

Research: How to update the frequently asked questions based on user inputs?

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Concept

How I interpreted this question, with additional explanation from Thijmen who created this task, is that I need to find a way on how to update the FAQ buttons based on what users ask the chatbot.

Findings and ideas

- It is an idea to simply hardcode one question with matching answer for each tag (i.e. type of question) that is known in the database. Then by constantly adding every anonymized user input into the database, you can count the amount of questions per tag (without counting the greeting and ending tags) and show the three hardcoded questions with answers into the three FAQ buttons.
 - Disadvantage for this approach is that you need to hardcode a question per tag (because not everyone formulates the question precisely the same as others) and you need to add hardcoded questions and answers per additional tag that are not present now.
 - This should probably not be done every second of the day, but maybe at the end of each week at a certain time, such as 12 am on Monday. This will make the shortcut FAQ buttons up to date after a week of usage for the new week.
- It's important to update your FAQs over time as new customers concerns come up or as new opportunities arise to link to other pages in your questions and continue the customer journey [1].
- You only know when to update your FAQs if you monitor and analyze the use of FAQs.
 - We can try to do this by adding every user input, including the messages the user sends via chat by pressing on FAQ buttons. Then

count the number of times questions that match a tag have been asked. Use this count to make a decision about which three FAQs you want to display at the beginning of the chat.

- Whenever you have a major change on your website, you should review your FAQ to ensure you've got all your bases covered and you do not give the users wrong/out-dated/misleading information [2].
- On most websites I visited, it was mentioned that you should update your FAQs but they did not say how. This could imply changing them by hand.
 - For the buttons that we use in our chatbot, we can try to do the idea that I mentioned in the first bulletin point in the findings section.
- Your FAQ page should match concerns of the users [3]. In our case, it should match the questions they a lot of users have while using the chatbot.

Additional idea about FAQs

During this research, I came up with the idea to make a FAQ page next to the buttons with three FAQs. This page will then be the complete FAQ list and the buttons at the beginning of the chat will become a shortcut to the questions that have been asked the most or the type of questions that have been asked the most. I made a task for this idea and will discuss this idea and task with the team.

References

- [1] <https://www.shopify.com/blog/120928069-how-to-create-faq-page#:~:text=It's%20also%20important%20to%20update,an%20afterthought%20for%20many%20websites.>
- [2] <https://ripen.com/blog/how-to-write-an-faq>
- [3] <https://www.a2hosting.com/blog/create-an-faq-page/>