SELECTION PANEL

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Introduction

The Ada chatbot currently offers a plethora of functionalities for businesses to provide one-on-one, reliable and interactive customer service to their customers. In order to come up with an idea for Ada we decided to browse through numerous websites to look at how their chatbots worked. One of the biggest issues we found with the chatbots was a **lack of interaction while showing options** - most chatbots only provided options through plain text or through URL links, both of which aren't very helpful to the user. The current *list option* functionality in Ada, for instance, is only useful for simple responses and can not be used by businesses to give users detailed and interactive choices, like an in-person sales advisor would.

This is why we decided to create "**SelectionPanel**", which is an integrated selection menu where users can see interactive and detailed options based on their inquiry, without leaving the chat. As demonstrated in the video, customers can send their request to the chatbot and the bot is able to show all the available options. The user can then select one of the options, which is received by the bot using the ADA SDK.

Market Research

Due to the simple concept behind our app, it can be used for any business looking to provide their users with interactive options. We expect that many of Ada's business customers can benefit from this application. Here are just 3 markets where this can be used:

I.   Telecom Companies (Koodo, Telus)

Telecom companies in Canada have to deal with millions of users asking questions about phone plans that fit their budgets and requirements. Often times, their websites have confusing UX, filled with filters and options that the customer shouldn't have to worry about. In essence, telecom companies expect a customer experience that is both interactive and automated.

 In our **demo video,** we have used this example to show how the SelectionPanel can be used. Instead of relying solely on text or forcing the customer to call an agent, SelectionPanel allows the user to look at all of the phone plans available to them, along with its price and everything it has to offer. The user can then select whatever plan they want through the SelectionPanel itself.

II.   Retailers (American Eagle, GAP)

Another market SelectionPanel could be useful for is the retail market. These kinds of online stores tend to have an overwhelming amount of options, which means that customers need to spend a lot of time sorting through multiple options and filters to find what they're looking for. Though a chatbot can be used to simulate a virtual sales advisor, they usually lack immersion and integration. For instance, while researching this market, one particular business caught our eye: AmericanEagle.ca. We simply asked the chat if they could recommend a pair of 36x2 ripped blue jeans, and this is what the bot "Angel" replied with:

```
Angel: one moment please

Angel: 1113-5417 | Color: 038

Angel: 0117-5201 | Color: 826
```

```
Angel: 0111-4956 | Color: 916
```

Clearly, it was extremely difficult to view what they had recommended, and the bot did not provide clear steps to find it's recommendations on their website. This is a perfect example of a live chat failing to provide adequate and personalized customer service. Instead, we could create a far more interactive experience using SelectionPanel, as shown below:
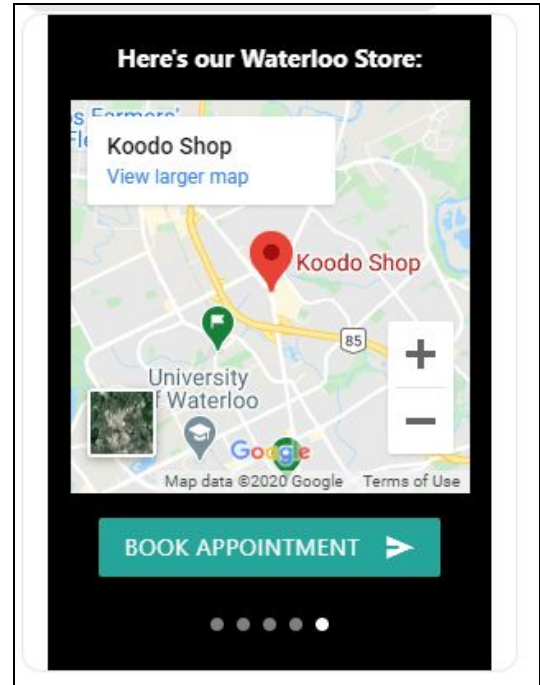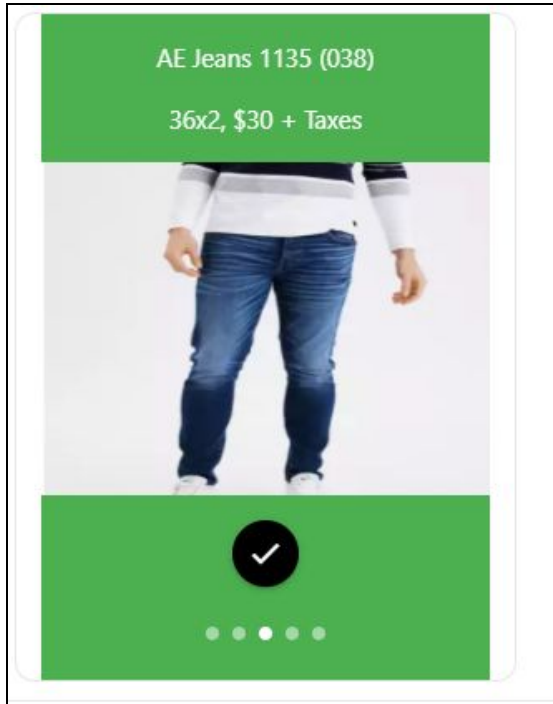
III. Location Booking (Restaurants, Hairdressers)

Since the panels are created using simple HTML and CSS, we can also implement other information in the panels, such as **embedded interactive Google Maps!** As shown on the image above, the user can Book an Appointment at the location of their choosing.

 Thinking bigger, we could also combine the many different features that Ada offers together! Using a hairdresser as an example. A user could select a location based on proximity using SelectionPanel, book a time through the Calendly app, pick which service they require through the SelectionPanel and pay for it - all in one immersive and effective chat experience.

Conclusion

One of our favourite features of SelectionPanel is the possibility of expansion. There really isn't a limit to how you could apply this technology to Ada as it is such a simple, yet effective solution to such a common problem with many chat bots out there today. Each company can host their own interactive SelectionPanels and design whatever options they wish using our existing code. Since the code uses simple HTML, CSS and JS, a company could also incorporate web elements specific to them - for instance, AirAsia can embed a "flight booking" web element to help customers find, manage and change their flight options. The possibilities are endless!

Github Link: https://github.com/Aryaman73/ADA-SelectionPanel

The master branch has the code for the Koodo Phone Plan demo. You can switch to alternative-panel to look at the code for the two other types of panel shown above; keep in mind that the Ada bot itself is only designed to be used with the Koodo Phone plan demo.
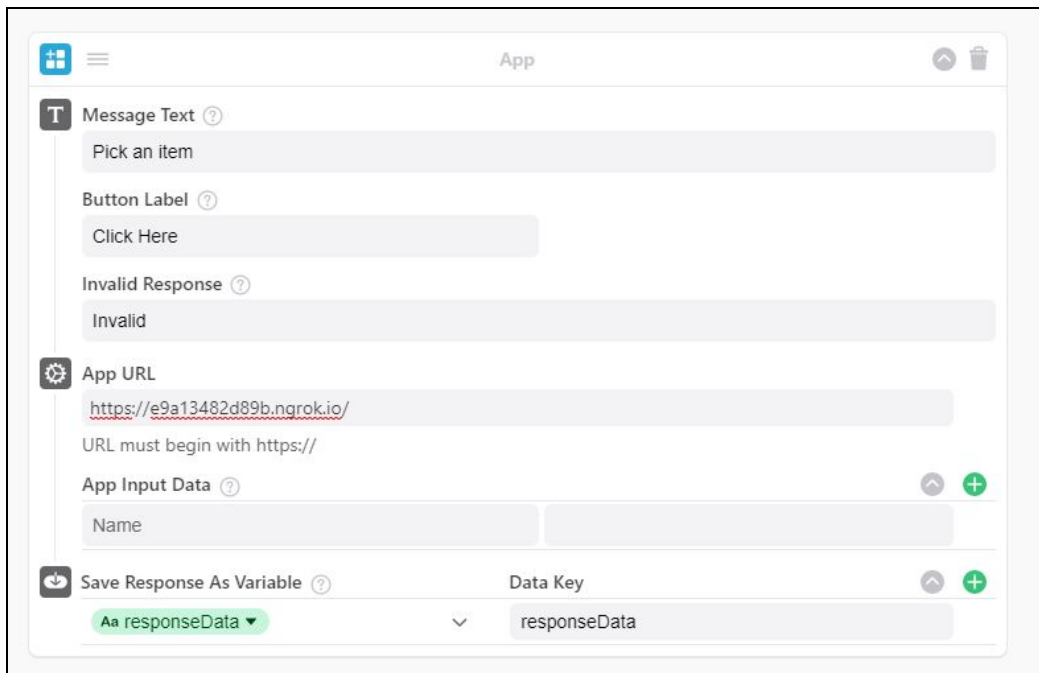
Demo Videos:

- SelectionPanel demo for Koodo: https://youtu.be/azzB6HmSImY
- Alternative Panels (Retail and Location): https://youtu.be/N2lKW0lS0Rg

The Ada Bot:

If you want to see the Ada Bot, you can go here: https://demo-apps-hack-team3.ada.support/answers/

To get the app running, you'll have to run *yarn start,* start up the ngrok server and copy the ngrok URL to the App URL:

The app gets a response "responseData, " which is used in the conditional statements shown below. These conditional statements can be used to do any action that Ada supports - for the demo, it just sends you a message saying that the phone plan change has been successful:
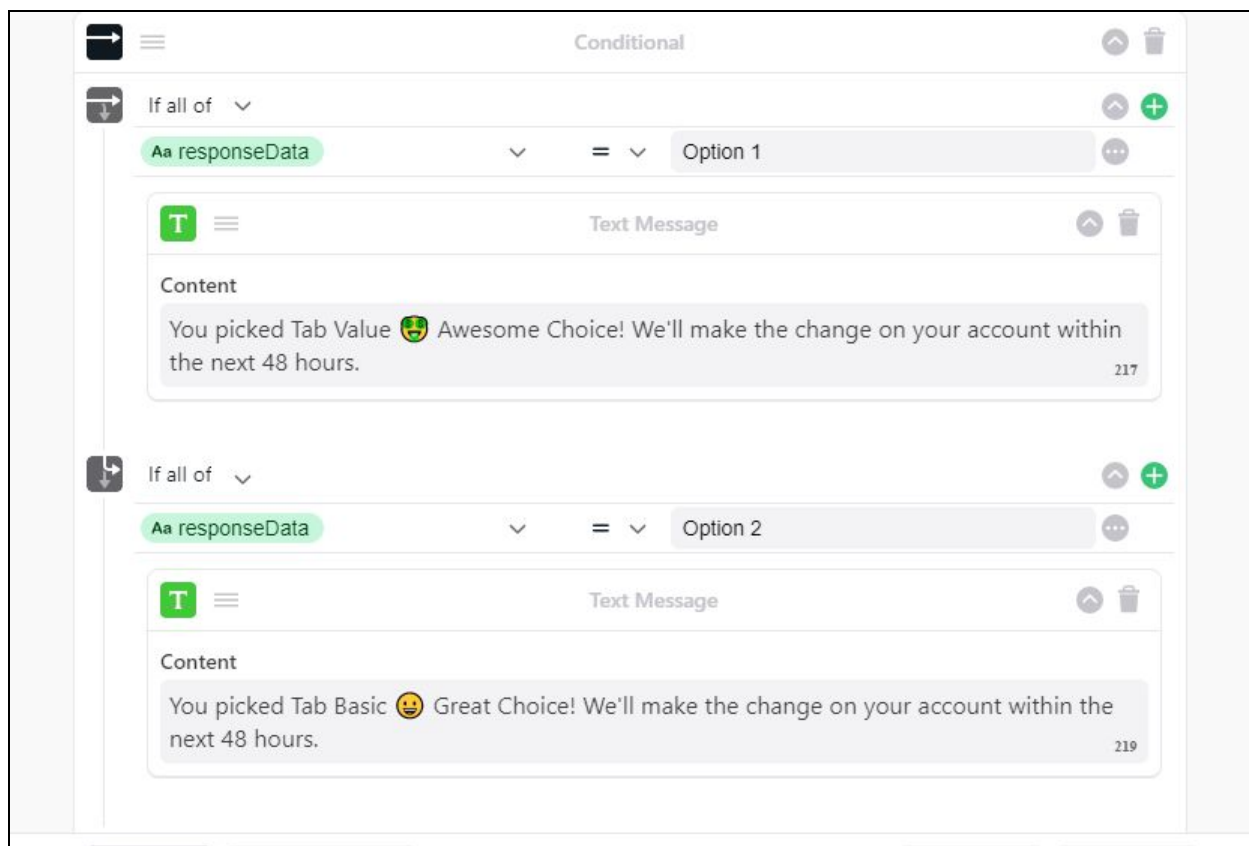
To trigger the answer, just ask the bot if you can change your phone plan!