

## **ABSTRACT**

Embodiments of the disclosure provides technologies for digital assistant creation. A method includes: in response to receiving a creation request, presenting a page for creating a digital assistant, the page comprising at least one configuration area for receiving configuration information for the digital assistant, the at least one configuration area comprising: a first configuration area for receiving settings information input in a natural language; and in response to receiving a release request, releasing the digital assistant based on the configuration information, for use in interaction with the user. Therefore, by providing a modular, simple-input scheme for digital assistant creation, users are able to define digital assistants easily and quickly with different capabilities without requiring code writing capabilities.