

## PROBLEM DEFINITION

The project involves creating a chatbot using IBM Cloud Watson Assistant to serve as a virtual guide on messaging platforms like Facebook Messenger and Slack. The chatbot should provide helpful information, answer frequently asked questions (FAQs), and offer a friendly conversational experience. The project includes designing the chatbot's persona, configuring responses, integrating with messaging platforms, and ensuring a seamless user experience.

## DESIGN THINKING

### PERSONA DESIGN

The chatbot's persona should be designed to be friendly, helpful, and informative. It should be able to communicate in a clear and concise manner, and it should be able to understand and respond to a wide range of user queries.

### USER SCENARIOS

Common user scenarios that the chatbot should be able to address include:

- \*Providing information about the company, its products and services, and its contact information
- \*Answering FAQs about the company's policies and procedures
- \*Troubleshooting customer problems
- \*Providing support and assistance to customers

### CONVERSATION FLOW

The conversation flow should be designed to be natural and engaging. The chatbot should be able to understand the user's intent and respond with the appropriate information or action. For example, if the user asks a question, the chatbot should provide a comprehensive and informative answer. If the user needs help with a problem, the chatbot should be able to troubleshoot the issue or provide support.

### RESPONSE CONFIGURATION

The chatbot's responses should be configured using Watson Assistant's intents, entities, and dialog

nodes. Intents represent the user's goals, entities are the specific pieces of information that the chatbot needs to understand, and dialog nodes are the building blocks of the conversation flow. By carefully configuring the intents, entities, and dialog nodes, you can create a chatbot that can respond to a wide range of user queries in a natural and engaging way.

## PLATFORM INTEGRATION

To integrate the chatbot with popular messaging platforms like Facebook Messenger and Slack, you can use Watson Assistant's integrations. Integrations allow you to connect your chatbot to messaging platforms so that users can interact with it directly from their favorite messaging apps.

## USER EXPERIENCE

When designing the user experience, it is important to keep the following principles in mind:

- \*Clarity: The chatbot's prompts and responses should be clear and easy to understand.
- \*Informativeness: The chatbot should provide users with the information they need in a concise and informative way.
- \*Helpfulness: The chatbot should be able to help users with their tasks and answer their questions.
- \*Friendliness: The chatbot should have a friendly and approachable tone of voice.

## IMPLEMENTATION PLAN

The following is a high-level implementation plan for creating a chatbot using IBM Cloud Watson Assistant:

1. Design the chatbot's persona. What is the chatbot's name? What is its tone and style of communication?
2. Identify common user scenarios and FAQs. What are the most common questions that users are likely to ask the chatbot? What information do they need?
3. Design the conversation flow. How will the chatbot respond to user queries and prompts? What are the different paths that a conversation can take?
4. Configure the chatbot's responses using Watson Assistant's intents, entities, and dialog nodes.
5. Integrate the chatbot with popular messaging platforms like Facebook Messenger and Slack.

6. Test the chatbot and make necessary adjustments.

7. Launch the chatbot and make it available to users.

## CONCLUSION

By following the design thinking process and the implementation plan outlined above, you can create a chatbot using IBM Cloud Watson Assistant that is informative, helpful, and user-friendly.