

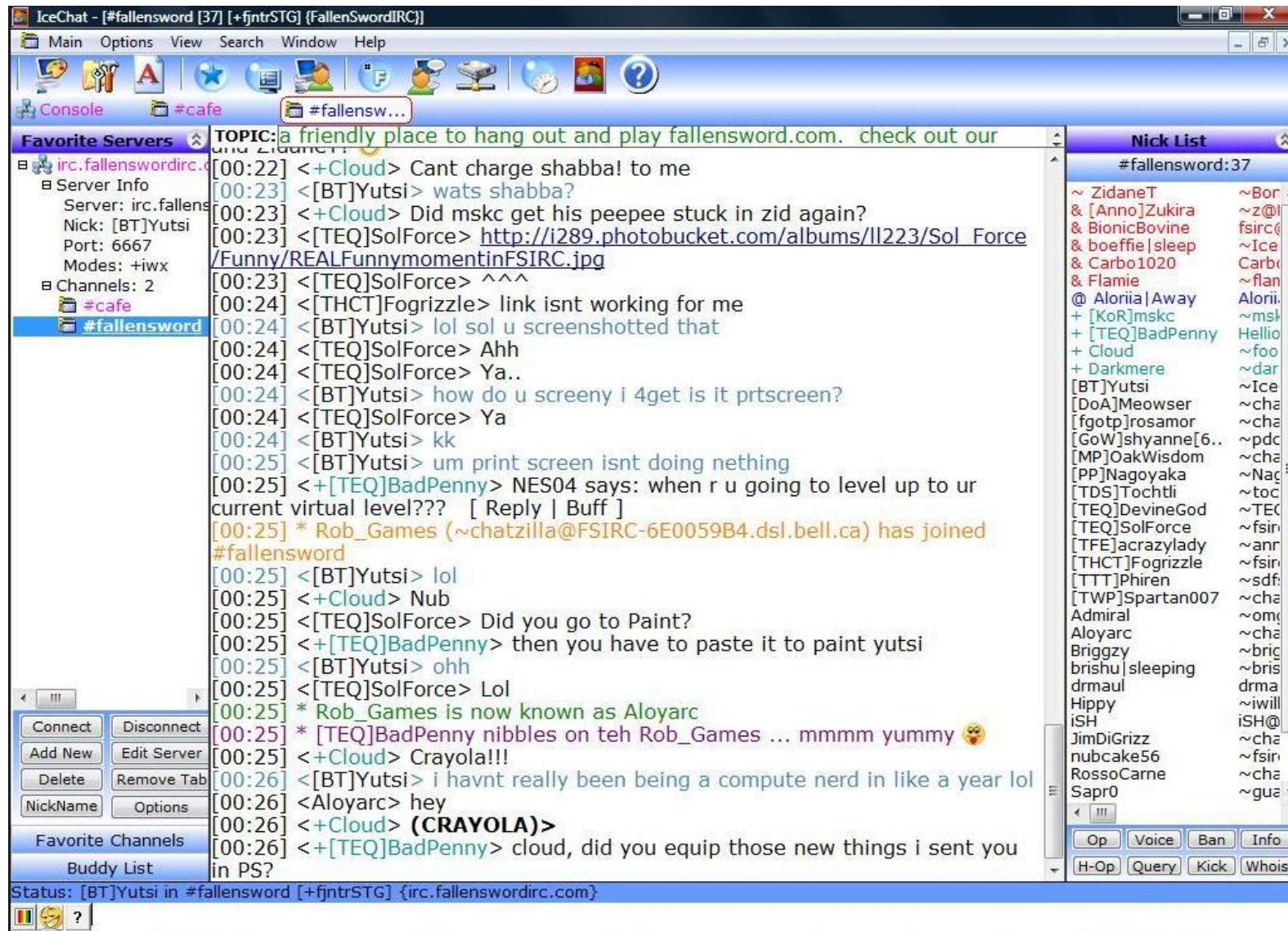
# How far are we from a truly seamless conversation?

Amandine Le Pape

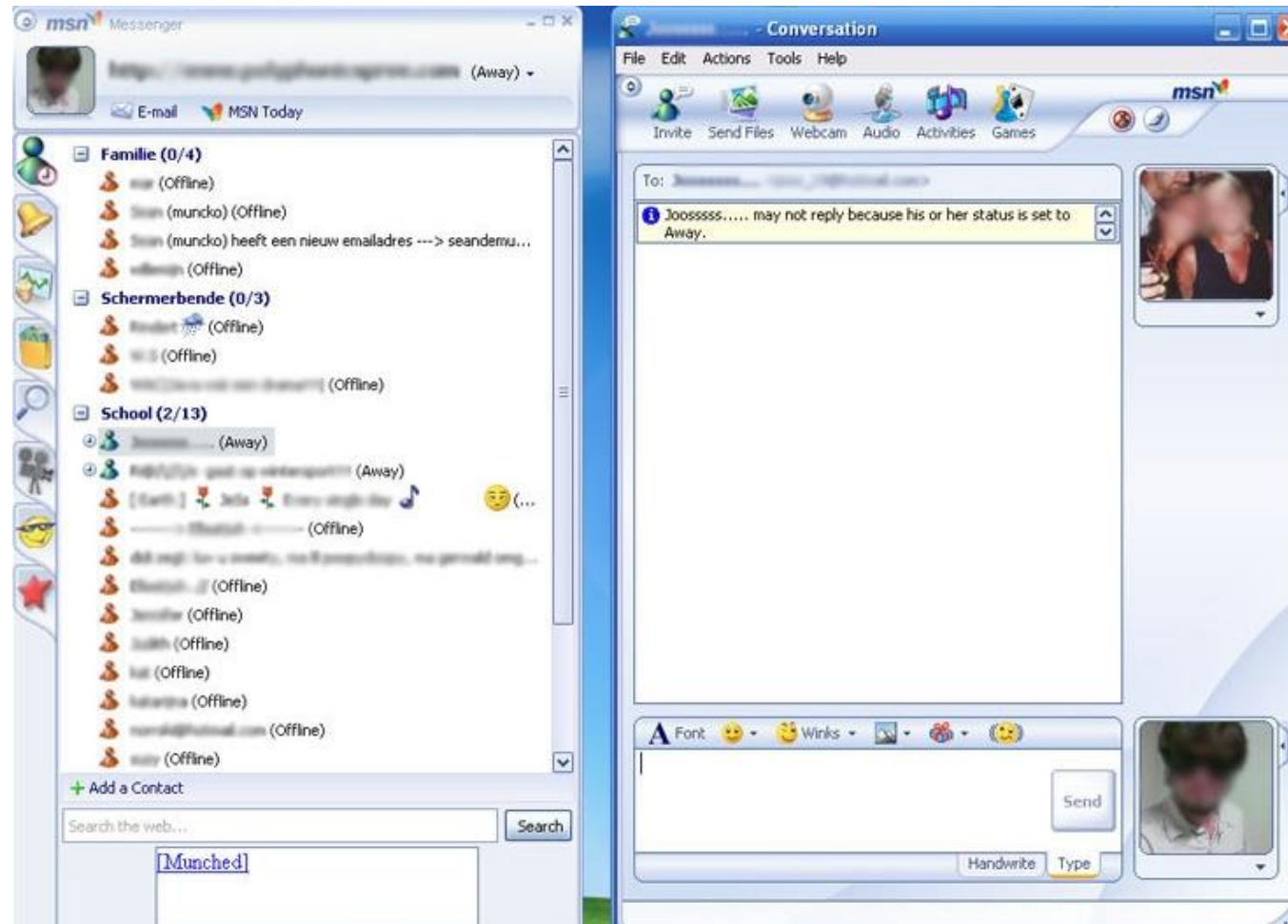


For 20 years, messaging apps have barely  
changed

# 1994 - IRC



1999 –

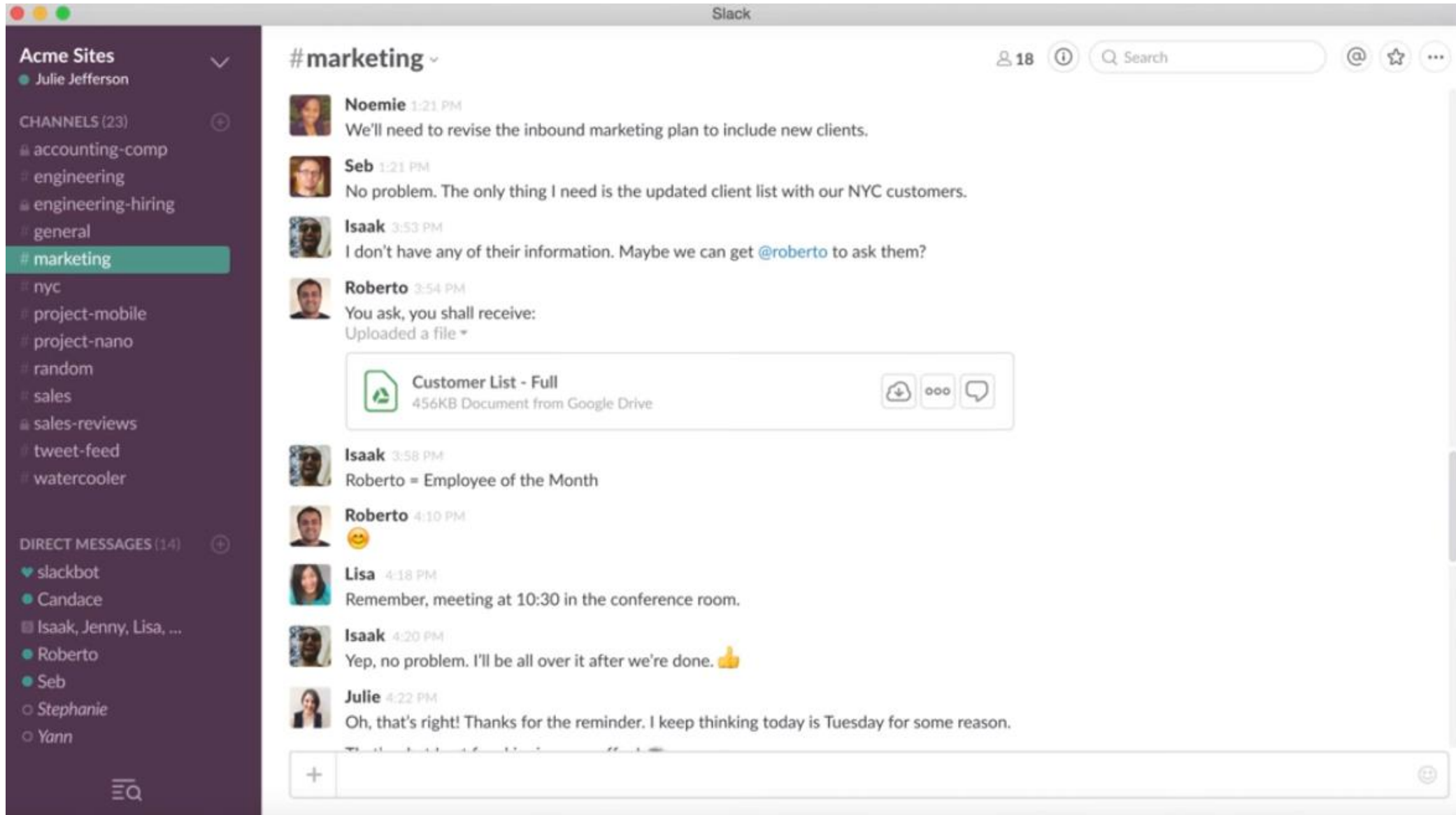


2007 –






# 2014 – slack



The screenshot shows the Slack interface for the #marketing channel. On the left is a sidebar with a dark purple background. It contains a section for 'Acme Sites' with a dropdown arrow, listing 'Julie Jefferson' as an active member. Below this is a 'CHANNELS (23)' section with a plus icon, listing various channels: #accounting-comp, #engineering, #engineering-hiring, #general, #marketing (highlighted in green), #nyc, #project-mobile, #project-nano, #random, #sales, #sales-reviews, #tweet-feed, and #watercooler. At the bottom of the sidebar is a 'DIRECT MESSAGES (14)' section with a plus icon, listing: slackbot, Candace, Isaak, Jenny, Lisa, ..., Roberto, Seb, Stephanie, and Yann. A search icon is at the bottom of the sidebar.

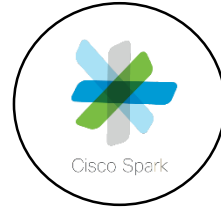
The main area shows the #marketing channel header with a dropdown arrow, a member count of 18, an info icon, a search bar, and icons for mentions, favorites, and more options. The message history includes:

- Noemie** 1:21 PM: We'll need to revise the inbound marketing plan to include new clients.
- Seb** 1:21 PM: No problem. The only thing I need is the updated client list with our NYC customers.
- Isaak** 3:53 PM: I don't have any of their information. Maybe we can get @roberto to ask them?
- Roberto** 3:54 PM: You ask, you shall receive:  
Uploaded a file ▾  

 **Customer List - Full**  
456KB Document from Google Drive
- Isaak** 3:58 PM: Roberto = Employee of the Month
- Roberto** 4:10 PM: 😊
- Lisa** 4:18 PM: Remember, meeting at 10:30 in the conference room.
- Isaak** 4:20 PM: Yep, no problem. I'll be all over it after we're done. 👍
- Julie** 4:22 PM: Oh, that's right! Thanks for the reminder. I keep thinking today is Tuesday for some reason.

At the bottom is a message input area with a plus icon on the left and a smiley face icon on the right.

They've just multiplied, adding silos





The only real improvement has been...

## Bots



Polls



Stats



Tasks



Market



Social



Fun

Etc...

Notifies & react to commands. Different level of smartness.

## Integrations



Versioning



Issue Mgt



Customer Mgt



Project Mgt

Etc...

Perform actions on behalf of a user in a third party app

Bots and integrations are building bridges.

Bots and integrations simplify the UX.

EMAIL



DOCUMENT MGT



PROJECT MGT



Collaboration was fragmented  
and remote from  
team productivity tools.

MESSAGING



SOCIAL  
NETWORKS



FUN



PRODUCTIVITY



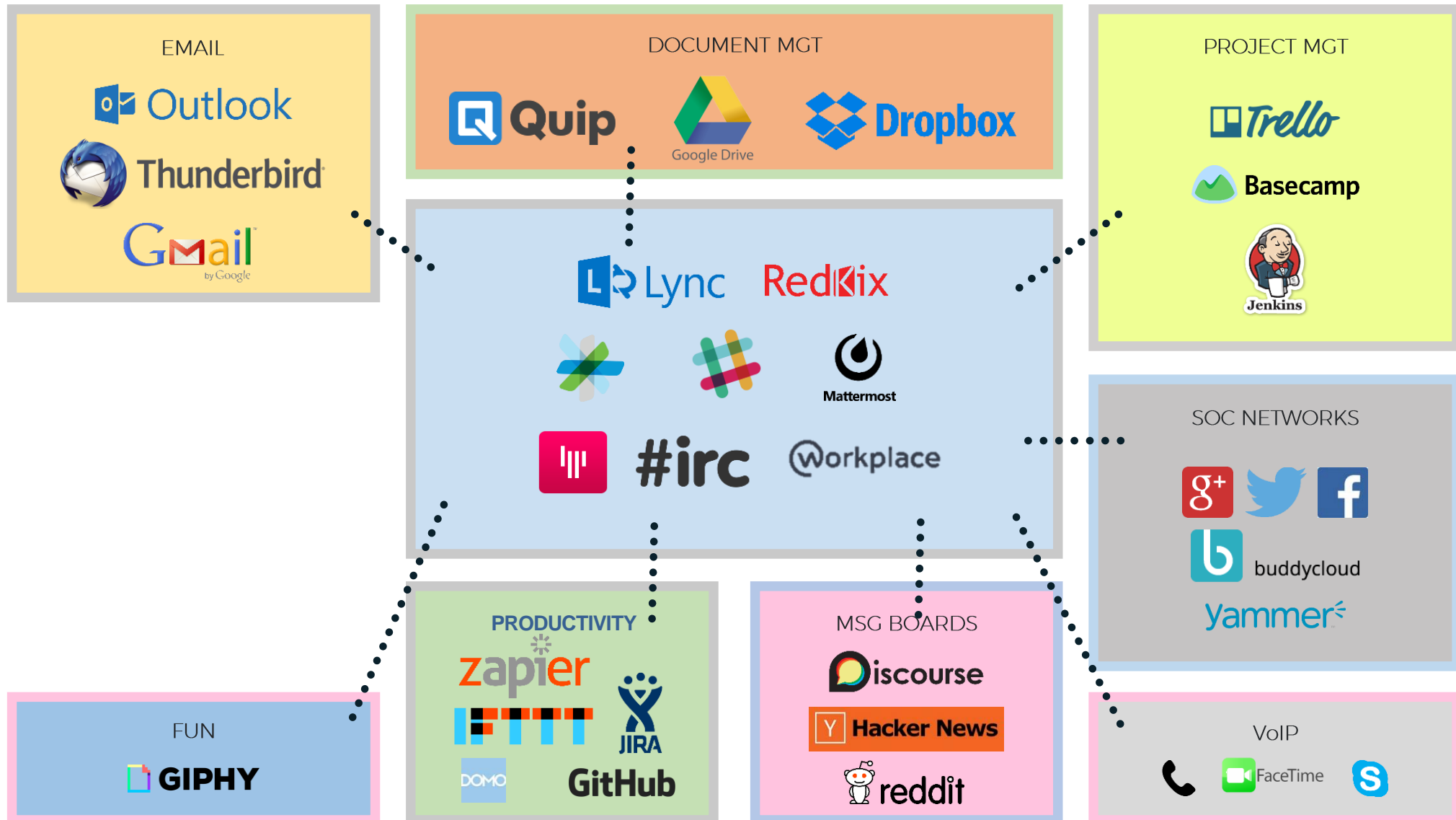
MSG BOARDS



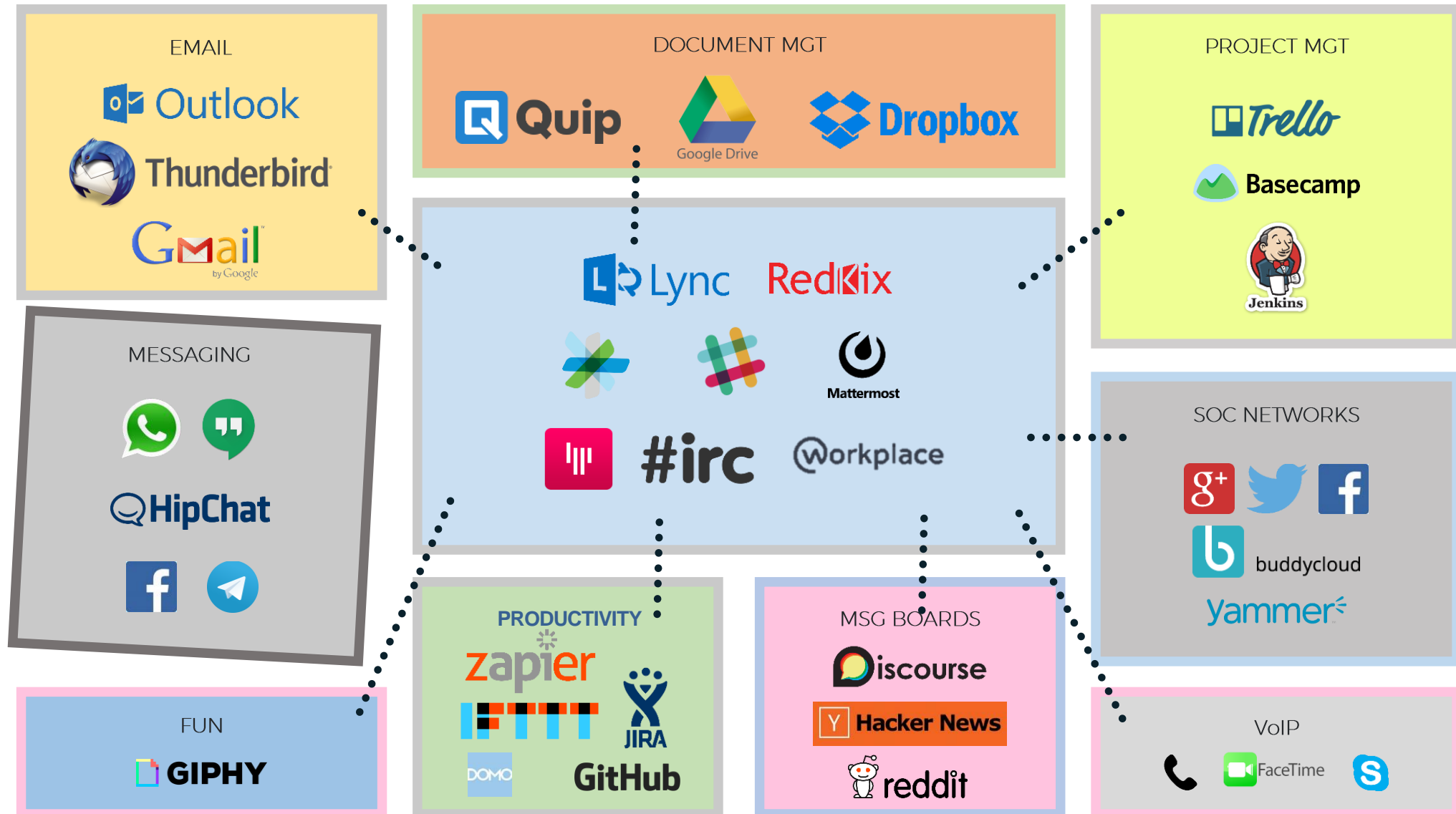
VoIP



Productivity tools have been integrated into messaging platforms for business.

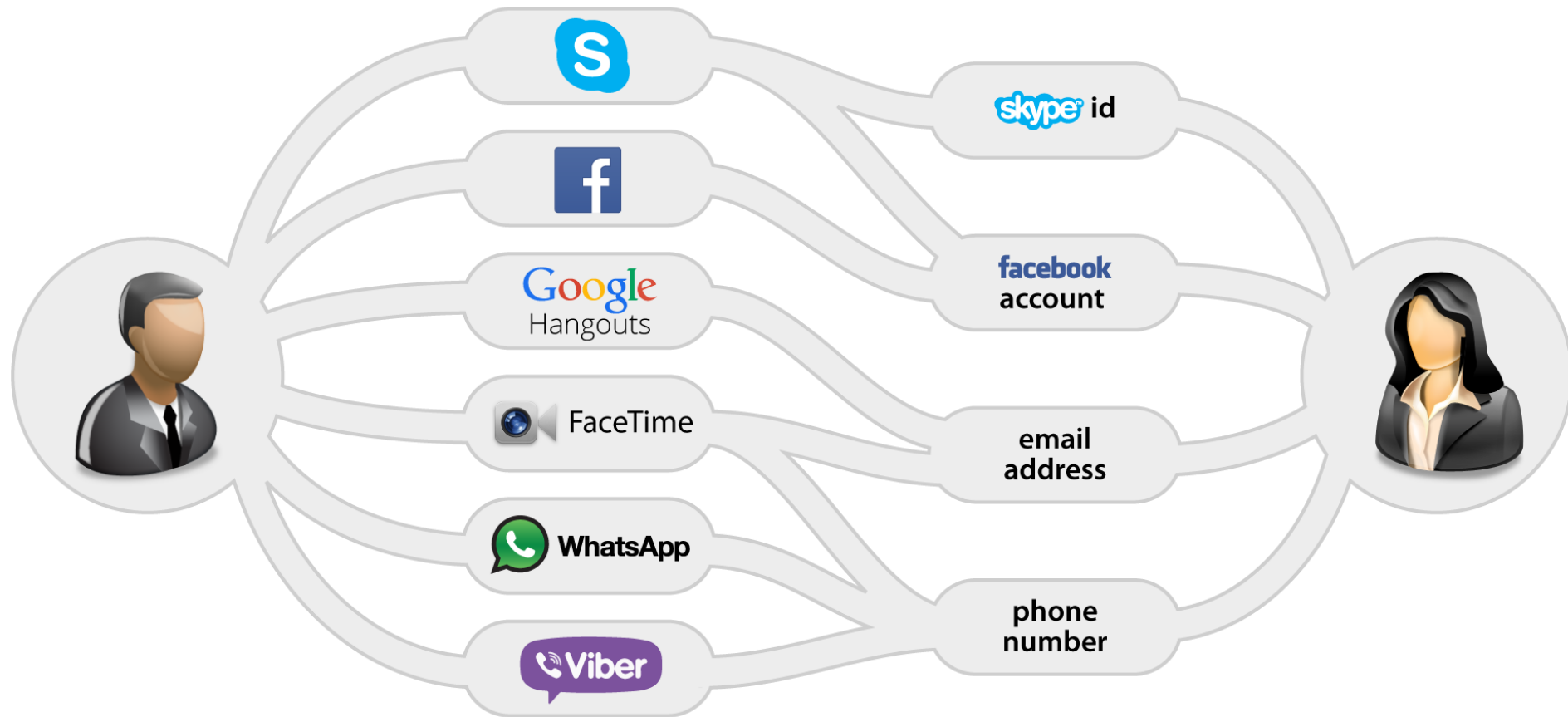


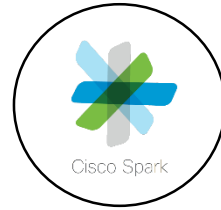
Except messaging apps...





So we're still in the situation where...



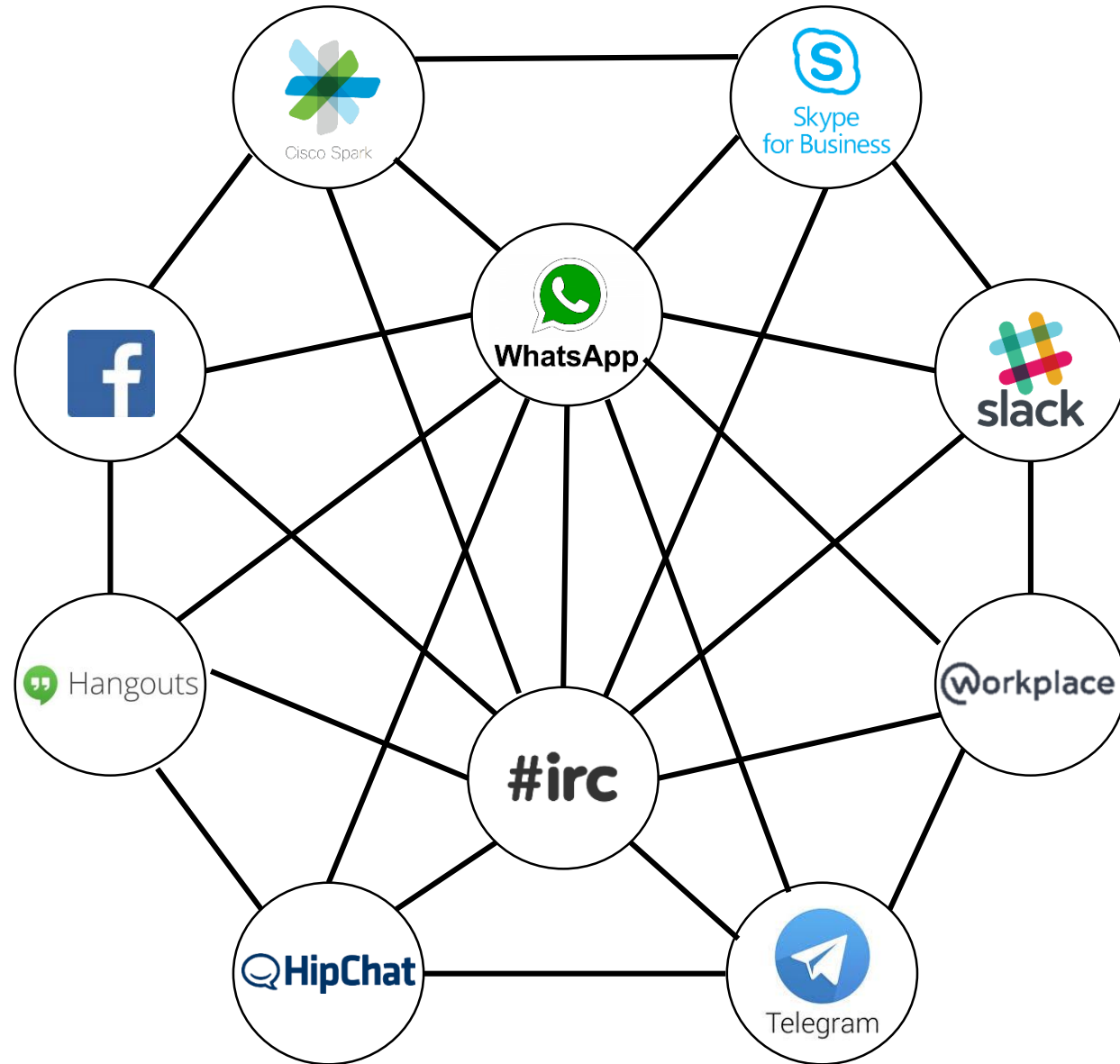


Fragmented and overwhelming...

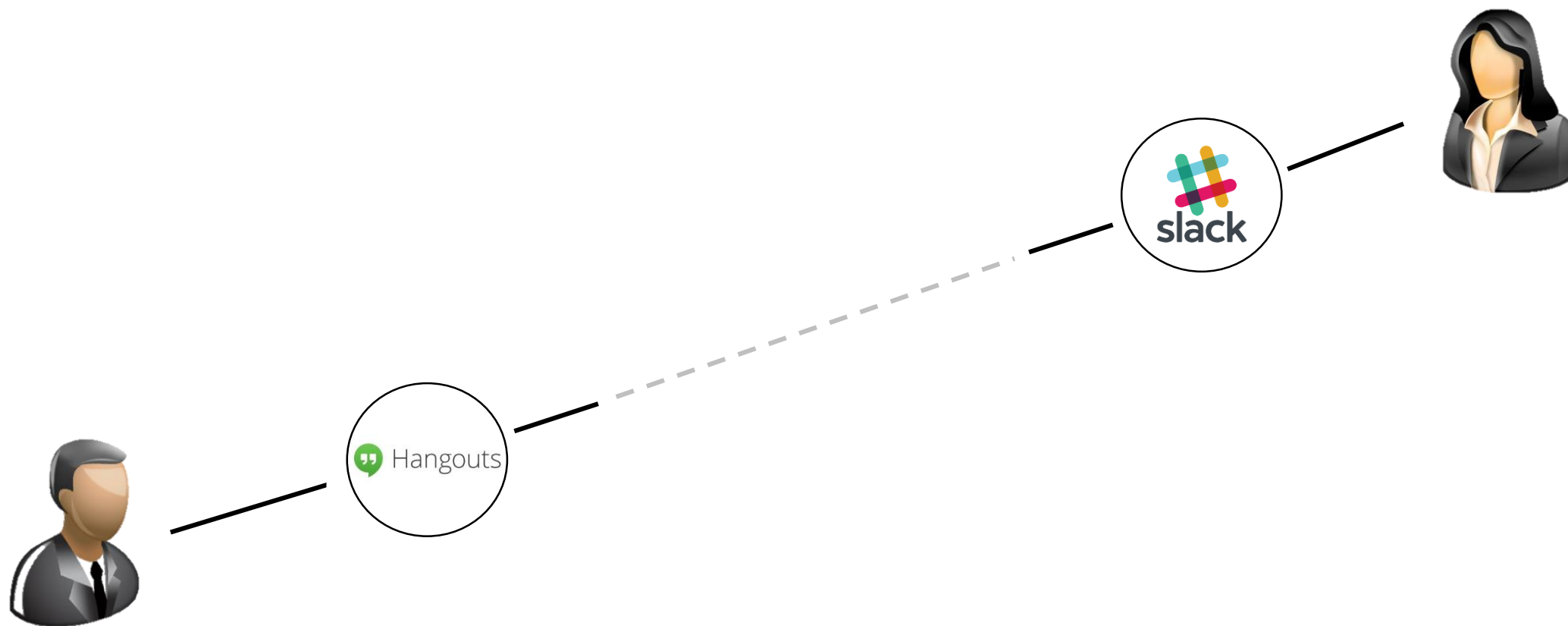
But Bob can order pizza without leaving FB  
Messenger!



So what if we pushed the bridges one step further?







It's seamless for Bob to ping Alice

No need to worry about apps or ID

Why hasn't it happened yet?

- Giving away one's "competitive advantage"
- Hard to implement
- Will always be a lowest common denominator
- No appropriate technology...

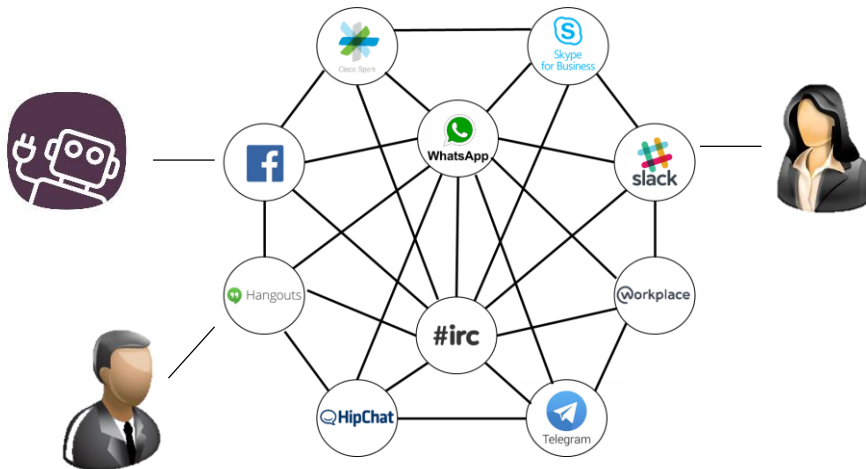
But other apps can become new advertising channels.



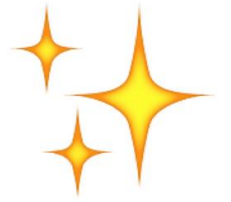
*Chris sent you a video made with  
VideoMaker. Click [here](#) to make your own!*



# Bot developers can develop once on an open API and run everywhere.





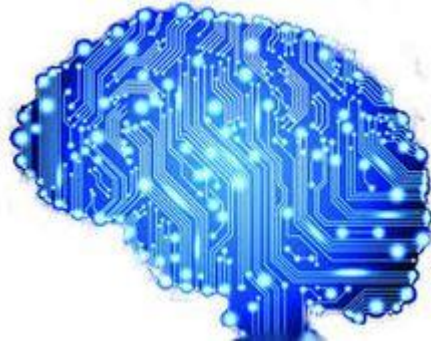


Apps will fight for the best user experience  
rather than biggest user base.

And the user eventually gets to use  
the app they prefer

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the app they prefer

and stay into it for everything: comms  
and services from other apps.



Add to it the power of AI to help the user  
navigate the flow of information...

Messaging becomes truly complementary to  
real life!

It's up to us to make the most of what has started...

And trigger the real revolution for the user!





# Thank You

<http://riot.im/chatbotsummit>

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