QUANTO CUSTA
MEU BOT?

# BRUNO FAZOLI

SAMSUNG
SMART TV
5 SERIES 5200 40"
NETFLIX
SMART HUB
FULL HD 1080P
FUNÇÃO FUTEBOL MODO FUTEBOL
WIDE COLOR ENHANCER
HDMI
FRONT
BACK
extra
BLACK

Annie Christ
Los Angeles
LOREM IPSUM
$ 3,726.15
Total Graph
Partner
Total Product
Annie Christ
Los Angeles
Categories
210
Total Graph
Partner
Amazon
Total Product
Annie Christ
Los Angeles
Categories
210
Consumers
7000
Products
35012
Statistic
42%
53%
78%
Total Graph
Partner
Amazon
Total consumers
American area
1.039.000
Annie Christ
Los Angeles
78%
Amazon
Total Graph
Partner
Amazon
Total Product
Annie Christ
Los Angeles
117,000 M
314
Partner
Amazon
Total Product

## REQUIREMENTS

BUSINESS REQUIREMENT
1 PO

## BUILD + ARCHITECT

1 SCRUM MASTER

FRONT-END
1 DEV
1 DESIGN

BACK-END
1 DEV

## SUSTAIN

NEW
BUSINESS REQUIREMENT

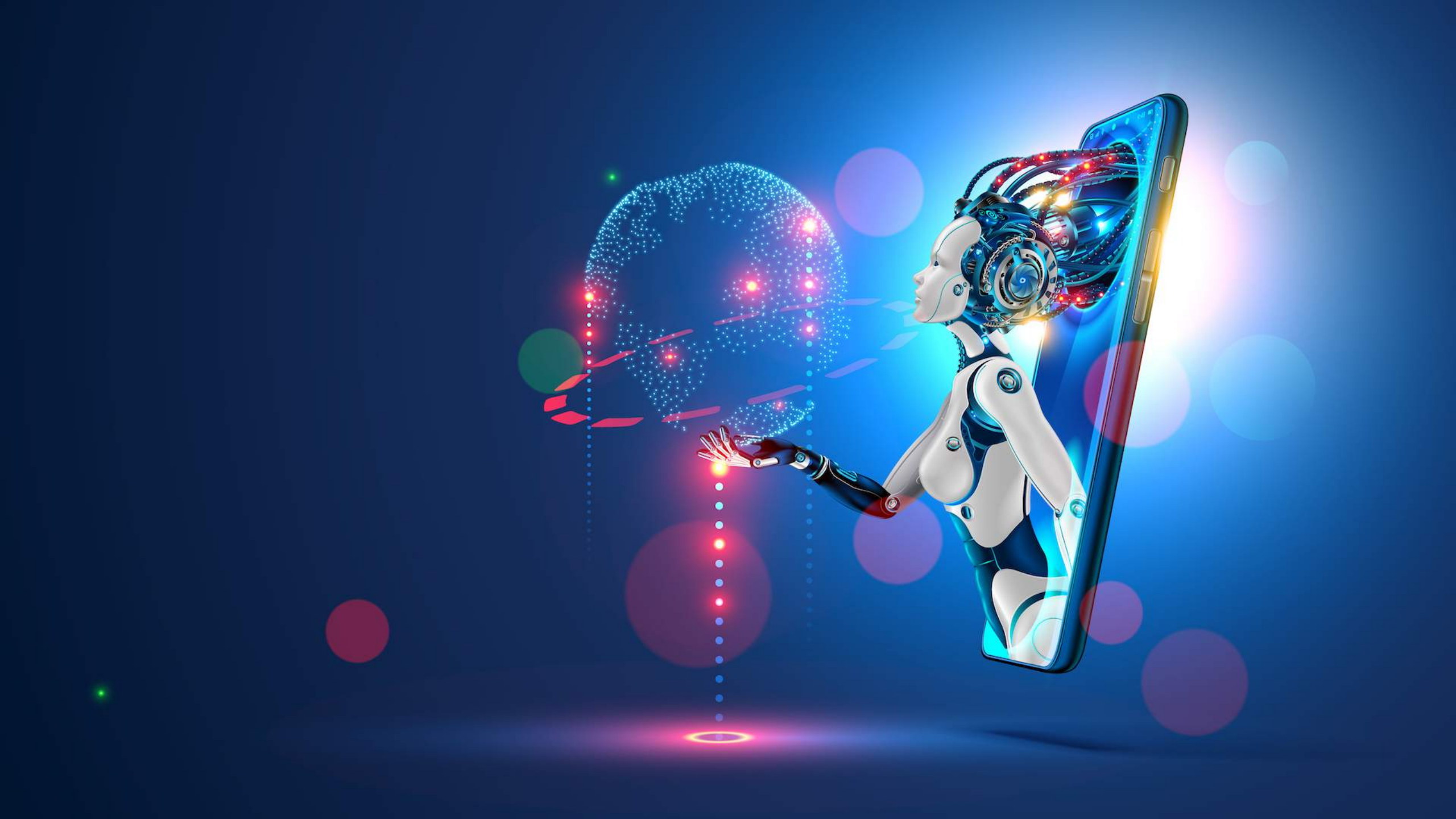
FRONT-END UPDATE
1 DEV

BACK-END UPDATE
1 DEV

CLT

1 PESSOAS = R$10.000,00

7 PESSOAS = R$70.000,00



## REQUIREMENTS

BUSINESS REQUIREMENT
1 PO

## BUILD + ARCHITECT

1 SCRUM MASTER

~~FRONT-END~~
~~1 DEV~~
~~1 DESIGN~~

BACK-END/NLP
1 DEV

## SUSTAIN

NEW
BUSINESS REQUIREMENT

~~FRONT-END UPDATE~~
~~1 DEV~~

BACK-END UPDATE
1 DEV

CLT

1 PESSOAS = R$10.000,00

5 PESSOAS = R$50.000,00

MULTIPLATAFORMA
NÃO TEM FRONT-END
PRIORIZA A EXPERIÊNCIA
MANUTENÇÃO É MENOS COMPLEXA

**CHATBOT = NOVO APP**

## REQUIREMENTS

BUSINESS REQUIREMENT
1 PO

## BUILD + ARCHITECT

1 SCRUM MASTER

~~FRONT-END~~
~~1 DEV~~
~~1 UX~~

BACK-END/NLP
1 DEV

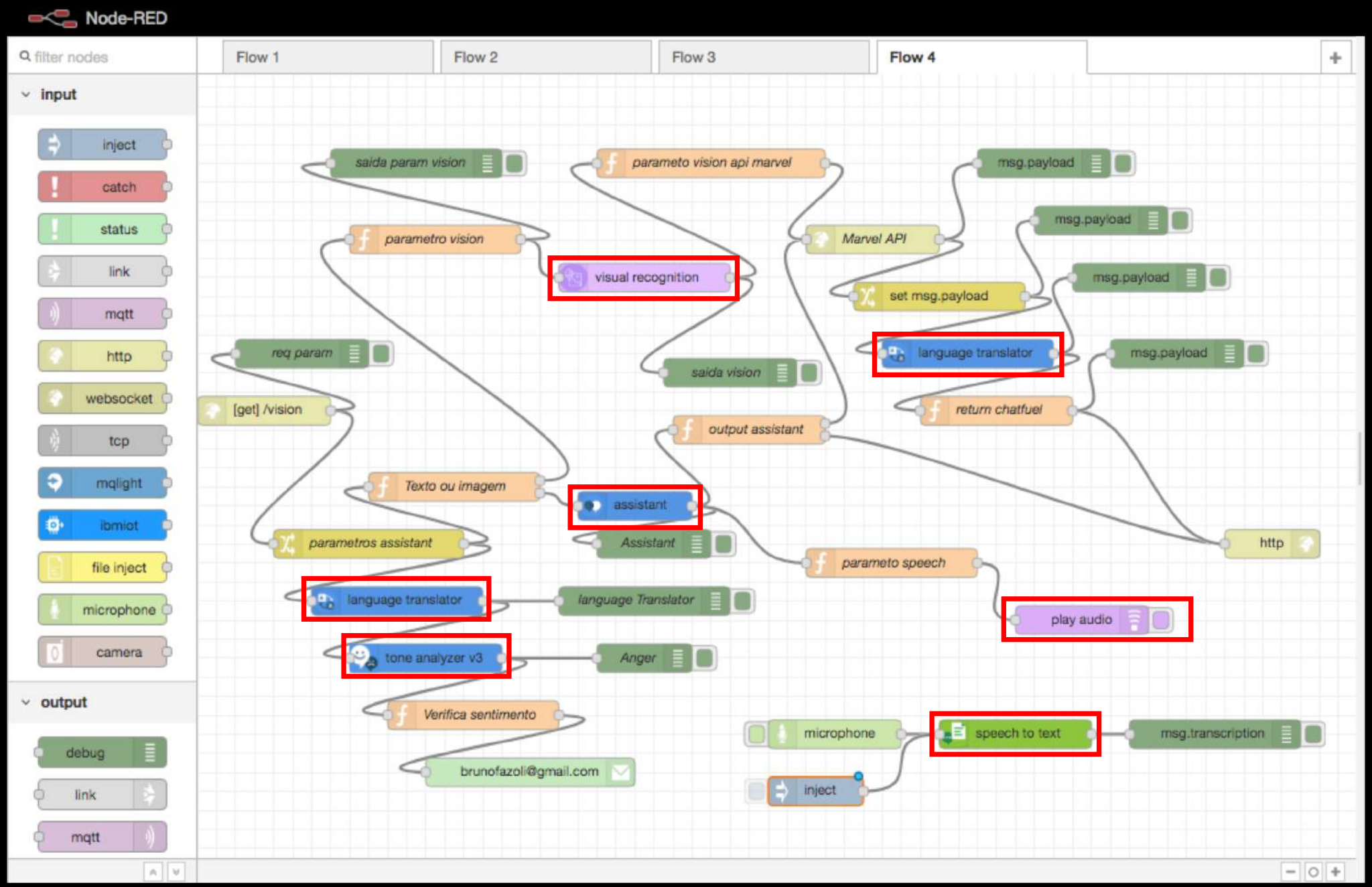
PLATFORM

## SUSTAIN

NEW
BUSINESS REQUIREMENT

~~FRONT-END UPDATE~~
~~1 DEV~~

BACK-END UPDATE
1 DEV

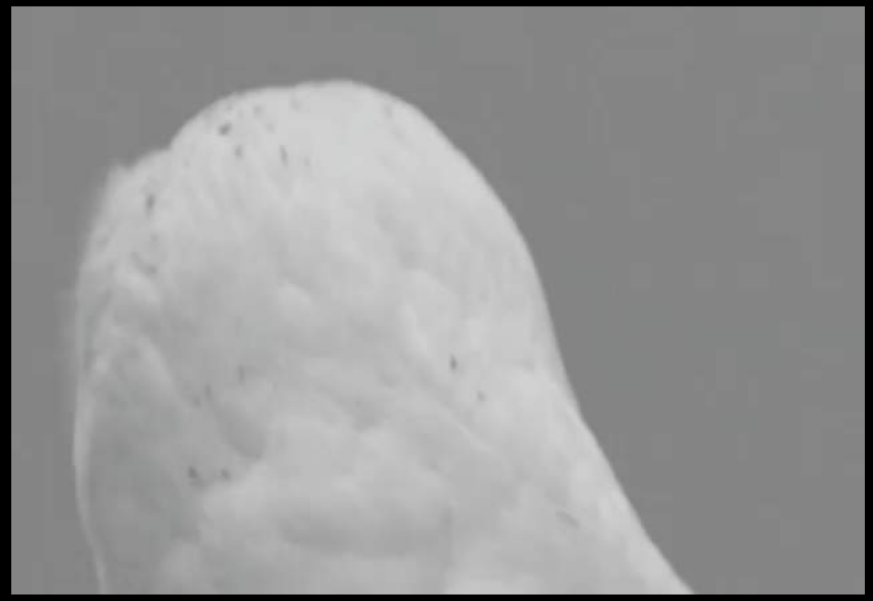

Node-RED
filter nodes
Flow 1
Flow 2
Flow 3
Flow 4
input
inject
catch
status
link
mqtt
http
websocket
tcp
mqlight
ibmiot
file inject
microphone
camera
output
debug
link
mqtt
saida param vision
parametro vision
visual recognition
req param
[get] /vision
Texto ou imagem
parametros assistant
language translator
tone analyzer v3
Verifica sentimento
brunofazoli@gmail.com
parameto vision api marvel
Marvel API
set msg.payload
saida vision
output assistant
assistant
Assistant
language Translator
Anger
msg.payload
msg.payload
msg.payload
language translator
msg.payload
return chatfuel
http
parameto speech
play audio
microphone
inject
speech to text
msg.transcription

| SERVIÇOS COGNITIVOS | PREÇO/REQUISIÇÃO | QTDE REQUISIÇÕES |
| --- | --- | --- |
| LANGUAGE TRANSLATOR<br>LANGUAGE TRANSLATOR<br>TONE ANALYZER<br>ASSISTANT<br>VISUAL RECOGNITION<br>SPEECH TO TEXT<br>TEXT TO SPEECH | $0,0025 USD<br>$0,01 BRL | 1MI |

TOTAL

$17,500.00

R$70.000,00



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## REQUIREMENTS

BUSINESS REQUIREMENT
1 PO

## BUILD + ARCHITECT

1 SCRUM MASTER

~~FRONT-END~~
~~1 DEV~~
~~1 UX~~

BACK-END/NLP
1 DEV

PLATFORM

## SUSTAIN

NEW
BUSINESS REQUIREMENT

~~FRONT-END UPDATE~~
~~1 DEV~~

BACK-END UPDATE
1 DEV

## BUILD + ARCHITECT

1 SCRUM MASTER

~~FRONT-END~~
~~1 DEV~~
~~UX~~

BACK-END/NLP
1 DEV

PLATFORM

## SUSTAIN

~~FRONT-END UPDATE~~
~~1 DEV~~

BACK-END UPDATE
1 DEV

## REQUIREMENTS/BUSINESS

## BUILD + ARCHITECT

BACK-END/NLP

PLATFORM

## SUSTAIN

BACK-END UPDATE

## REQUIREMENTS/BUSINESS

## BUILD + ARCHITECT

BACK-END/NLP

PLATFORM

## TRAINING

USER EXEMPLES
TESTING
USER VALIDATION

## SUSTAIN

BACK-END UPDATE

## REQUIREMENTS/BUSINESS

## BUILD + ARCHITECT

BACK-END/NLP

PLATFORM

## TRAINING

USER EXEMPLES
TESTING
USER VALIDATION

## CURATE

DESAMBIGUATION

## REQUIREMENTS/BUSINESS

## INTERACTION

UX WRITING
VUI

## BUILD + ARCHITECT

BACK-END/NLP

PLATFORM

## TRAINING

USER EXEMPLES
TESTING
USER VALIDATION

## CURATE

DESAMBIGUATION

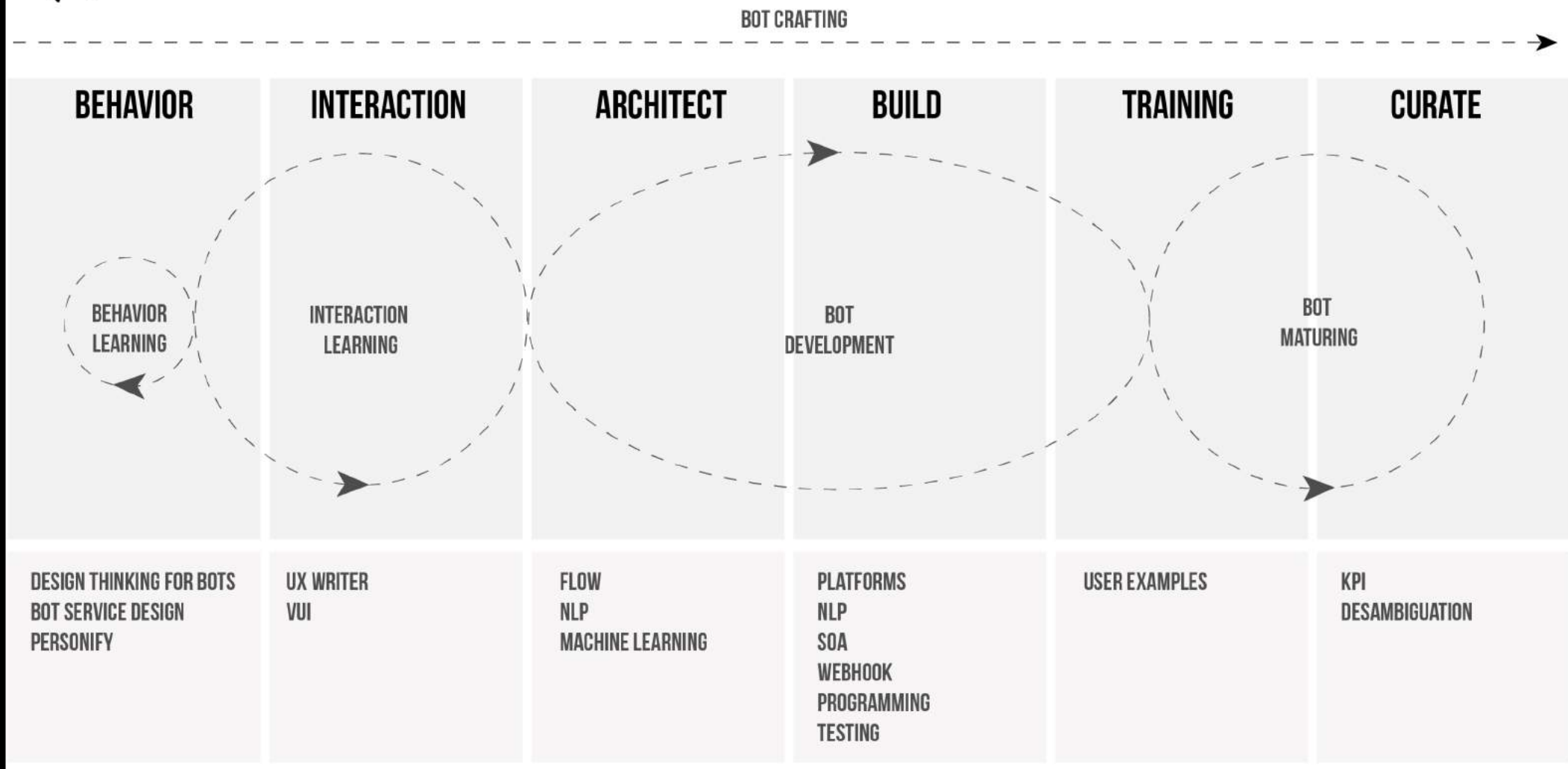
## REQUIREMENTS/BUSINESS

| BEHAVIOR | INTERACTION | BUILD + ARCHITECT | TRAINING | CURATE |
| --- | --- | --- | --- | --- |
| HUMAN BEHAVIOR<br>CULTURE | UX WRITING<br>VUI | <br>BACK-END/NLP<br>PLATFORM<br> | USER EXEMPLES<br>TESTING<br>USER VALIDATION | DESAMBIGUATION |

**REQUIREMENTS/BUSINESS**

#LET's BOT.rocks

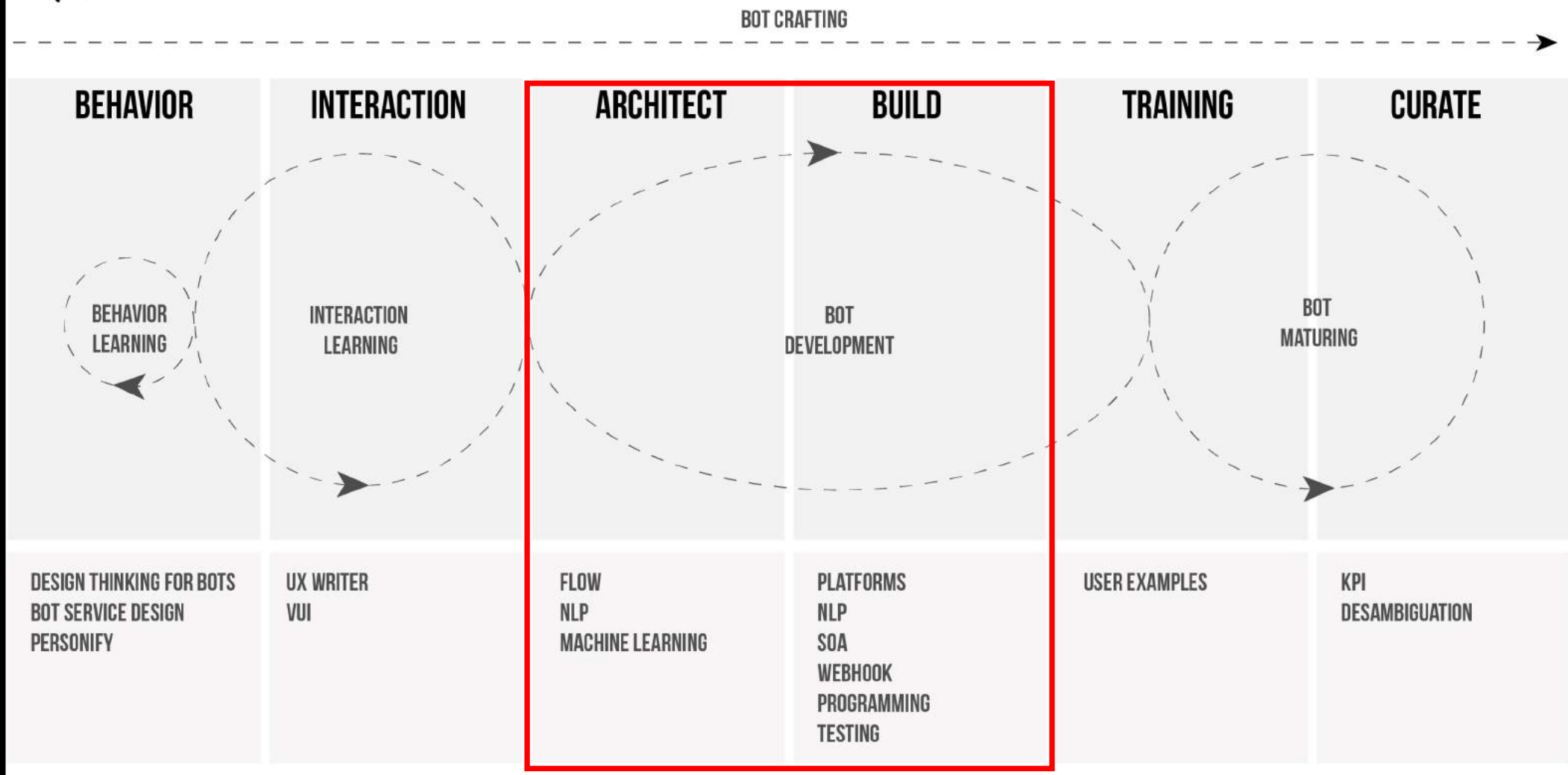
# BOT LEARNING FLOW




BUSINESS

#LET's BOT.rocks

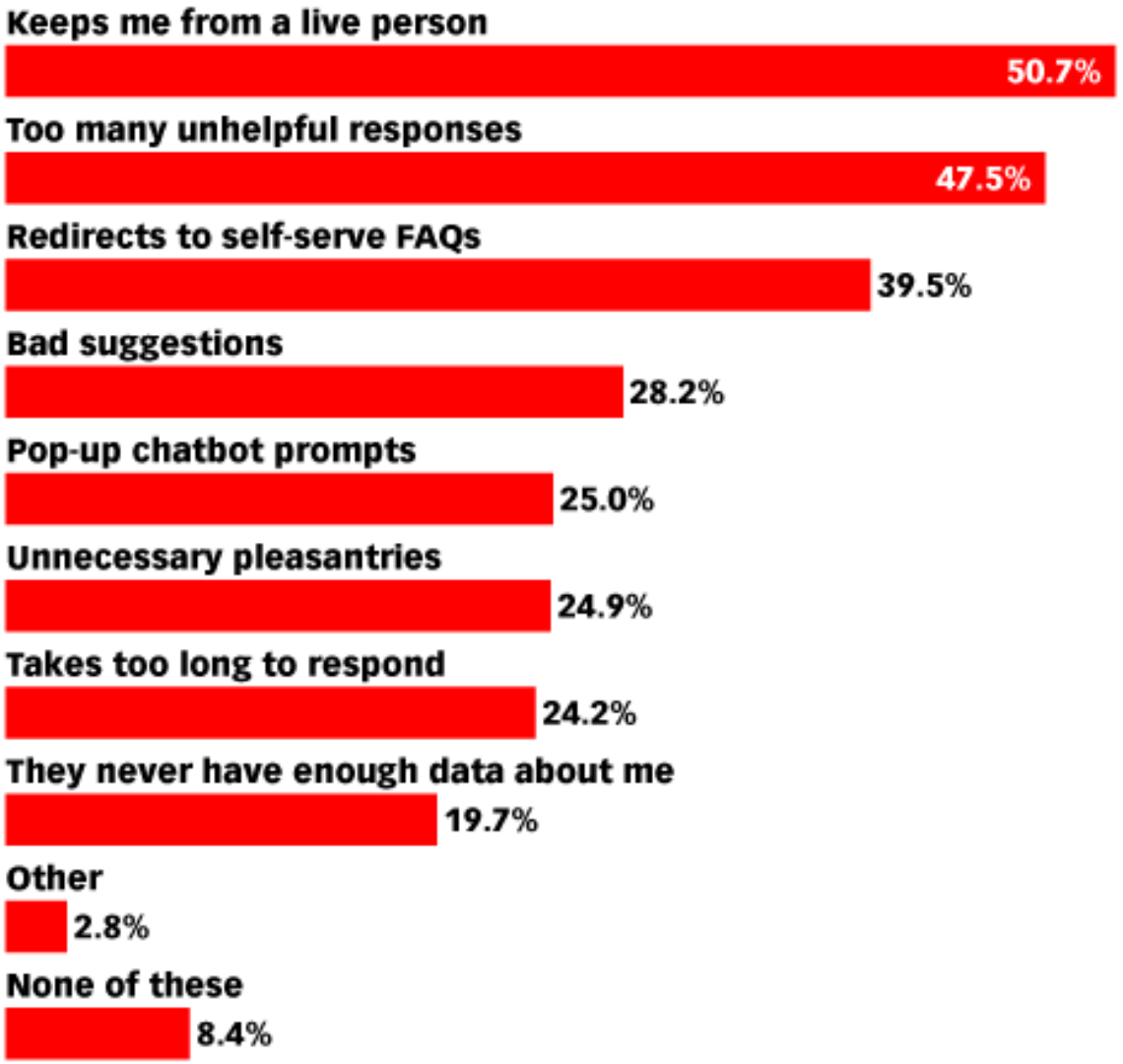
# BOT LEARNING FLOW




BUSINESS

## Challenges of Using Chatbots According to US Internet Users, May 2018

*% of respondents*




*Note: ages 18+*
*Source: Helpshift, May 31, 2018*

# QUANTO CUSTA MEU BOT?

# DEPENDE DA EXPERIÊNCIA COGNITIVA

#LET's BOT.rocks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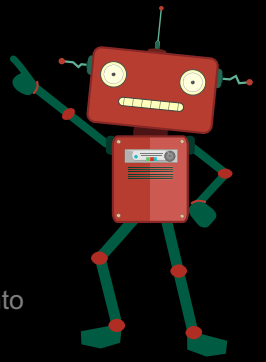
brunofazoli

www.letsbot.rocks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