

Bot supercanvas



1

Define **who** will be using your bot.

Users

Who are the people that will be using your bot?

💡 Different groups have different needs, make sure to include all of them

User groups

What types of users will the bot serve?



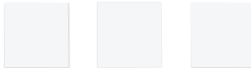
Goals & needs

What are people trying to achieve with the bot? What do they need from the bot?



Pain points

What does each user group struggle with most?



2

Define **how** your bot will talk and behave.

Bot identity

How will your bot speak and behave?

💡 Make sure your bot persona matches your target group's expectations

Tone of voice

Does the bot match your organisation's brand? How does it greet the user? How does it respond to errors?



Bot avatar

What's the bot avatar like? Is it male, female, or genderless? Human or abstract?



Languages

What languages will your bot speak?



TTS voice

What will the bot sound like? Is it a custom voice? Or a standard one?



voice

3

Define **what** your bot will do.

Use cases

What subjects or questions will the bot respond to?

💡 Think from a user's perspective, what do these people need?

Topics

What are the most urgent or important topics to tackle?



Entities

What user information does the bot need? What does the user need to know from the bot?



4

Define **where** your bot will live.

Technical setup

Where will your bot interact with users?

💡 Different channels offer different opportunities and restrictions

Channels

On what channels will your bot interact with its users?



and many more!

Integrations

Back-end or knowledge base? CRM, CMS, ERP, marketing platform?



Authentication

How will the bot verify users? Handover to a live agent? Security requirements?



5

Define **how** you will measure success.

Success metrics

How will you measure your bot's success?

💡 Let people know where to find your bot and keep optimising it after launch to improve

Awareness

How will people know about the bot's existence?



KPI's

What are important KPI's to track? Total number of users, human handover rate, chat volume, drop off rate, ...



ROI

How will you measure ROI? By number of users, number of sales, made appointments ?



6

Define **who** is part of the bot building team.

Core team

Who is building this bot?

💡 Different stages of the bot-building process require different skills

Conversation design

Mapping out the conversations, writing bot answers, optimising per channel, ...



NLP

Training the NLP model, creating expressions, defining entities



Development

Custom coding, technical integrations, ...



Optimization

Optimising the bot after publishing



Stakeholders

Who has a stake in this bot project?

