**CHATBOT DEPLOYMENT WITH IBM CLOUD WATSON ASSISTANT**

**PHASE 3:**

Start building the chatbot using IBM Cloud Watson Assistant.

**PERSONA DESIGN AND CONVERSATION FLOW:**

Define the chatbot's persona and design the conversation flow.

**\*Chatbot Persona\***

The chatbot persona is the identity and personality of your chatbot. It is what will make your chatbot unique and memorable to users. When designing your chatbot persona, you should consider the following**:**

**\* \*Brand identity**:\* What kind of personality does your brand have? Is it friendly, professional, fun, or something else? Your chatbot persona should be aligned with your brand identity.

**\* \*Target audience**:\* Who are you trying to reach with your chatbot? What kind of personality would resonate with them? For example, if your target audience is millennials, you might want to create a chatbot persona that is witty and casual.

**\* \*Purpose of the chatbot**:\* What is your chatbot trying to achieve? Is it there to provide customer support, answer questions, or generate leads? The purpose of your chatbot will also influence its personality.

**\*Conversation Flow\***

The conversation flow is the sequence of steps that a user will follow when interacting with your chatbot. It is important to design a conversation flow that is logical and easy to follow. Users should never feel lost or frustrated when interacting with your chatbot.

**Here are some tips for designing a good conversation flow:**

**\* \*Start with a clear greeting**:\* Your chatbot should greet users in a friendly and welcoming way. It should also introduce itself and explain what it can do.

**\* \*Ask open-ended questions**:\* Open-ended questions will help you to better understand what the user is looking for. They will also give the user more control over the conversation**.**

**\* \*Provide clear instructions**:\* If you need the user to provide certain information, be clear and concise in your instructions. Avoid using jargon or technical terms.

**\* \*Offer multiple options**:\* When possible, offer users multiple options to choose from. This will help them to feel more in control of the conversation.

**\* \*Handle errors gracefully**:\* If the user makes a mistake, your chatbot should handle it gracefully. Avoid using accusatory language or making the user feel bad.

**\*Example Conversation Flow\***

**Here is an example of a simple conversation flow for a customer support chatbot:**

**\*Greeting:\***

**\* Hi! I'm Bard, a customer support chatbot. How can I help you today?**

**\*Open-ended question:\***

**\* What can I do for you?**

**\*Multiple options:\***

**\* I can help you with your account.**

**\* I can answer your questions about our products and services.**

**\* I can help you place an order.**

**\* I can connect you with a human customer support representative.**

**\*Error handling:\***

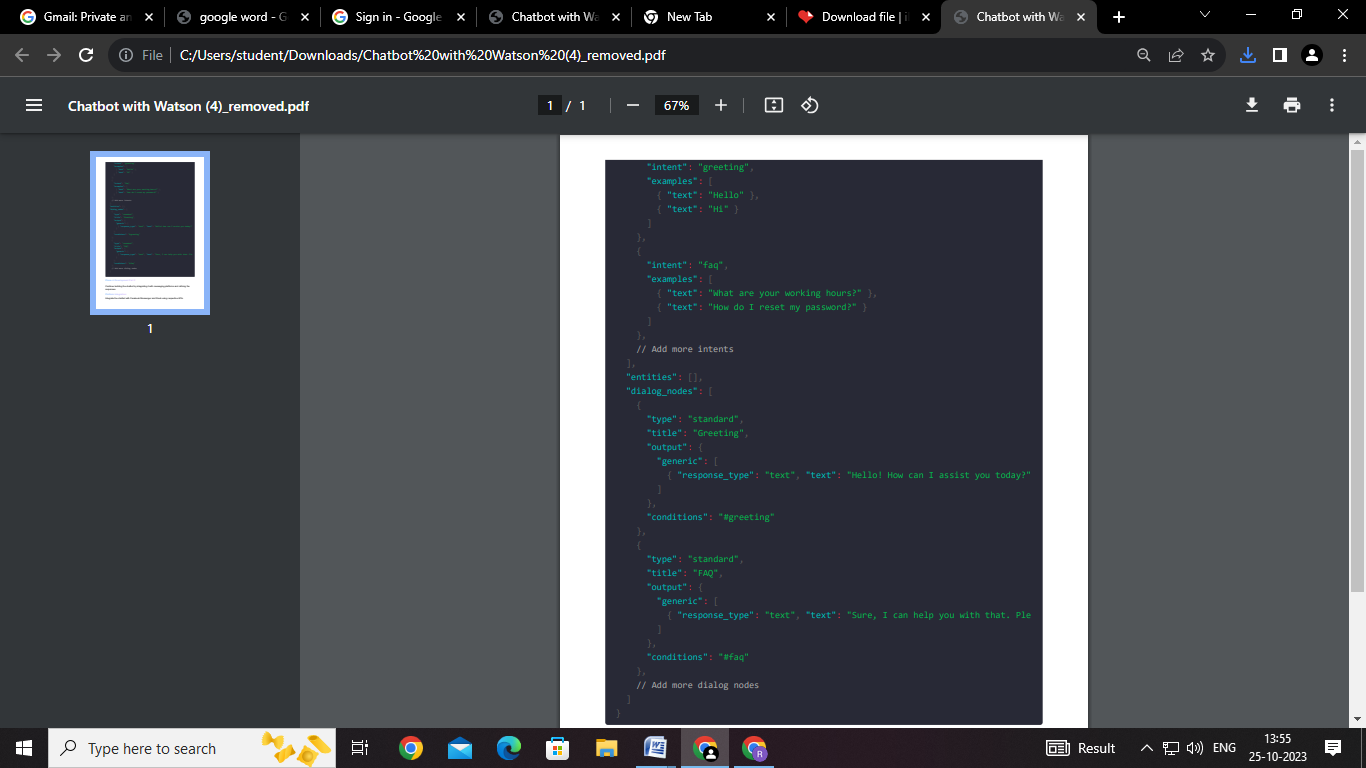
**\* I'm sorry, I don't understand**. Could you please rephrase your question?

This is just a simple example, of course. You can design your conversation flow to be as complex or as simple as you need it to be, depending on the purpose of your chatbot.

Once you have designed your chatbot persona and conversation flow, you can start writing the scripts for your chatbot. Be sure to keep your target audience in mind when writing your scripts, and use a tone and style that is consistent with your chatbot persona.

**Response configuration:**

Configure intents, entities, and dialog nodes in Watson Assistant to handle user queries.

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