

bot design

a brief set of fundamental design decisions that shall shape bot's UX.

bot scope

bot should be able to assist users searching for tech products in making a purchase decision.

therefore, bot has access to databases holding product data regarding category, features, pricing, ratings and pictures.

bot is able to provide info on a specific category or product, and can answer basic arithmetic queries, e.g. "what is the minimum rating for the iPhone 7?".

bot personality

- predominantly *responds to user queries*
 - provides detailed product info for product specific queries
 - recommends suitable products in response to category, feature[, price] queries
 - offers contacting human support in case of persisting user dissatisfaction
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must-have features

- updated product database
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bot flow

bot's first message always clearly communicates bot's scope.

given bot's scope there are roughly four scenarios that could arise from a user query:

- **known attribute** implicit query for an attribute which is any of: category, features, price, ratings
- **known product** explicit query for a known product
- **known product-attribute** explicit query for an attribute of a known product
- **unknown query** user query out of bot's scope

[this flow chart](#) visualizes bot's conversation flow...