

**OLÁ!**



# PRAZER, RAFAEL



A man in a light blue and white striped shirt and a dark tie is shown from the chest up. He has a confused or questioning expression on his face, with his eyebrows slightly furrowed and his mouth slightly open. The background is a blurred office setting with wooden paneling and a desk. Overlaid on the center of the image is the text "CHAT O QUÊ???" in a bold, black, sans-serif font. The text has a thin pink outline and is positioned across the man's chest and neck area.

**CHAT O QUÊ???**

**OU...**

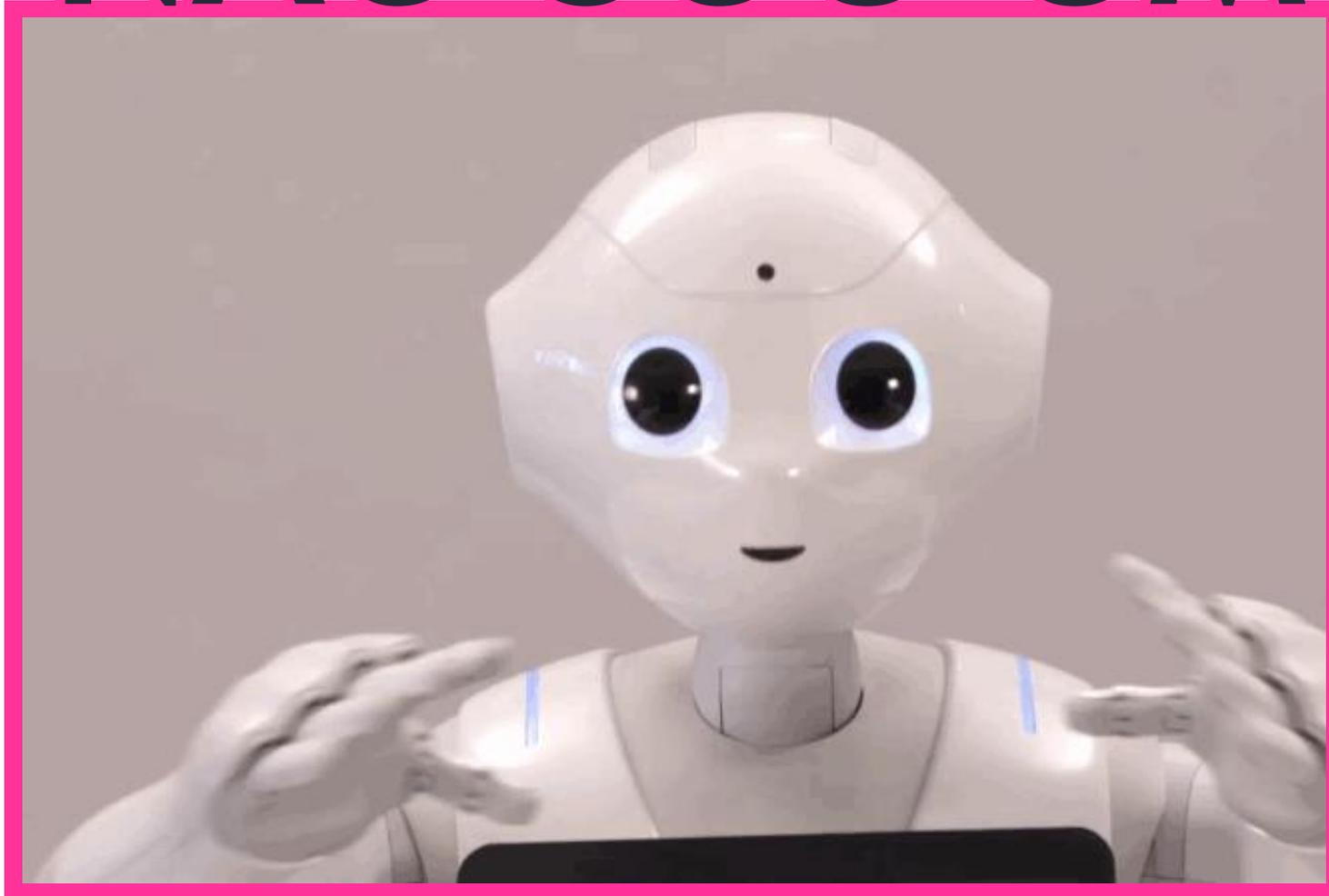
**BOT MAKER**

**BOT BUILDER**

**DESIGNER CONVERSACIONAL**

**ANALISTA DE CHATBOT**

**EU NÃO SOU UM DEV**



**PROGRAMAÇÃO DECLARATIVA**

**SVA**

**PALESTRA  
BILLY  
GARCIA**

**MEETUP  
BOTS  
BRASIL**

**COMUNI-  
DADE  
BOTS  
BRASIL**

# **COMO VIREI CHATBOT DESIGNER?**

**PARA SER UM CHATBOT**

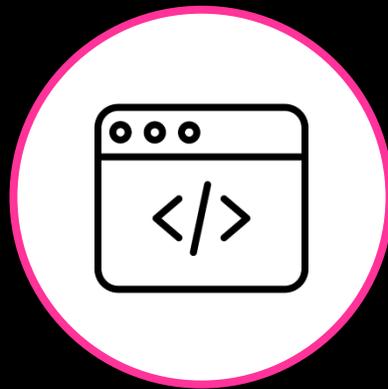
**DESIGNER PRECISO**

**MANJAR UM**

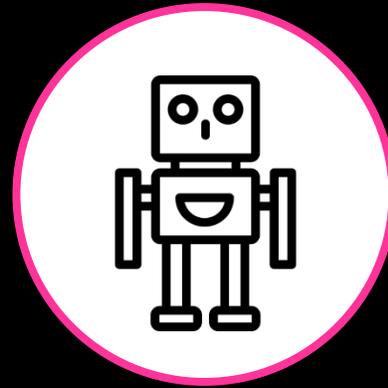
**POUQUINHO DE....**



Marketing  
Conversacional



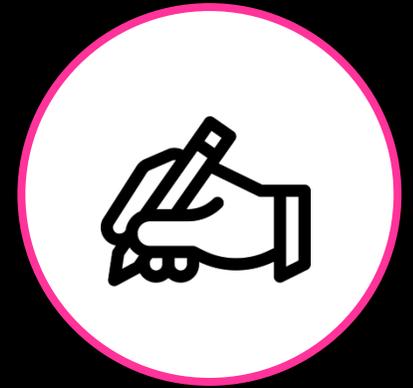
java.lang  
REST API  
JSON



IA  
NLP



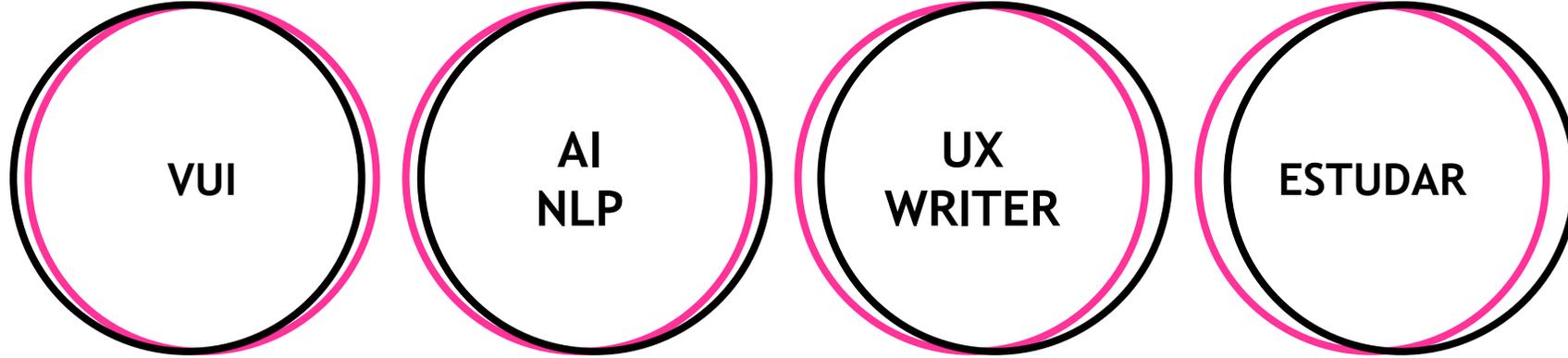
Lógica de  
Programação



Copywriting  
UX Writing

# 5 PASSOS

1. ESTUDE O BOT FRAMEWORK
2. DEFINA UM OBJETIVO
3. LINGUAGEM E PERSONA
4. ESCOPO E CRONOGRAMA
5. TRABALHAR POR FASES



**E AGORA?**

# ATÉ A PRÓXIMA



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