1. **Review and Refine Your Design**:
   * Start by revisiting your initial design for the chatbot. Ensure that it aligns with your problem-solving goals and user requirements. Refine the conversational flow, intents, entities, and responses based on any feedback or changes in the project's scope.
2. **IBM Cloud Account Setup**:
   * If you haven't already, sign up for an IBM Cloud account and log in. You'll need this to access IBM Watson Assistant and other cloud services.
3. **Create a Watson Assistant Service**:
   * Go to the IBM Cloud Dashboard, and create a new Watson Assistant service. This service will be the backbone of your chatbot.
4. **Build or Import Dialog**:
   * Create a dialog for your chatbot within Watson Assistant. You can design conversations using the user interface or import existing dialog flows if you've designed them elsewhere.
5. **Define Intents and Entities**:
   * Define the intents (what the user wants) and entities (specific pieces of information) that your chatbot should recognize. Train your chatbot with sample user queries to improve its understanding.
6. **Integration with External Systems**:
   * If your chatbot needs to access external data sources or perform actions in other systems, you may need to integrate it with APIs or services. IBM Cloud provides various tools for integration.
7. **Natural Language Understanding**:
   * Enhance the chatbot's understanding by using IBM Watson Natural Language Understanding. This service can help in analyzing sentiment, emotions, and entities in user messages.
8. **User Testing and Feedback**:
   * Before deploying your chatbot, conduct extensive user testing to ensure that it performs well and meets user expectations. Collect feedback to make necessary improvements.
9. **Training the Chatbot**:
   * Continuously train the chatbot by providing it with more example questions and answers to improve its accuracy and understanding.
10. **Customization and Personalization**:
    * Implement personalization features to make the chatbot more engaging and relevant to individual users. You can use user context to provide tailored responses.
11. **Security and Privacy**:
    * Ensure that your chatbot complies with relevant data protection regulations and follows best practices for securing user data. Implement encryption, authentication, and access control as needed.
12. **Performance Optimization**:
    * Optimize the chatbot's performance to handle concurrent users and maintain responsiveness. Use Watson Assistant's monitoring and analytics to track usage and identify areas for improvement.
13. **Deployment**:
    * Once you are satisfied with the chatbot's performance, deploy it to your desired platform. You can deploy it on websites, mobile apps, or messaging platforms by integrating it using SDKs and APIs.
14. **Continuous Improvement**:
    * Chatbots are not static; they need ongoing maintenance and improvement. Regularly review user feedback and analytics data to identify areas for enhancement and update your chatbot accordingly.
15. **User Training and Documentation**:
    * Provide training and documentation for your chatbot users, ensuring they know how to interact with the chatbot effectively.
16. **Monitoring and Maintenance**:
    * Continuously monitor the chatbot's performance and address any issues promptly. Be prepared to handle unexpected user queries and provide regular updates and enhancements.

By following these steps, you can transform your initial chatbot design into an innovative and functional solution using IBM Cloud Watson Assistant. Remember that chatbot deployment is an iterative process, and ongoing refinement is key to a successful implementation.