# **Bot Context: *Business Name***

|  |  |
| --- | --- |
| **Brand Personality** |  |
| **User Demographics** |  |
| **Bot Channels** |  |
| **Job Profile** |  |
| **Bot Task Types** | Service Persuasion Customer Support Lead Gen |
| **Bot Tasks: Extended** |  |

# **Bot Identity: *Bot Name Suggestions***

|  |  |
| --- | --- |
| **Bot Name** |  |
| **Bot Generation/ Age** | Silent Generation Baby Boomers Gen X Gen Y Gen-Z |
| **Bot Gender** |  |
| **Bot Nationality** |  |
| **Bot Tone of Voice** |  |
| **Bot Copy Quirks** | Slang Acronyms Emojis Jargon Images/GIFs |

# **Bot Background:**

|  |  |
| --- | --- |
| **Subject Specialization** |  |
| **Top Three Skills** |  |
| **Top Three Desired Personality Adjectives** |  |
| **Bot User Relationship** |  |
| **Idiolect and Standard Vocabulary** | *Rude users:* |
|  | *Compliment:* |
|  | *What’s up?:* |
|  | *Are you a real person?:* |
|  | *Bot break:* |

# **Bot Avatar:**

*<add sample avatars>*