

# Chatbot design supported by specialized platforms and frameworks

Arnaud Weyts



# Acknowledgements

I want to thank these people...

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# Research question

The point of this bachelor thesis is to conduct research into chatbots and how they are built. What actually goes into building a chatbot that feels intuitive but is also functional?

## 1.1 Approach

This thesis will start with some use cases for chatbots. When it would be a good idea to build a chatbot as a solution for a concrete problem.

Already existing chatbots will be presented and compared to paint a picture of what a professional chatbot currently looks like. Some general research into chatbot best practices and worst practices will also be conducted based on these real life cases and studies.

Finally, different platforms and frameworks to create a fully-fledged chatbot will be compared by building similar small chatbots.

## 1.2 Metrics

The metrics for the comparison will be based on a couple of different factors. Their general business model will be researched, followed up by their learning curve and quality of documentation. Finally source code readability and scalability will be compared.

# General chatbot design

## 2.1 Choosing a chatbot solution

### 2.1.1 Introduction

Why choose a chatbot as a solution to a problem? To find the answer to that question there should be a concrete description of the problem and research should be conducted into how that problem is currently handled.

### 2.1.2 Use case 1: Food delivery

Food delivery chatbots are some of the most common chatbots out there. That's because a basic chatbot for ordering food is easy to make and maintain. Most of the time they don't require complex language recognition and they will go through the same steps every time someone wants to order something.

A great example of this is Domino's. They own one of the most popular facebook messenger chatbots even though the bot itself is really simple.

Taking a look at the perspective of a new imaginary pizza place in town. This pizza place has a set menu with set formulas. They want to innovate and make it possible to receive and process online orders but don't want to lose the familiarity of their brand.

This is a perfect case for a chatbot. If they already have a facebook page, they can easily integrate a chatbot into it and promote it to their current customers. All they need on top of that is an admin panel for the company to maintain their menu and process orders.

Building a chatbot this way also opens up several possibilities for expansion in the future. They can easily start tracking customer's habits and improve their suggestions for specific customers.

There are some downsides to this solution as well however. Creating a chatbot from scratch for this purpose would cost a lot of money. That's why there are already solutions like Chato-book [1] popping up. This is an all-in-one solution that provides a restaurant with a messenger bot and an admin panel to manage promotion, reservations and the menu. You can also find templates for these kinds of bots that integrate with Google Sheets/Excel. [2]

The rise of general delivery services like Ubereats [3] and Deliveroo [4] also complicates this matter. If those companies manage to integrate full ordering services into their platforms using chatbots -which they will most likely succeed in at one point- that would simplify everything. But that also comes with a cost. The imaginary pizza restaurant would lose their unique identity as the chatbot's identity would be replaced with Uber's or Deliveroo's identity.

### **2.1.3 Use case 2: Banking industry**

Next up is the banking industry. Lately there has been an influx of integrating AI-powered chatbots into this sector. This is because people like to engage with their bank and get answers that feel human, instantly. It establishes a form of trust. This form of communication is also very attractive to the banks themselves, because it allows them to quickly provide answers to repetitive questions.

There's lots of specific chatbot banking use cases out there. One of them is simply basic banking services. Checking account balance, transferring funds, analyzing expenditures. Chatbots can also hugely improve a bank's customer support, which should be available 24/7. They can help out people instantly, without long wait times which a lot of customer support services are currently struggling with. Further more, there's also the opportunity for intranet-based chatbots [5]. These chatbots communicate with the employees to improve their productivity and give them access to the right information in mere seconds. Another use case is the delivery of customer-focused marketing. Using a chatbot, it's easier to promote personalized banking services as if the customer is talking to a real life employee.

Overall, integrating a chatbot into a banking environment has lots of benefits. That's why more and more banks are starting to invest in them.

### **2.1.4 Use case 3: E-commerce**

Lastly there's the quickly growing industry of E-commerce. This ties into both of the use cases above as the main focus is customer interaction and engagement, support and personalized marketing.

Online web-stores are one of the fastest growing industries out there, they are popping up everywhere. This is because more and more people are starting to buy online. It's convenient, fast and reliable (in most cases). However there is one key benefit missing compared to in-store shopping; interaction.

In comes the shopping assistant chatbot. It can do everything a normal store employee can and more. Like instantly retrieving your past orders to help you out quicker and more efficiently. It can have access to every single product the web-shop offers and instantly recommend one that fits your needs. It can seamlessly provide post-purchase customer support. All of this whilst not losing the brand identity of the web-store in question.

### **2.1.5 Conclusion**

Chatbots are an obvious answer to lots of companies that are starting to innovate and are ready to experiment. It allows for them to establish their brand in a familiar and human way, whilst also increasing their in-company productivity and overall efficiency.

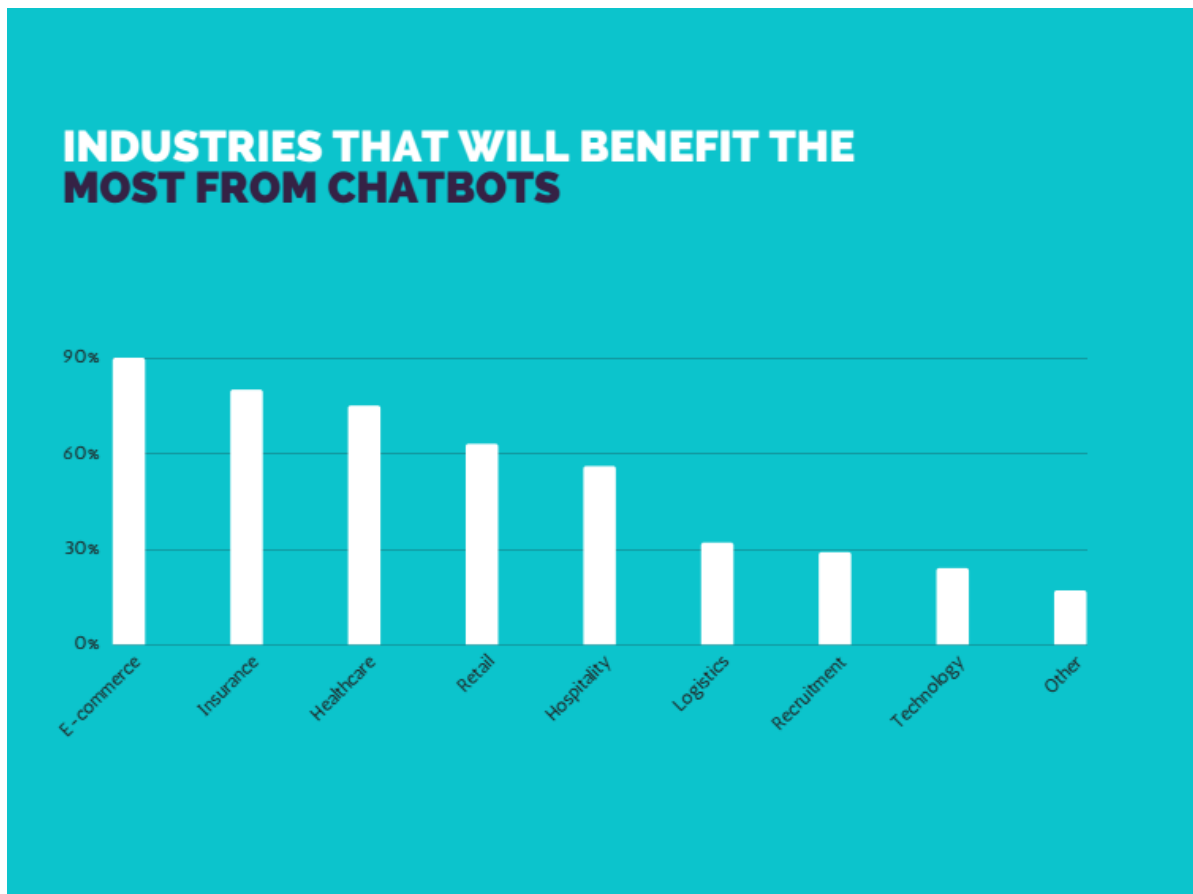


Figure 2.1: Industries projected to benefit from chatbots [6]

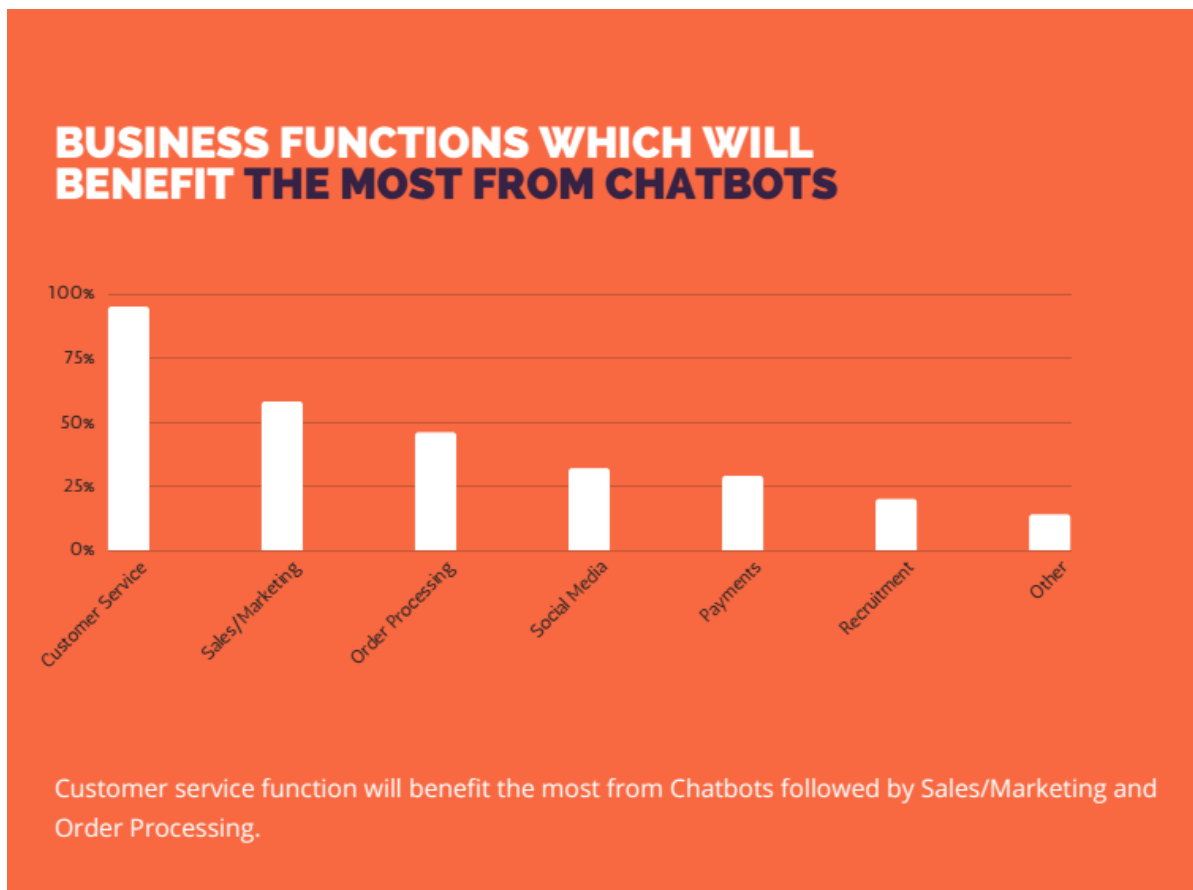


Figure 2.2: Business functions inside a company projected to benefit from chatbots [6]



## **2.2 Comparison of existing chatbots**

Today there are plenty of well-implemented solutions already. There's food-ordering services like Domino's that offer an ordering service. But also stores, ranging from specific ones (H&M) to big, fully fledged web-stores like Bol.com, a Dutch-Belgian web-store.

### **2.2.1 Dom, Domino's ordering assistant bot**

This is a facebook messenger bot for ordering food from Domino's, a fast food chain. Something that can immediately be noticed is the use of tappable quick reply answers. The bot starts off with some simple questions to establish the user's intent and some information about the user like the address and what store he or she wants to order from.

Once this has been established, the user can choose what he wants to order and checkout.

All in all, the bot is pretty simplistic. It takes orders and passes them through to the store. There's a lot of room for improvement here. The bot could in theory build a profile of you using your past orders and recommend you an order off the bat. It could also keep you updated on new items being released. On top of that it seems the bot isn't very smart yet. The user needs to follow the steps clearly and in the right order. In general, it doesn't mimic a real life conversation.

In conclusion Dom is a very utility-focused bot. It doesn't aim to connect with the user and spread Domino's brand identity, it's solely focused on the ordering aspect.

### **2.2.2 Bol.com, Customer support bot**

This bot's main focus lies in customer service. It replaces the long list of frequently asked questions that most customers really don't want to go through to find their answer. The bot also keeps your past or current orders in mind and integrates them into the conversation.

The bot keeps a very friendly and familiar tone towards the user throughout the entire conversation.

The language recognition seems to be focused on single word recognition to link the question to an answer. It also keeps spelling errors into account.

## **2.3 Best and worst practices**

### **2.3.1 Creating a personality**

One of the most important factors in creating a chatbot is to develop a personality for it. This makes the bot a lot more engaging to the users and makes it harder for the user to get frustrated.

If there is already a company personality in place, the chatbot should get its traits there. If that's not the case, adding a name or a face, which doesn't necessarily have to be human, to it can already be a huge help.

### **2.3.2 Making the conversation flow**

Conversations with a chatbot aren't as straight forward as they seem to be. Users can easily get distracted, overwhelmed or annoyed by your chatbot.

That's why research and a lot of testing should be conducted into the conversational flow. An bad example of this is not having any wait time between messages. This overwhelms the user as he doesn't have time to read the previous message. Adding typing bubbles between messages not only gives the user time to read the previous message, but it also humanizes the bot.

### **2.3.3 Predicting failure and user behavior**

Predicting failure and user behavior is hard in any user interface. But there are some common mistakes in chatbots that can be avoided before testing.

There are several ways to handle unexpected user input. One of them is revisiting the previous state of the conversation, another one is restarting the conversation, or asking the user politely what he's trying to accomplish.

Conversations that end up in this path should also be logged for research afterwards to avoid further dead ends.

When using buttons in a bot, to for example visit a website, or start the conversation, they should be functional at all times.

Facebook's messenger platform supports 2 main buttons for their chatbot. General buttons, and quick replies. Regular buttons will always be clickable multiple times. Quick replies are bound to the message they are meant to follow up on, and disappear as soon as they are clicked.

Of course this best practice goes hand in hand with actual user testing and applies to every user interface, not just chatbots.

## **2.4 Case study**

To compare the frameworks, a simple chatbot will be designed and created employing the techniques above.

The chatbot will be a food ordering chatbot that offers the user a menu and takes in orders, similar to Domino's bot.

## **2.5 Conversational state diagram**

To shape the bot, a conversational diagram needs to be created first. This diagram explains the main flow of the conversation, and the steps to reach the eventual purpose of the bot. In this case ordering food.

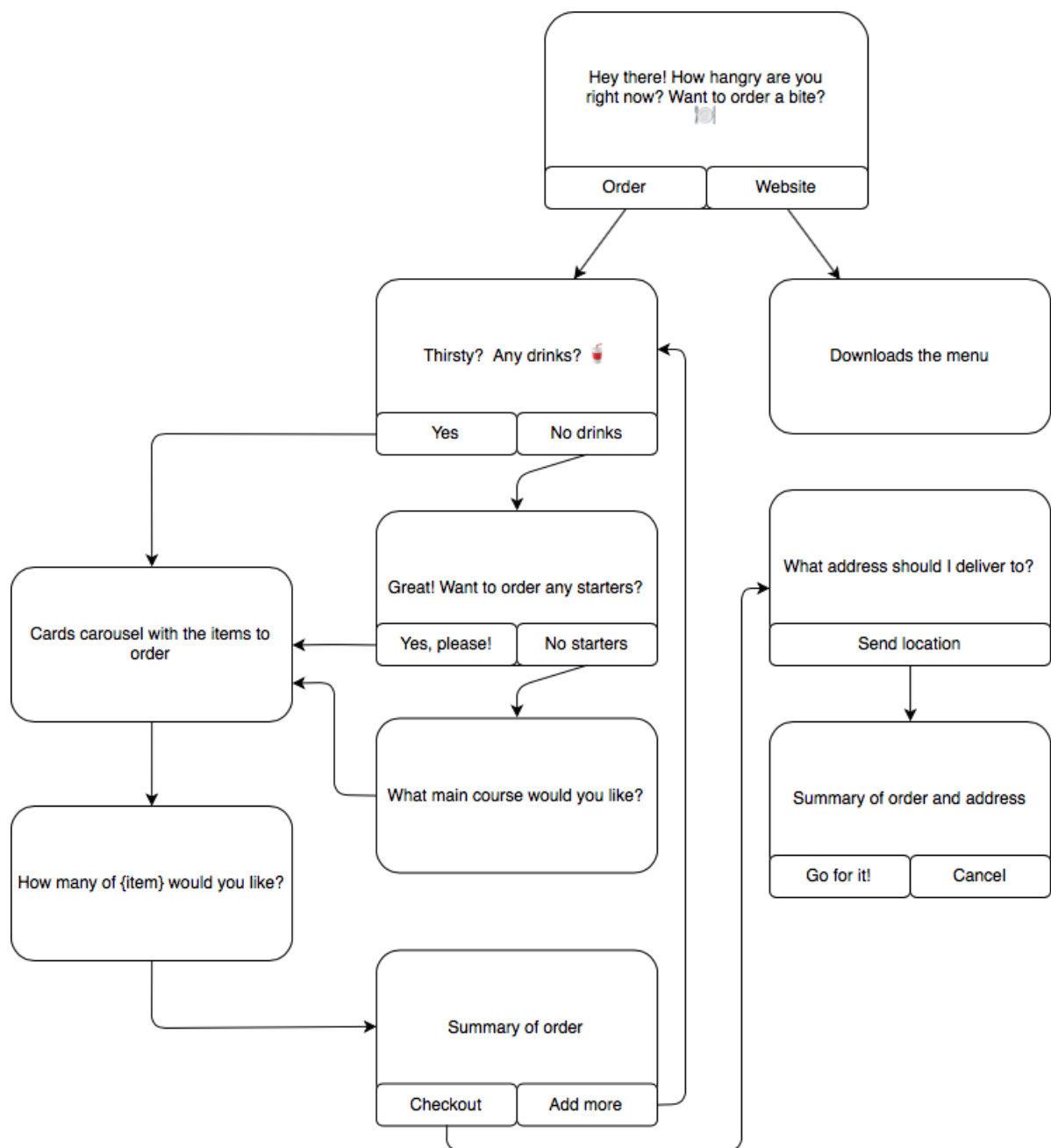


Figure 2.3: Conversational flow diagram for the food ordering bot

# Microsoft Bot Framework

The BotBuilder SDK is an open-source solution developed by Microsoft to write a chatbot in once and make it possible to connect that same chatbot to multiple channels. Examples are Skype, Slack, Facebook Messenger, etc.

## 3.1 Business Model

The Microsoft Bot Framework can be used in several ways. The base platform can be self-hosted on a server of choice. But to access the extra services, like spell checking, or recognizing user intents using Microsoft's LUIS (Language Understanding), an Azure subscription plan is required.

Azure is Microsoft's Cloud service that can be tailored to the customer's need. The customer can decide what modules or extra features he wants to add and calculate the price.

The screenshot displays the Microsoft Azure Pricing Calculator interface. At the top, under 'Your Estimate', there are three service entries:

Service	Configuration	Price
Azure Bot Service	S1 tier, 1000000 messages in Premium Channels	\$500.00
Application Insights	50 GB Logs collected, 0 Multi-step Web Tests	\$134.55
Log Analytics	5 VMs monitored, 0 GB average log size, 0 additional ...	\$0.00
App Service	1 instance(s) x 730 Hours, Size: B1, Basic tier, 0 SNI co...	\$54.75

Below this, the 'Support' section shows 'Professional Direct' selected, with a price of \$1,000.00. The 'Programs and Offers' section shows 'Microsoft Online Services Program (MOSP)' selected. A toggle for 'SHOW DEV/TEST PRICING' is currently off. At the bottom, the 'Estimated monthly cost' is \$1,689.30. There are buttons for 'Export', 'Save', and 'Share'. A currency dropdown is set to 'US Dollar (\$)'. A note at the bottom says 'Please [log in](#) to share your estimate.'

Figure 3.1: Microsoft's Azure Pricing Calculator [7]

## 3.2 Technical implementation

Microsoft provides the bot framework for 2 languages: Node.JS and C#. If C# is used however, development can only be done inside of a Windows environment, or the limited online code editor.

One solution would be to use Node.JS in a code editor of choice. Preferably Visual Studio Code, Microsoft's cross-platform code editor. This way everything can be tailored and configured to the developer's needs.

### 3.2.1 Developer environment

Setting up a developer environment can be configured from scratch to be as complicated and complex as needed by the company or developer. Node.JS is an open-source, cross-platform JavaScript environment that can be run on a server. And in the end that's what a chatbot is, a sever API that responds to requests (messages or events from the user).

It's important to note that JavaScript or also called ECMAScript is a language that is advancing very quickly and Node.JS cannot keep up with all the newest yearly features. And all of the documentation involving the Bot Framework is written in ES5. However it's still possible to use all of the newest features of ECMAScript if you compile your code down the ES5.

The documentation on setting up an environment like this is very limited. Microsoft does not provide any instructions or boilerplates on how to set up an efficient environment. This makes for more freedom but increases the learning curve for a developer who wants to start coding a bot using newer ECMAScript features or the option to hot reload his code.

### 3.2.2 Testing

The bot can be tested locally or remotely on any platform using Microsoft's own Bot Emulator [8], which is also open-source. This provides the developer with a live testing interface and information about everything the bot receives, including requests and the data that comes with them.

Speech Recognition is also supported for speech enabled bots. Sending system activities is another useful feature because it allows the developer to emulate user events like for example a user joining the conversation. Lastly, payment processing is supported as well to emulate a transaction.

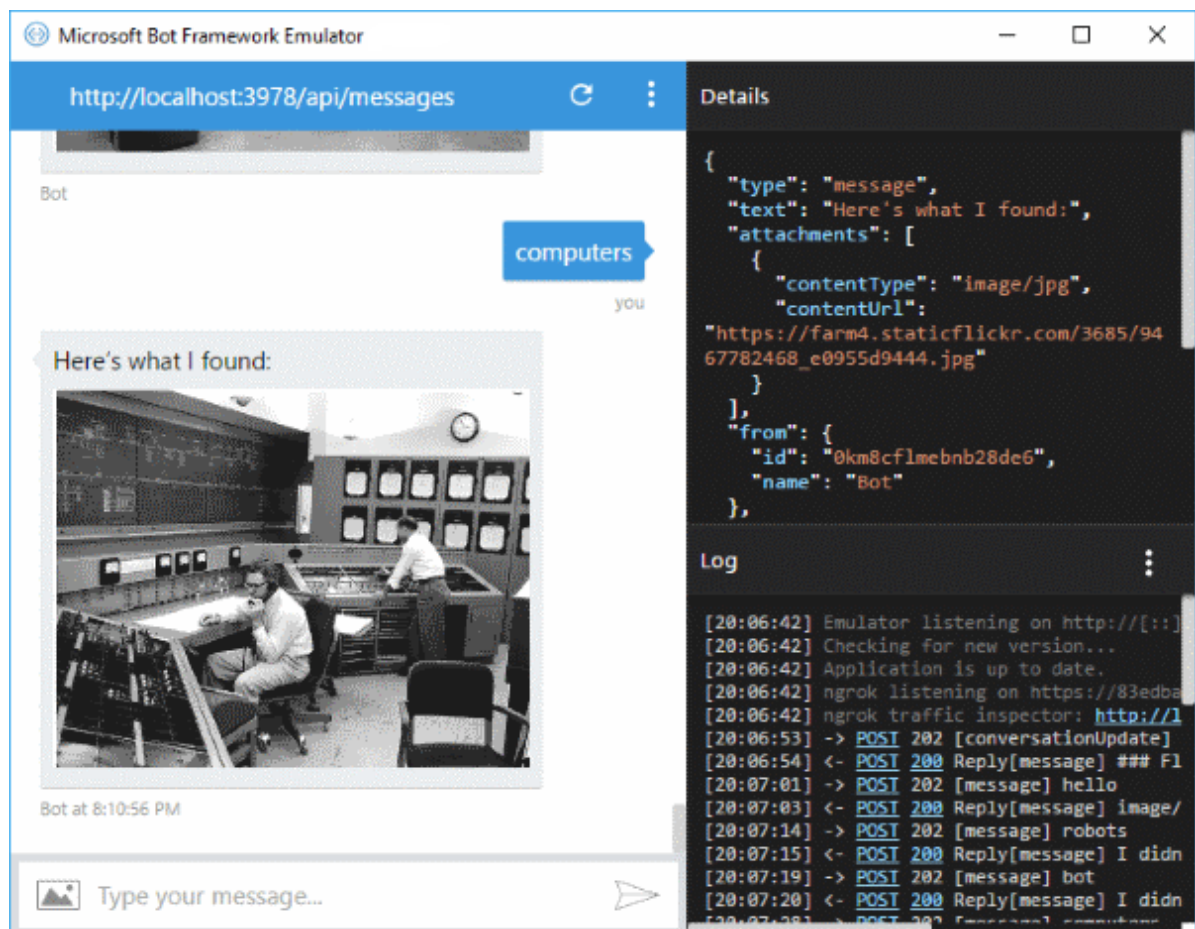


Figure 3.2: Microsoft's Bot Emulator [8]

# Google Dialogflow

## 4.1 Business Model

## 4.2 Technical implementation

### 4.2.1 Developer environment

### 4.2.2 Testing

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