BUSINESS BOTS vs	CONSUMER BOTS
o Purpose is to facilitate a task or a business process in an easy, pleasant and productive way	Purpose is to entertain us, help us keep in touch with our favorite brands, stay up to date with the news, keep in shape, improve our personal productivity & well being and more. (all the other things we do outside work)
o Communication should be to the point, with a focus on getting things done rather than talking about it.	They can be chatty, whimsical, and personal. Users tend to stray off topic more with consumer bots and sometimes the measure of length of the conversation could be a key metric of the success of the bot.
o More task & workflow oriented. Need to be as transparent and minimal as possible.	More experience oriented. for eg. In consumer bots users are more tolerant of the reengagement tactics like "what's new" notifications.

BUSINESS BOTS & CONSUMER BOTS ARE DIFFERENT IN MANY ASPECTS. THEY SERVE DIFFERENT PURPOSE, THEY ENGAGE WITH THE USERS IN A VERY DIFFERENT WAY AND THEY EVEN HAVE DIFFERENT BEST PRACTICES AROUND TASK LENGTH AND OUTCOME.

AUDIENCE:-

o ADDRESSING A BUSINESS USE CASE.

o CORE USERS ARE TECH SAVVY.

o USERS ARE DISTRIBUTED WORKFORCES, MEN AND WOMEN AGED 21-55.

o USERS ARE MOBILE.

o USERS WANT SHORT CONTEXTUAL AND ACTIONABLE TASK CONVERSATIONS.

LOGO:-

o WHEN IT COMES TO CONVERSATIONAL UX THE BOT'S LOGO APPEARS AS THE PROFILE LOGO. IT SHOULD BE BOLD, EASILY NOTICEABLE & MEMORABLE

o THE BOT'S LOGO CAN ALSO IMPLY GENDER, AGE, AND OTHER HUMAN-LIKE ATTRIBUTES.
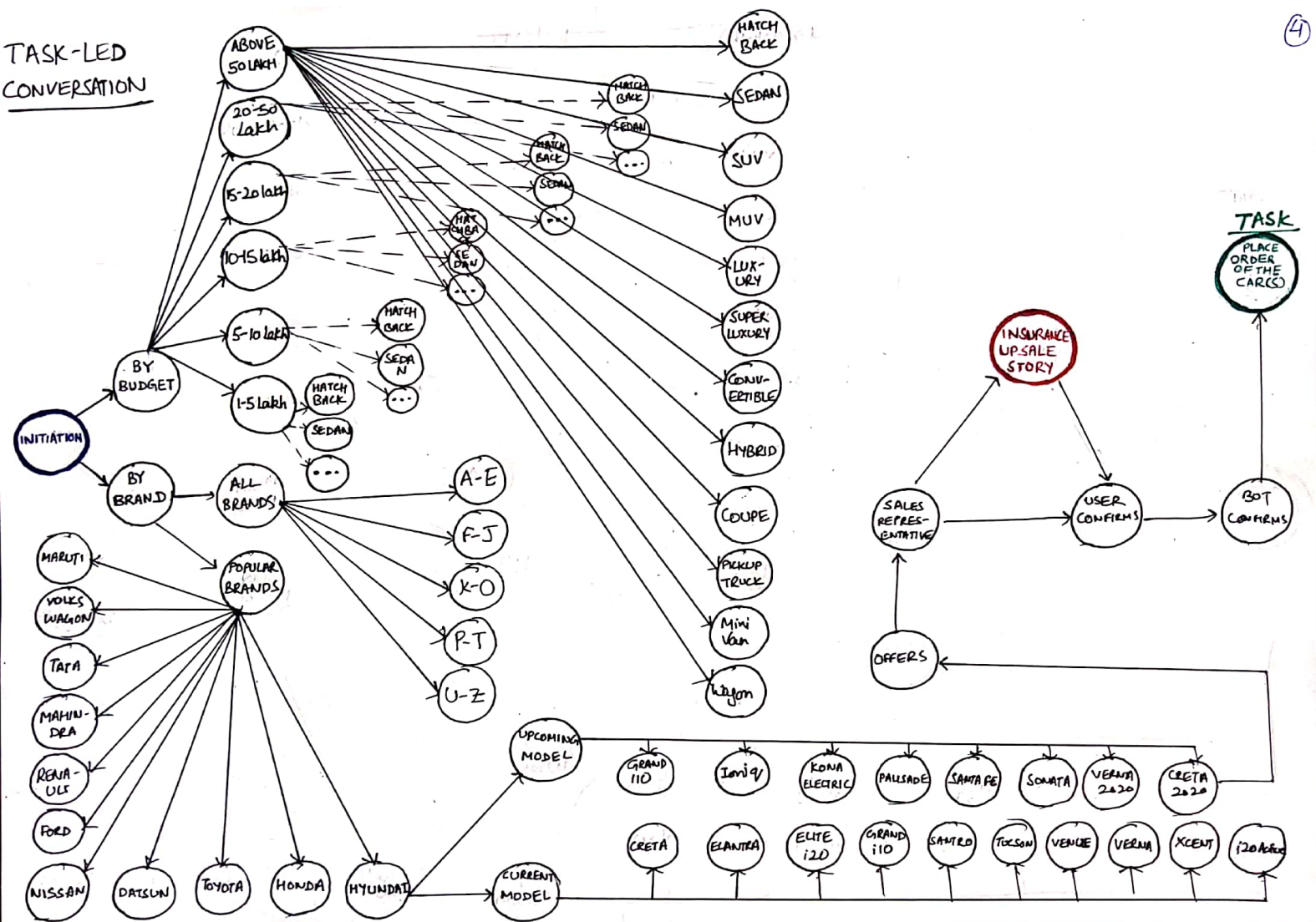
PERSONALITY:-

o NAME - MAX.

o ENVIRONMENT - WORK.

o TASK AT HAND - HELP USER PLACE AN ORDER FOR A CAR(S) OF HIS CHOICE.

o RUNTIME VARIATIONS- NONE.

o BRANDING: THE BRAND IS PLEASANT AND PRODUCTIVE.

o VALUES: FOCUS ON THE SERVICE AND BE TRANSPARENT.

o PERSONALITY:- SIMPLE, GETTING THINGS DONE, FRIENDLY BUT SUCCINCT, MINIMALISTIC, CLEAN AND FUNCTIONAL, NON INTRUSIVE.

ESCALATNG CONVERSATIONS TO A HUMAN :-

WHEN ? →

o THE BOT DOESN'T KNOW HOW TO HANDLE THE USER'S INTENT OR REQUEST.

o THE BOT DOES NOT UNDERSTAND THE USER INPUT.

o THE BOT RECOGNIZES NEGATIVE SENTIMENT (FOR EG., WHEN THE USER IS GETTING FRUSTRATED)

o THE BOT EXPOSES A WAY FOR THE USER TO ASK FOR HUMAN ASSISTANCE AND THAT FUNCTIONALITY IS INVOKED.

o THE CONVERSATION IS TAKING TOO LONG, OR IS UNPRODUCTIVE OR CIRCULAR (USER GETTING LOST IN THE CONVERSATION).

TASK-LED CONVERSATION

A hand-drawn flowchart diagram.

Starting node: INITIATION

Branches:
- BY BUDGET
- BY BRAND

BY BUDGET → budget ranges:
- ABOVE 50 LAKH
- 20-50 LAKH
- 15-20 LAKH
- 10-15 LAKH
- 5-10 LAKH
- 1-5 LAKH

Each budget range → HATCH BACK, SEDAN, ...

Body types (right column):
- HATCH BACK
- SEDAN
- SUV
- MUV
- LUXURY
- SUPER LUXURY
- CONVERTIBLE
- HYBRID
- COUPE
- PICKUP TRUCK
- MINI VAN
- WAGON

BY BRAND →
- ALL BRANDS
- POPULAR BRANDS

ALL BRANDS →
- A-E
- F-J
- K-O
- P-T
- U-Z

Brands (left column):
- MARUTI
- VOLKS WAGON
- TATA
- MAHIN-DRA
- RENA-ULT
- FORD
- NISSAN
- DATSUN
- TOYOTA
- HONDA
- HYUNDAI

HYUNDAI → CURRENT MODEL, UPCOMING MODEL

UPCOMING MODEL →
- GRAND i10
- IONIQ
- KONA ELECTRIC
- PALISADE
- SANTA FE
- SONATA
- VERNA 2020
- CRETA 2020

CURRENT MODEL →
- CRETA
- ELANTRA
- ELITE i20
- GRAND i10
- SANTRO
- TUCSON
- VENUE
- VERNA
- XCENT
- i20 Active

TASK: PLACE ORDER OF THE CAR(S)

INSURANCE UP-SALE STORY
- SALES REPRESENTATIVE
- USER CONFIRMS
- BOT CONFIRMS
- OFFERS

Flow: OFFERS → SALES REPRESENTATIVE → USER CONFIRMS → BOT CONFIRMS → PLACE ORDER OF THE CAR(S); INSURANCE UP-SALE STORY connects SALES REPRESENTATIVE and USER CONFIRMS

HAPPY PATH FLOW SCRIPT

USER : Hello Max.

Max! HOW WOULD YOU LIKE TO GO AHEAD? YOU CAN CHOOSE TO GO "BY BUDGET" OR "BY BRAND"!

USER:- I WILL GO "BY BRAND".

MAX:- DO YOU WANT TO SEE "ALL BRANDS" OR "POPULAR BRANDS"?

USER:- POPULAR BRANDS."

MAX:- YOU HAVE, "MARUTI", "VOLKWAGON", "TATA", "MAHINDRA", "RENAULT", "FORD", "NISSAN", "DATSUN", "TOYOTA", "HONDA" & "HYUNDAI"

WHICH ONE DO YOU WANT TO GO FOR?

USER :- "HYUNDAI".

MAX:- DO YOU WANT TO SEE THE "CURRENT MODELS" OR "UPCOMING MODELS"?

USER! "UPCOMING MODELS"?

MAX:- YOU CAN CHOOSE ONE FROM:-
"GRAND i10", "Ioniq", "Kona ELECTRIC", "PALISADE", "SANTA FE", "SONATA", "VERNA 2020", "CRETA 2020".

USER :- "CRETA 2020".

MAX:- HERE ARE THE OFFERS FOR "CRETA 2020".

USER:- ~~DO YOU WANT TO TALK TO OUR SALES REPRESENTATIVE?~~

USER:: ~~YES. GO AHEAD.~~

MAX:- ~~WOULD~~ WE ALSO OFFER ATTRACTIVE INSURANCE PLANS. ~~DO YOU WANT TO KNOW~~ WOULD YOU LIKE TO KNOW MORE ABOUT THEM? OR WOULD YOU LIKE TO OUR SALES REPRESENTATIVE TO BOOK THE ORDER FOR "CRETA 2020"?

USER :- CONNECT ME WITH THE SALES REPRESENTATIVE ?

MAX:- A RIGHT! ~~WE WE~~ I WILL SEND YOUR PHONE NUMBER- 9998162191 & email id :- user@company.com to the sales Representative. Do you want to me to edit the information or go ahead with it?

USER:- GO AHEAD.

MAX:- THANKS.. OUR SALES REPRESENTATIVE WILL GET IN TOUCH WITH YOU SOON. ETA - 2 hrs. .

WERE YOU SATISFIED WITH THE EXPERIENCE?. YOU CAN REPLY WITH A SIMPLE 👍 👎 .

DIVERGENT FLOWS AND COURSE CORRECTION :-

USER: HELLO MAX.

MAX:- ~~HOW WOULD YOU LIKE TO GO AHEAD?~~

MAX!- WE HAVE TWO OPTIONS FOR YOU. YOU CAN MAKE YOUR SELECTION "BY BUDGET" OR "BY BRAND."

USER:- Wait, no! I want a Red CAR.

COURSE CORRECTION

MAX:- SORRY! I AM NOT CAPABLE OF CHOOSING CARS BY COLOR, BUT I CAN HELP YOU CHOOSE CAR BY BUDGET OR "BY BRAND". HOW WOULD YOU LIKE TO START? BUT I'LL ALSO NOTIFY YOU WHEN WE START CHOOSING BY COLOR.

USER!- OKAY, LET'S GO WITH ~~THE BE~~ "BY BRAND".

HUMAN INTERVENTION

MAX:- Let me connect you with my human supervisor... This might take a few minutes.

SHORTHANDING

USER :- MAX, I NEED CRETA 2020.

" BOT NEED NOT GO TO ALL THE STEPS & GIVE THE INFORMATION ASKED BY THE USER."

RANDOMIZATION :-

For Eg :-
→ AlRIGHT, OK, OKAY, GO AHEAD, AFFIRMATION, CONFIRMED, YES.

RESPONSIVENESS :-

IF THE USER'S REQUEST TAKES A LONG TIME TO PROCESS, THE BOT SHOULD INDICATE THAT IT IS WORKING ON THE REQUEST. THIS COULD BE A SIMPLE "WORKING ON IT" TYPE OF MESSAGE, OR THE "TYPING" INDICATOR PROVIDED BY SOME OF THE PLATFORMS.

COMMUNICATING VALUE :-

MAX :- THANK YOU FOR INSTALLING ME. I AM MAX. I WILL HELP YOU PLACE SMALL & BULK ORDERS OF VEHICLES AT ANY TIME.

MAX :- LET'S GET STARTED AND HELP YOU BOOK YOUR FIRST ORDER ?!

PROVIDING HELP :-

→ IF AT ANY POINT USER SAYS "HELP" or "HELP ME". OR an variant of this, the ~~BO~~ BOT SHOULD MOVE TO HELP MODE. HELP COULD BE AS SIMPLE AS REPEATING THE SECTION IN THE ONBOARDING SCRIPT THAT TEACHES THE USER HOW TO USE THE BOT. OR AN ADVANCED VERSION COULD BE CONTEXTUAL HELP.

FOR EX :-

MAX :- WE HAVE TWO OPTIONS FOR YOU. YOU CAN MAKE YOUR SELECTION "BY BUDGET" OR "BY BRAND".?

USER :- HELP! <OR HELP ME CHOOSE>

MAX :- GOING BY BUDGET WILL GIVE YOU OPTIONS TO SEE CAR ~~BA~~ AND DECIDE ~~ON THE~~ BY THEIR PRICES. GOING BY BRAND CAN LET YOU CHOOSE FOR A PARTICULAR TYPE OF CAR YOU HAVE IN MIND.

MAX :- FOR GENERAL HELP PLEASE TYPE HELP AGAIN.

→ ANALYZING WHEN A USER IS REQUESTING "HELP" CAN CONTRIBUTE TO THE IMPROVEMENT OF YOUR BOT.

Soliciting Feedback :-

① Support the "Feedback" Command ;- WHENEVER A USER SAYS "FEEDBACK", a feedback conversation is started.

②. End a Conversation with a feedback request :-

③ CAPTURE KEYWORDS :-

YOU CAN GET IMPLICIT FEEDBACK BY LOOKING FOR CERTAIN WORDS. USERS TEND TO SAY "THANK YOU", etc. WHEN A TASK IS WELL DONE. SAME GOES WITH NEGATIVE EMOTIONS & FRUSTRATIONS. CAPTURING THESE KEYWORDS AND ANALYZING THEM CAN GIVE INSIGHTFUL INFORMATION.
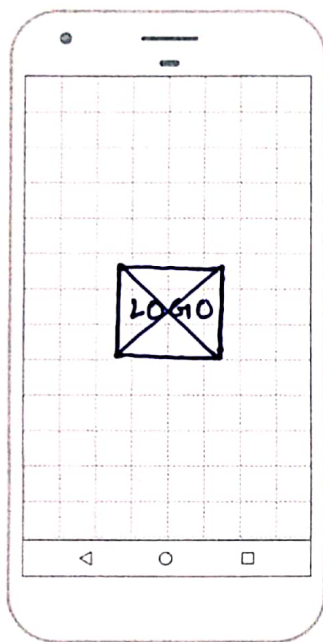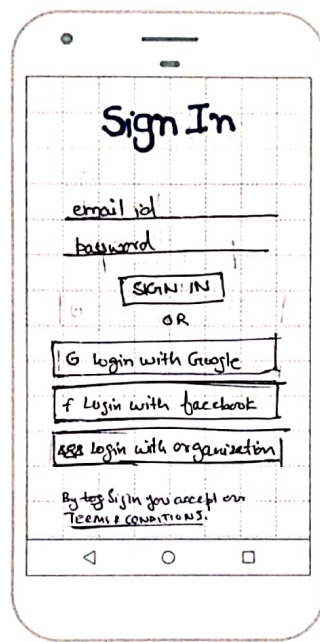
ONBOADING :-
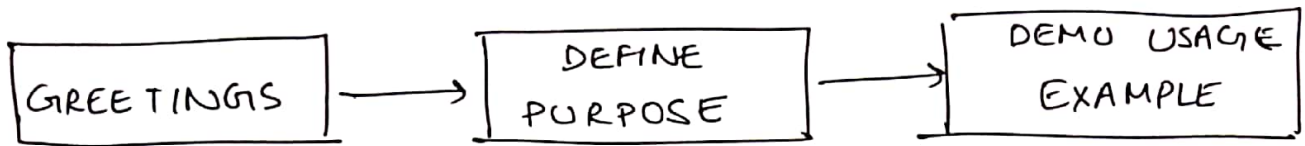
| GREETINGS | → | DEFINE PURPOSE | → | DEMO USAGE EXAMPLE |

MAX :- THANK YOU FOR INSTALLING ME. I AM MAX. I WILL HELP YOU PLACE SMALL & BULK ORDERS OF VEHICLES AT ANY TIME.

MAX : HERE A FEW THINGS YOU CAN DO WITH ME :-

- TYPE "HOME" TO RESTART A CONVERSATION.
- TYPE ~~SHOW ME~~ "ORDER HISTORY" TO SEE YOUR ORDER HISTORY.
- TYPE "FIND CHEAPER" TO FIND A CHEAPER CAR OFFER.
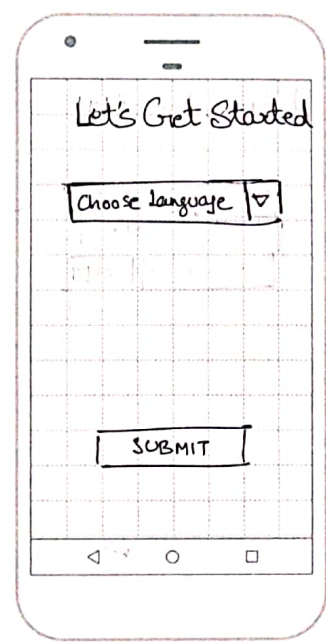- TYPE "HELP" TO SEE CONTEXTUAL HELP & HELP MENU.
- TYPE "FEEDBACK" TO GIVE YOUR FEEDBACK.

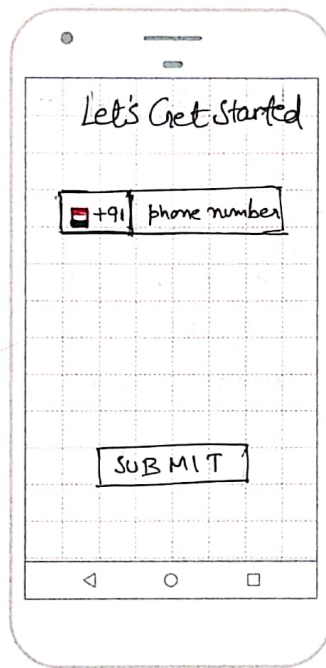**MAX :-** LET'S GET STARTED AND HELP YOU BOOK YOUR FIRST ORDER.

Screen 1 — Splash Screen

LOGO

SPLASH SCREEN

Screen 2 — Sign In

Sign In

email id

password

SIGN IN

OR

G login with Google

f Login with facebook

login with organisation

By tap Sign you accept our
TERMS & CONDITIONS.

Sign-IN

Screen 3 — Let's Get Started

Let's Get Started

Choose language ▽

SUBMIT

User is asked to
choose a language
preference.

Project Name: Max for Mobile – 1

Phone 1

Let's get Started

| En | ▽ |

Enets
Enga
English
English (Australian)
English (UK)

[SUBMIT]

◁　○　□
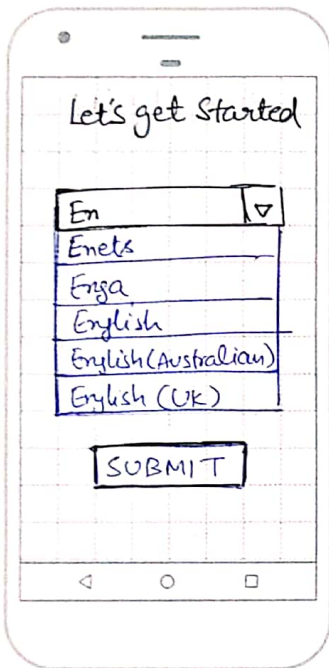
The drop down can
be filtered by a
"start typing"
solution.

Phone 2

Let's Get Started

[+91 | phone number]

[SUBMIT]

◁　○　□

The user enters
his mobile number

Phone 3

Let's Get Started

OTP SMS will be sent to +91 9986217-7 ☺
OTP will be autofilled

[SUBMIT]

RESEND OTP

◁　○　□
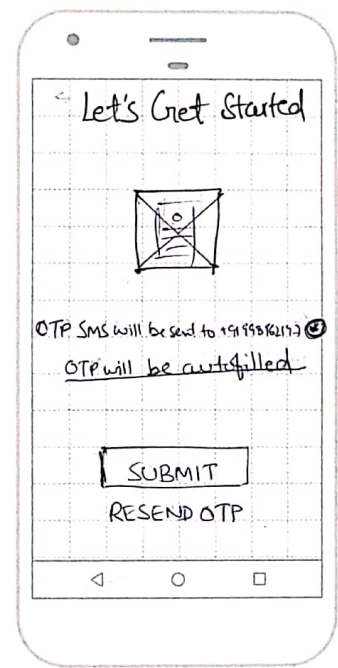
THE USER IS VERIFIED
BY OTP.

Project Name:　2

Screen 1

Let's Get Started

OTP: Allow Max to use Microphone

9921

Deny   Allow

SUBMIT

RESEND OTP
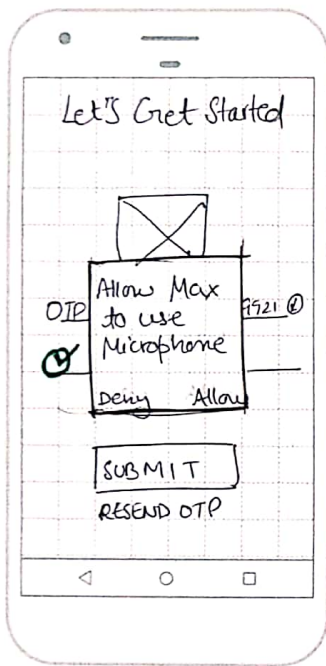
Permissions to mobile app to use the mobile features (camera, microphone etc.)

Screen 2

Thank you for installing me. I am Max. I will help you place small & Bulk orders of cars at any time.
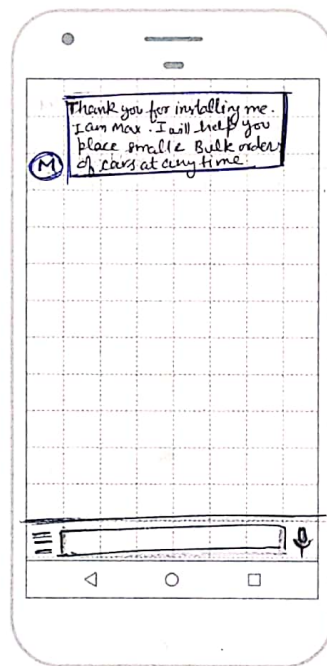
ONBOARDING - GREETING & DEFINING VALUE.

Screen 3

Here are a few things you could ask me to do:
- Type 'Restart' to restart the conversation.
- Type "Order History" to see your order History.
- Type "Find cheaper" to find a cheaper offer.
- Type "Help" to see contextual & general help.
- Type feedback to give feedback.
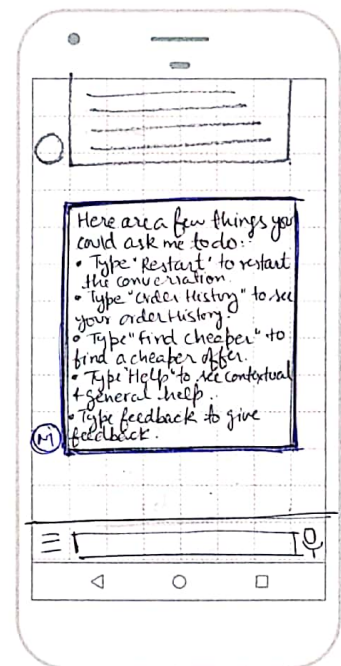
ONBOARDING - DEMO USAGE/HELP

let's get started & help you book your first order.

Hello Max

How would you like to go ahead? You can choose to Go "BY BUDGET" OR "BY BRAND"
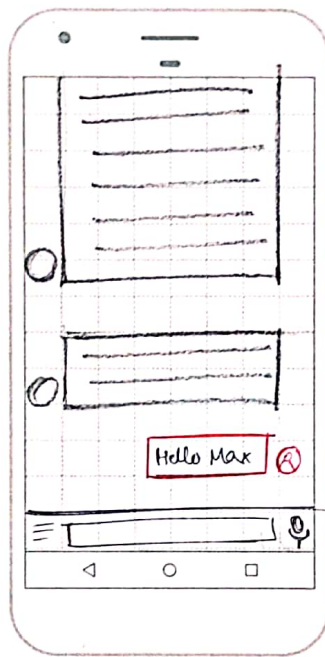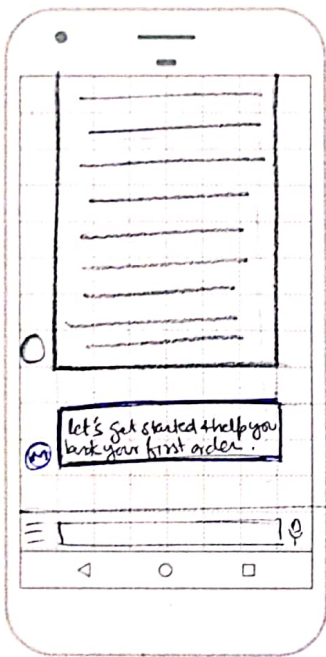
By Budget   By Brand
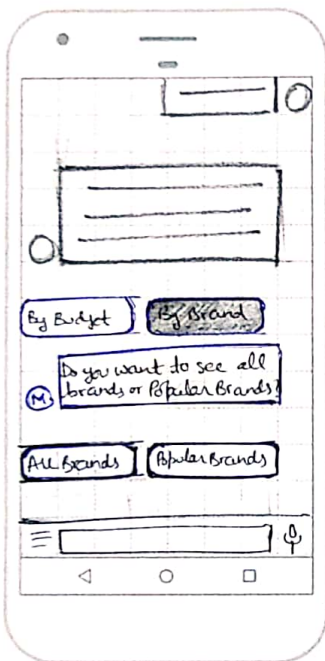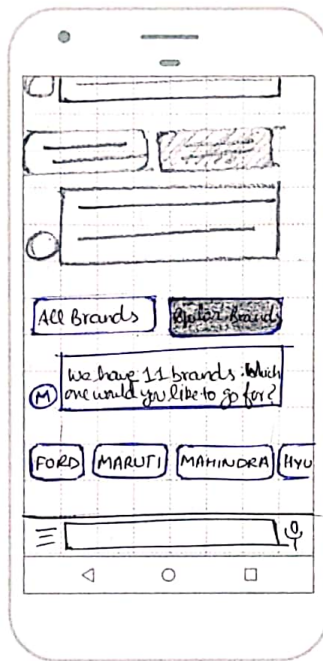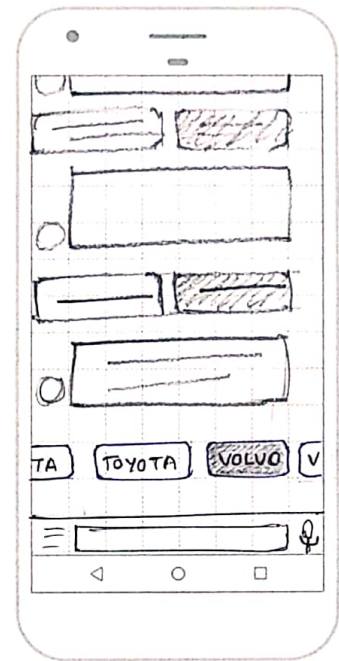
User Initiates
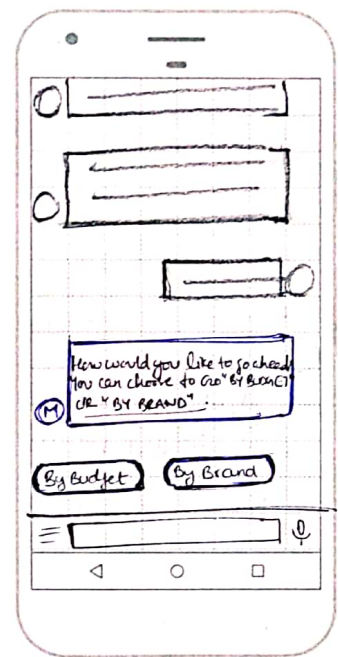
Quick replies to choose from "By Budget" or "By Brand."

User chooses "By Brand".
Two quick replies are made
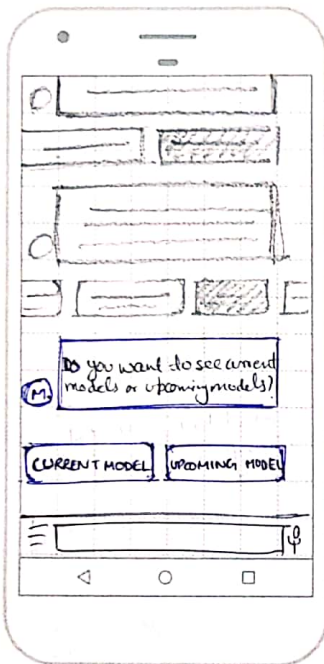available "ALL BRANDS" &
"POPULAR BRANDS."

User chooses "Popular Brands".
Quick replies in alphabetically
arranged Brands is given.
Partial disclosure hints there are
more Brands than the user sees.
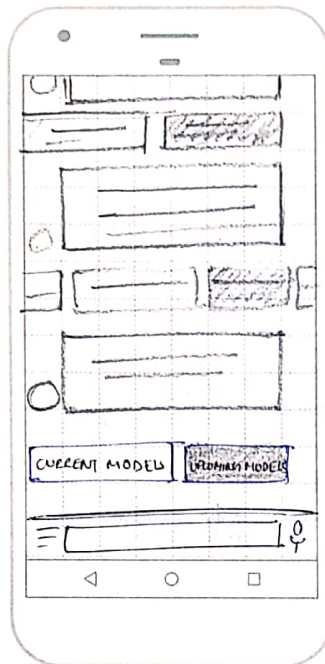He needs to swipe left-right to see
more.

User scrolls the quick
replies & chooses
"Volvo".

Do you want to see current models or upcoming models?

M

| CURRENT MODEL | UPCOMING MODEL |

| CURRENT MODEL | UPCOMING MODELS |

VOLVO-ALL MODELS

→ Taps here

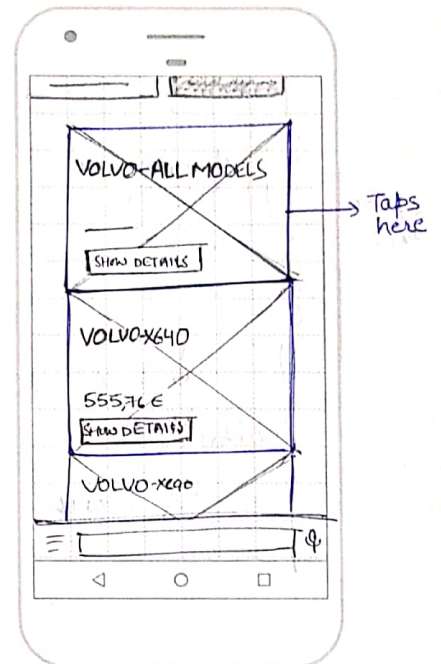SHOW DETAILS

VOLVO-X640

555,76 €

SHOW DETAILS

VOLVO-XC90

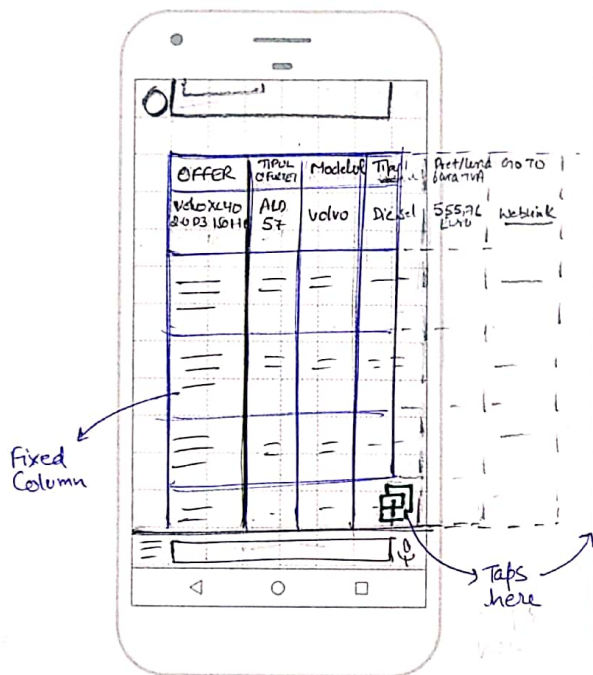User is presented with two options - Current Models or upcoming Models.

User chooses "Upcoming Models".

User is presented with list view of upcoming models with rich interactions (images). He taps on "All offers."

Project Name: ⑥

Screen 1:

OFFER	TIPUL CFUEL2?	Modelo?	Tipul	Art/lund lara TVA	Go To
Volvo XC40 2003 16110	ALD 57	volvo	Diesel	555,76 Euro	weblink

Fixed Column

Taps here

User sees the fixed column table. He can scroll right/left to see more info. He taps more icon to get additional features.

Screen 2:

DOWNLOAD   whatapp   Email to
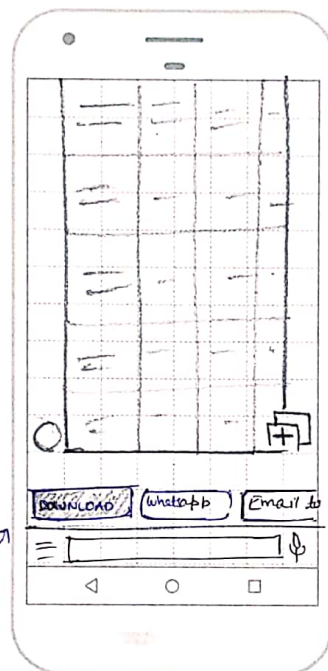
The user gets the additional features to download or share by 3rd party app integration. He clicks on download.

Screen 3:

The file has been saved on your device

User gets a confirmation of file being saved.

Project Name: 7.

We also offer attractive insurance plans. Would you like to know more? Or would you LIKE OUR SALES representative to book order for [crossed out] keto you?

INSURANCE   SALES REPRESENTATIVE

All right! I will send your mobile number- 9998161213 & email visit@company.com to the sales representative. Do you want me to edit the information or go ahead with it

EDIT   GO AHEAD

Thanks. Our sales representative will get in touch with you soon. ETA-2hrs.

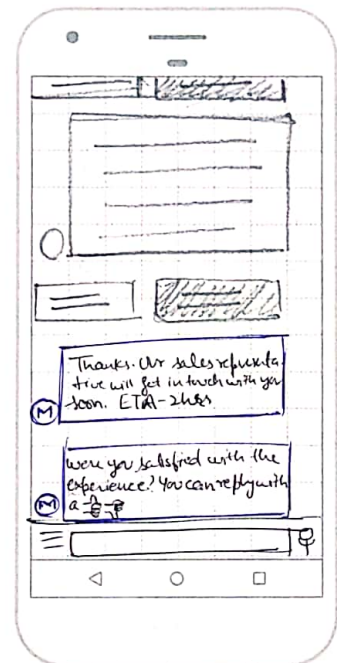Were you satisfied with the experience? You can reply with a 👍👎

The insurance upscale is promoted at the right time. The user selects to connect with sales representative.
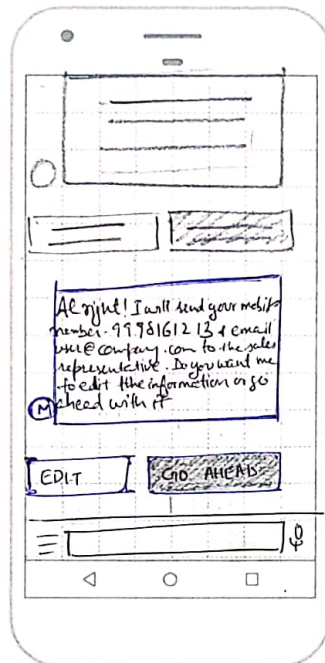
The user gets an option to change his contact information. But, he chooses to keep it as is & share with the sales representative.

Max thanks the user & gives an ETA. Max further asks for the feedback from the user.

Project Name: 8.