**Introduction to User Experience: Conversational CX Design Final Project**

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| **Conversational CX for:**  *(name of company)* | **Creators:**  *(your names)* |
| **Executive Summary**  *Introduce your company here, what sector they are at?*  *Are they a small, medium or a big company?*  *What is the current market situation?*  *What are they main customer segments and products (services) that they offer?* | **Main objective (function) of the chatbot**  *What is the main objective to introduce the chatbot?*  *What outcomes do you expect?*  *Can it really influence positively customer experience?*  *What will be your main challenges* |
| **User Persona 1**  *Briefly describe the user profile, insert the user persona template*  *What are the main characteristics of this user?*  *What is the need that you are solving?*  *What market segment does this user represent? What is the importance of this market segment for your business?* | **User Persona 2**  *Briefly describe the user profile, insert the user persona template*  *What are the main characteristics of this user?*  *What is the need that you are solving?*  *What market segment does this user represent? What is the importance of this market segment for your business?* |
| **User/Customer Journey Map**  *Insert here the user/customer journey map for both user (you can include both users on one map)*  *Separate the flow of the map into stages and assign actions of each user in every stage*  *What are the touchpoints at every stage of the journey?*  *What is the user satisfaction at every step (every action) – you can mark with the icons ☺ ☹*  *What is the general satisfaction?*  *What are the most difficult moments? How can you improve them?*  *What would be your final recommendations?* | |
| **List of problems identified in user journey**  *Problem 1*  *Problem 2*  *Problem 2* | **List of suggested solutions**  *Solution 1*  *Solution 2*  *Solution 3* |
| **Your main strategy**  *Indicate what is your strategy based on Porter’s generic strategies (indicate one strategy that you are trying to portray)*  Porter's Generic Strategies - BA Theories (Business Administration &  Management) | **Expected Outcomes**  *What outcomes do you expect to achieve with the introduction of new CX?* |
| **Design of the Chatbot** | |
| **Goal for your Chatbot**  *It has to be clear what customers and your company can expect from your bot. Is the bot supposed to help customers easily access simple support solutions in your knowledge base? Is it supposed to further your company’s marketing outreach by providing customers with a useful service, such as health tips, recipes, or investment recommendations? Or is it a “level two” Chatbot designed to perform more advanced functions, such as help customers change their passwords, or even place orders. How about all of the above?* | **List of Must-Have Features**  *What information do users need to get out of your Chatbot in order for it to be useful? What queries must your Chatbot be able to answer? What kind of content does it need to push – i.e. product photos, article links, product reviews, etc.? What information does your Chatbot need to have access to so that it is always up to date – i.e. updated product database, current exchange rates, daily weather forecasts, etc.?*  *What type of chatbot you are going to recommend?* |
| **Personality of your Chatbot**  *Decide what personality your chatbot will portray.*  *Does it represent the image of your brand?* | **Design of the Chatbot Flow**  *How will you get your customers from Point A (their initial inquiry) to Point B (resolution, engagement, or any other endpoint, such as subscribing to your Chatbot’s service)? How customers/users will interact with the bot? Will they type out text to your Chatbot? Or will they click on pre-set buttons that will take them up the trunk and through the branches of the bot’s decision tree? What about a combination of both – with buttons as suggestions but including the option for typed text as well?* |
| **Interface & Chatbot Design**  *Does your chatbot match the image of the interface already used? What elements you should incorporate?*  *What will be the main idea behind its graphic design?* | **Chatbot Type**  *What type of chatbot you are going to implement?* |
| **Decision Tree**  *Insert here the decision tree you have created for your chatbot* | |
| **Introduction & Testing**  *How will you proceed with the introduction, testing and refinement of your chatbot?* | **Final Recommendations**  *What will be your final recommendations? What aspects will be important to re-consider?* |