



maute

Designing intelligent conversations

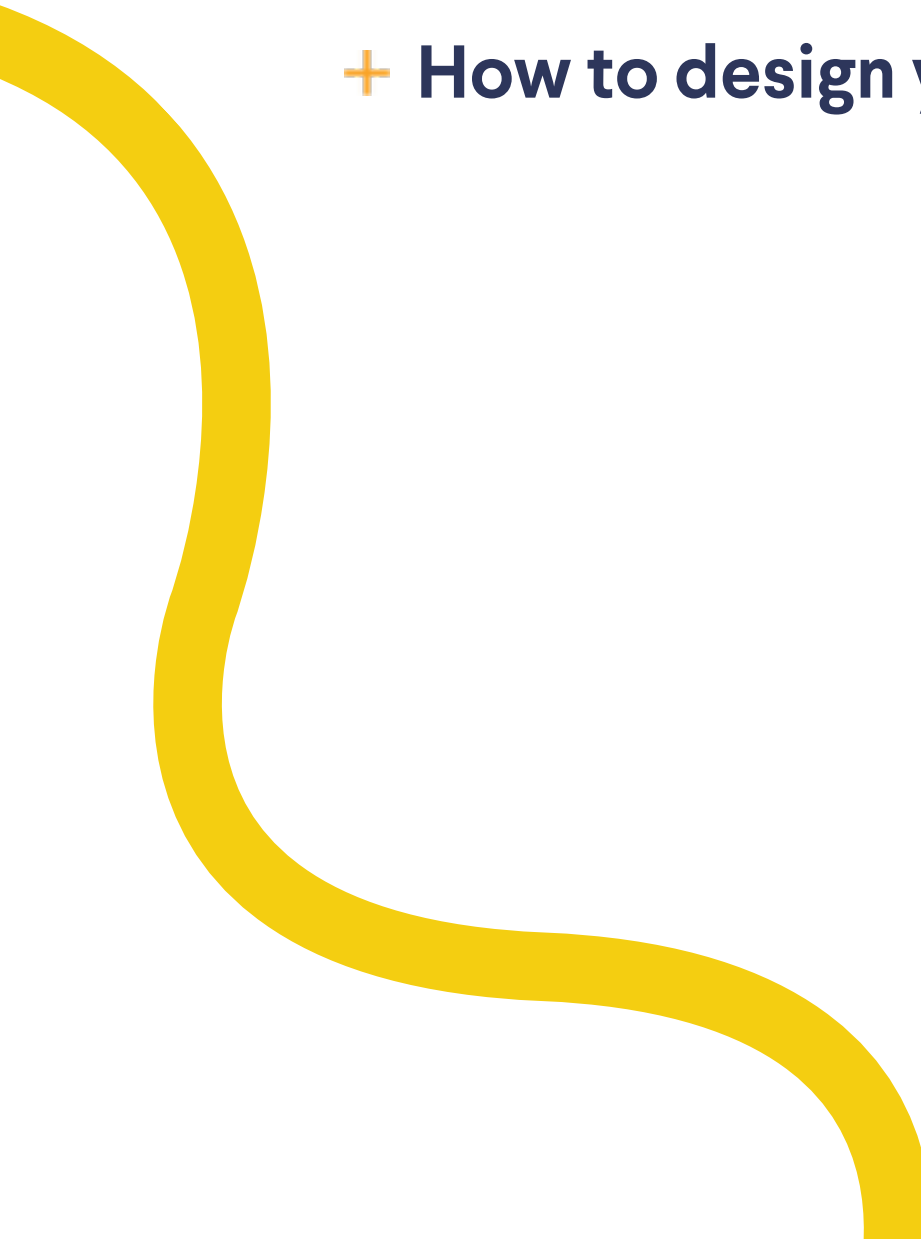
Brynn Chadwick

Head of product





What's on this evening

- + How chatbots are used well (and poorly)
 - + Designing helpful conversations
 - + Practical design and implementation tools for your own company
 - + How to design your first chatbot
- 



Mayte?

**Got voted top 10 chatbot building agencies
(before we'd built one for a client!)**



mayte



Pre-work:

Name Game



What is a chatbot?



What is a chatbot?

To the user: Computer software you can talk to

To a company: A new staff member who never gets tired

How do you talk to them?

Messaging

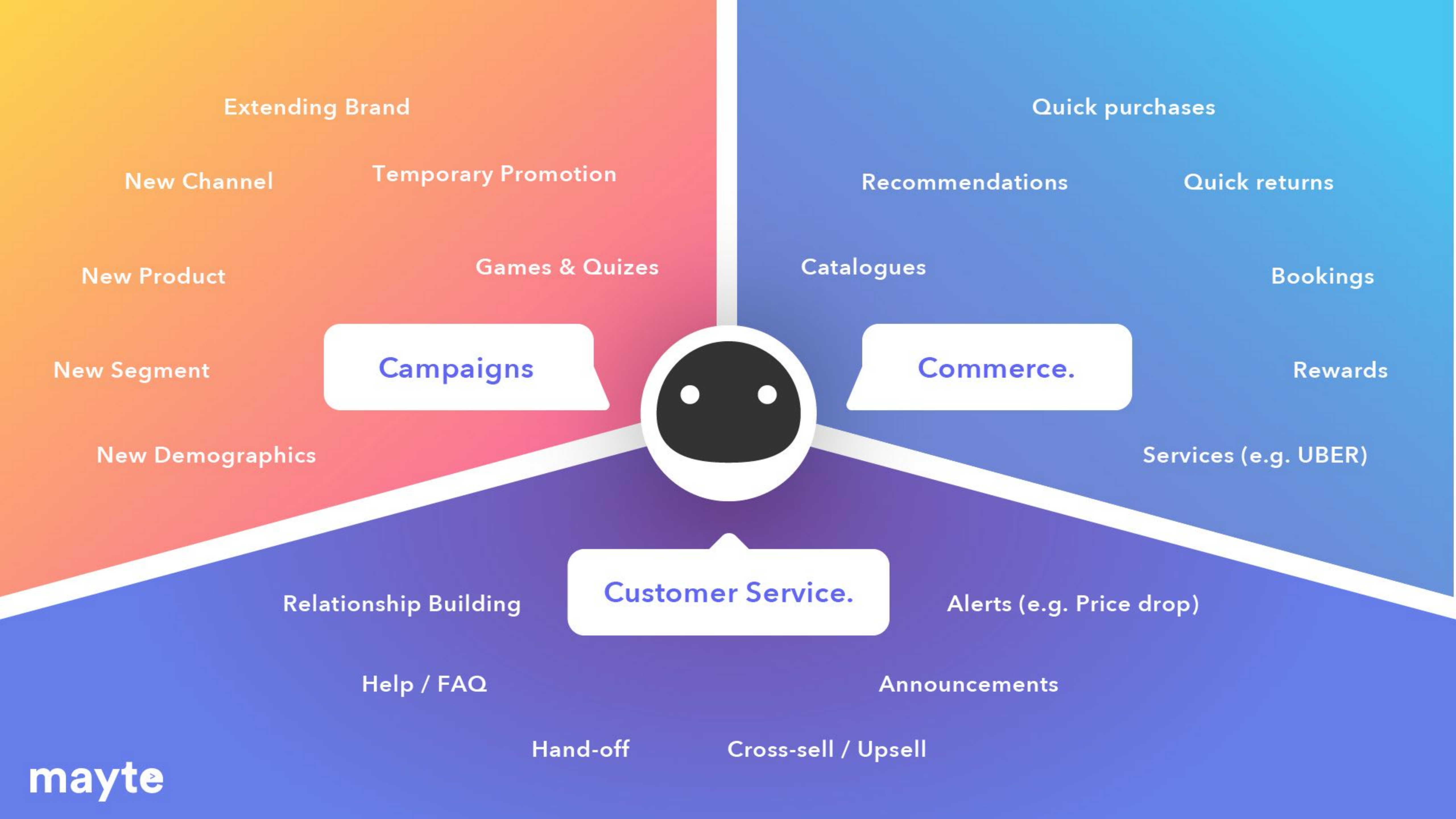


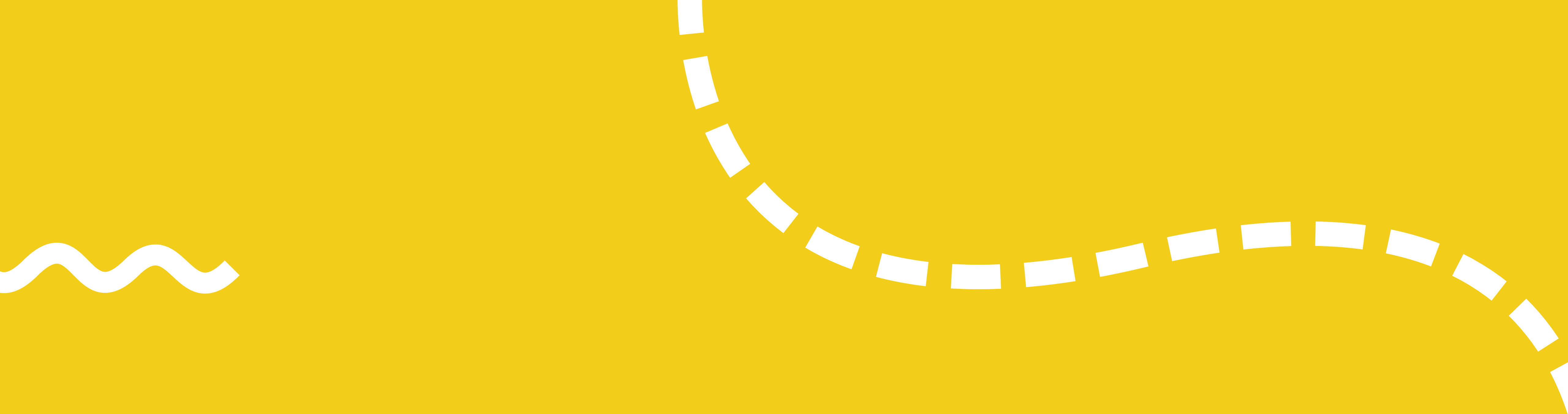
Voice



Hybrid

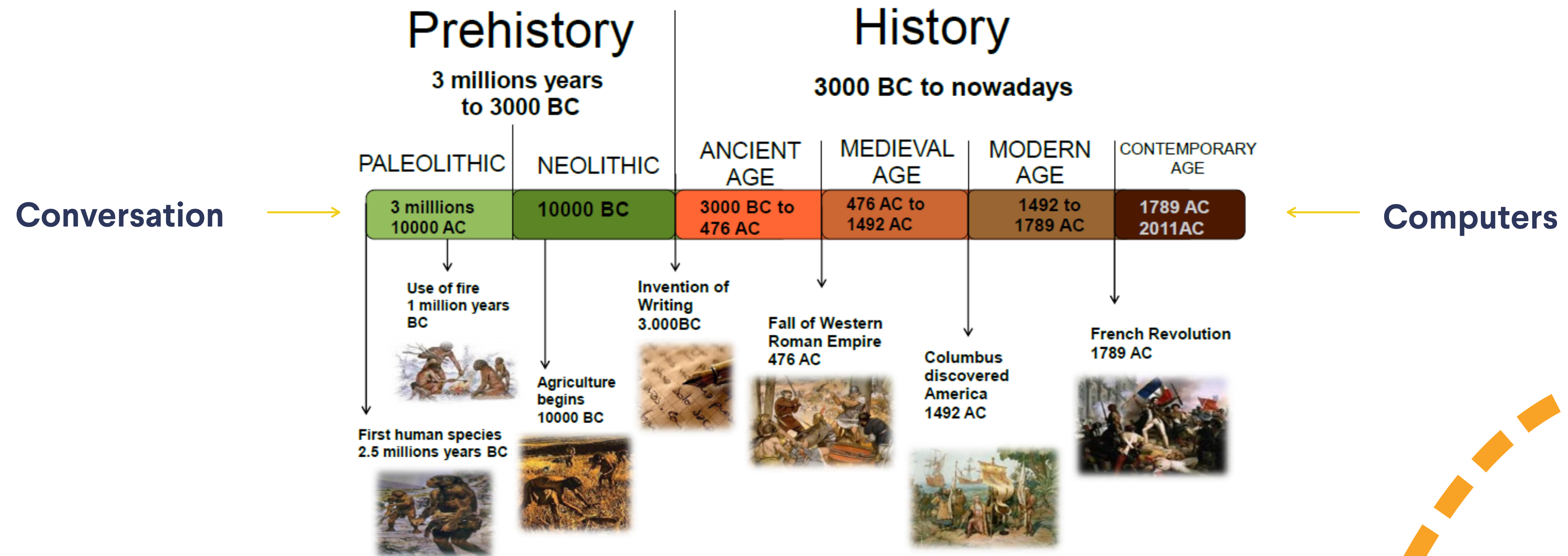






Why conversation?

Why conversation?



Why conversation?

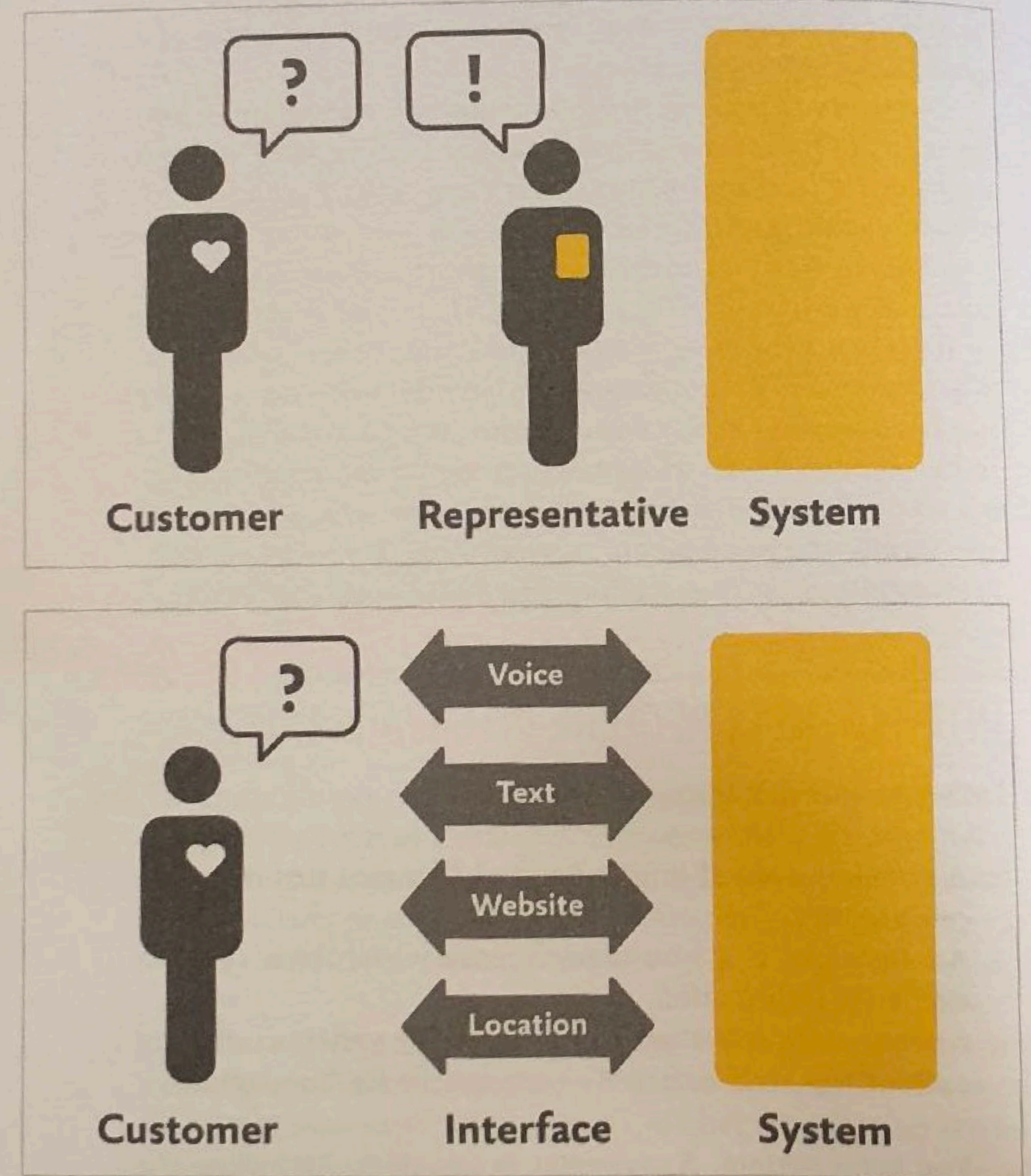


FIG 2.1: It used to be the case that people were the interface between the customer and the value the business delivered. Now, a single business may offer many interfaces to its customers. The customer expectation is that these are all means of access to one interconnected system, even though this isn't always the case.



Does it work?

Does it work?



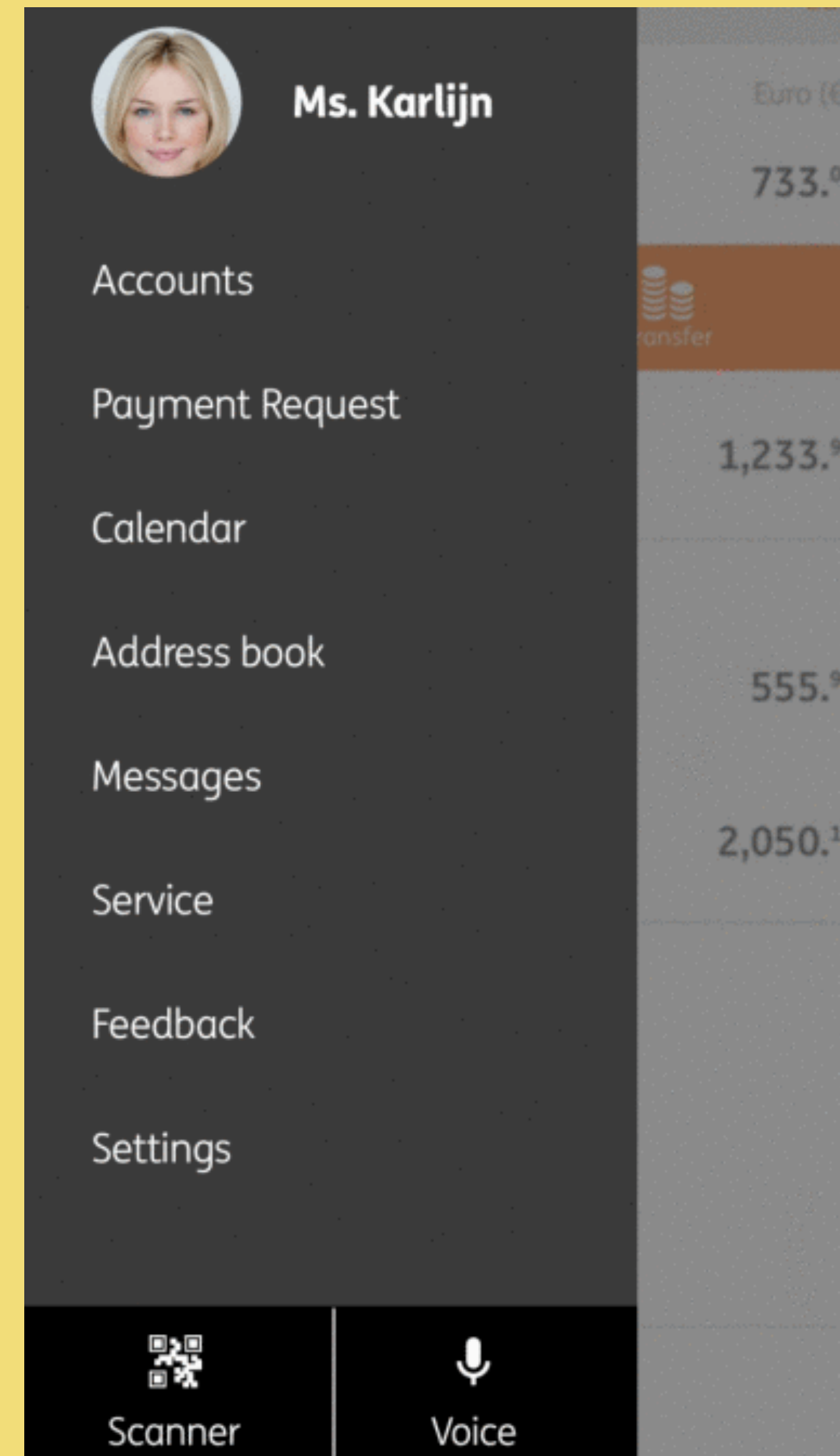
Adidas Women 2,8M
T-Mobile 39K
TechCrunch 2,8M
Katy Perry 68M
Volkswagen 33M

MTV News 4,1M
ABC News 3,7M
CNBC International 480K
Goal.com 17M
UBER 18M

LEGO 12M
World Surf League 6,6M
Complex 4,7M
Visa 22M
Discovery Channel 492K



Does it work?

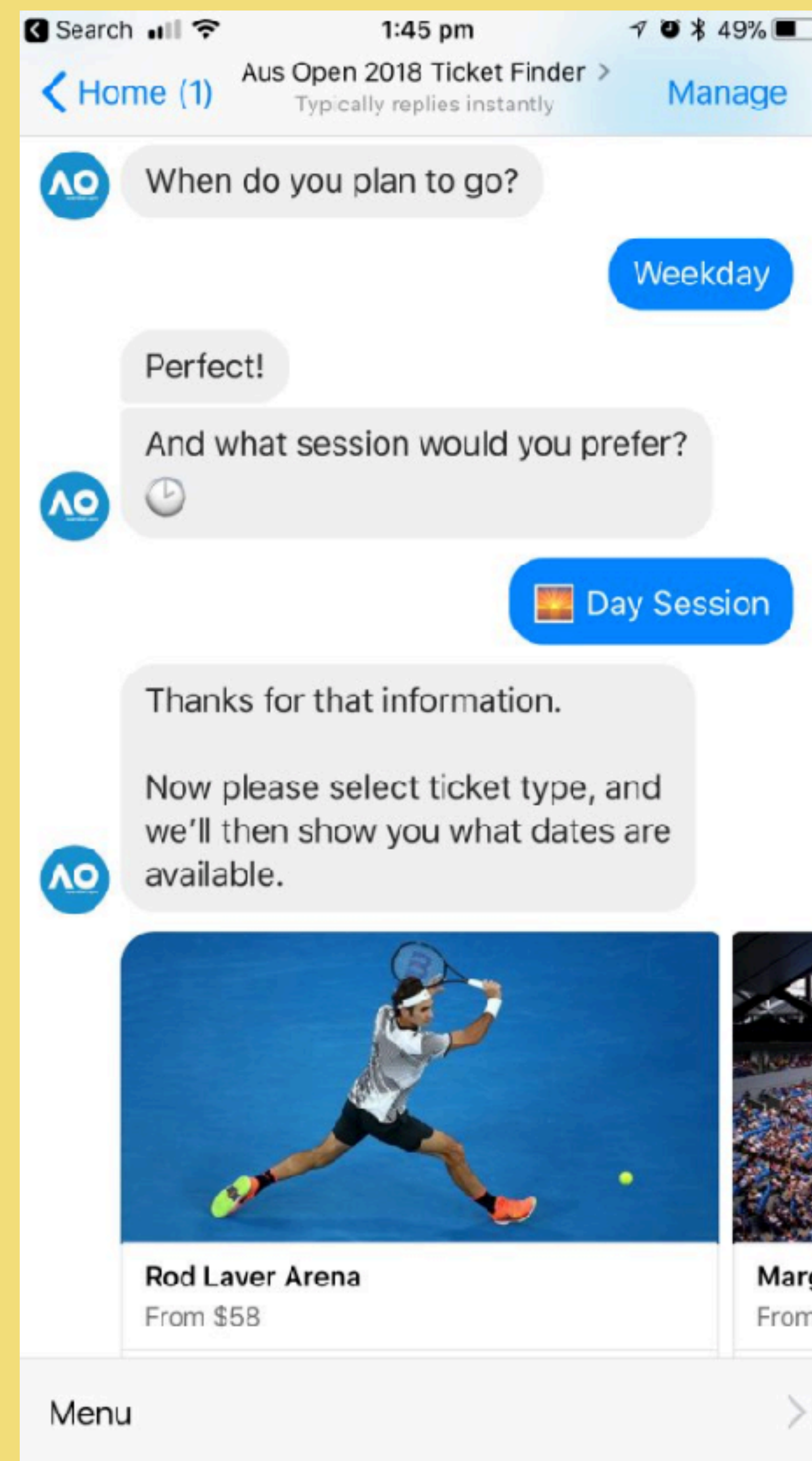




Does it work?



- + Reflected a conversation with friends
- + 170% more conversations than website
- + 25x ROI





Does it work?



+ Random

+ Creepy

+ Broken



So we have three lucky singles here for you today.

We have the smooth and sexy Banana, the geek God Pineapple, and the wild and passionate Coconut

Okay so now lets PLAY MATCHA and find out just what fruit would tickle your pickle

Which out of the following do you think of when you say "Bon Appetit"?

Alright I think we've found you the perfect partner.

Someone you can love, and maybe even nibble

Drum roll please


This passionate individual is just as happy hanging out at home with you or watching you sleep. Their hobbies include collecting bits of your hair. HEEERES COCONUT



Coconut

I lost my surname, can I have yours?
m.me

[Chat to Coconut](#)



**What's the
appetite for
chatbots?**

What's the appetite for chatbots?

90%

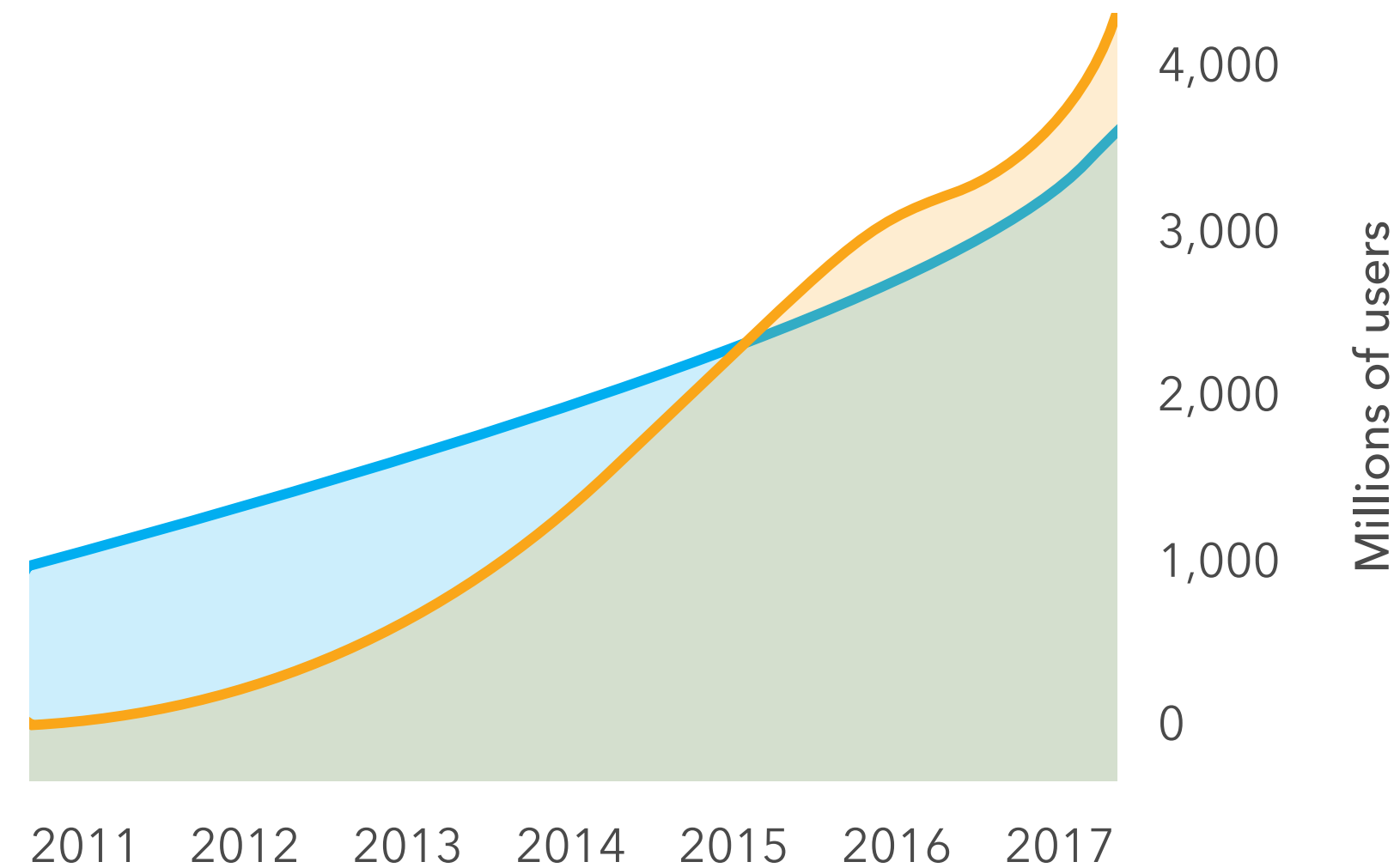
Of queries predicted to be dealt with by chatbots in 5 years (CNBC 2017)

89%

Of users prefer information discovery through bots than a website (AYTM 2016)

37%

Of consumers would rather buy through a chatbot than on a website (Hubspot 2017)



Social Networks



Messaging

(Business Insider 2016)



First things first

What is community on boarding?

An Introduction to Systems Thinking and Wicked Problem Solving™

HOW TO RUN DRAW TOAST WORKSHOPS

DrawToast workshops are a great way to get groups to think freshly about mental models. In just 3 minutes, each person sketches a diagram of how to make toast. When comparing diagrams, people are shocked at how diverse the diagrams are, revealing a wide range of models of what's important in making toast. It's a great launch pad for drawing out what's really important to the group.



There are 8 Simple Steps to the DrawToast Exercise:

Step 1 Prepare

Get the ingredients: felt markers, thick paper stock, sticky notes or index cards, and masking tape. Stage your room with tables, chairs, and a clear wall where you can post your work. It's important to have enough room for all participants to see everyone's creations.

Step 2 Invite

In your invitation, set expectations that your meeting will focus on building a systems model of an important challenge - clarifying your vision, improving cash flow, figuring out the next bold challenge. Begin with a simple design exercise.

Step 3 Conduct

Run the meeting informally. Hand out markers and paper to everyone and **ask people to draw a picture of how to make toast.**

Give them 2-3 minutes. You may want to play toast-making music...

Step 4 Reflect

Have each person hold up their drawing for all to see. (Let the laughter start.) Have the group place their drawings on a large wall space and comment on the drawings, pointing out which are simple and complex, which have people and which don't.

Step 5 Video

Play the **TED.com DrawToast video** and let it explain the big ideas about systems thinking. After it plays, ask the group how many nodes they drew and what kind?

Step 6 Draw Your Challenge

Have people draw a picture how to improve what what they are working on as a group. This can include almost anything, strategic or tactical. See 'Draw Questions' for inspiration. Make sure people draw individually and in silence.

Step 7 Share

Have people work at tables, showing and explaining their diagrams. Compare and contrast the diagrams and see what is similar and different between them. What links and nodes are common?

Step 8 System

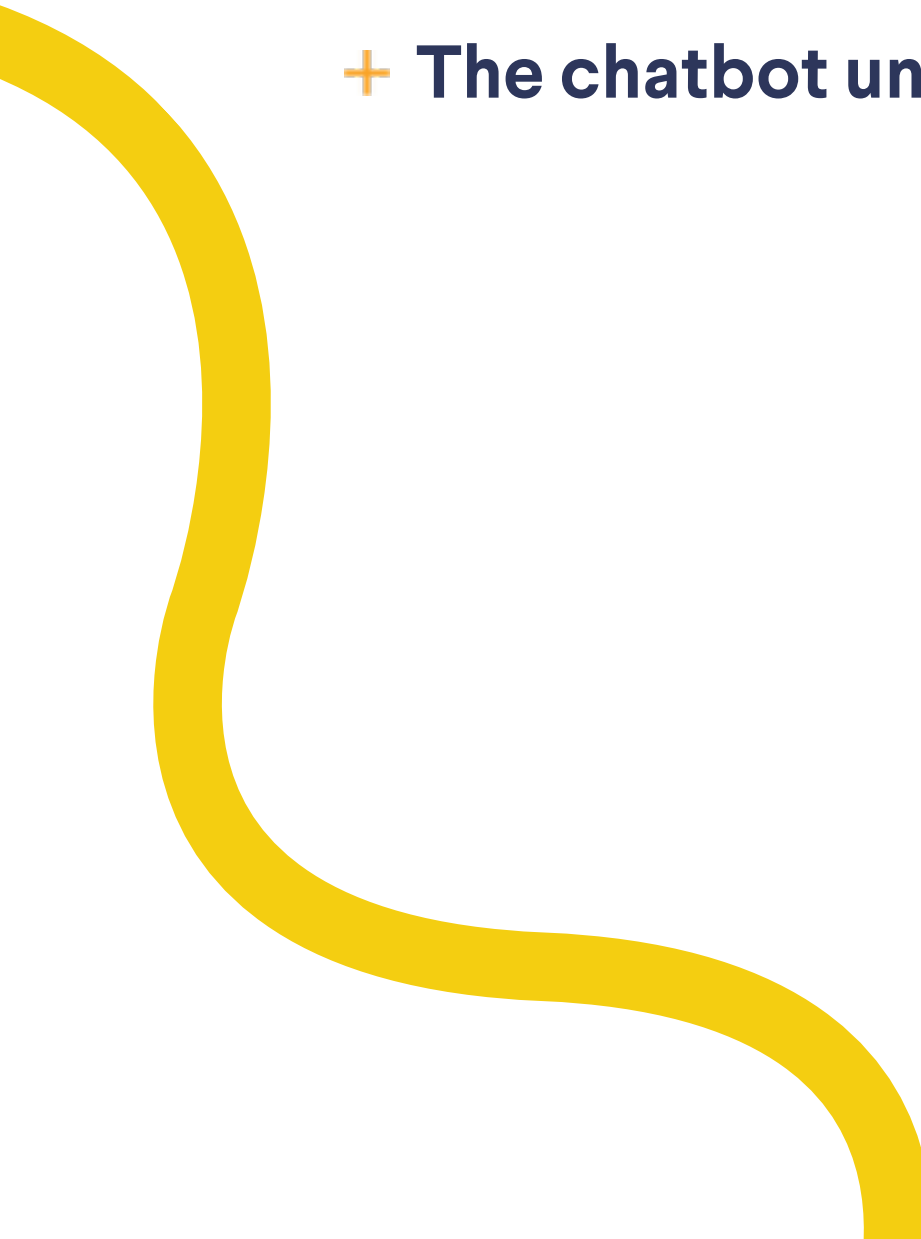
If you have the time, have the group develop a systems diagram of the challenges using sticky notes and drawn links. Building on the previous individual diagrams, have groups of 4-6 people create nodes and links to solve the challenges.



**Let's get
designing!**

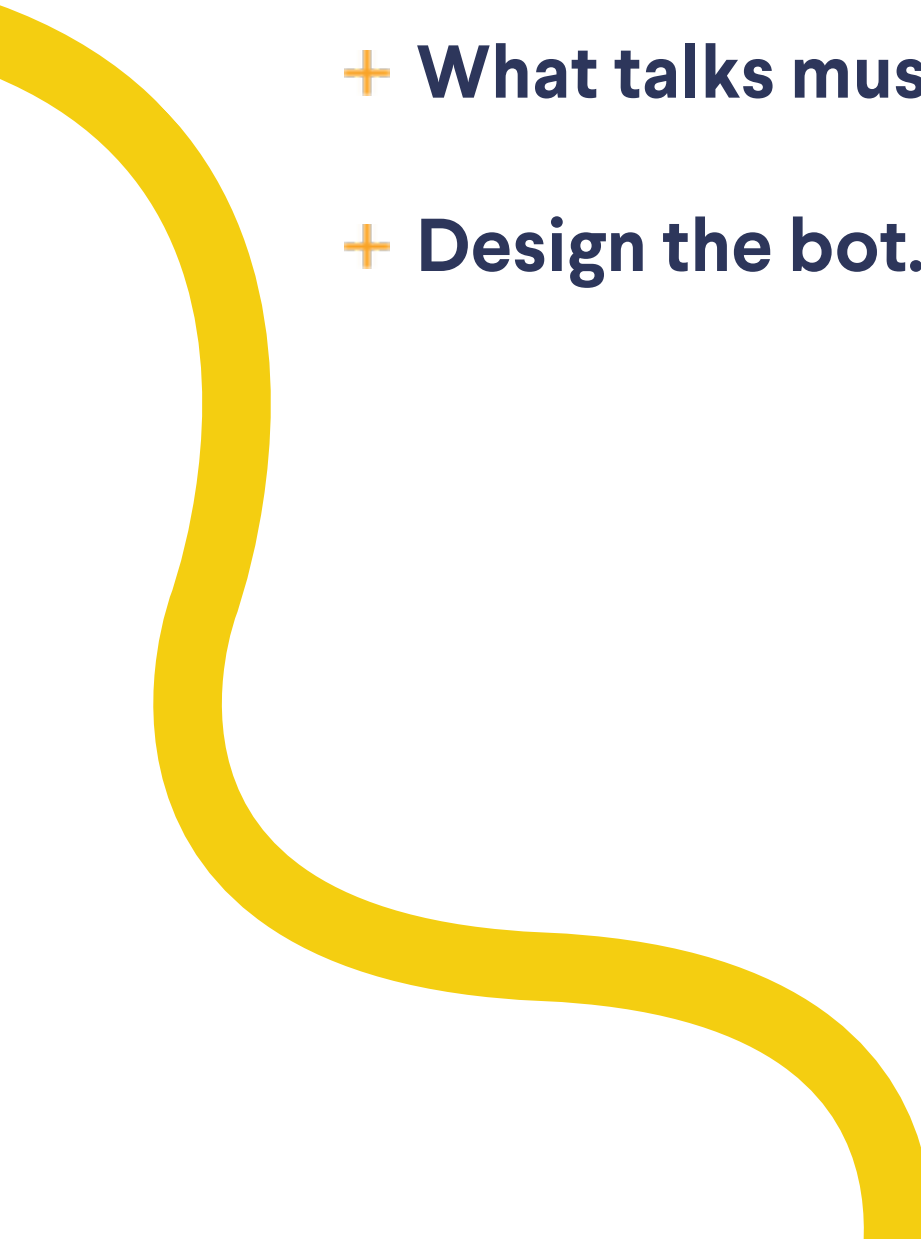


What are the users' expectations?

- + Easily accomplish a task
 - + Faster than talking to a human
 - + Human escalation is always a possibility
 - + The chatbot understands **EVERYTHING***
- 



Components to design

- + Who is your bot?
 - + What is the goal of the bot?
 - + What is the goal of your user?
 - + What tasks must the bot do?
 - + Design the bot.
- 



**Who is your
chatbot?**



Who is your chatbot?

- + What are your brand values?
- + How do these translate to personality traits?
- + What is your chatbot's personality type?
- + What are your chatbot's language choices?



Brand values

- 1 Genuine help
- 2 I actually care
- 3 Assistance not advice
- 4 Uncomplicated
- 5 Simply Helpful
- 6 More human
- 7 Treat people the way you want to be treated
- 8 Simple is not easy, but always better



Bot personality traits

- | | | | |
|---|---------------|----|---|
| 1 | Understanding | 7 | Happy, but not enthusiastic. |
| 2 | Passionate | 8 | Insightful - delivering the correct information, at the right time. |
| 3 | Clear-minded | 9 | Kind |
| 4 | Level headed | 10 | “Got your back” |
| 5 | Calm | 11 | Personable. |
| 6 | Empathetic | | |



Peace of mind

“No problem.”

“No drama.”

“Got it.”

Warm and calm

“Okay, no dramas.
We can fix that.”

“No problem. We’re
here to help.”



Short and sweet. Clear and consistent

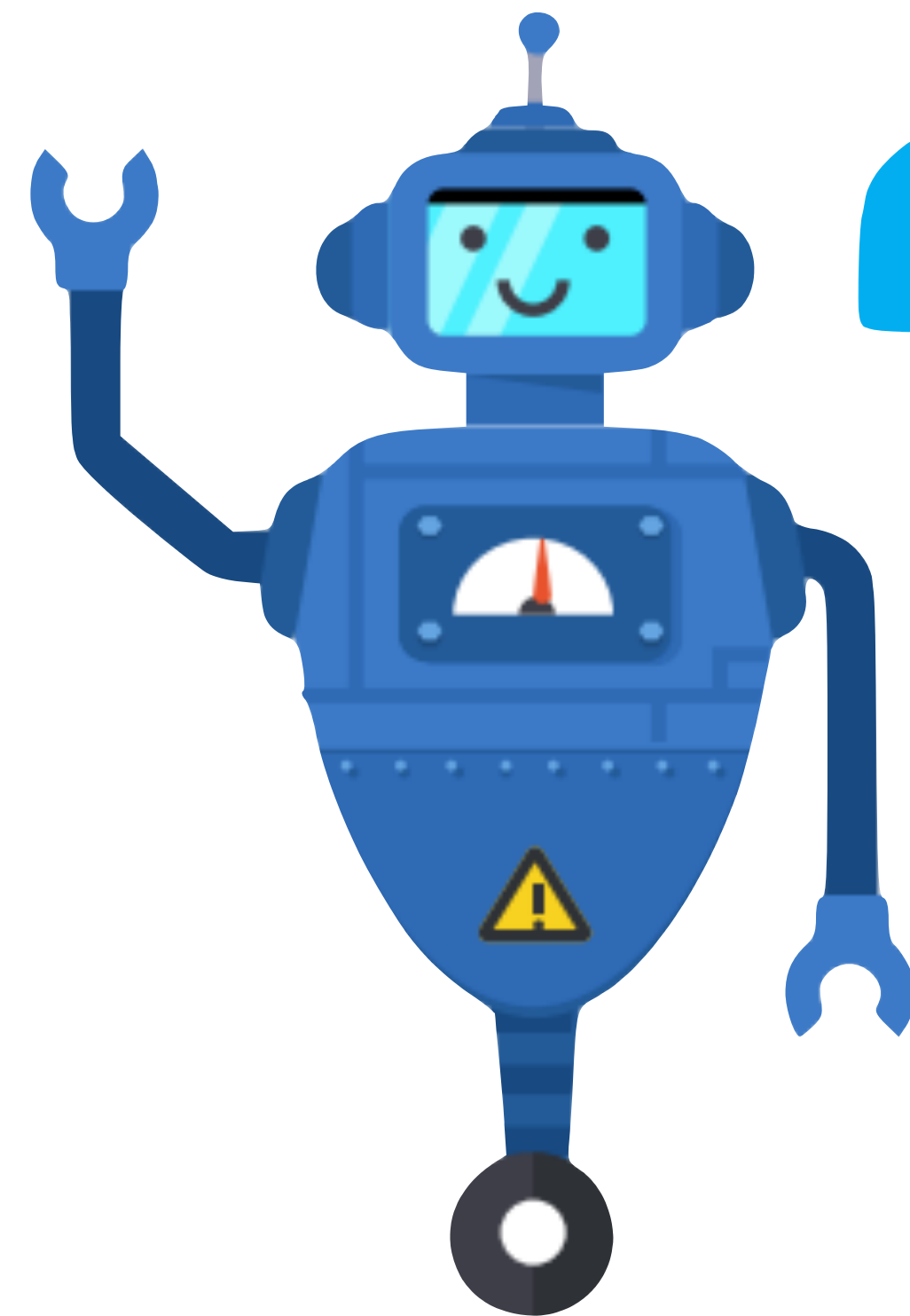
“Okay, no dramas.
We can fix that.”

“No problem. We’re
here to help.”

Not necessarily funny. But cool, and
approachable. “Conversational.”

“Okay, no dramas.
We can fix that.”

“No problem. We’re
here to help.”



Hey 🖐️

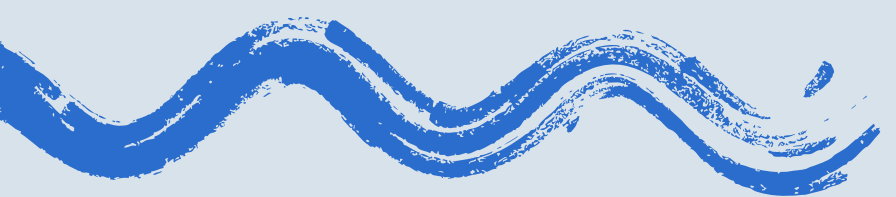
Activity: Who is your bot?

Directions

- + Get into groups of 3
- + Pick your community / Brand
- + Pick your top 3 community / brand values
- + Now decide on 3 personality traits for your chatbot
- + Do the personality test
- + Now give your chatbot a name

Deliverable

Chatbot persona





Parent, Pal, Pet: Define your goals

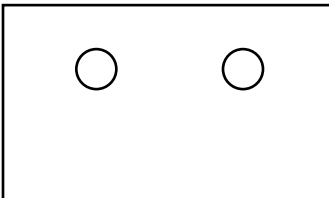
- + What does it tell users to do?
- + What does it do with users?
- + What does it tell users to do?



DO



Our users goal is to



Hello my name is:

and my goal is to:



THINK



FEEL



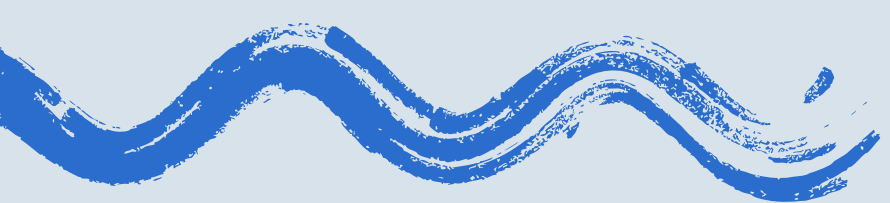
Activity: Parent, Pal, Pet

Directions

- + Get into groups of 3
- + Pick a problem to solve for your community (Or on boarding)
- + Figure out the parent, pal and pet relationship
- + Share with the class

Deliverable

Parent, Pal & Pet goals



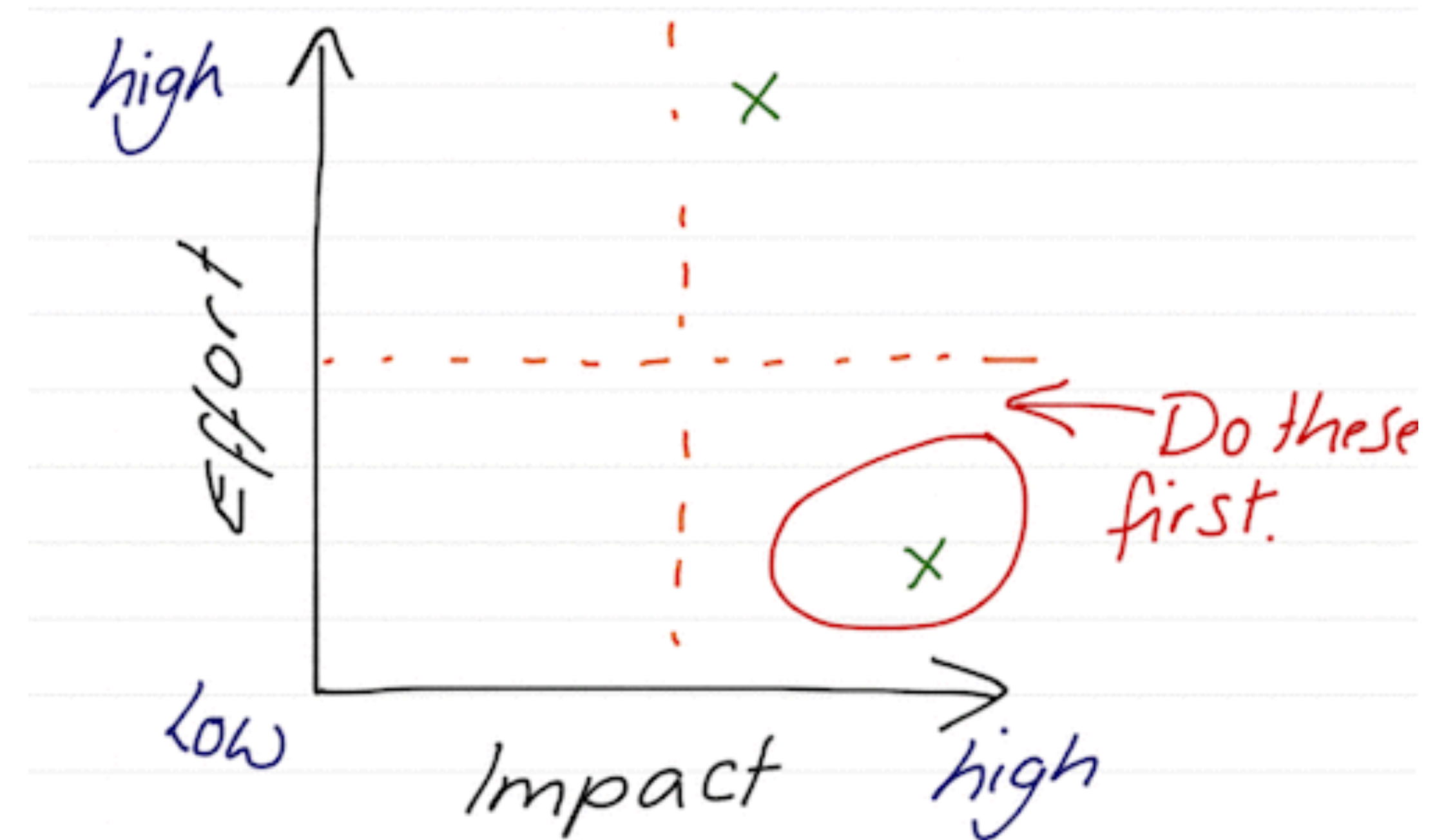


**What will your
chatbot do?**

Effort / Impact scale:

Define features and tasks

- + Get all your features
- + Place them on an effort/impact scale
- + Vote on bottom right quadrant
- + Top three features are where you start



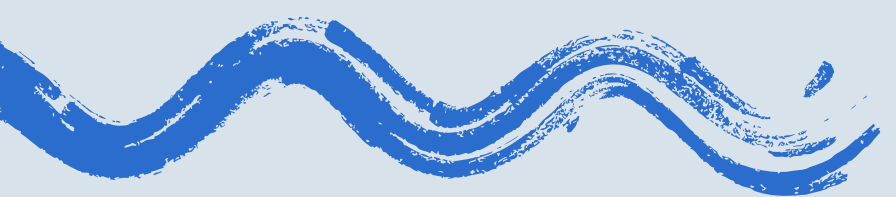
Activity: Effort / Impact Scale

Directions

- + Brainstorm 3-5 features each
- + Post each feature at a time on the scale
- + Decide impact first, then effort
- + Team members can only say “higher” or “lower”
- + Once all are complete, take 3 stickers and vote on favourites

Deliverable

Parent, Pal & Pet goals





Conversation design crash Course



mayte



Conversation crash course

- + What components are available to us?
- + Hear, Say, Ask
- + NLP is HARD - you probably don't need it
- + Keep it focussed!

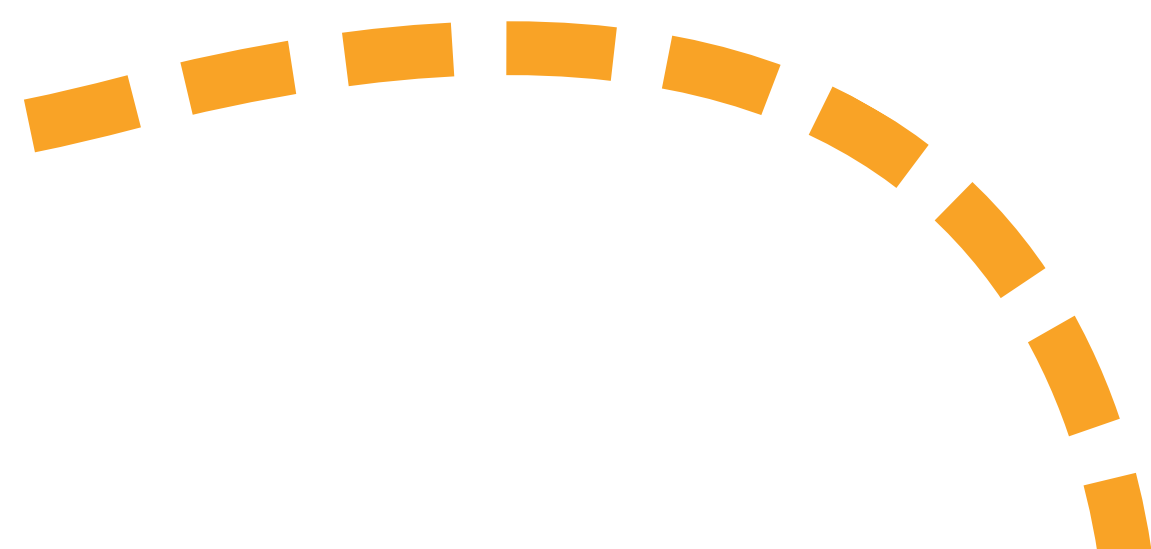




Hear

Say

Ask





Hear

- + Button pressed
- + Location sent
- + Keyword identified
- + NLP

Say

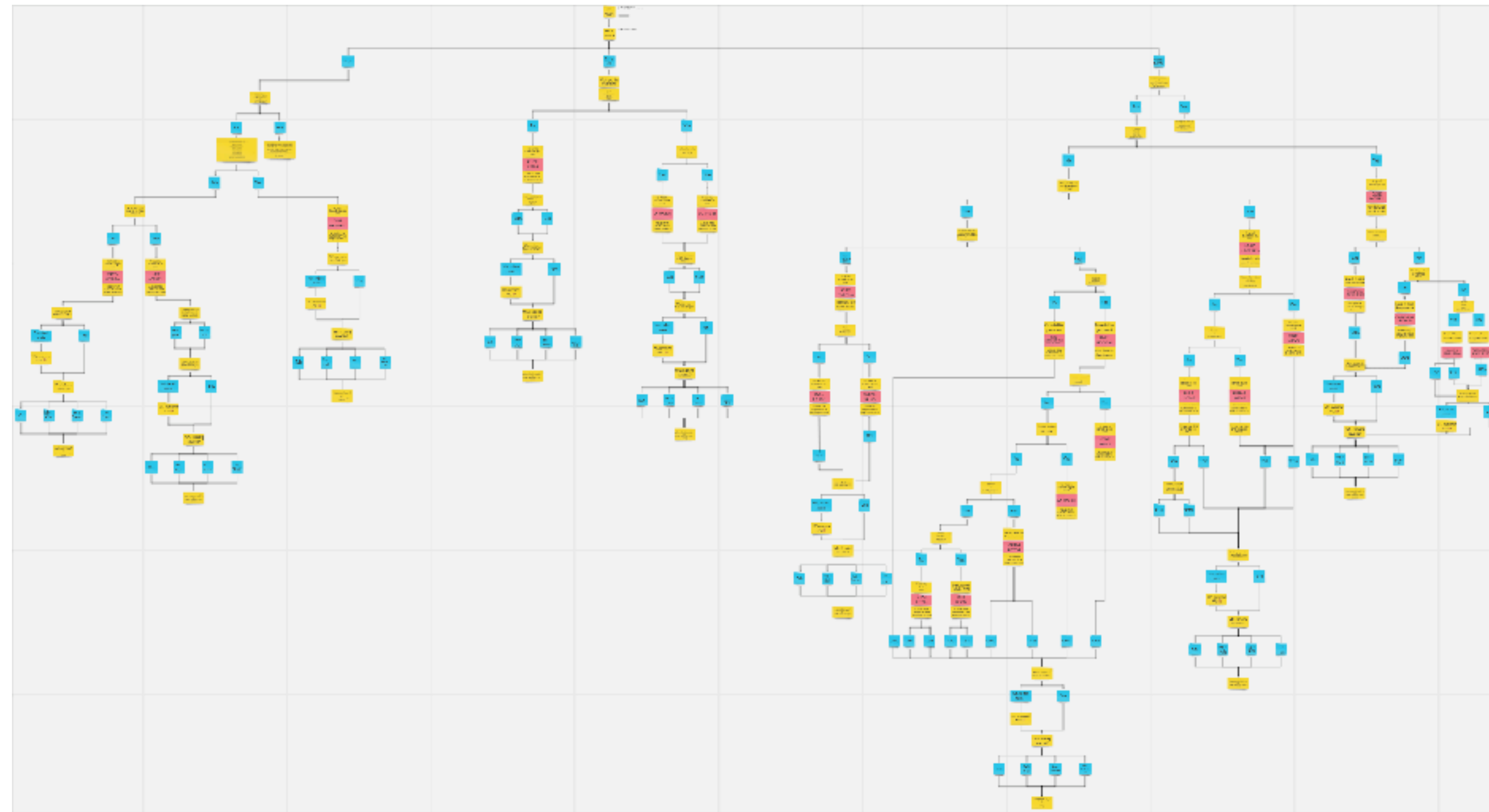
- + Script
- + Personality

Ask

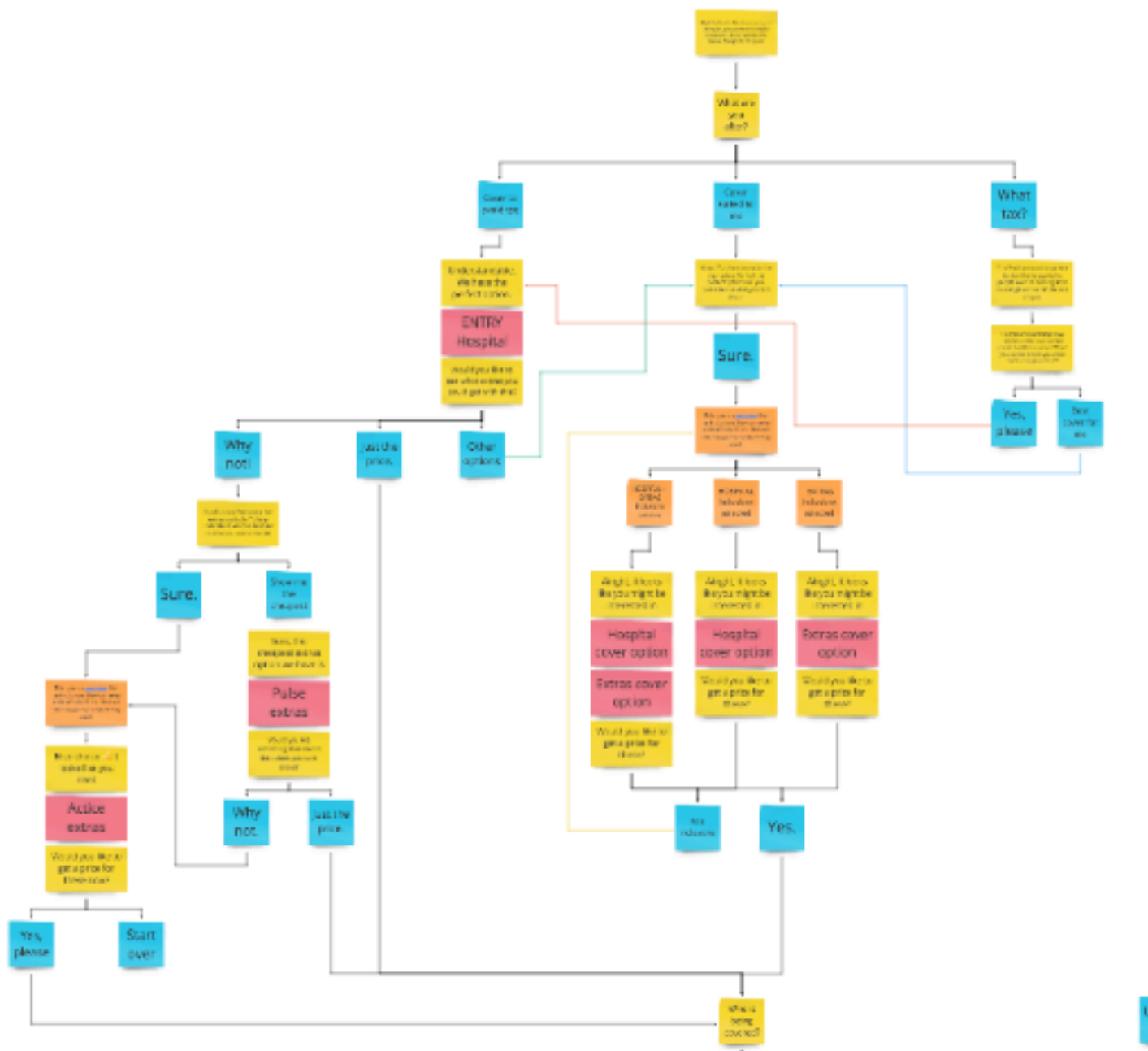
- + Interaction
- + Send buttons
- + Send cards
- + Request location
- + Start a new flow



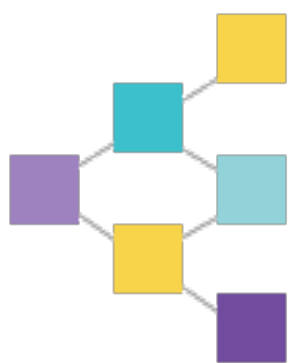
It gets out of control, very quickly



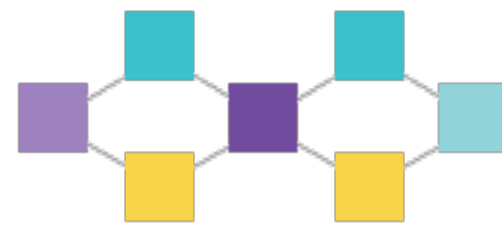
Stay focused



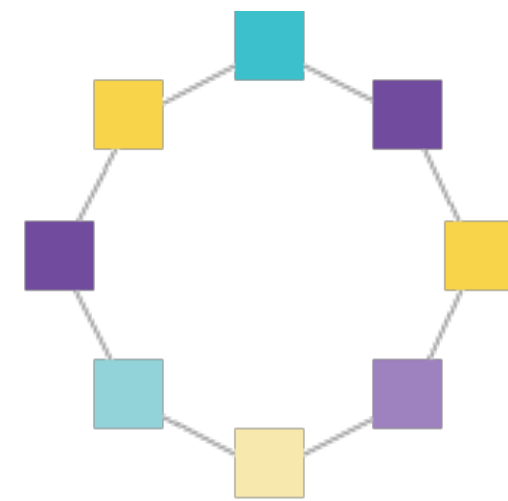
Conversation structures



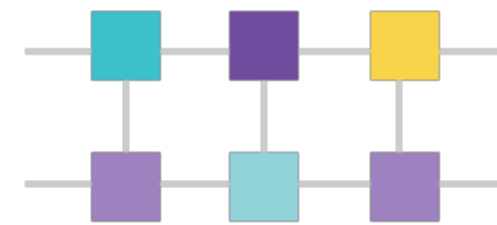
Train Track



String of
Pearls



Open world



Parallel Track



Hub & Spoke

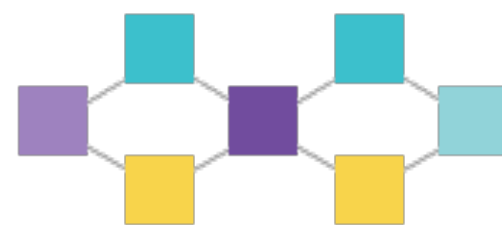


Conversation structures



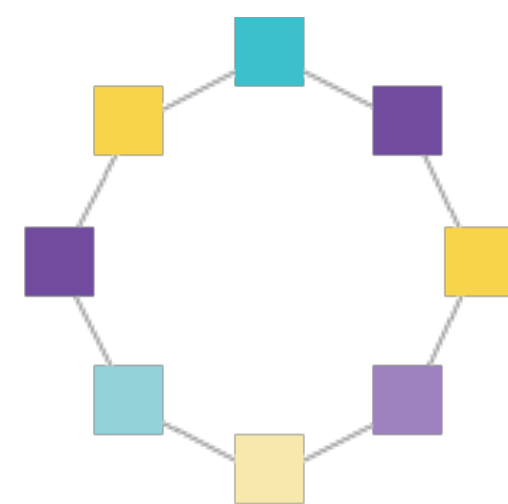
Train Track

+ Customer service & routing



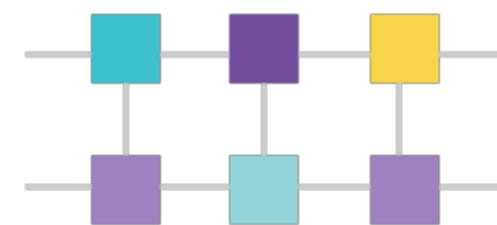
String of Pearls

+ News, quizzes, notifications



Open world

+ Entertainment, fuzzy searching



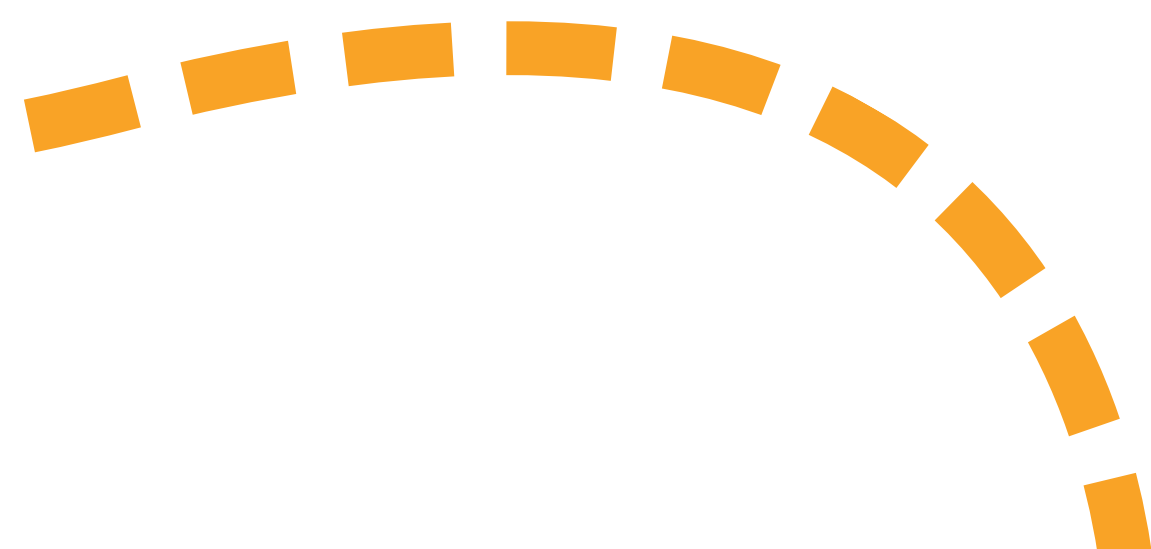
Parallel Track

+ Human escalation - switching between bot and agent



Hub & Spoke

+ Menus, core stories, easter eggs



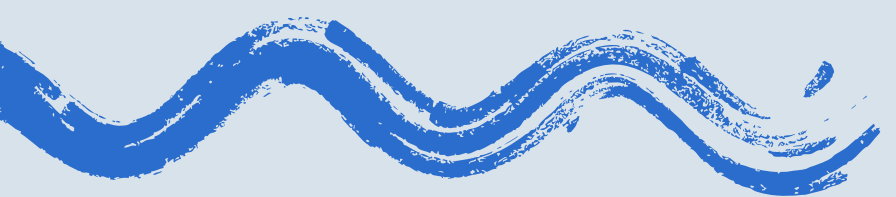
Activity: Hear, Say, Ask

Directions

- + Use hear, say, ask to pick a feature from your bot
- + Design the conversation together

Deliverable

A conversation “prototype”

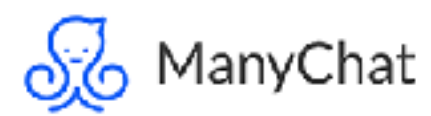




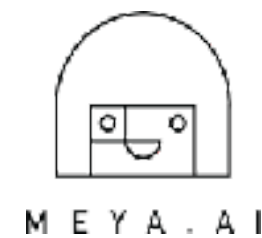
Let's build!

Tools we can use

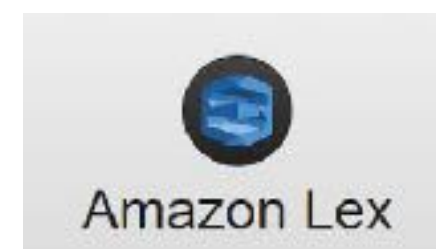
Drag & drop



Frameworks / Code



NLP

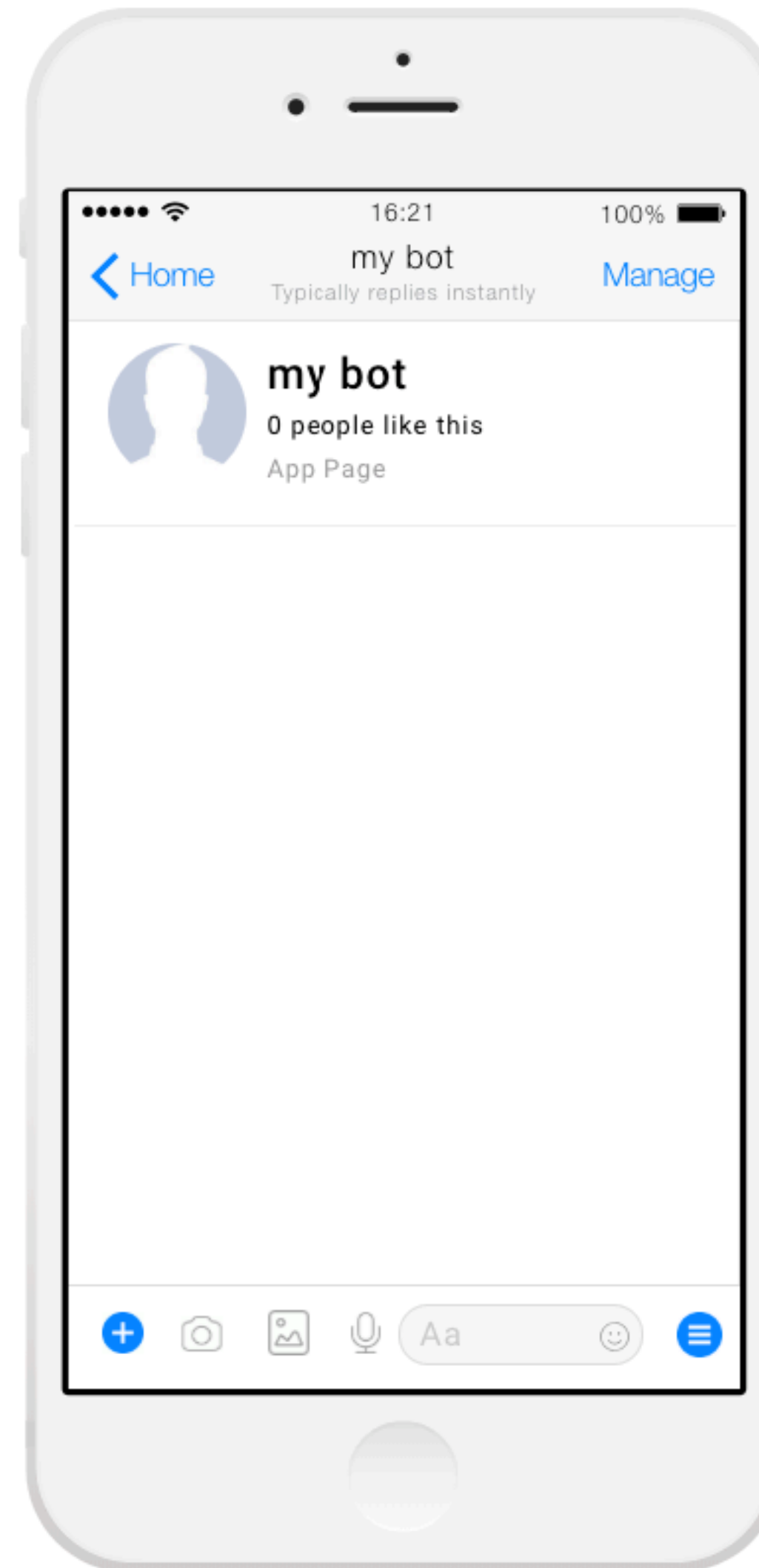


Where do you start?



START
HERE
→

BOT SAYS >



< USER SAYS



Demo: Botsociety

Q&A

Thanks!

**Want a reading list and
info from this class?**

Contact me

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mayte.io