

Conversational CX Design

FOR



Group members

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1. Introduction (basic information)

1.1 About Steam

Steam is a digital game distribution, digital rights management, communications and multimedia services platform developed by Valve Corporation. Launched in 2003, Steam has quickly become one of the leading video game platforms for gamers around the world, and is now a benchmark. It is available on Windows, macOS and Linux operating systems, and has also expanded its presence on game consoles with the release of Steam Machines, a range of pre-configured home computers, and support for Steam Link, which allows games to be streamed to devices such as TVs and smartphones.

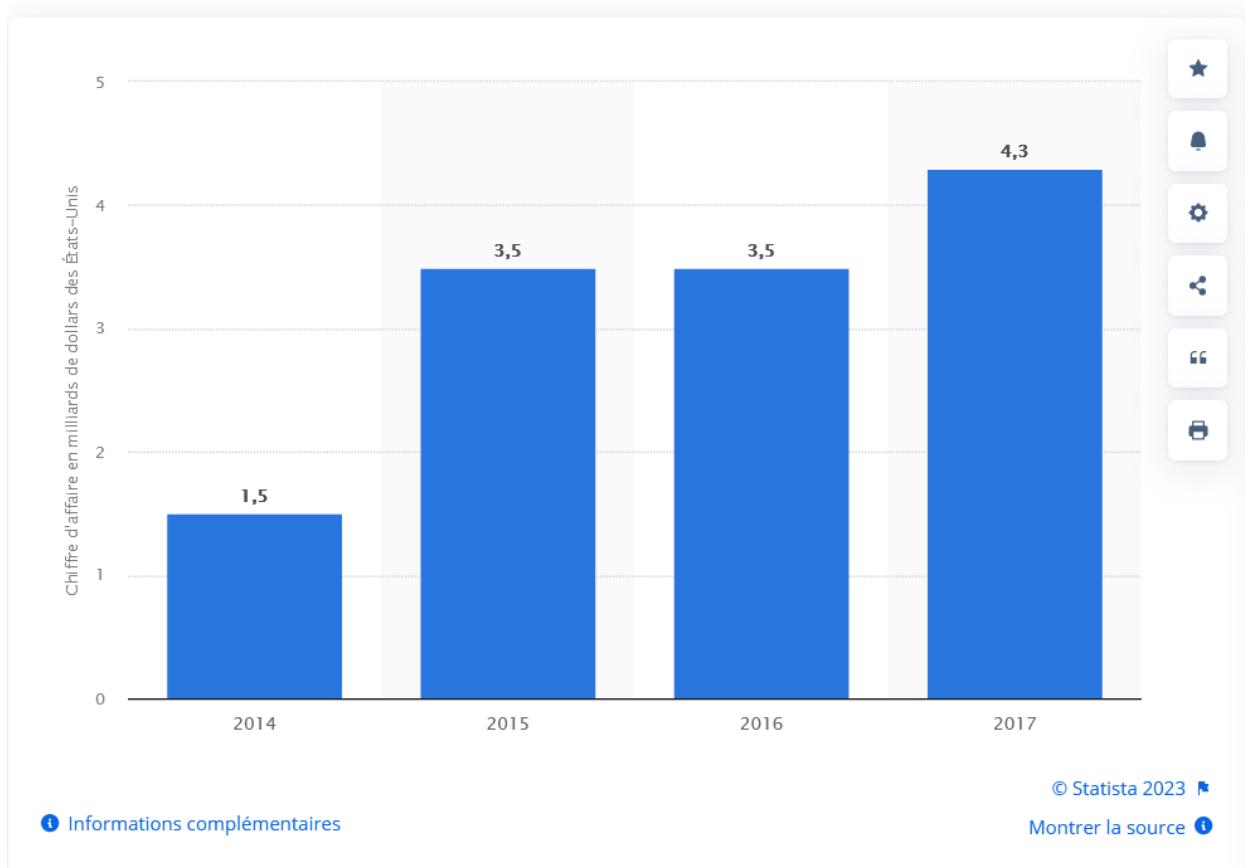
Steam's main objective is to provide a centralized platform for purchasing, downloading, installing and updating video games on personal computers. Gamers can access a vast library of games from a variety of publishers and developers, ranging from major AAA titles to independent games.

In addition to game distribution, Steam offers a range of additional features :

- Users can create profiles, earn achievements and collect virtual items in certain games. They can also share content such as screenshots and videos, and participate in special events, such as sales and promotions
- Users have access to social features, such as community discussions, friends lists, chats and the ability to join online multiplayer games.
- Game developers can publish their creations on the platform and sell them directly to users. This has opened up new opportunities for independent developers, allowing them to distribute their games without going through traditional publishers.

1.2 Big or small company

A series of figures alone demonstrate that Steam is not only a video game giant, but above all the largest platform in the sector, dominating the market and its rivals.



Source : *Statistica*

Fig.1 Sales of video games on Steam from 2014 to 2017 (in billions of US dollars)

As we can see from this graph, Steam's turnover is colossal and continues to rise. Between 2014 and 2017, turnover almost tripled.

According to Valve, Steam has more than 1 billion accounts, with over 90 million active users. In September 2019, a peak of 14.15 concurrent active players was recorded on the platform. Also, the Steam catalog continues to grow, having grown from seven to over 9,000 games available since its inception fifteen years ago.

In 2020, a good year for the video game industry due to covid-19, the platform published 9279 new titles, or one new game every 53 minutes.

But, these figures, spectacular as they are, must be qualified : of this exorbitant number of games released in 2020, 75% of them sold less than 2800 copies and 50% were even below 640 sales... In reality, 5 % of the games have reunited 90 % of the sales.

1.3 Current market situation

In 2020, Steam accounted for 62.6 million users per day and 2.6 million new buyers on average each month, which is huge. At the same time, the number of hours spent playing games on Steam climbed by 50.7% and the game sales increased by nearly 21.4%. The confinements around the world due to the pandemic may partly explain these figures, but they still demonstrate a great success.

But Steam is not alone on the video games' market. The company has several competitors :

- Epic Games Store, which proposes exclusive titles and periodic free game releases. It is the main competitor of Steam. It is slightly behind Steam, but is on the rise and can become a threat.
- GOG (Good Old Games), which proposes DRM (Digital Rights Management)-free games and is also specialize in classic titles
- UPlay from Ubisoft
- Origin from Electronic Arts
- Rockstar Games Launcher
- Etc...

All these companies have one goal : to dethrone Steam and become the new market leader. To achieve this, they offer exclusive content, competitive pricing, unique features, or innovative technologies. Above all, as Steam has already been invaded by poor quality games and suffers from discoverability problems, competitors are taking advantage of this.

1.4 Main customer segments and products (services)

Steam has different proposition for its customers :

- Game Distribution. Steam allows users to purchase and download games digitally, eliminating the need for physical copies.
- Community Features. Steam offers a robust social platform where gamers can connect with friends, join groups, share achievements, and participate in discussions.
- Steam Workshop. This feature enables users to create, share, and download game mods, custom content, and user-generated levels for supported games.

- Steam Cloud. Steam provides cloud storage for game saves, allowing users to access their progress from multiple devices.
- Early Access. Developers can release games in an early access state, allowing players to support and participate in the game's development process.

Also, Steam users can be divided into different categories.

Gamers

- a) Casual Gamers : These are individuals who play games occasionally or for leisure. Steam offers a vast library of casual games across various genres, including puzzle, strategy, simulation, and more.
- b) Enthusiast Gamers : These are passionate gamers who actively seek out new and popular titles. Steam provides a wide selection of AAA (big-budget) and indie games to cater to their preferences.
- c) Multiplayer Gamers : Steam supports online multiplayer functionality, enabling gamers to connect and play with friends or other players worldwide.
- d) VR Gamers : With the introduction of virtual reality (VR) gaming, Steam supports VR headsets like the HTC Vive, Oculus Rift, and Valve Index. It offers a dedicated VR section for games and experiences.

Game Developers

- a) Independent Developers : Steam is renowned for its support of indie game developers. It offers a platform for independent studios to publish their games and reach a large audience.
- b) AAA Developers : Steam collaborates with major game developers and publishers to distribute their high-profile releases. This includes popular franchises and large-scale productions.
- c) Game Development Tools : Steam provides development tools, such as the Steamworks API, which allows developers to integrate features like achievements, multiplayer, and DRM (Digital Rights Management) into their games

2. Users analysis

2.1 Main objective (function of the chatbot)

2.1.1 Main objective to introduce the chatbot

By introducing a chatbot to Steam, Valve can improve streamline customer support, increase user engagement, and facilitate better communication between the platform and its users. The chatbot will have several objectives :

a) Customer support

One of the primary objectives of a chatbot on Steam would be to provide customer support and assist users with common inquiries and issues. The chatbot can answer frequently asked questions, provide troubleshooting tips, guide users through common problems, and offer basic technical support. This helps alleviate the workload on human customer support agents and provides users with quick and accessible assistance.

b) Game recommendations

Steam has a vast library of games, and discovering new titles can be overwhelming for users. A chatbot can help users find games based on their preferences, recommending titles, genres, or even specific game features. By asking users a series of questions or analyzing their play history, the chatbot can offer personalized recommendations, increasing user engagement and game discovery.

c) Information and updates

Steam frequently releases updates, announcements, and news related to games, events, sales, and new features. A chatbot can act as a channel to deliver this information directly to users. It can provide updates on game releases, upcoming events, discounts, and promotions, ensuring that users stay informed about the latest happenings on the platform.

d) Community engagement

Steam has a vibrant community of gamers who engage in discussions, forums, and user-generated content. A chatbot can facilitate community engagement by participating in discussions, providing information, and helping users connect with relevant communities or groups. It can assist in moderating forums, answering common questions, and guiding users towards resources or community guidelines.

2.1.2 What outcomes do you expect ?

Of course, positive outcomes are expected, but it is important to remember that maintaining a balance between automated responses and human interaction is crucial to ensure a seamless and satisfactory user experience on Steam.

The 3 main positives outcomes of a chatbot could be these :

- An improvement of the customer service. With a chatbot handling common inquiries and providing instant responses, the overall customer service experience can be enhanced. Users can get quick assistance for common issues, reducing the waiting time for support. This can result in higher customer satisfaction and a more positive perception of the Steam platform.
- An improvement of the user engagement. By recommending personalized game titles and providing relevant information, the chatbot can increase user engagement on the platform. Users may discover new games they were unaware of, leading to increased game sales and a more active user base.
- A time and cost Savings. A chatbot can handle a significant volume of customer inquiries simultaneously, reducing the workload on human support agents. This can result in cost savings for Valve by potentially requiring fewer customer support staff. Additionally, users can get immediate assistance without needing to wait for a human response, saving time for both users and support agents.

2.1.3 Is it positively influence customer experience or not

A chatbot would definitely improve customer experience. The first reason is that the chatbot is available 24/7. It can provide instant responses to user inquiries, offering round-the-clock availability. Users no longer have to wait for human customer support agents to be online or available to assist them. This immediate response time can greatly enhance the customer service experience by addressing users' needs promptly. Also it can handle common inquiries. Many customer inquiries on Steam are repetitive and can be addressed with standardized responses. A chatbot can efficiently handle

these common inquiries by providing pre-programmed answers to frequently asked questions. This saves time for both users and human support agents, allowing the latter to focus on more complex or unique issues that require their expertise. Finally, chatbots are consistent in their responses. Human support agents may provide varying responses to similar inquiries due to differences in their knowledge, experience, or interpretation. In contrast, chatbots provide consistent and standardized responses to user queries. This ensures that users receive accurate and uniform information across all interactions, reducing the likelihood of conflicting or confusing information.

2.1.4 What will be your main challenges

Implementing a chatbot on Steam can come with several challenges.

First, understanding and interpreting user queries accurately can be a challenge for chatbots. Steam users may have diverse language patterns, use slang, or ask complex questions. Developing a chatbot that can effectively comprehend and interpret user intents and context is a complex task that requires robust natural language understanding capabilities.

After, while chatbots can handle common and straightforward inquiries, they may struggle with more complex or unique issues. Some user inquiries may require human judgment, critical thinking, or deep technical knowledge to resolve. Striking the right balance between automated responses and seamless escalation to human support agents is crucial to ensure that users receive adequate support.

Also, providing a personalized and satisfactory user experience is not something easy. The users expect the chatbot to understand their preferences, tailor recommendations accordingly, and provide relevant and accurate information. Developing a chatbot that can deliver personalized responses, learn from user interactions, and adapt to individual preferences is a challenge that requires sophisticated algorithms and data analysis.

Finally, maintaining Steam's voice and tone can be a challenge. Steam has its unique brand voice and tone, which should be reflected in the chatbot's interactions. Ensuring that the chatbot's responses align with the brand identity and effectively communicate the desired tone can be a challenge. Consistency in the chatbot's communication style and maintaining a cohesive brand experience across all interactions is essential.

2.2 Two user personas

2.2.1 The first persona:



Kévin Orc

Demographic info

Age: 22

Location: Versailles, Ile-de-France

Marital Status: Single

Education level: College Student

Income: €1000 - 1200/month

Job Status: Intern

+ Add field

Communication

Social Media: Instagram / Twitter

Quick Messengers: WhatsApp / Discord

Game Providers: Steam / Blizzard Entertainment

+ Add field

Bio

From an early age, Kévin Orc showed a keen interest in video games and spent hours every day playing on his console. As he got older, he became more interested in PC gaming and discovered Steam, the online gaming platform. He was hooked. Kévin's parents worried about his obsessive gaming habits, but he saw it as his passion and way of life. He dropped out of college after a year to focus on his gaming career. He spent all of his time playing games on Steam, neglecting his family and friends. Despite his isolation, Kévin's skill in games continued to improve, and he became known as a top player in the online gaming community. He even began to earn some money through sponsorships and streaming.

Quote

I may spend all my time playing games on Steam, but I'm still living my best life.

Motivations (goals)

- Access to a Wide Range of Games;
- Community and Social Interaction;
- Game Sales and Discounts;
- Game Streaming and Broadcasting

Frustrations (Pain Points)

- Technical issues;
- Refund policy;
- Additional fees;
- Security issues;
- Geographical restrictions;
- Other user behavior.

Jobs to be Done

- Purchasing and Game Management;
- Customer Support and Technical Assistance;
- Game Discovery;
- Community Interaction;
- Encourage User-Generated Content.

Gains from product

- Vast Game Library;
- Easy and Convenient Access;
- Sales and Discounts;
- Community and Social Features;
- Cloud Saves and Cross-Platform Support.

Brands and influencers

Brands:

- Nintendo;
- Sony PlayStation;
- Microsoft Xbox;
- Ubisoft;
- Electronic Arts (EA) etc.

Influencers:

- Ninja (Tyler Blevins): A popular Twitch streamer and professional gamer known for his Fortnite skills;
- Shroud (Michael Grzesiek): A professional gamer and Twitch streamer known for his expertise in FPS games;
- Faker (Sang-hyeok Lee): a professional esports player from South Korea, known for his exceptional skills in the game League of Legends (LoL).

Source: Semrush Persona

Fig.2 Persona of Kévin Orc (Student example)

2.2.2 The second persona:



Emma Anderson Edit

Demographic info

Age: 28

Location: Marseille, France

Family Status: Married

Education level: Masters degree

Income level: €40,000/year

Job status: Marketing Manager, CDI

+ Add field

Bio

Emma's love for gaming goes beyond her professional responsibilities. In her personal life, she dedicates a significant amount of time to exploring different game genres and platforms. Steam has become her go-to gaming platform, offering a vast library of games that cater to her varied interests.

She appreciates games that offer immersive experiences, allowing her to exercise her creative thinking, problem-solving, and strategic skills. She relishes intellectually stimulating games that challenge her and provide a sense of accomplishment. Balancing her gaming hobby with her professional and personal commitments, Emma manages to find time in the evenings and weekends to indulge in her favorite pastime.

Quote

“ Embrace the game of life, where every challenge is an opportunity to level up and every achievement is a testament to your dedication and perseverance.

Motivations (goals)

1. Entertainment and relaxation;
2. Social Connection;
3. Intellectual Stimulation;
4. Accomplishment.

Factors influencing buying decisions

1. Personal Budget and Financial Considerations;
2. Game Genre and Preferences;
3. Word-of-Mouth and Social Proof;
4. Price and Value for Money.

Jobs to be Done

1. Accessing Demo Versions;
2. Tracking Wishlist and Sales;
3. Engaging with the Community
4. Customer Support.

Gains from product

1. Wide Game Selection;
2. Social Engagement;
3. Regular Sales and Discounts;
4. Game Preservation.

Communication

Channels: LinkedIn, Facebook, Instagram

Quick Messengers: WhatsApp

Game Providers: Steam

Brands and influencers

Brands:

1. Ubisoft;
2. Electronic Arts (EA);
3. Nintendo.

Influencers:

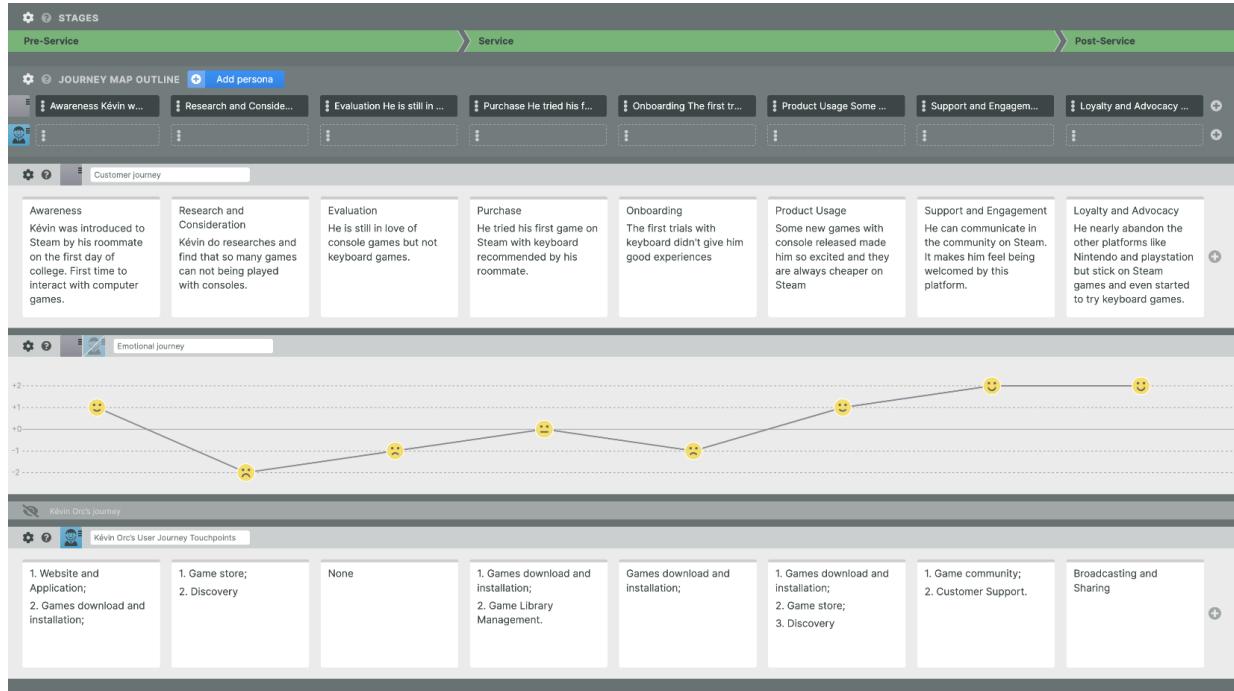
1. PewDiePie (Felix Kjellberg): one of the most well-known and influential gaming YouTubers;
2. Markiplier (Mark Fischbach): a well-established gaming YouTuber known for his energetic and comedic Let's Play videos.

Source: Semrush Persona

Fig.3 Persona of Emma Anderson (Worker example)

2.3 User/Customer Journey Map

2.3.1 Kévin's User Journey



Source: Smaply

Fig.4 Kévin Orc's User Journey

General satisfaction:



Fig.5 Kévin Orc's general satisfaction

Most difficult moments:

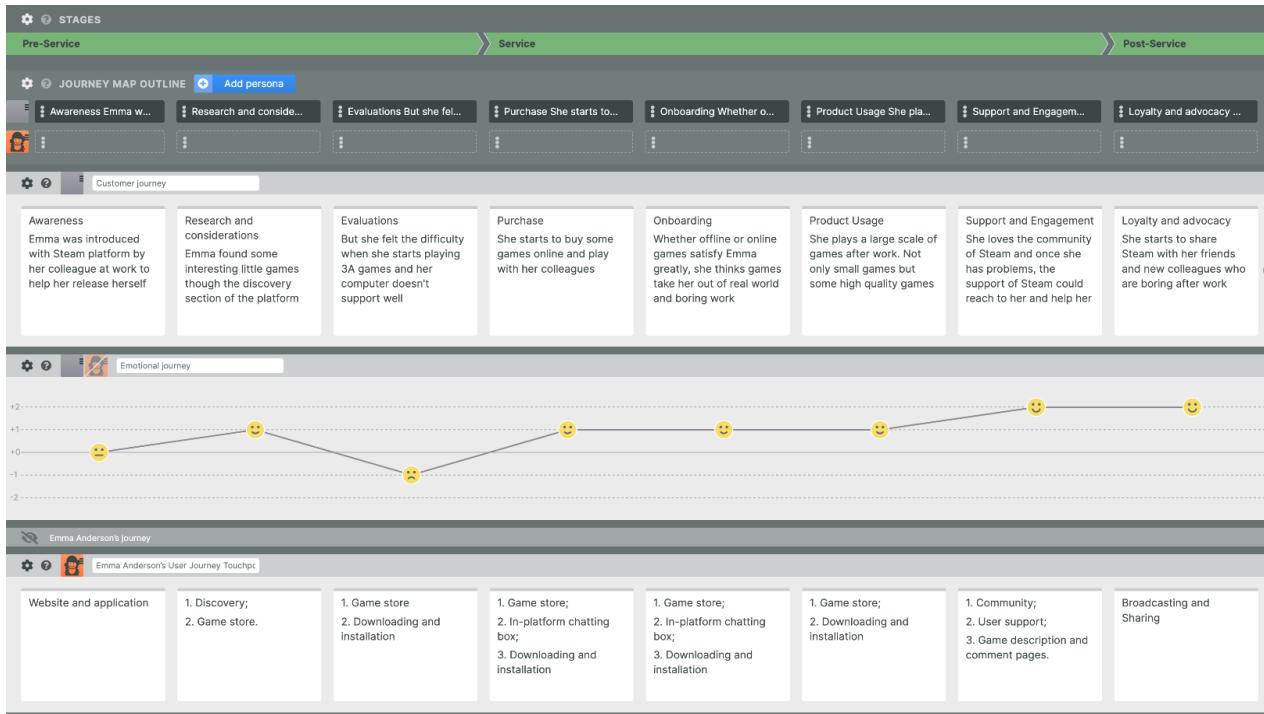
1. Kévin played video games with consoles for only ten years and he never plays with keyboard;

2. However, the first time he reached the platform of Steam, he found that there are not so many console-based games;
3. He tried to play with the keyboard for a bit but he was so frustrated because of the unfamiliarity of playing games with the keyboard.

Probable Solutions:

1. Release as much as games supporting consoles, to meet the requirement of Kévin-like console players;
2. Recommend Kévin-like players with easier games or game demos only support for keyboard to make them familiar with keyboard games first.

2.3.2 Emma's User Journey



Source: Smaply

Fig.6 Emma Anderson's User Journey



Fig.7 Emma Anderson's User Journey

Most difficult moments:

1. Emma is not a professional player, so 3A games which need high skills in game troubled her a lot;
2. Emma doesn't want to spend too much money paying for games.

Probable Solutions:

1. Release more small games for taking leisure on the platform for older-aged gamers;
2. Except for new games, give a better and frequent discount to games on the platform.

2.3.3 Final Recommendations:

1. On the platform, we have to release games considering all range of players: releasing games for professional or crazy lovers;
2. Apart from type of games, the playing supporters (Windows/Mac) should also be considered;
3. Also, we should accept games with multiple possible controllers (keyboard, PlayStation, Switch etc.);
4. Gamers always need integration, so building a wonderful community environment is essential.

2.4 List of problems identified in user journey

2.4.1 Kévin Orc

1. Lack of Personalized Recommendations: Kévin might encounter situations where the recommendations don't match his interests, resulting in missed opportunities to discover games he would enjoy.
2. Unclear Game Descriptions: Inadequate information can make it difficult for Kévin to make informed purchase decisions.
3. Technical Issues and Game Performance: These issues can disrupt Kévin's gaming experience and require troubleshooting or support.
4. Customer Support Delays: Slow response times can prolong issues and cause frustration during Kévin's user journey.
5. Limited Cross-Platform Support: Certain games or features may not be available or fully functional on Kévin's desired platforms, such as consoles or mobile devices.

2.4.2 Emma Anderson

1. Inaccurate or Biased Recommendations: This could be due to factors like incomplete data analysis or reliance on popularity rather than considering Emma's specific preferences;
2. Lack of Sales and Discounts: Emma is married and she earns money herself so she cannot buy a lot of expensive games;
3. Technical Issues: Emma does not know a lot about computer and technical things;
4. Community Management Challenges: Emma might have a quarrel in the community with some other players on a specific topic;
5. Customer Support Responsiveness: Some problems of Emma during playing cannot be solved by herself but she cannot reach the customer support in time.

2.5 List of suggested solutions

2.5.1 Kévin Orc

1. Improve personalized recommendation: According to the user behaviour, recommending Kévin genres of games that fit his preference;
2. Enhance game descriptions:

- a. Encourage developers/publishers to provide comprehensive and detailed game descriptions, including gameplay mechanics, key features, and relevant information that can help Kevin make informed decisions.
- b. Incorporate video previews, gameplay trailers, and screenshots to give Kevin a visual representation of the game's quality and style.
3. Streamlined Technical Support: Provide comprehensive troubleshooting guides and FAQs to help Kevin resolve common technical issues independently.
4. 24-7 customer service: build a chat-bot to answer basic questions of users in off-working time and customer service staff answer users' questions lively.
5. Cross-platform improvement: Collaborate with console manufacturers and mobile platforms to enable full functionality and integration of Steam features on these platforms.

2.5.2 Emma Anderson

1. Improving the quality of recommendations: Offering more transparency regarding the factors considered in generating recommendations;
2. Provide more sales or discounts: encourage players by offering them promotions often, in some festivals or offering them coupons after accomplishing some tasks;
3. Deal with technical issues:Offering comprehensive troubleshooting guides, community forums, and direct customer support channels to assist Mary in resolving technical issues promptly;
4. Manager community well: Encouraging positive community engagement through community events, rewards for positive contributions, and highlighting exemplary community members;
5. 24-7 customer service: build a chat-bot to answer basic questions of users in off-working time and customer service staff answer users' questions lively. Providing self-help resources, FAQs etc.

2.6 Main Strategy

2.6.1 Porter's generic strategies

Porter's Generic Strategies on Chatbot Building

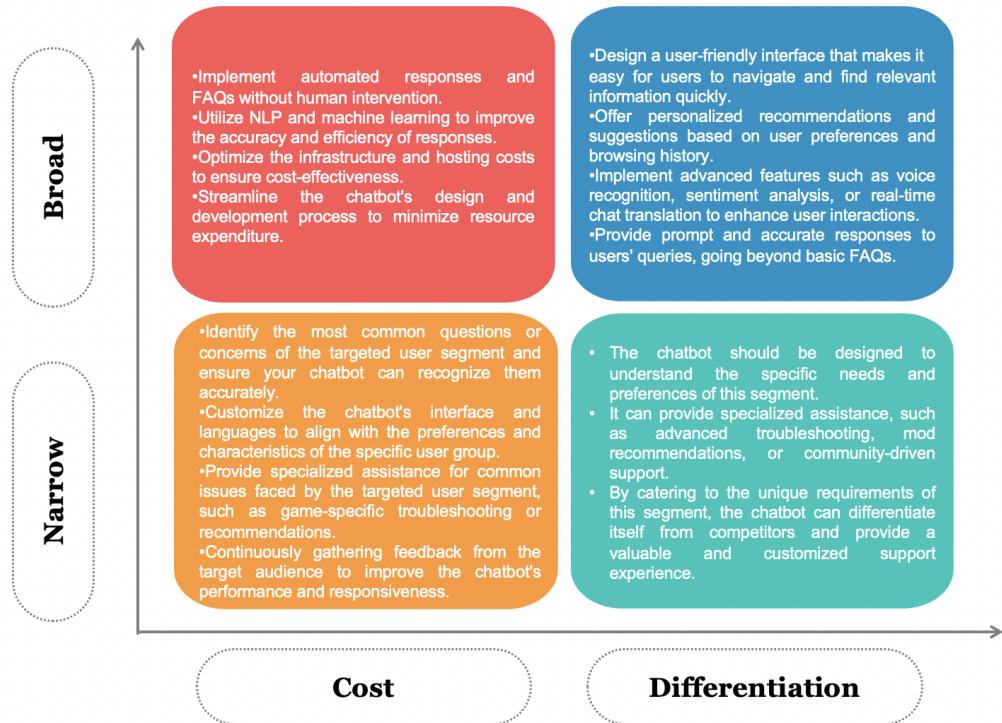


Fig.8 Porter's Generic Strategies

2.6.2 Expected Outcomes:

1. Improved Customer Satisfaction: addressing users' queries and issues in a timely manner, the chatbot can contribute to higher customer satisfaction levels;
2. Enhanced User Engagement: By offering tailored assistance and relevant content, the chatbot can deepen user engagement and encourage users to explore and interact with the Steam platform further;
3. Cost Savings: The chatbot reduces the need for additional support staff. This can result in cost savings for the company while maintaining an effective support system.
4. Competitive Advantage: A well-designed and efficient chatbot can differentiate Steam from its competitors. By providing a superior CX, Steam can attract and retain users who value the convenience and quality of support services. This competitive advantage can contribute to increased customer loyalty and market share.

5. Increased Efficiency and Productivity: This frees up human resources to focus on more complex or specialized support tasks, leading to improved efficiency and productivity in the support team.

3. Design of the Chatbot:

3.1 Goal for the Chatbot

The main goal of the Chatbot is to Focus on game recommendations, support-related functions, answer customer information, show latest updates and create extra community engagement.

3.2 List of Must-have features

- i.Game Recommendations: The chatbot should be able to provide personalized game recommendations based on user preferences, including genres, gameplay styles, and specific interests. It should consider factors such as user ratings, popularity, and relevance.
- ii.Support Queries: The chatbot should be equipped to answer common support queries related to game installation, technical issues, account management, payment inquiries, and general troubleshooting. It should provide accurate and helpful solutions or direct users to relevant resources.
- iii.Game Information: The chatbot should have access to a comprehensive database of games, including details such as game descriptions, release dates, system requirements, developer information, and user reviews. This information will allow the bot to provide users with relevant and up-to-date game information.
- iv.Community Engagement: The chatbot should be able to provide information about community events, gaming tournaments, community forums, Steam Workshop updates, and community-generated content. It should suggest popular mods, maps, or content based on user preferences.
- v.Account Management: The chatbot needs to access account-related information, such as user profiles, subscription details, purchase history, and account settings. This will enable the bot to assist users with account-related queries, password changes, refunds, and other account management tasks.

vi. Product Catalog: The chatbot should have access to Steam's product catalog, including information on games, software, and physical products. It should provide details such as product descriptions, pricing, availability, and discounts.

vii. Updates and Notifications: The chatbot should be capable of providing users with relevant updates, notifications, and announcements related to new game releases, updates to their purchased games, upcoming sales events, and other important information.

viii. Multimedia Content: The chatbot should be able to push multimedia content, including game trailers, screenshots, gameplay videos, and links to relevant articles or reviews. This will help users make informed decisions about their game choices.

ix. Real-Time Data: The chatbot should have access to real-time data, such as current game prices, availability, user ratings, and community activity. It should also be able to access live data for events, tournaments, and time-limited offers.

x. Natural Language Processing: The chatbot should be capable of understanding and processing natural language queries and responses to provide a seamless and user-friendly conversational experience. It should be able to interpret user intent, handle context-based conversations, and provide relevant and accurate responses.

3.3 Type of chatbot you are going to recommend

We recommend a combination of rule-based and machine learning-based chatbot.

Rule-based Chatbot: A rule-based approach involves defining a set of rules and predefined responses based on specific patterns or keywords. This type of chatbot can handle common support queries and provide standardized responses efficiently.

Machine Learning-based Chatbot: A machine learning-based chatbot can provide more personalized game recommendations by analyzing user preferences, historical data, and user interactions. It can handle more complex queries, understand context, and provide more dynamic and interactive conversations.

Combining these two approaches, we can take advantage of the rule-based chatbot's efficiency in handling common queries and the machine learning-based chatbot's ability to provide personalized recommendations and handle more complex interactions.

3.4 Personality of your chatbot:

The chatbot will represent the image of the brand, it will have the following qualities:

1. Friendly and Approachable: The chatbot will have a friendly and welcoming demeanor, reflecting the inclusive and community-oriented nature of Steam. It should create a positive and inviting atmosphere to engage users in conversations and make them feel comfortable seeking assistance or recommendations;
2. Knowledgeable and Reliable: It should be well-versed in games, gaming terminology, and Steam-specific features;
3. Helpful and Patient: It will have a helpful and patient attitude towards users' queries and concerns. It must be responsive and understanding, guiding users through troubleshooting steps, answering questions, and assisting with account-related tasks in a patient manner. This would contribute to a positive user experience and build trust in the chatbot's assistance;
4. Personalized and Adaptive: It should be adaptive, remembering previous conversations and user preferences to provide relevant suggestions and tailored responses;
5. Enthusiastic and Engaging: The chatbot can exhibit a level of enthusiasm and engagement in conversations with users. It can show excitement for upcoming game releases, highlight interesting features, and encourage users to explore different genres or community activities. This would help create a dynamic and engaging interaction that reflects the excitement and passion for gaming within the Steam community;
6. Professional and Respectful: While maintaining a friendly and approachable demeanor, the chatbot should also maintain professionalism and respect in its interactions. It should adhere to ethical guidelines, be sensitive to users' concerns, and provide appropriate and respectful responses at all times.

3.5 Design of the chatbot flow:

The chatbot will combine both text inputs and pre-set buttons:

1. Greeting and Inquiry: The chatbot starts with a friendly greeting, welcoming the user to the chat.
2. User Input: The user can then type out their inquiry or choose to click on pre-set buttons provided by the chatbot. The preset buttons can offer suggestions like "Game Recommendations," "Account Support," "Community Events," or "General Information."
3. Text Input: If the user chooses to type out their query, the chatbot can utilize natural language processing to interpret and understand the user's input. This allows users to freely express their specific needs or provide more context for their inquiries.
4. Decision Tree with Buttons: Based on the user's selection or typed query, the chatbot can present a decision tree structure with pre-set buttons that guide the conversation flow. For example, if the user selects "Game Recommendations," the chatbot can present buttons for different genres, such as "Action," "Adventure," "RPG," or

"Indie." The user can click on the relevant button to further narrow down their preferences.

5. Personalized Recommendations: As the user makes selections through the buttons, the chatbot can dynamically generate personalized game recommendations based on the chosen genres or preferences. It can display information about recommended games, such as descriptions, user ratings, and pricing.

6. Follow-up Actions: After presenting the recommendations, the chatbot can provide options for the user to take further actions. For instance, buttons like "View More Details," "Add to Wishlist," or "Purchase Now" can be offered. These buttons enable users to explore recommended games, save them for later, or proceed with purchasing directly through the chatbot.

7. Support and Engagement: If the user chooses a support-related inquiry, the chatbot can provide relevant information or troubleshoot common issues by presenting pre-set solutions. It can offer buttons for steps like "Account Recovery," "Payment Assistance," or "Technical Troubleshooting," giving users a clear path to find resolutions.

3.6 Interface & Chatbot design

1. The Chatbot will match the company's image and color scheme.
2. The design will be simple and non-intrusive. Its purpose is not to replace the user interface, but as another option for the user to find the necessary information.

The button will appear on the bottom right as not to impede users from the rest of the platform.

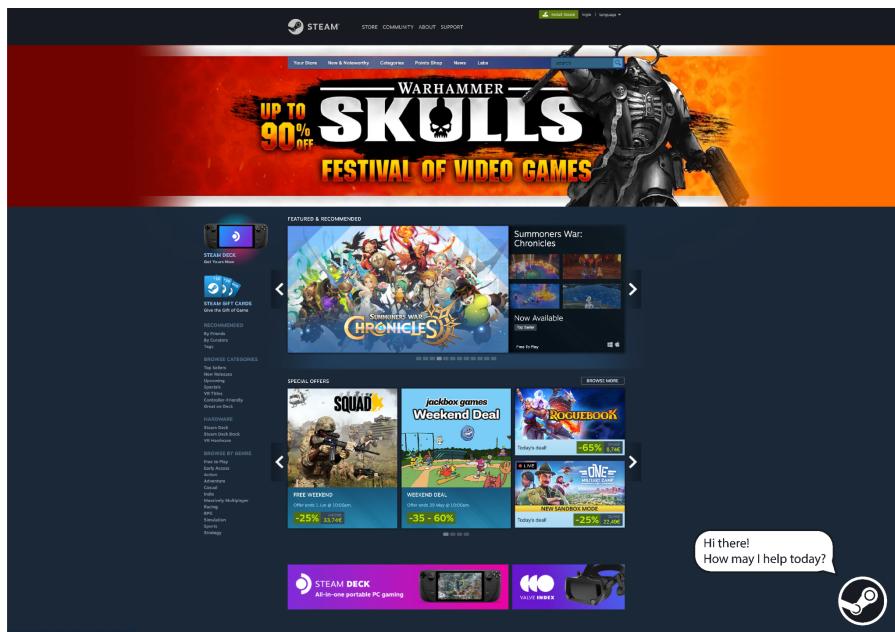


Fig.9 Steam website with chatbot

3.7 The chatbot design

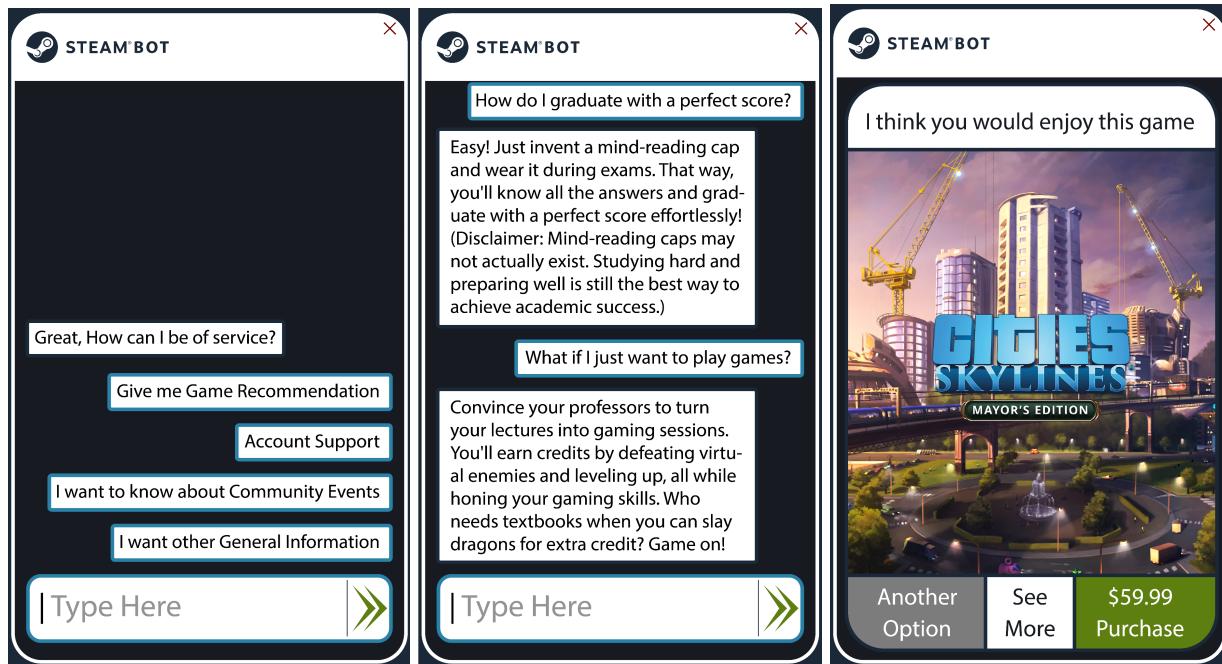


Fig.10 Steam chatbot

3.8 Chatbot Type:

The chatbot will be a mix of Machine Learning and Keyword Recognition.

3.9 Decision Tree

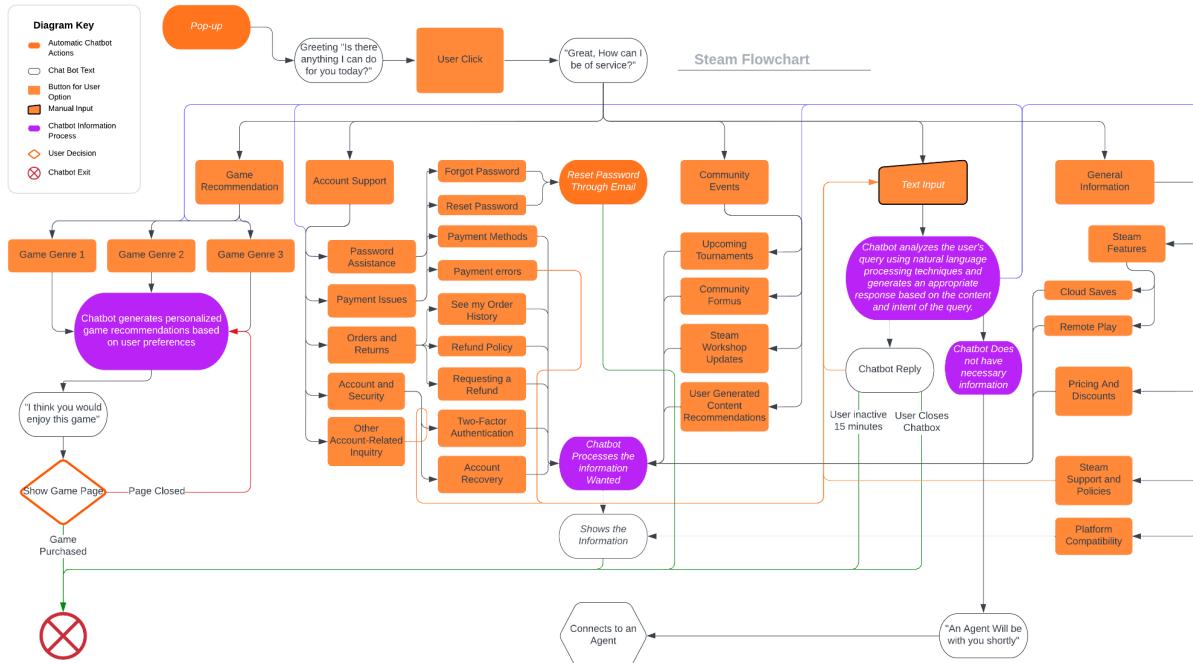


Fig. 11 Decision Tree of the Chatbot

4. Testing and results:

4.1 Introduction & testing:

To ensure a successful launch and effective performance of the chatbot on the Steam platform, we have implemented a systematic approach for its introduction, testing, and refinement, consisting of four key steps:

1. Initial Testing (Alpha): Prior to introducing the chatbot to actual Steam users, we conduct alpha testing with a small group of internal stakeholders, including team members, developers, and designers. This stage allows us to identify any critical errors, inconsistencies, or issues in the chatbot's functionality and design.

2. User Acceptance Testing (Beta): After addressing the identified issues from the initial testing, we proceed with beta testing. This involves releasing the chatbot to a limited group of actual Steam users who match the target audience. The primary objective of this stage is to gather user feedback, identify potential improvements, and assess user satisfaction.

3. Feedback Analysis and Iterative Improvements: We thoroughly analyze the feedback received from beta testers and make necessary adjustments to the chatbot's design, functionality, and content. Based on the user feedback, we may implement both minor and significant changes to enhance the chatbot's performance. This iterative refinement process allows us to continuously improve the chatbot based on user input.

4. Full Deployment: Once the chatbot has undergone thorough testing and refinement based on user feedback, it is ready for full deployment to all Steam platform users. We closely monitor the chatbot's performance and user interactions to ensure its ongoing effectiveness, making necessary adjustments as needed.

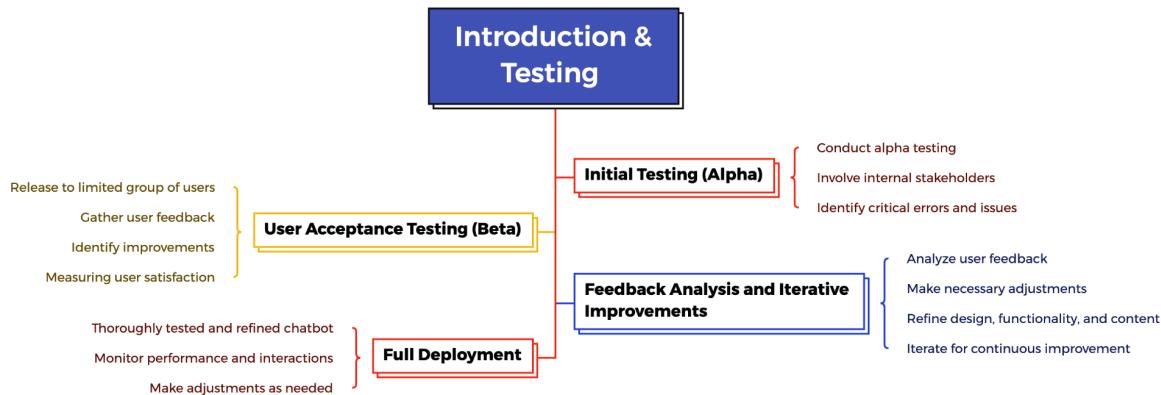


Fig. 12 Chatbot introduction and testing

4.2 Final recommendations:

As users of the Steam platform, our team has firsthand experience with the challenges and user expectations associated with the platform. This unique perspective allows us to offer valuable recommendations for building an improved chatbot system. By addressing the issues encountered by users and focusing on their satisfaction, we can create a chatbot that better caters to their needs. We present our suggestions for developing a more effective chatbot system for Steam:

User-Centric Design: Always prioritize user needs and preferences when refining the chatbot. Make sure the chatbot is easy to use, engaging, and helpful to users.

Consistent Branding: Ensure the chatbot's personality, design, and tone are consistent with the company's brand image and existing interfaces.

User Feedback Channels: Encourage users to provide feedback on their chatbot experience and make it easy for them to do so. This will help identify areas for improvement and ensure the chatbot continues to meet user expectations.

Continuous Improvement: Chatbots should be treated as evolving systems. Regularly monitor user feedback and performance metrics to identify opportunities for further improvement. Keep refining the chatbot based on user needs and emerging trends.

Natural Language Processing (NLP): Consider incorporating NLP capabilities into the chatbot to enhance its ability to understand and respond to user queries more accurately. This can improve the overall user experience by providing more relevant and personalized interactions.

Error Handling: Pay attention to error handling mechanisms within the chatbot. Ensure that the chatbot provides clear and helpful error messages when it encounters queries it cannot understand or respond to. This will prevent user frustration and guide them towards alternative solutions or assistance.

User Education: Provide clear instructions and guidance to users on how to interact effectively with the chatbot. Educate users about the chatbot's capabilities and limitations, and set realistic expectations to avoid misunderstandings or dissatisfaction.

Continuous Monitoring: Implement systems to continuously monitor the chatbot's performance and gather user feedback even after its release. This will help in identifying any emerging issues or evolving user needs and allow for timely updates and improvements.

Security and Privacy: Prioritize the implementation of robust security measures to protect user data and ensure user privacy. Regularly assess and address any potential vulnerabilities to maintain user trust.



Fig.13 Final Recommendations

5. Conclusion

The introduction of a chatbot to the Steam platform can bring numerous benefits and address several challenges faced by both users and Valve Corporation. The chatbot can significantly enhance the customer service experience by providing instant responses, handling common inquiries, and reducing the waiting time for support. This improvement in customer support can lead to higher satisfaction levels among users and contribute to a positive perception of the Steam platform.

Moreover, the chatbot can positively influence customer experience by offering personalized game recommendations based on user preferences, increasing user engagement, and facilitating game discovery. By providing relevant information, updates, and promotions, the chatbot ensures that users stay informed about the latest happenings on the platform. Additionally, it can facilitate community engagement, guiding users towards relevant discussions and resources, and enhancing the overall sense of community within Steam.

While implementing a chatbot on Steam presents challenges, such as accurately interpreting user queries, handling complex issues, delivering personalized responses, and maintaining Steam's unique brand voice, these challenges can be overcome with robust natural language understanding capabilities, seamless escalation to human support agents, sophisticated algorithms, and a cohesive communication style.

To address the user journey challenges identified for personas like Kévin Orc and Emma Anderson, Steam should focus on improving personalized recommendations, enhancing game descriptions, providing streamlined technical support, ensuring 24/7 customer service availability, and collaborating with console manufacturers to improve cross-platform compatibility.

Overall, the introduction of a chatbot to the Steam platform holds the potential to revolutionize customer support, increase user engagement, and improve communication between Valve and its users. By leveraging the power of AI and automation, Steam can continue to lead the gaming industry and provide a seamless and satisfactory experience for its diverse user base.

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