Plan and Create a Chatbot Structure / Skeleton

Description

You'll build a Chatbot structure in this assignment.

You may start doing it using a blank sheet and a pen or pencil.

Then replicate and improve it within Chatfuel dashboard.

Estimated Duration – 20 Minutes

Assignment Instructions

Step 1. Decide what kind of a bot you want to build.

It could be to deliver a simple lead magnet or deliver your products or services or both.

Keep it simple.

Step 2. Decide the workflow. Then draw it on a blank paper in the form of blocks like I did in the previous videos. If possible, share the structure as an image here.

Step 3. Now, get specific on the questions you'll ask the users and answer buttons within each block.

For example,

Question: Do you want a free course on keyword research?

Answer Buttons : Button 1: Yes, Gimme the course.

Button 2: No, Go to Products.

Step 4. For each answer button, decide on what you'll deliver to the users.

Button 1: Lead the users to the block that captures Email.

Button 2: Lead the users to the Products Block.

Step 5. Create the above structure on Chatfuel.

Step 6. Share with me on how easy or difficult it is to visualize the structure and create the skeleton on chatfuel.

Q&A

Question 1

What do you want to deliver using a bot?

Instructor's answer

I want to deliver a lead magnet after getting users' email as a backup. Then show my products on sale and ways to contact me.

Question 2

Did you create the workflow on a blank sheet first? Share the image if possible.

Instructor's answer

Yes. It helped me to organize my ideas on a paper before I expand it. Watch lecture titled "Plan a chatbot structure" to learn how to do it.

Question 3

How easy or difficult it was to visualize and create this on a blank paper?

Instructor's answer

It was easy as the structure on a paper is a draft workflow. It helped to kick start the thought process / ideas which I can expand later on.

Question 4

Did you create the structure with buttons within Chatfuel?

Instructor's answer

Yes. I expanded what's on paper within chatfuel using buttons to create a complete skeleton workflow.

Question 5

How easy or difficult it was to create it within Chatfuel?

Instructor's answer

It was easy as I already had clear idea on what I want to deliver on paper.