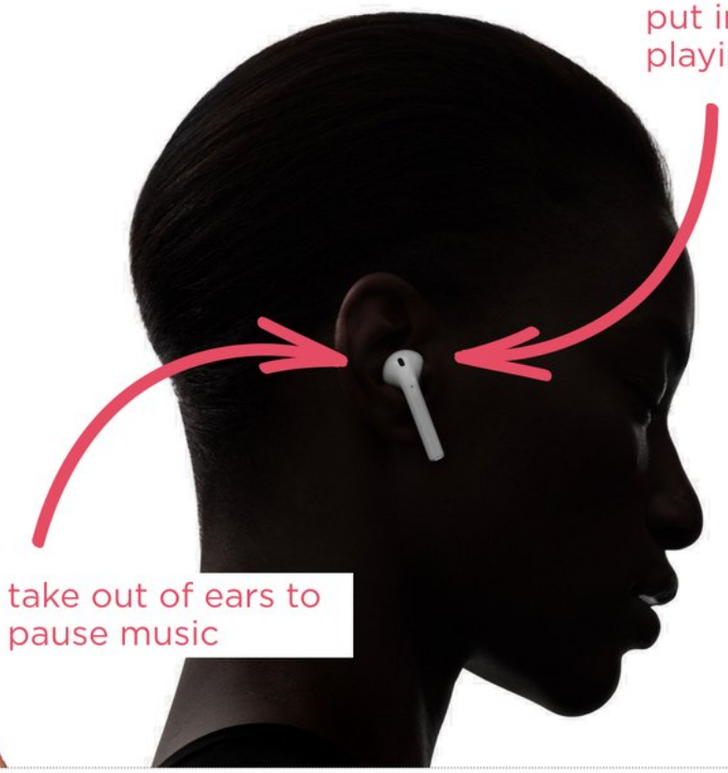


Dalla GUI alla NUI

SNAPCHAT SPECTACLES



APPLE AIRPODS



AMAZON DASH



GOOGLE HOME



LUKEW IDEATION + DESIGN

Interfacce conversazionali





ELIZA

```
 Welcome to
                EEEEEE  LL      IIII  ZZZZZZZ   AAAAA
                EE      LL       II       ZZ   AA   AA
                EEEEE   LL       II     ZZZ    AAAAAAA
                EE      LL       II    ZZ      AA   AA
                EEEEEE  LLLLLL  IIII  ZZZZZZZ  AA   AA

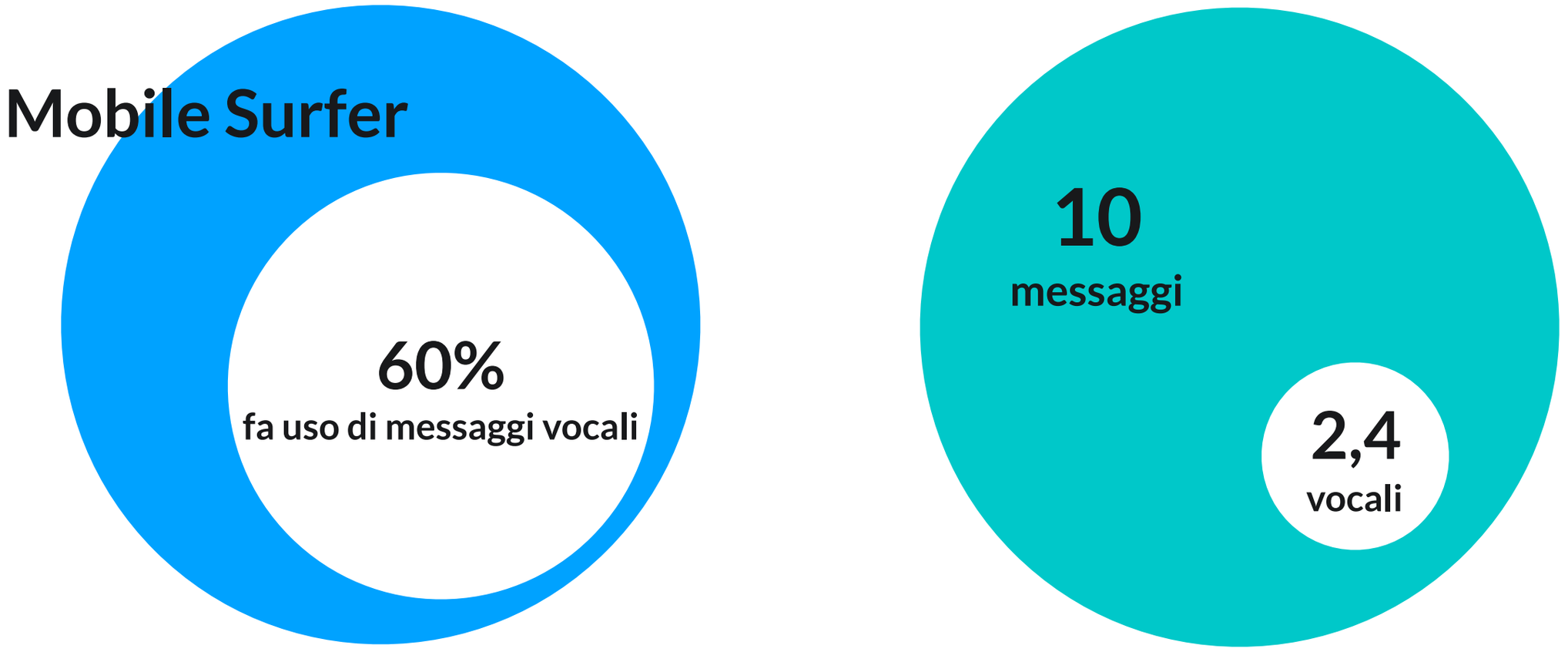
 Eliza is a mock Rogerian psychotherapist.
 The original program was described by Joseph Weizenbaum in 1966.
 This implementation by Norbert Landsteiner 2005.


ELIZA: Is something troubling you ?
YOU:   I'm sad
ELIZA: Can you explain what made you sad ?
YOU:   I'm too stressed
ELIZA: Do you know anyone else who is too stressed ?
YOU:   Yes, many people
ELIZA: I see.
YOU:   Me too
ELIZA: Do you feel strongly about discussing such things ?
YOU:   No, I don't
ELIZA: Why not ?
YOU:
```

1966 by Joseph Weizenbaum
http://www.masswerk.at/elizabot/


https://youtu.be/_iAXEgP7UI4

L’ultimo anno

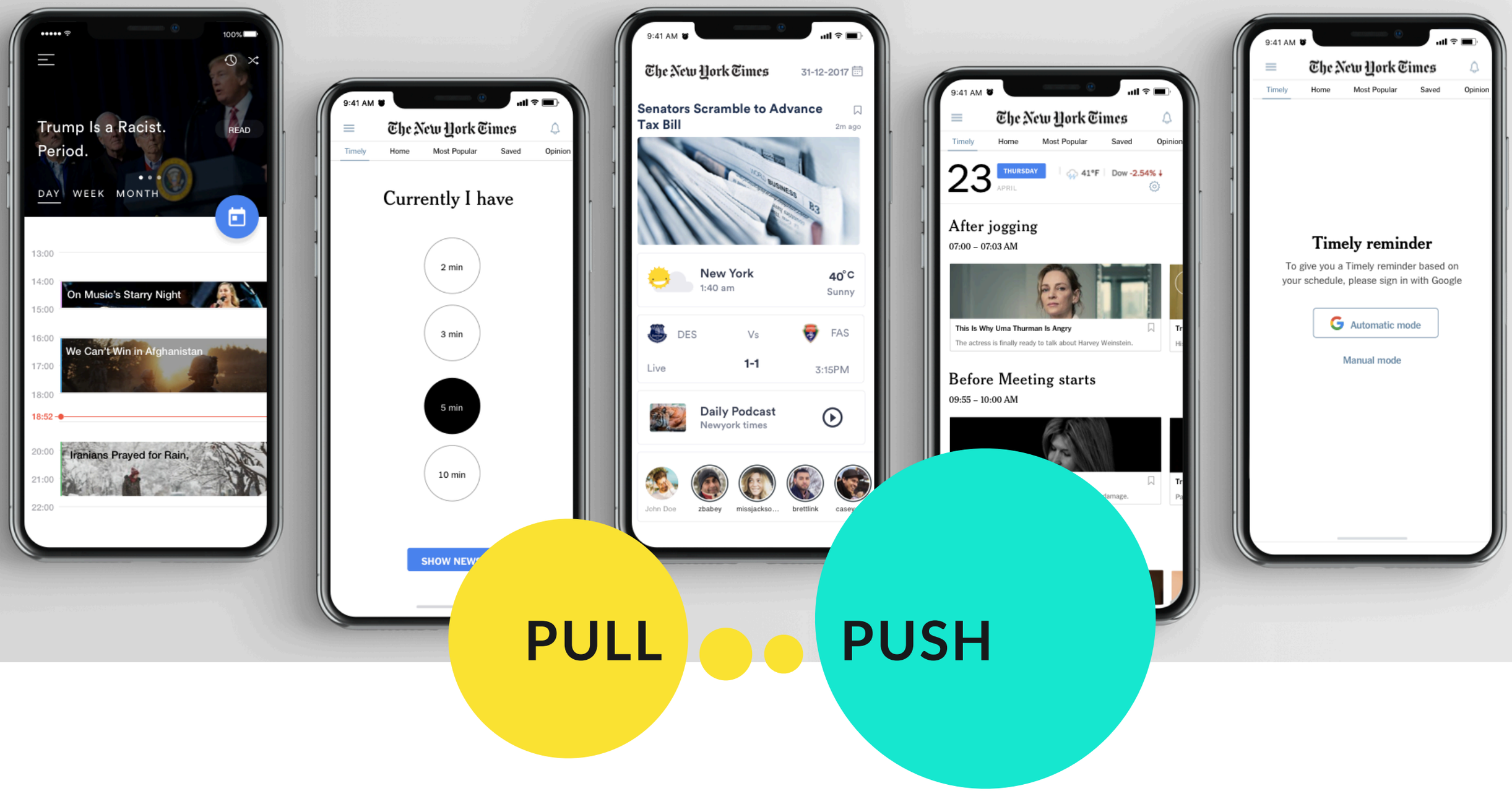


Doxa per Osservatorio Mobile B2c, Strategy Politecnico di Milano 2018

La tecnologia evolve velocemente ma cambiano anche le modalità con cui ci interfacciamo con le “macchine”.

Trend

https://uxdesign.cc/the-new-york-times-timely-app-concept-27efe88e5d4b

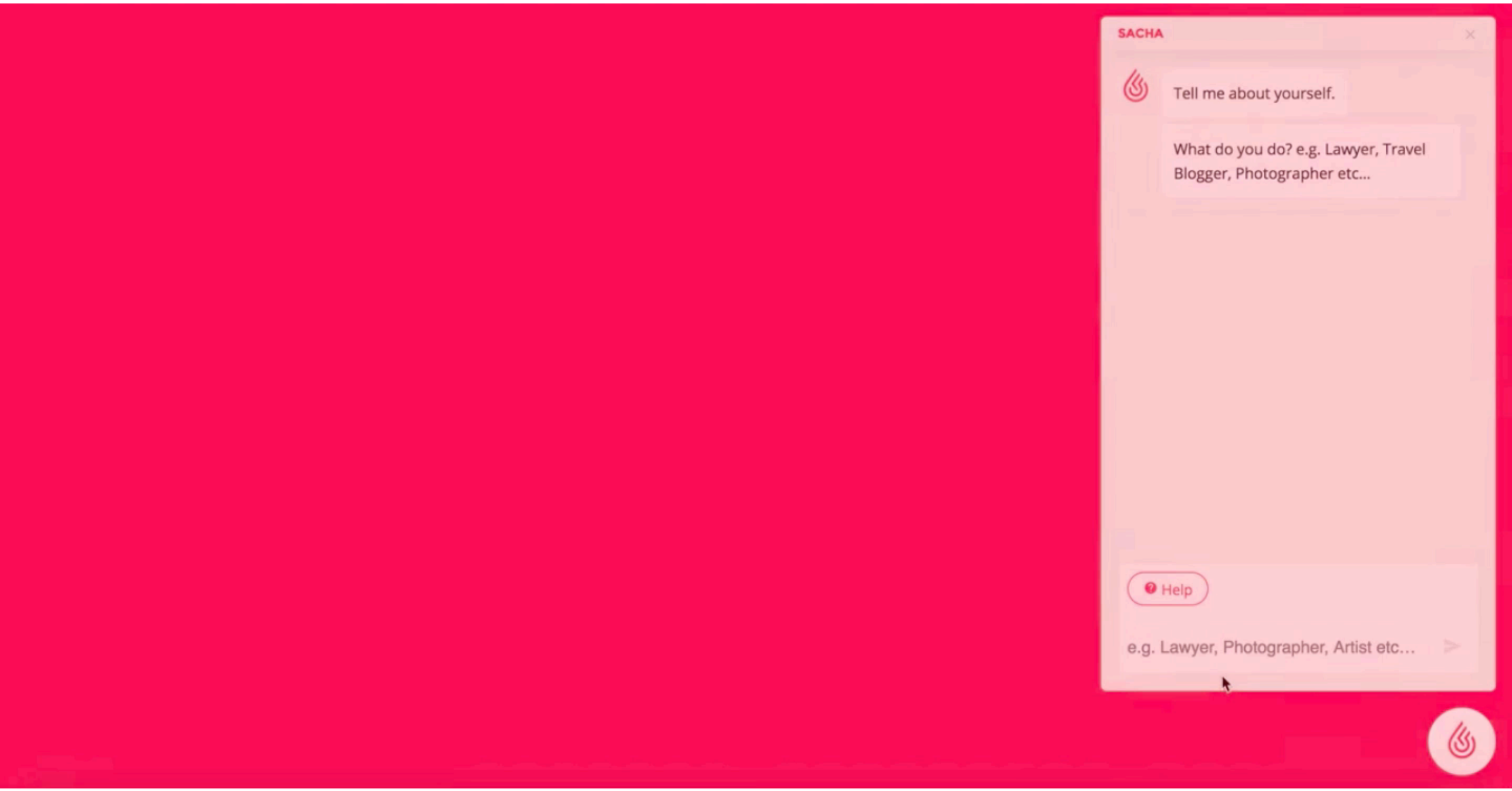


Intelligenza Artificiale

/in·tel·li·gèn·za ar·ti·fi·cià·le/

L'**intelligenza artificiale** è una disciplina che studia i fondamenti teorici, le metodologie e le tecniche che consentono la progettazione di sistemi hardware e sistemi di programmi software capaci di fornire all'elaboratore elettronico prestazioni che, a un osservatore comune, sembrerebbero essere di pertinenza esclusiva dell'intelligenza umana.

A.I. web designer



Sacha di Firedrop https://youtu.be/uqD5rzQT85c

Canali

INSTANT MESSENGER

Facebook Messenger

Telegram

slack

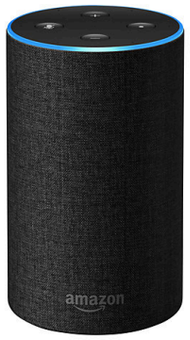
OS ASSISTANT

Google Assistant

Hey Siri

SISTEMI VOCALI





APPS

Lemonade

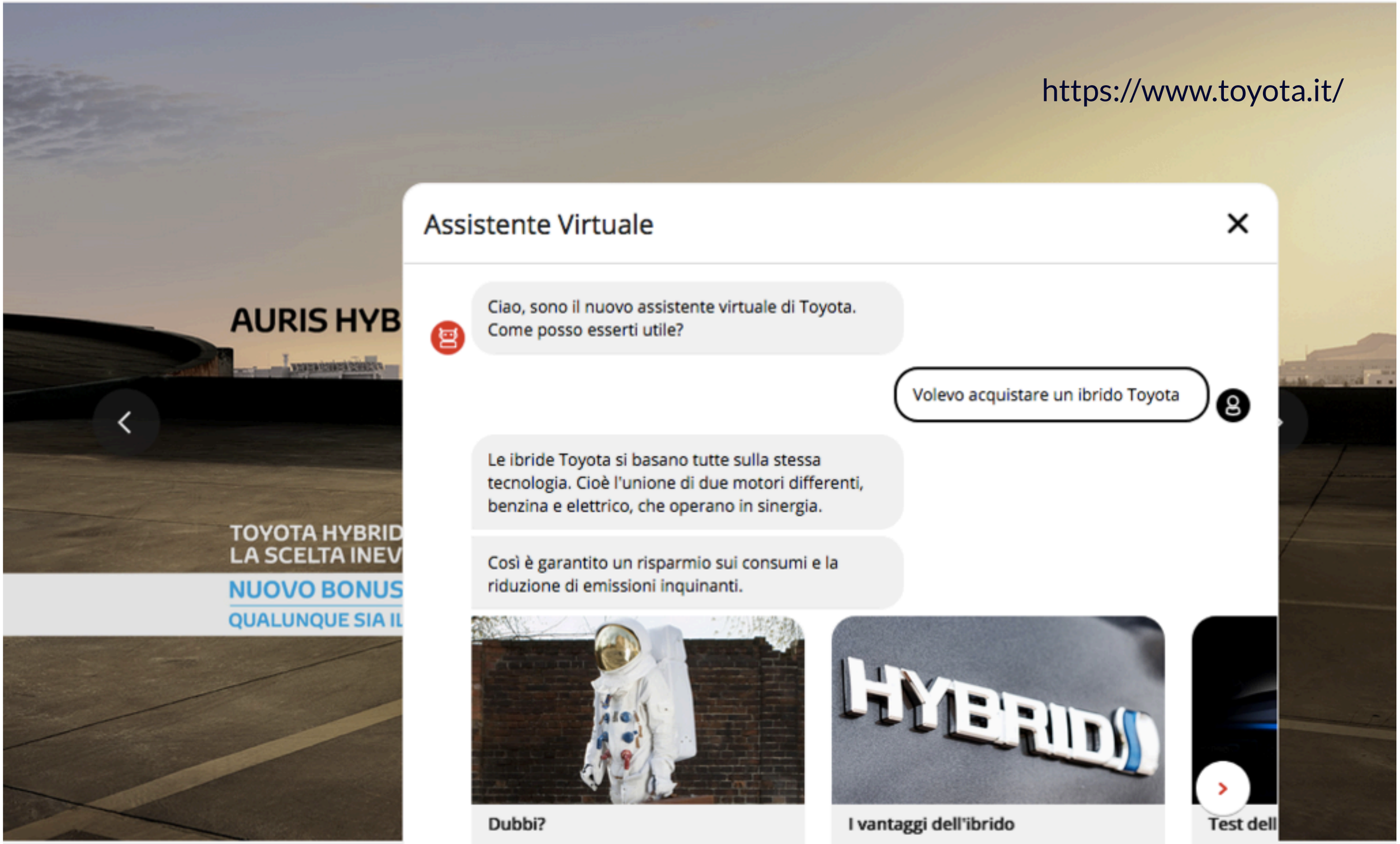
WEB

TOYOTA

THE NORTH FACE

TOBi

https://www.toyota.it/



WHERE AND WHEN WILL YOU BE USING THIS JACKET?

EXAMPLE: COMMUTING IN BOSTON

SUBMIT

THE NORTH FACE

https://www.thenorthface.com/xps

Piattaforme

Botsociety

Smooch

Chatfuel

IBM Watson

Dialogflow

Beep Boop!

MEOKAY

chatty PEOPLE

Plugin WordPress



IBM Watson Assistant

Di IBM Cognitive Class

Scarica

https://it.wordpress.org/plugins/conversation-watson/

Plugin WordPress

My Chatbot

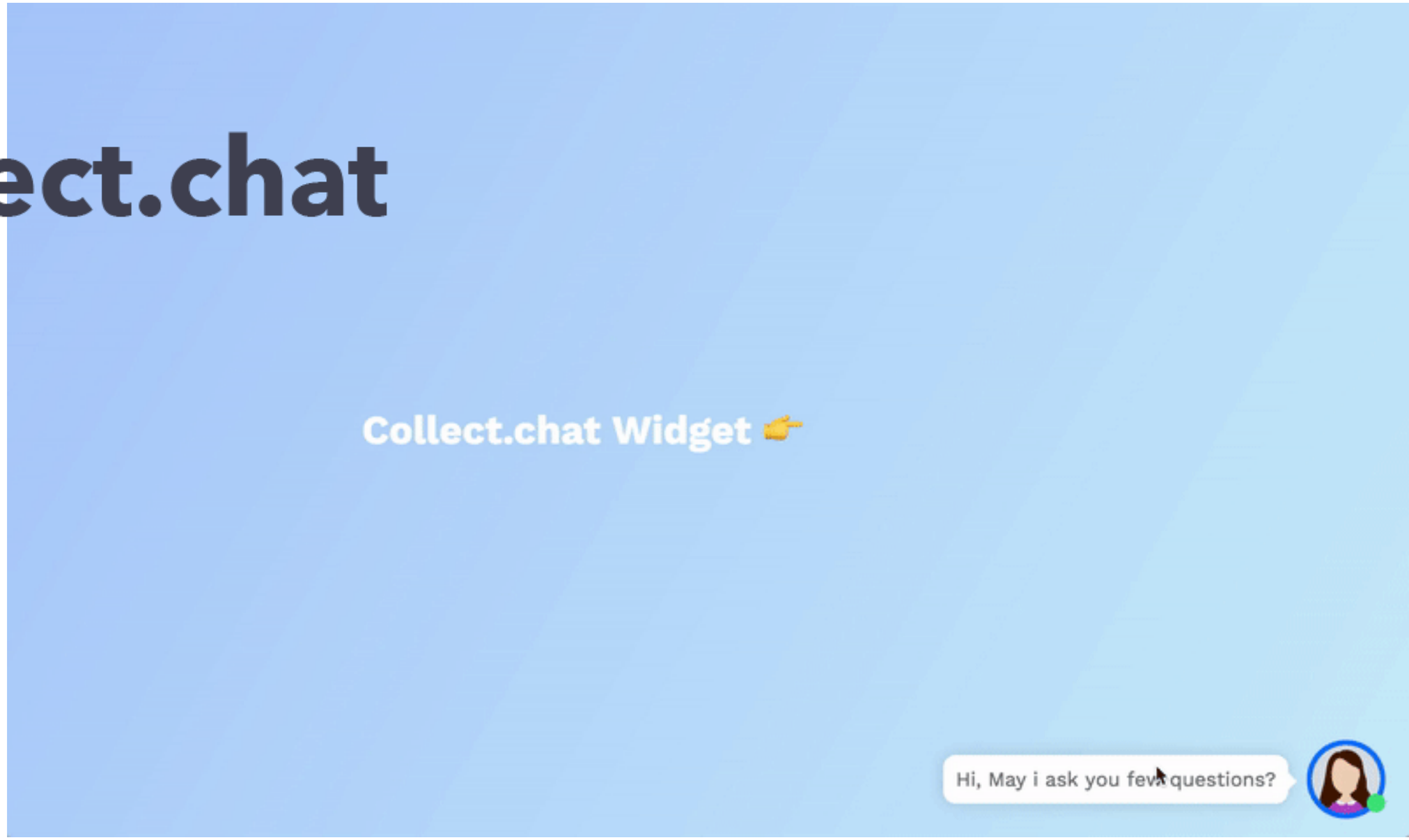
by Dialogflow



https://danielpowney.com/my-chatbot-demo/

Plugin WordPress

collect.chat



Plugin WordPress



WP Chatbot for facebook Messenger customer chat

Di HoliThemes

Scarica

https://it.wordpress.org/plugins/wp-chatbot/

Plugin WordPress

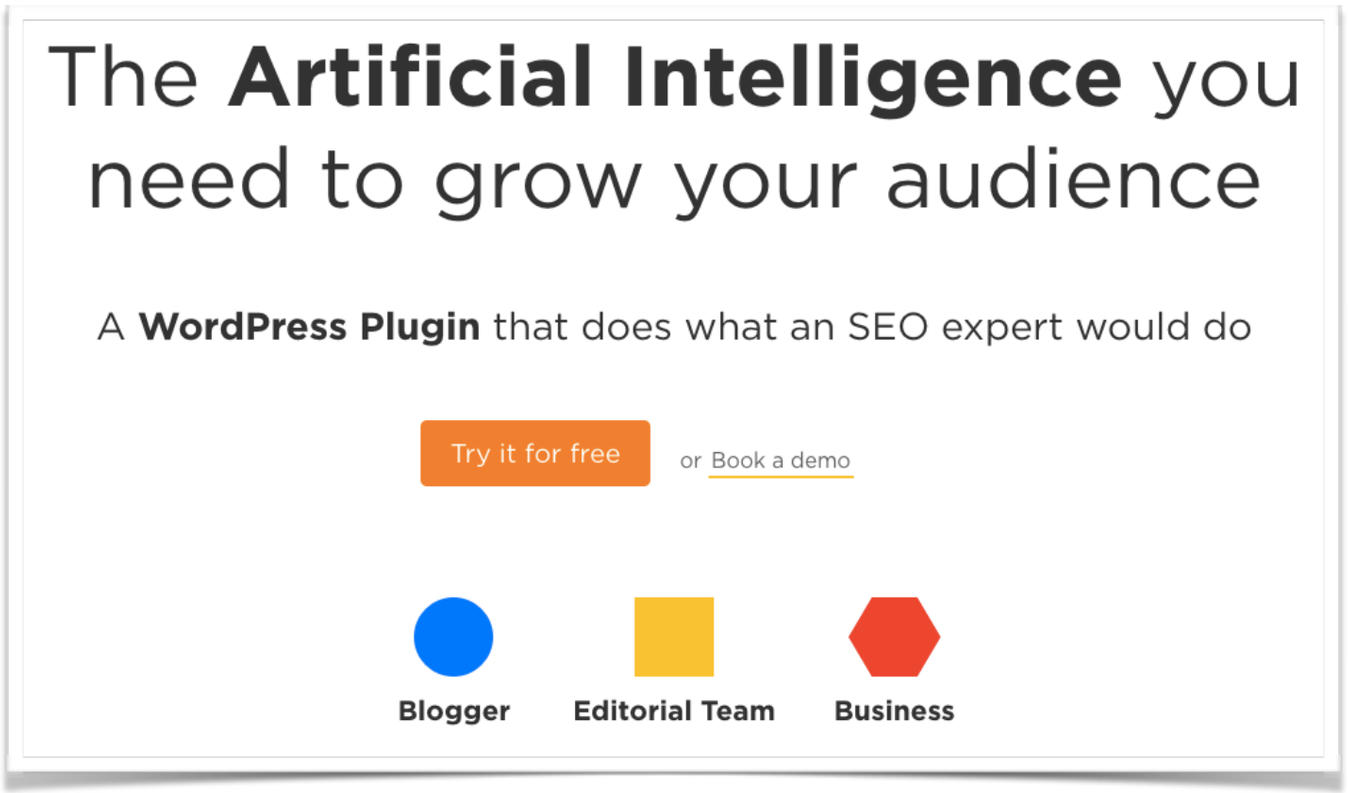
MyCurator



https://www.target-info.com/

Plugin WordPress

WordLift



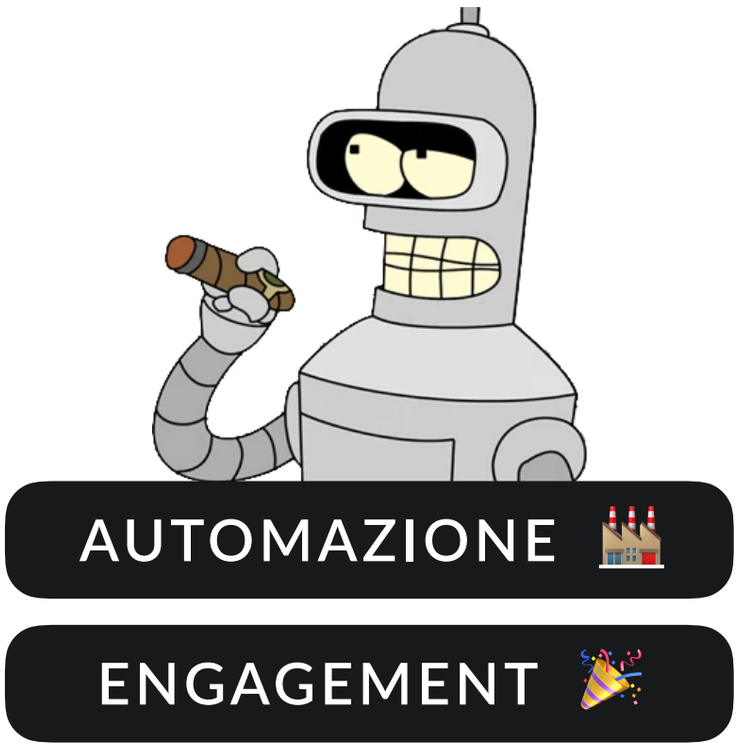
https://wordlift.io/

Vantaggi

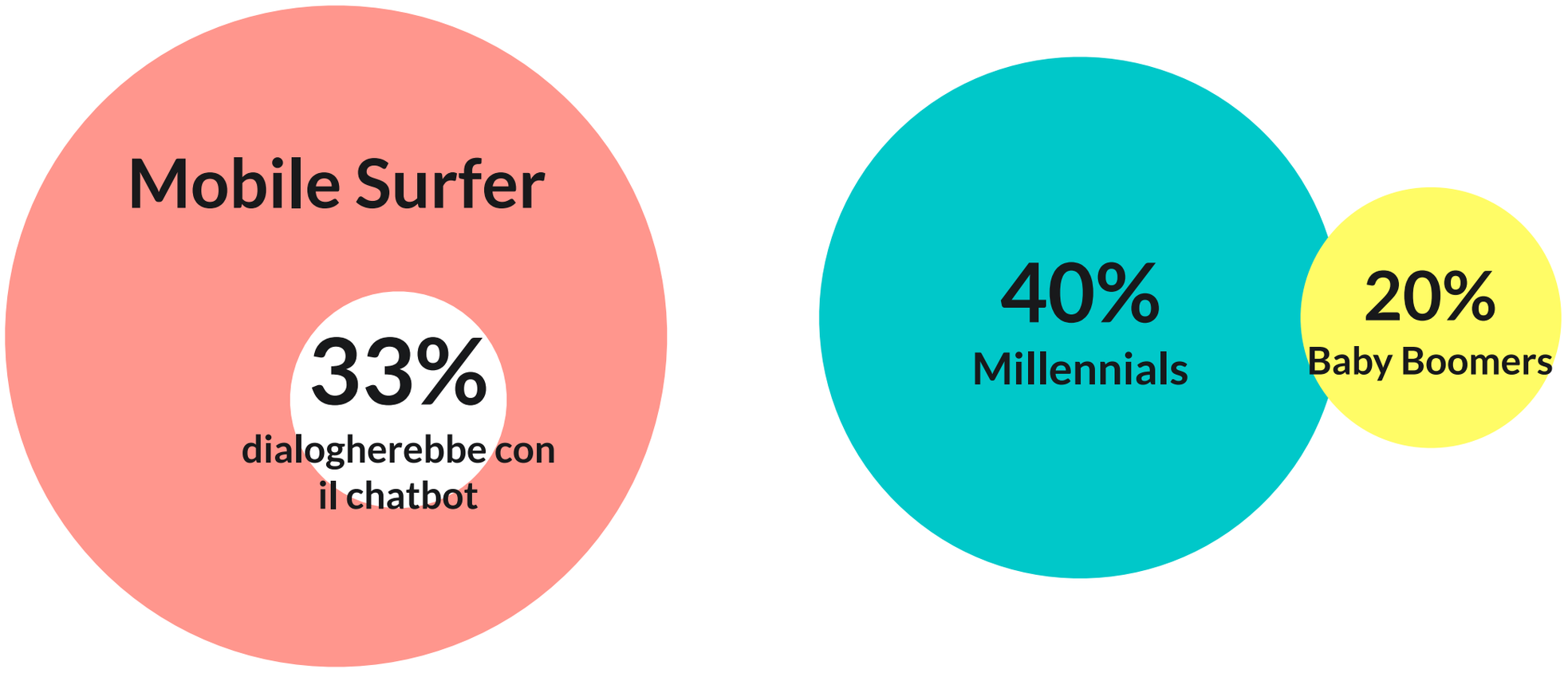
- I chatbot automatizzano i lavori ripetitivi, non si stancano e sono sempre “gentili”

- Rispondono 24/24 ore 7/7 giorni e possono gestire tante conversazioni simultaneamente = minore attesa per l’utente

- Supportano i team aziendali nelle relazioni con i clienti



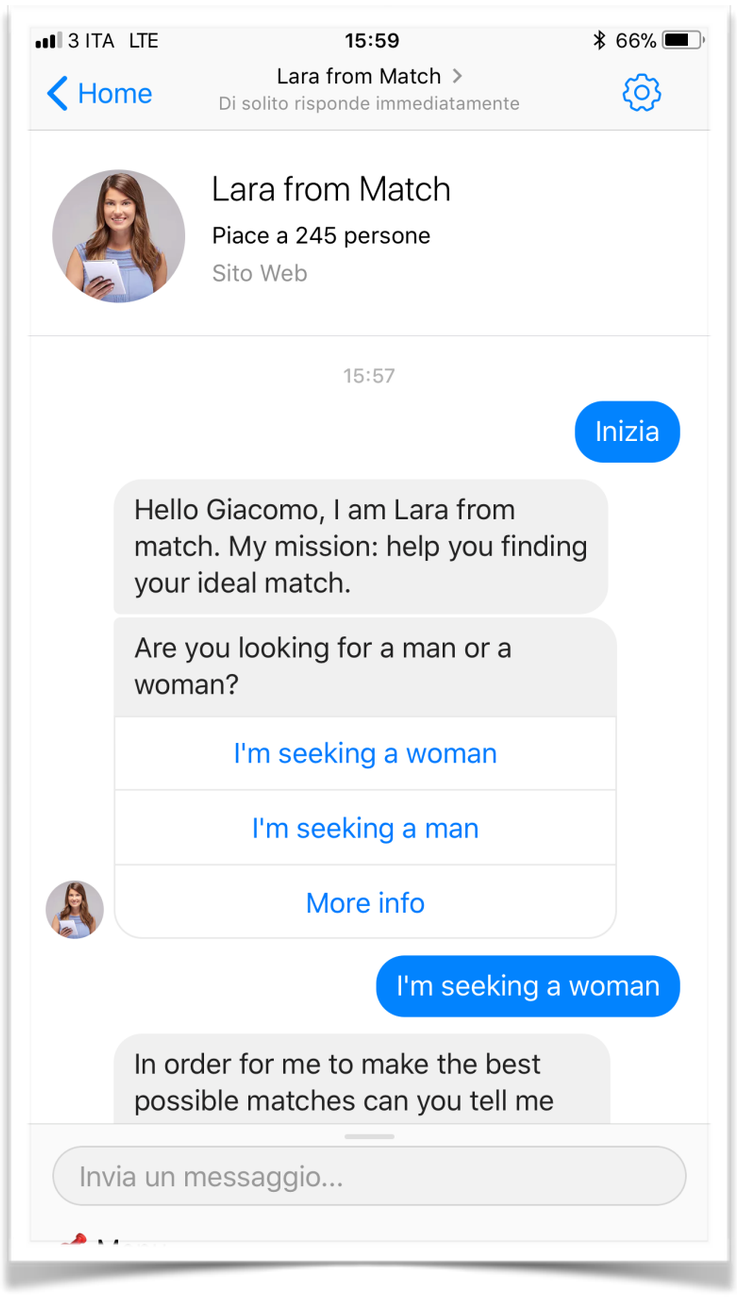
Dialogo con le aziende

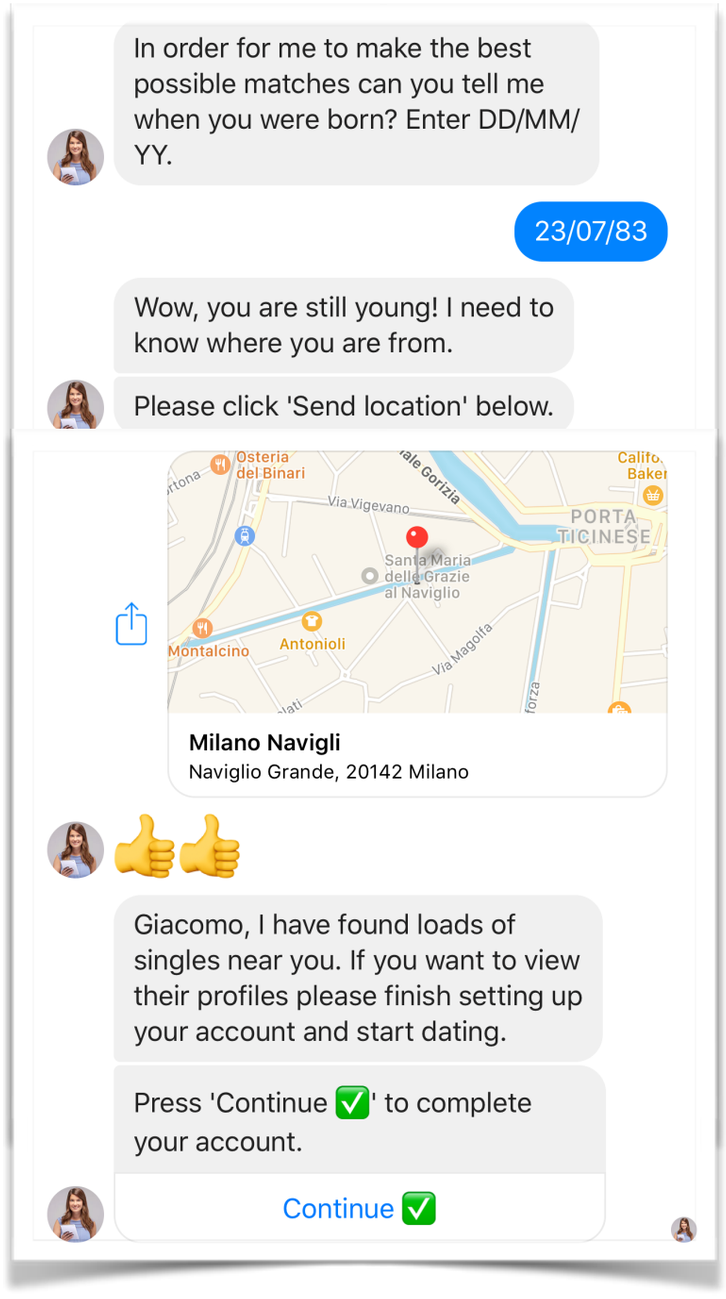


Doxa per Osservatorio Mobile B2c, Strategy Politecnico di Milano 2018

E voi preferireste interagire con un bot o un umano?

Engagement





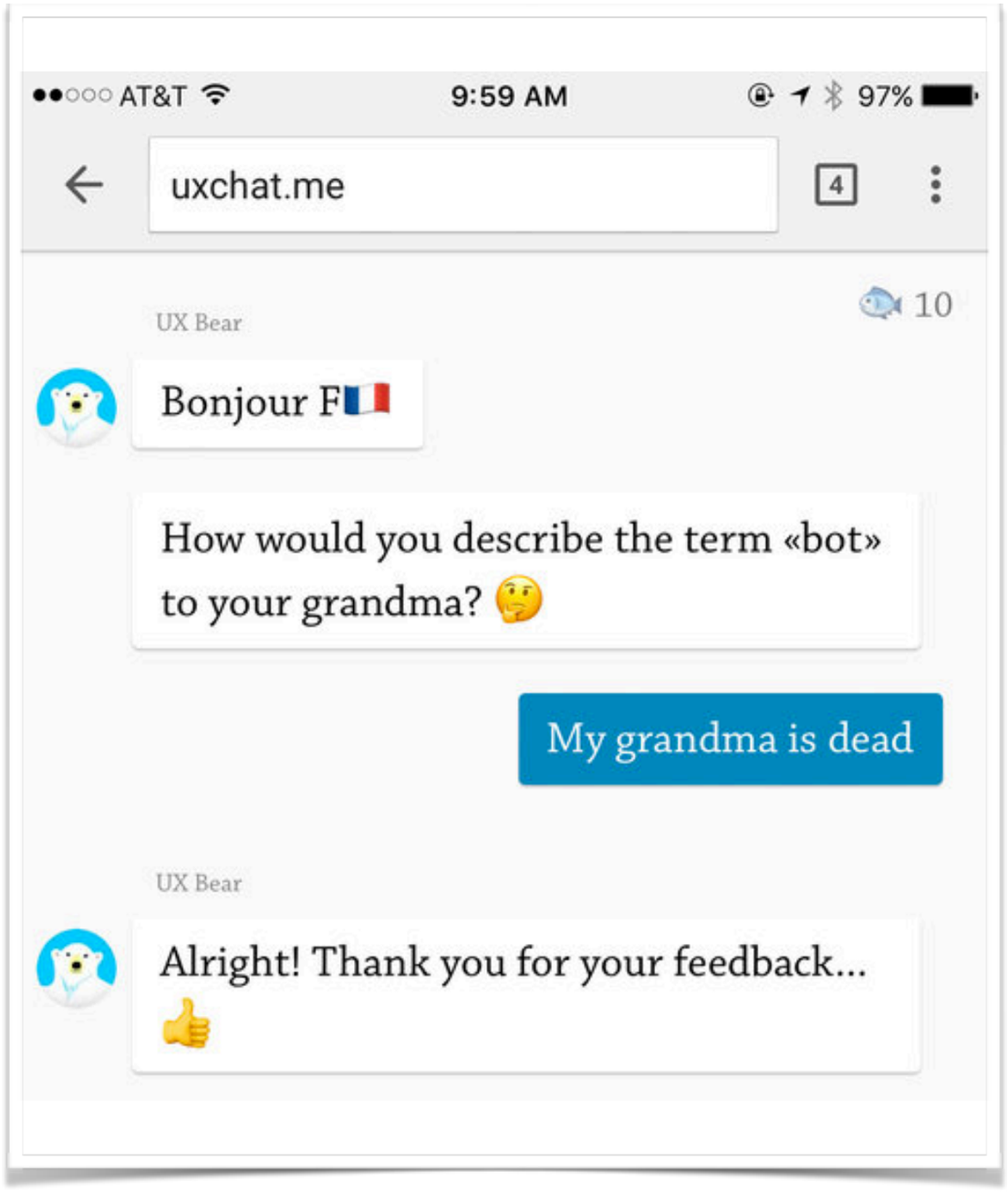
+30% di registrazioni

+0% di probabilità di trovare il partner ideale

http://www.bbc.com/news/technology-41885427

Chatbot Fail

- Ci aspetteremmo un umano, ma non c’è niente di umano
- Esperienza utente, ad oggi, ancora povera
- Utenti poco tolleranti e alta probabilità di frustrazione
- Tecnologia non ancora del tutto “accessibile”
- **Obiettivi poco chiari: perché sto creando un bot?**



Scopo

SUPPORTO	TASK AUTOMATION	MARKETING
es. customer care	es. acquisti	es. info sul prodotto, promozioni
https://tobiweb.vodafone.it/	*https://www.oui.sncf/bot*	*https://www.toyota.it/*

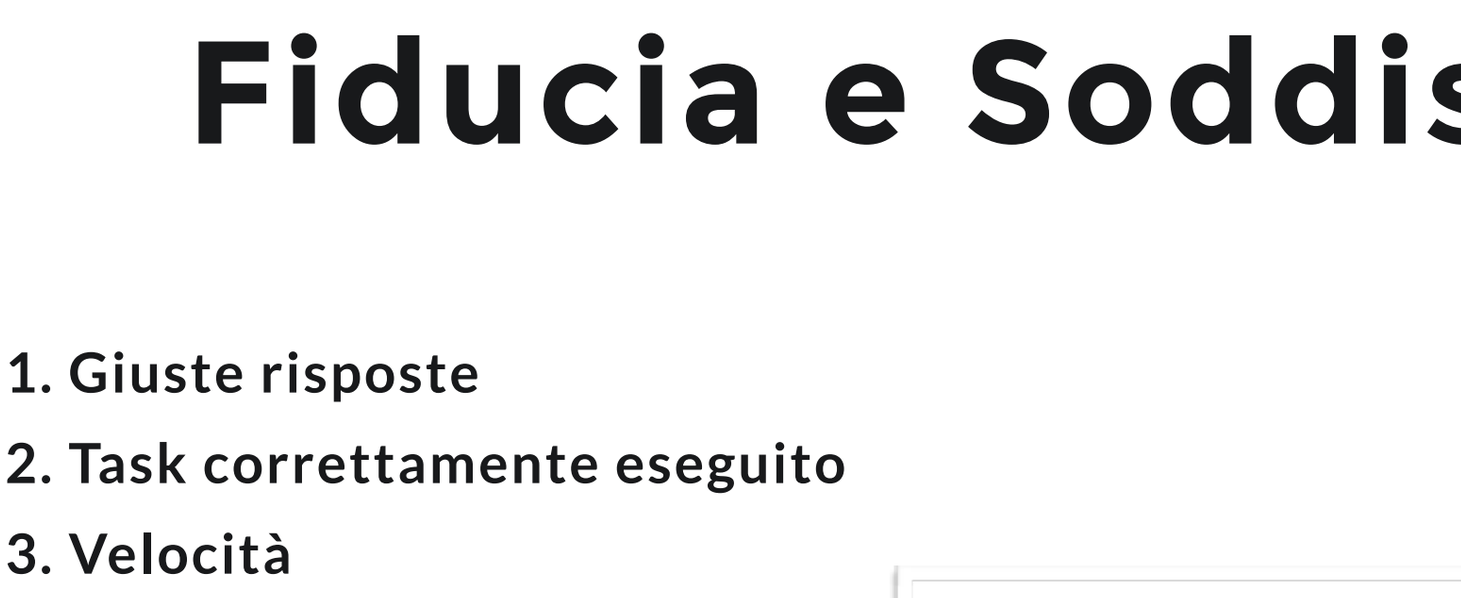
Task
(strumento)

VS

Conversazione
(companion, legame col brand)

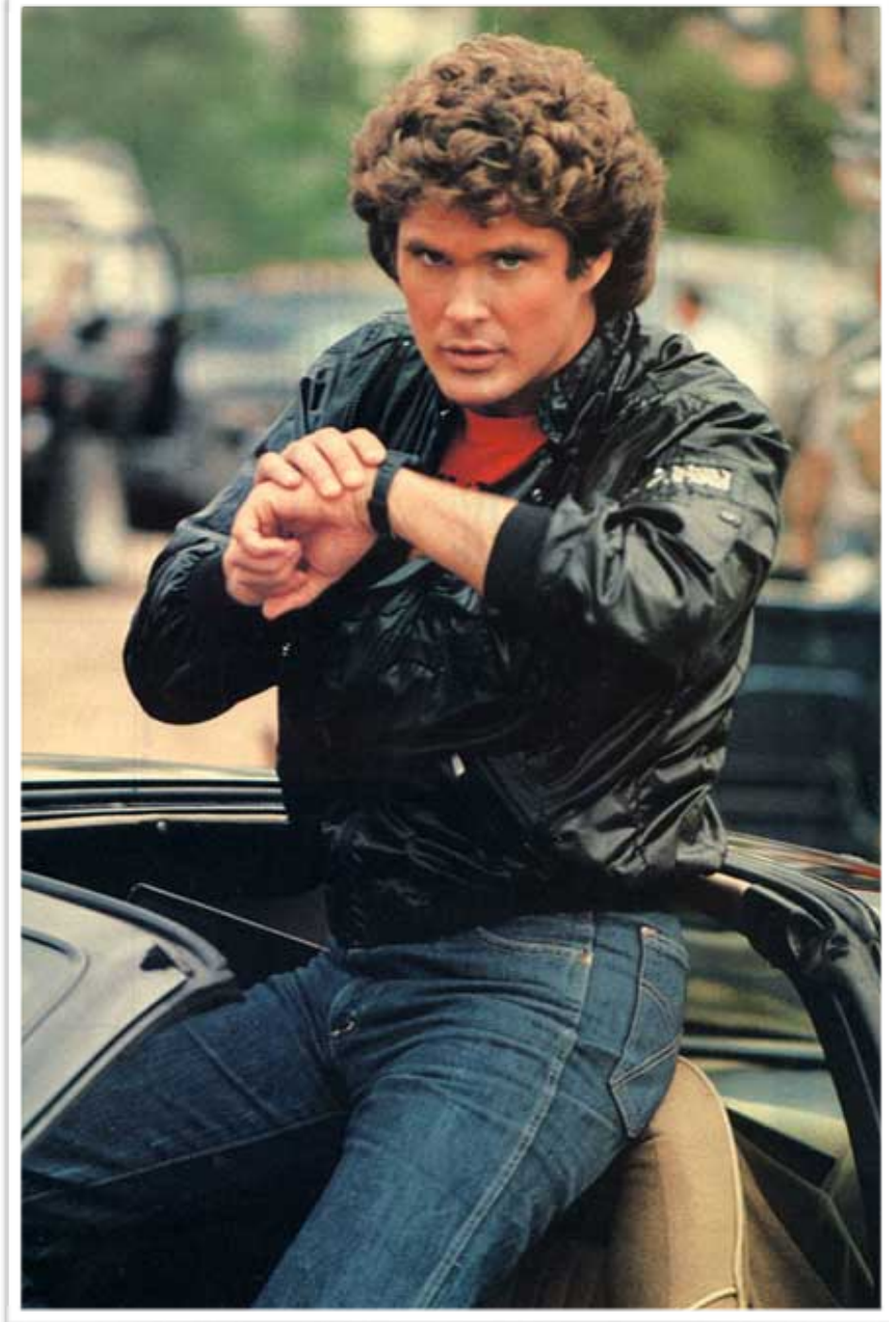
Fiducia e Soddisfazione

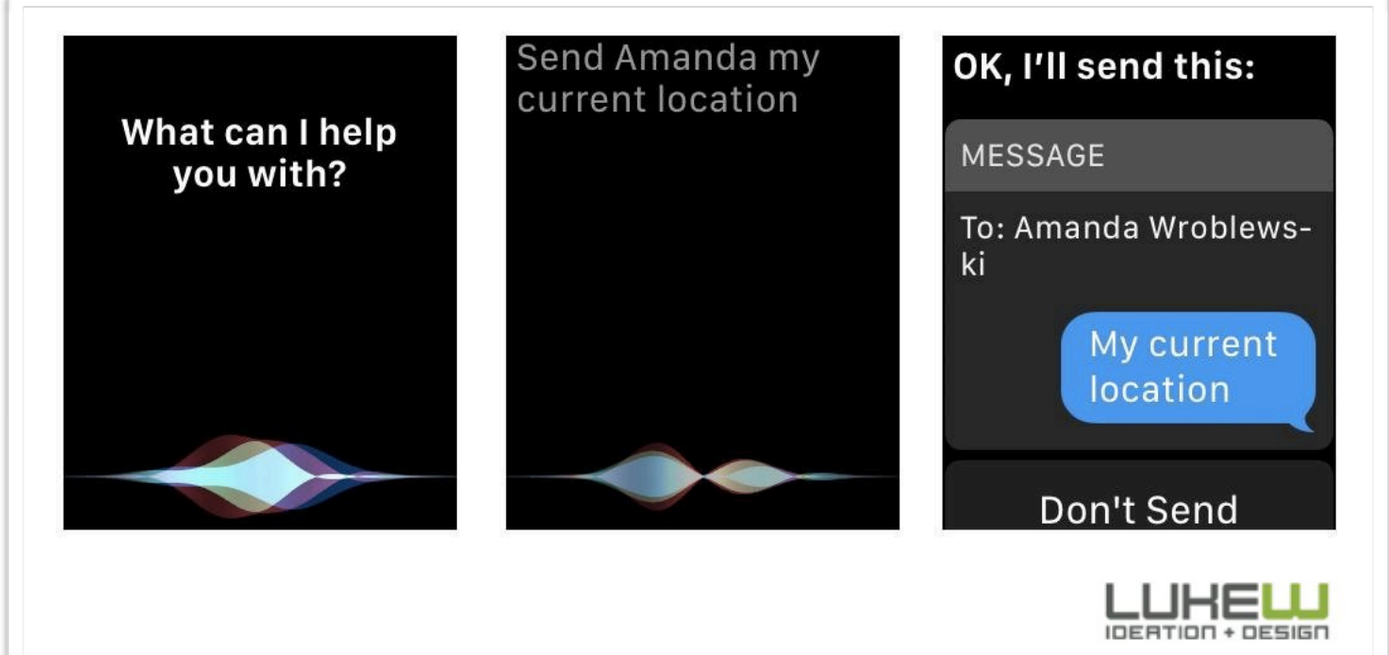
1. Giuste risposte
2. Task correttamente eseguito
3. Velocità
4. Affabilità



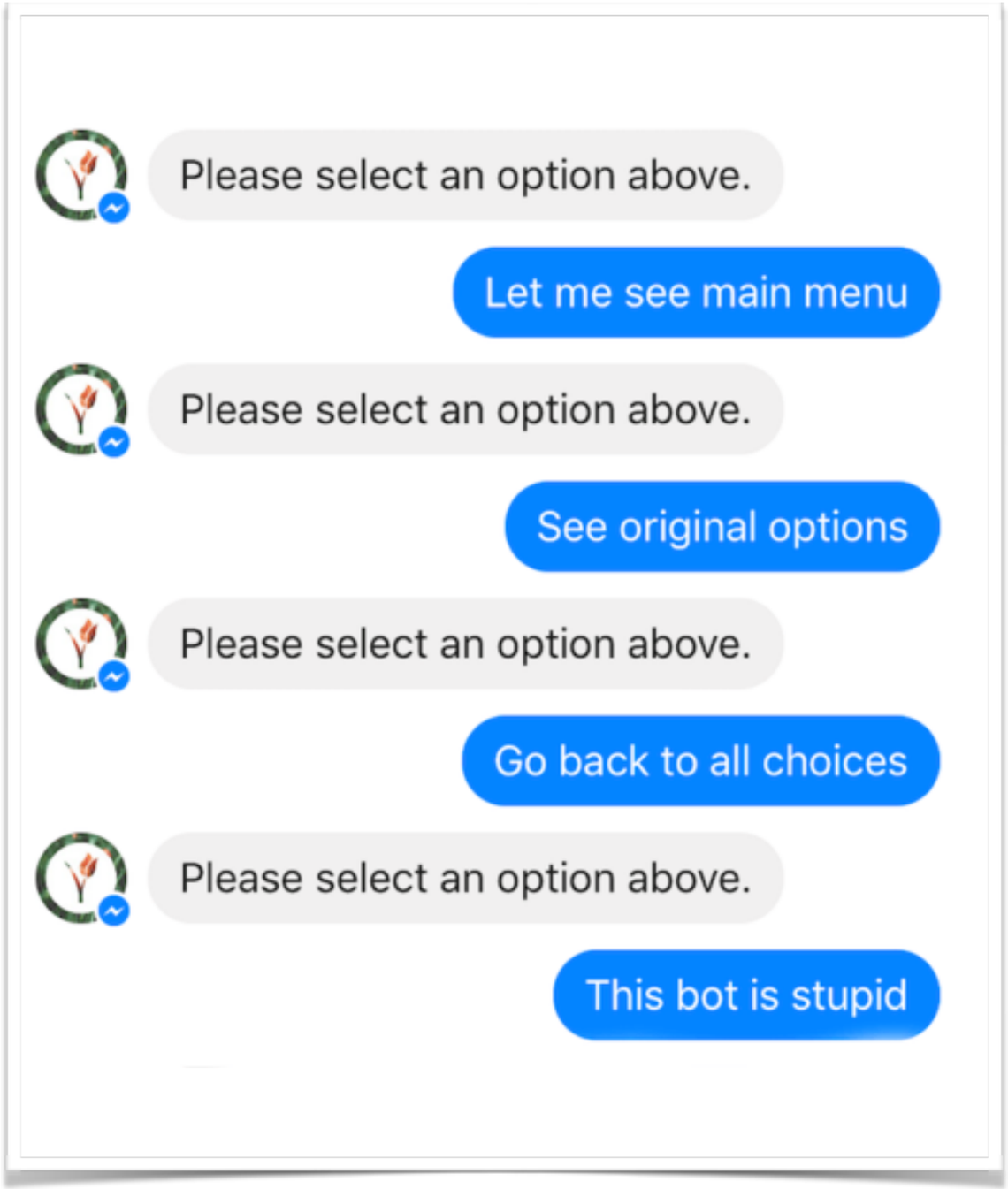


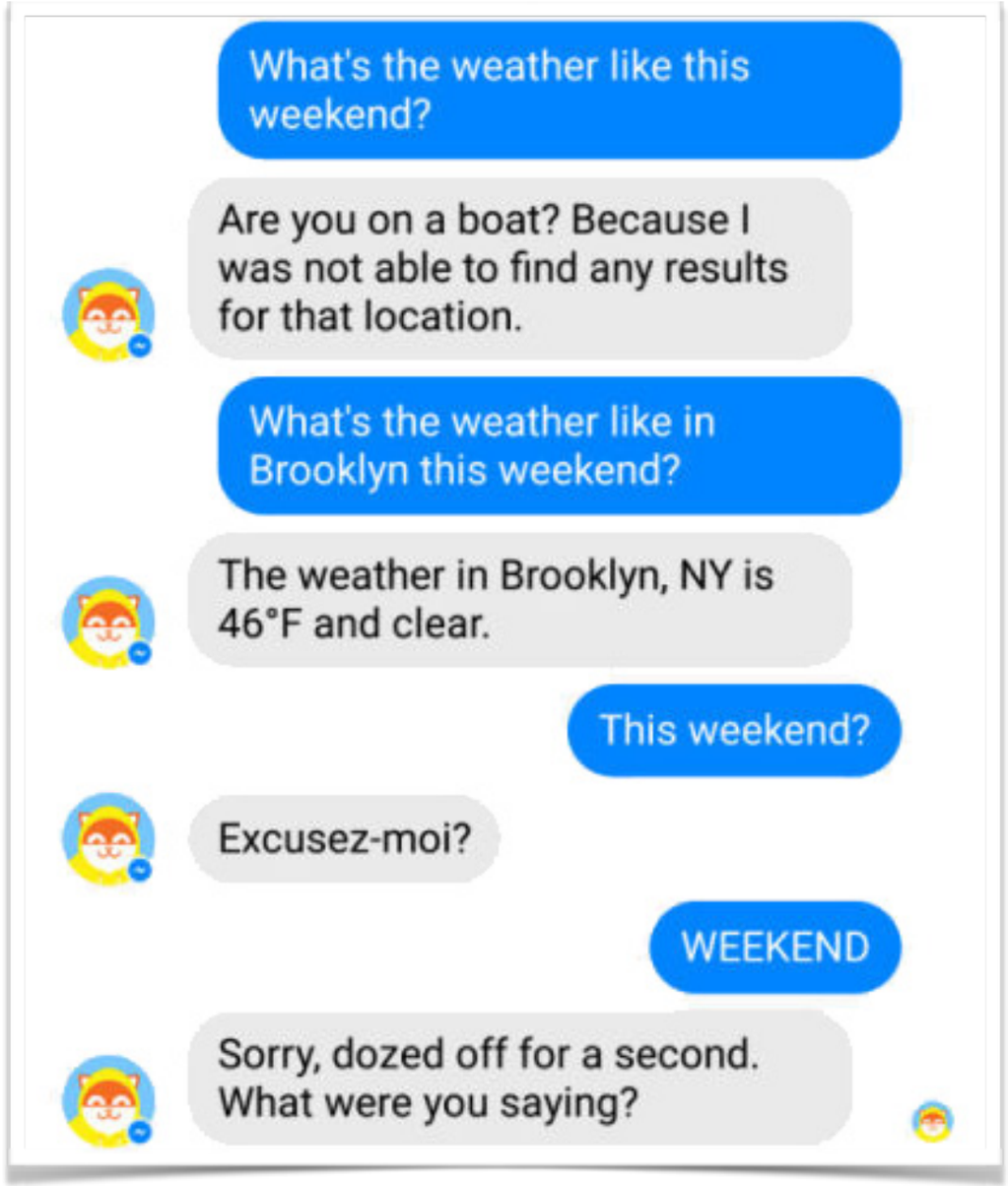
La risposta “giusta”





Fail


Please select an option above.
Let me see main menu
Please select an option above.
See original options
Please select an option above.
Go back to all choices
Please select an option above.
This bot is stupid


What's the weather like this weekend?
Are you on a boat? Because I was not able to find any results for that location.
What's the weather like in Brooklyn this weekend?
The weather in Brooklyn, NY is 46°F and clear.
This weekend?
Excusez-moi?
WEEKEND
Sorry, dozed off for a second. What were you saying?

Hi! Would you like to speak with me in english or in italian?

Bravissimo Giacomo!!! congratulazioni!!!!

Sorry, I didn't quite get that. Would you like to speak with me in english or in italian?

Italian

Ciao!
Dimmi come posso aiutarti: vuoi che ti contatti via email, preferisci sentirci per telefono o vuoi un appuntamento con me?

ciao sono Manuela siamo cugini

Ti chiedo scusa ma non ho capito la tua risposta. Vuoi che ti contatti via email, preferisci organizzare una call o vuoi un appuntamento con me?

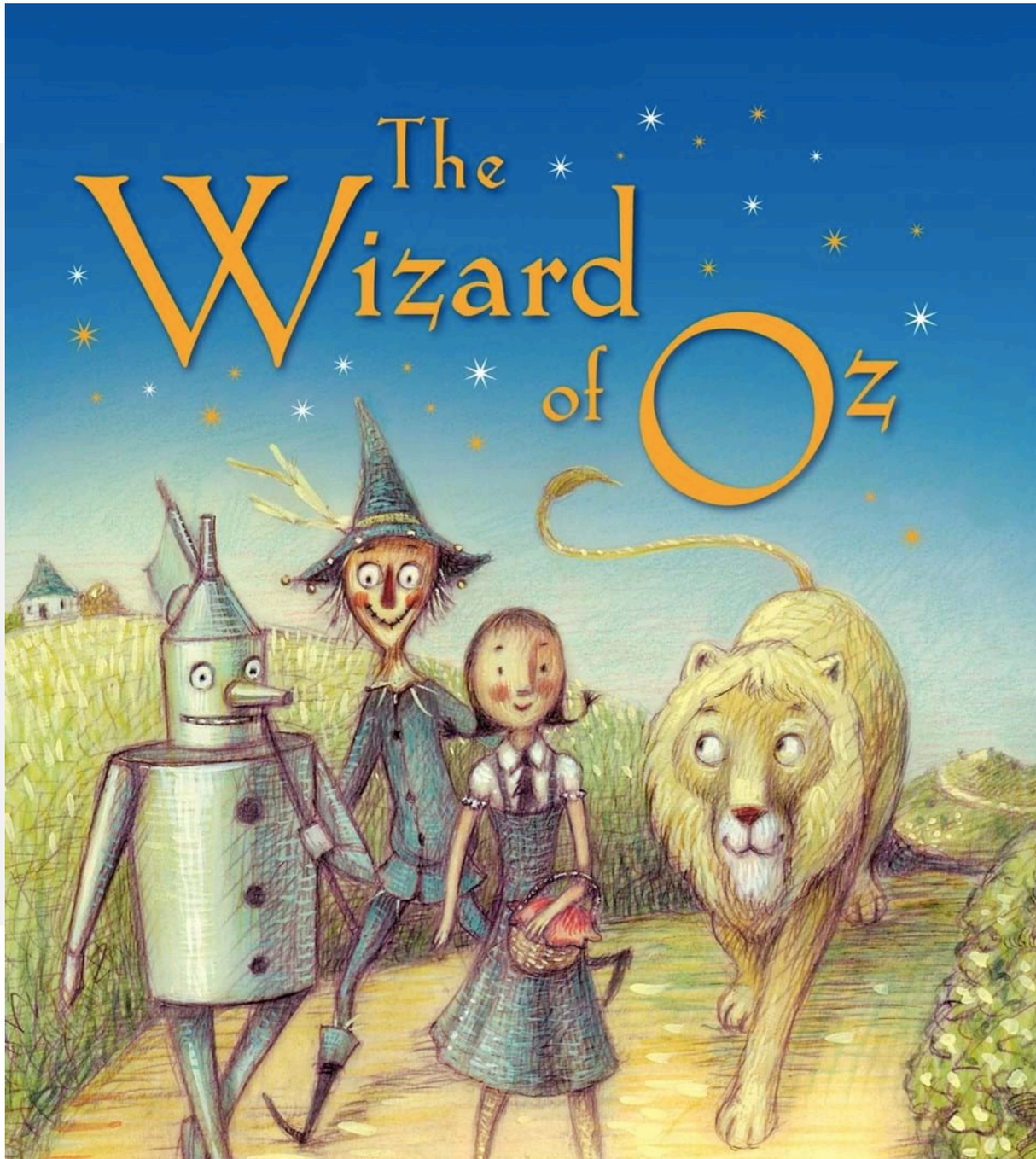
No non voglio appuntamenti ma tu hai il mio cell. e la mia email comunque il cell. [redacted] l'email [redacted] volevo farti i miei complimenti per i tuoi progressi sul lavoro . in bocca al lupo Giacomo !!

Ok, lasciami la tua email.

Progettazione…

Test su un bot per una app di walking, donne di età compresa fra i 35 e i 54 anni

Messaggi:
“great workout, keep going”
“you’ve walked x steps today, add a 5 minute walk to reach 10,000”



…e testing

Importanza della parte conversazionale ed empatica.

Lisa: “Ugh, ***he*** wants me to pick up my intensity and burn more calories.”

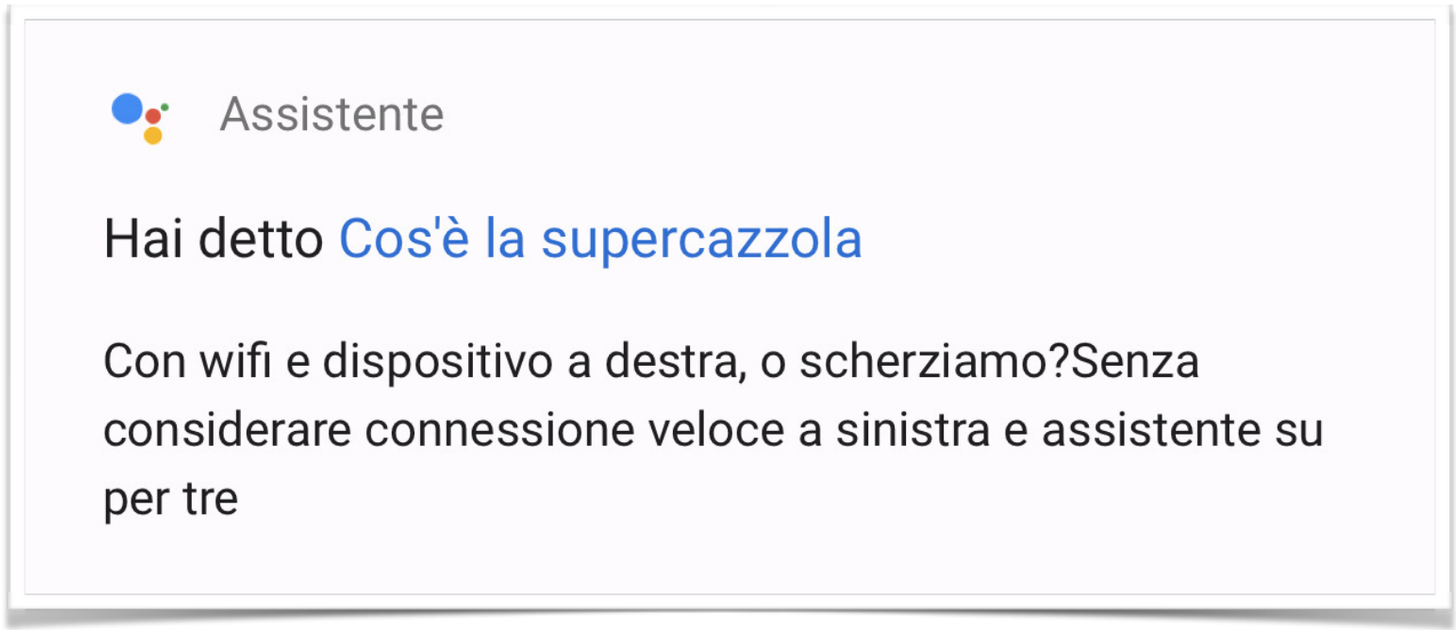
IDEO: “How do you know it’s a man?”

Lisa: “Because I’m mad at it right now.”



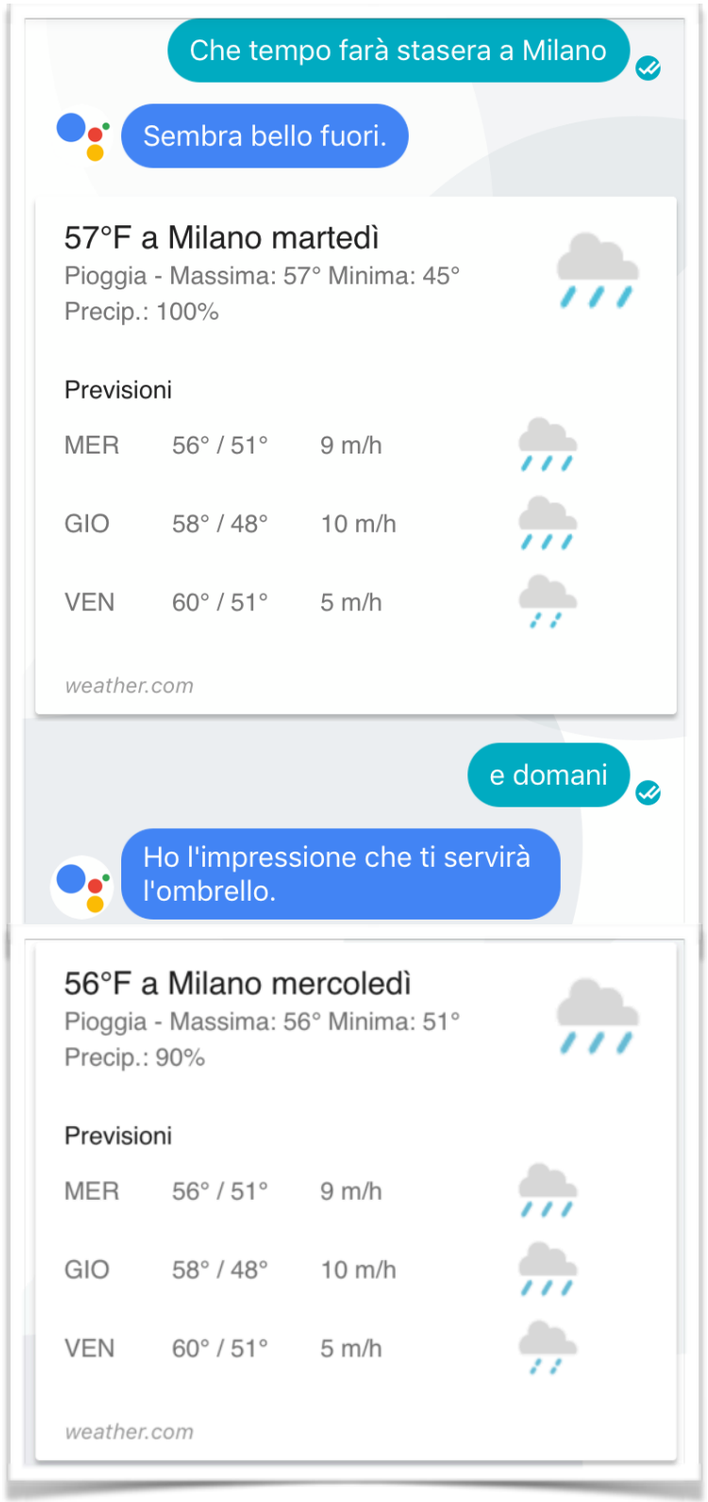
Una buona conversazione

- **Personalità** (in linea con il brand, più umano)
- Giusti **tempi di risposta**, interruzioni e turni di conversazione
- **Conversational marker** (ok! bene, allora, grazie, buongiorno, ...)
- **Scambio di informazioni** tra i due interlocutori



I migliori bot

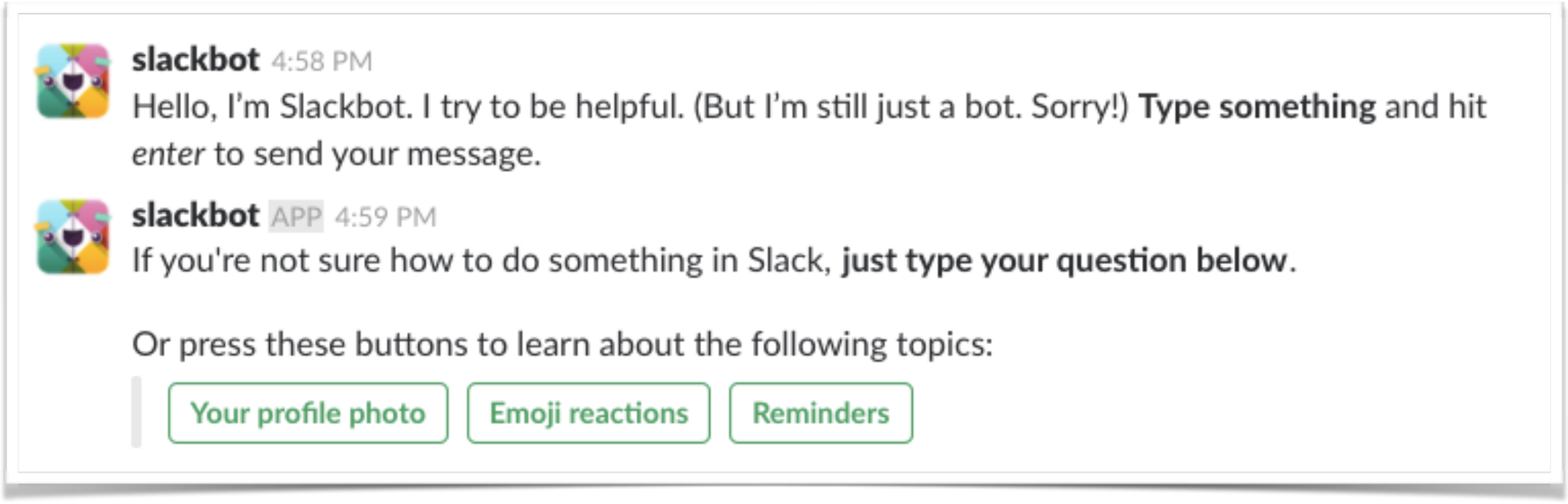
1. **Ricordano il passato,** considerano il contesto e l’ambiente



I migliori bot

2. **Non si mascherano da umano,** l'utente sa di interagire con un software

3. **Offrono delle scelte predefinite**, prevenendo gli errori



Approfondimento: https://www.nngroup.com/articles/ten-usability-heuristics/

Grazie!



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Mobile specialist

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https://www.linkedin.com/company/hedronsrl/

Le slide qui:

http://slide.giacomobosio.com