

ORACLE®

Oracle Digital Assistant

The Complete Training

Conversational UX



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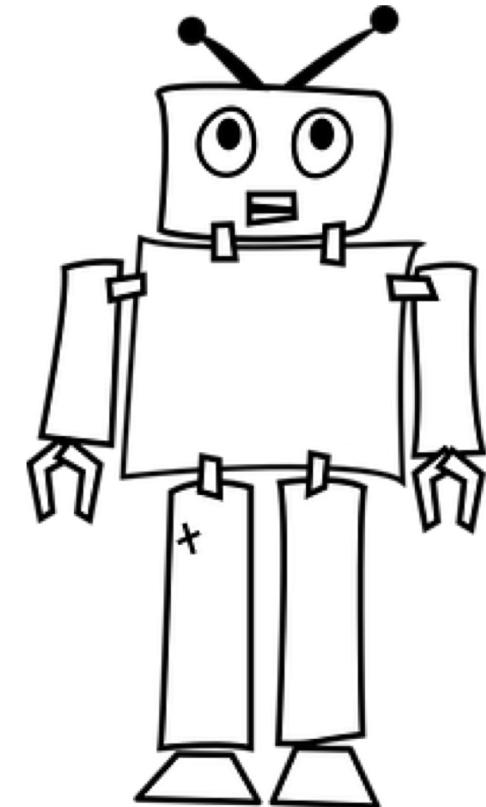
Topic agenda

- 1 ➤ Why language can be difficult
- 2 ➤ Designing a conversation
- 3 ➤ Voice and personality
- 4 ➤ Natural language intelligence
- 5 ➤ Help, guidance and error handling

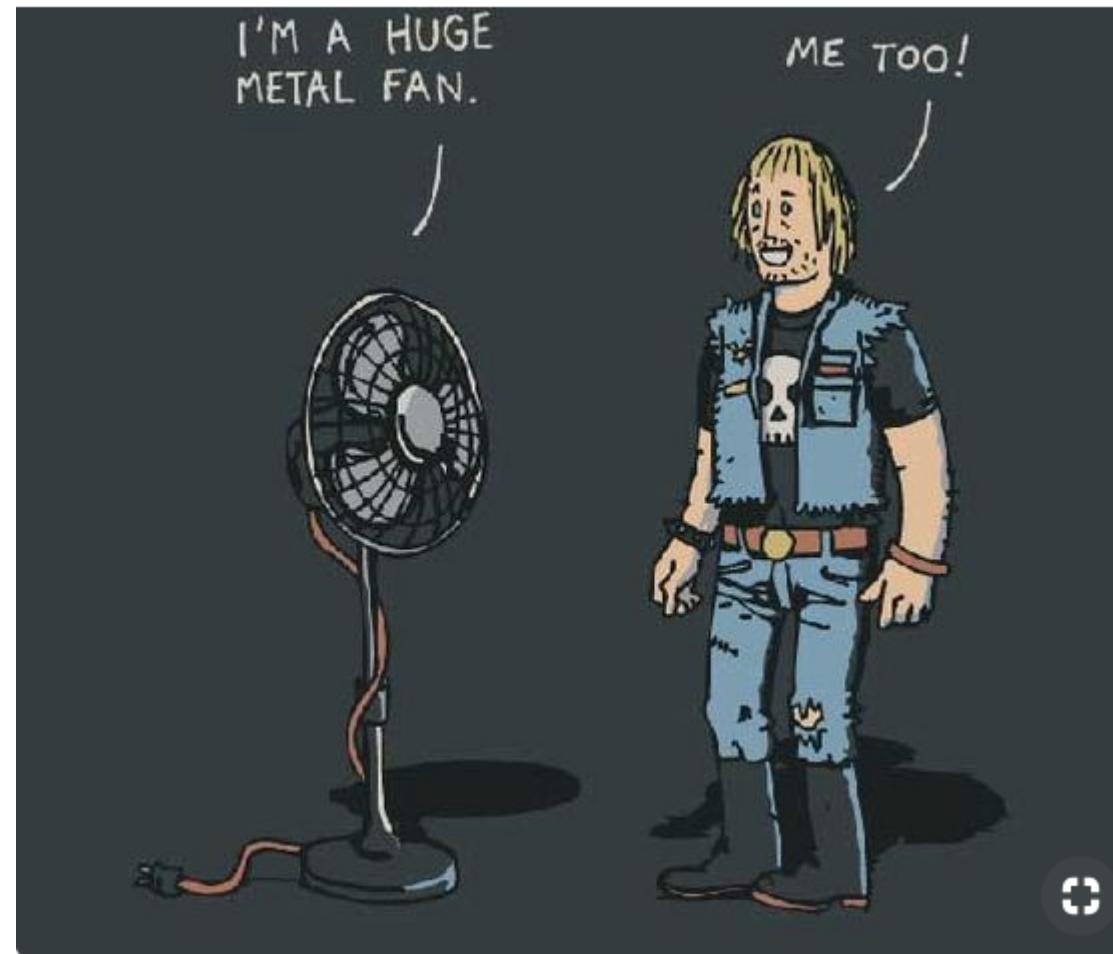
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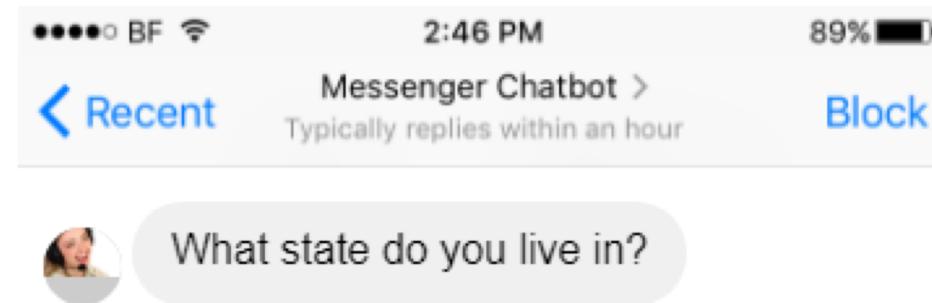
Designing a conversation is a much
an art as it is a science



Why language can be difficult



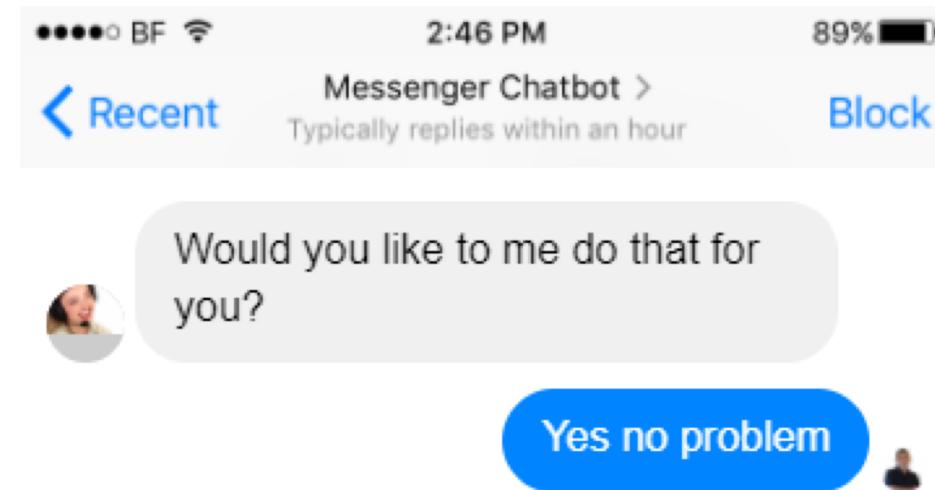
Why language can be difficult



Why language can be difficult



Why language can be difficult



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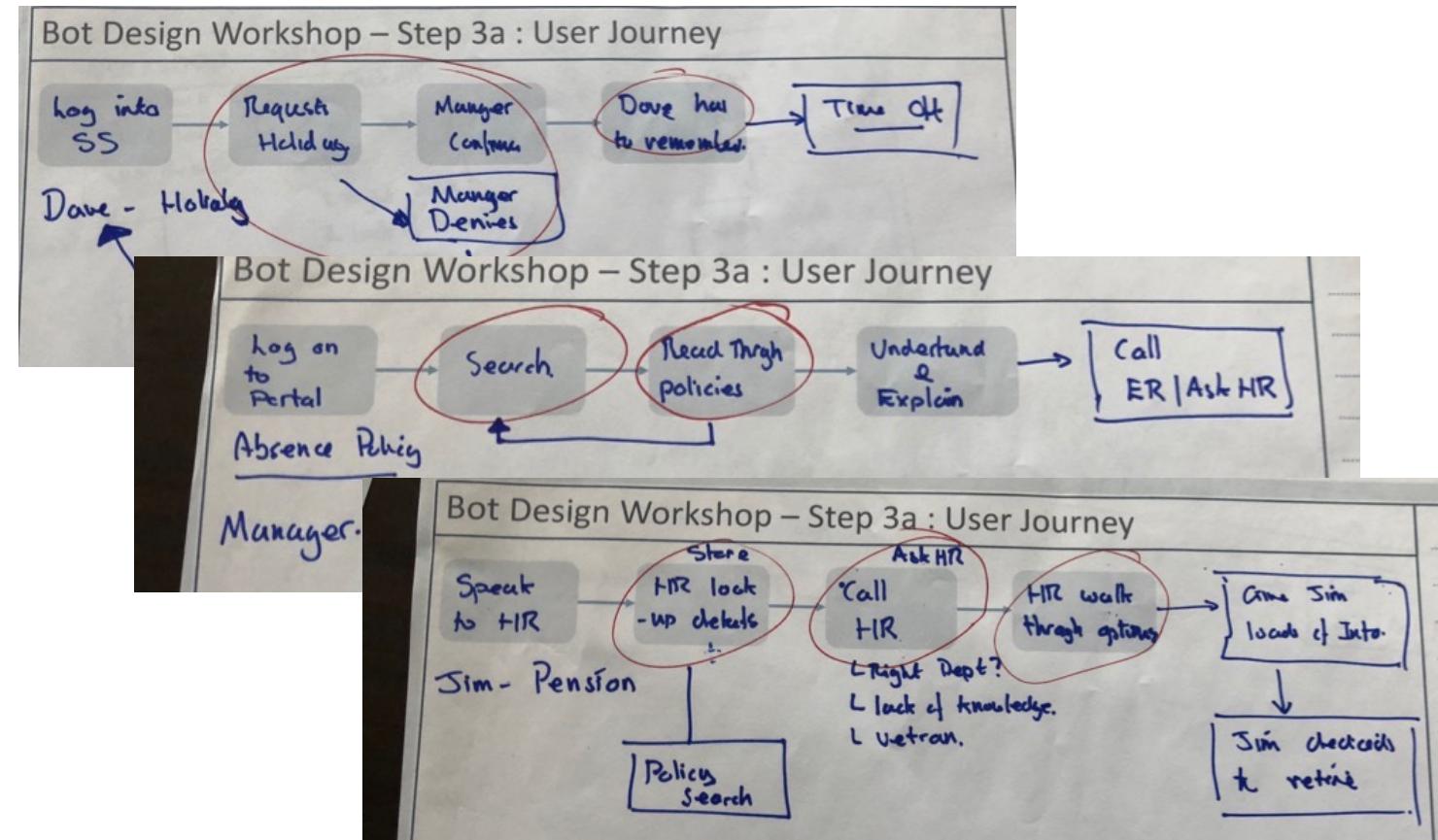
Conversational Design

A conversation doesn't design itself



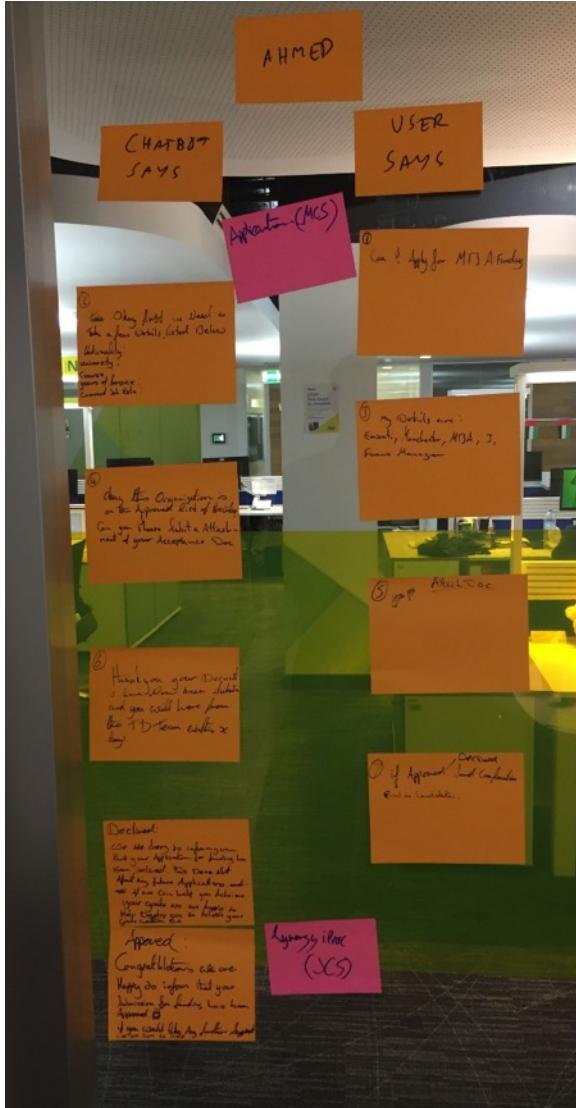
Conversational design

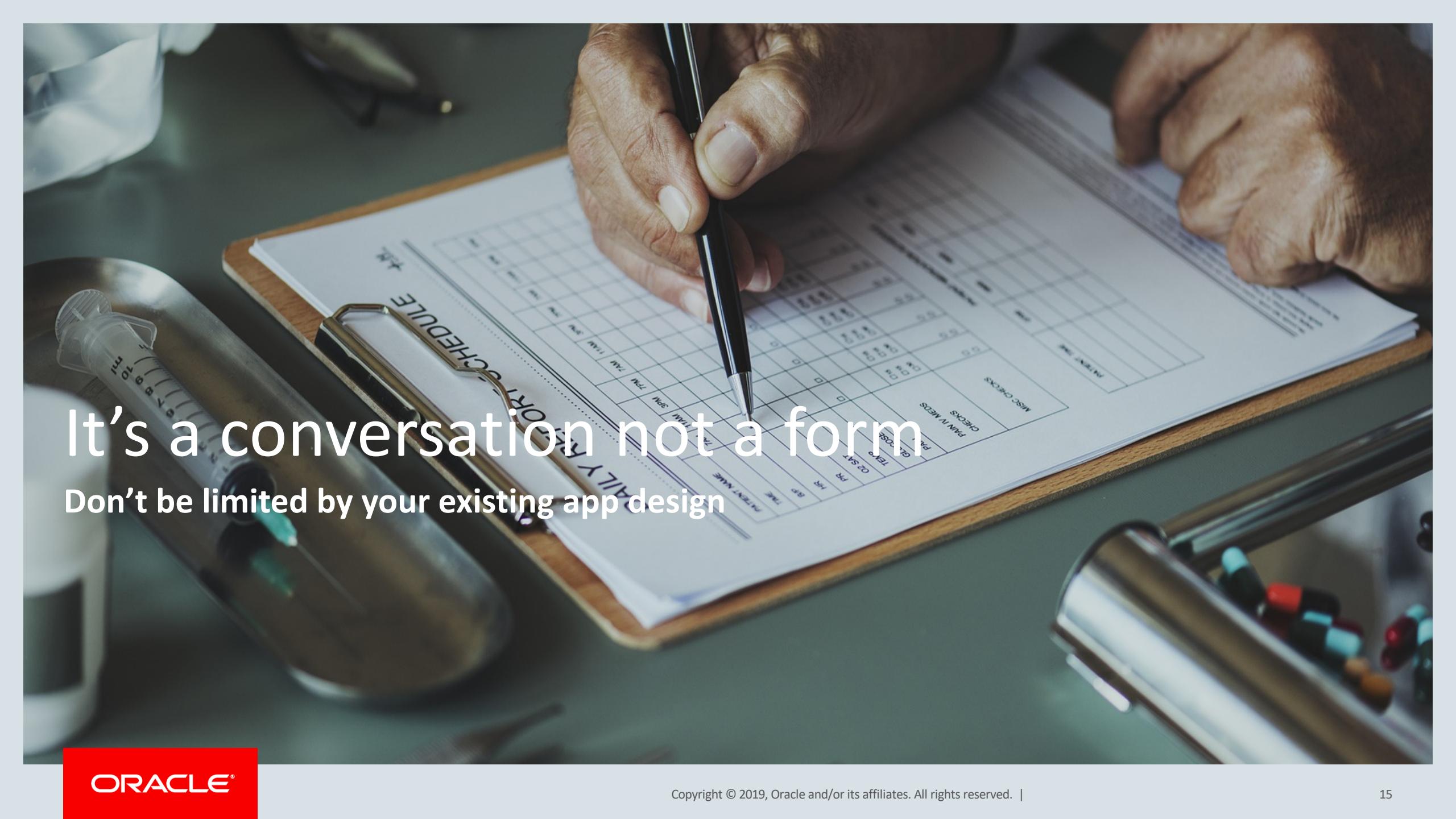
- Business goals
- User personas
- User journey
- Channels
- Dialog design
- Backends
- Sample entities



Conversational design

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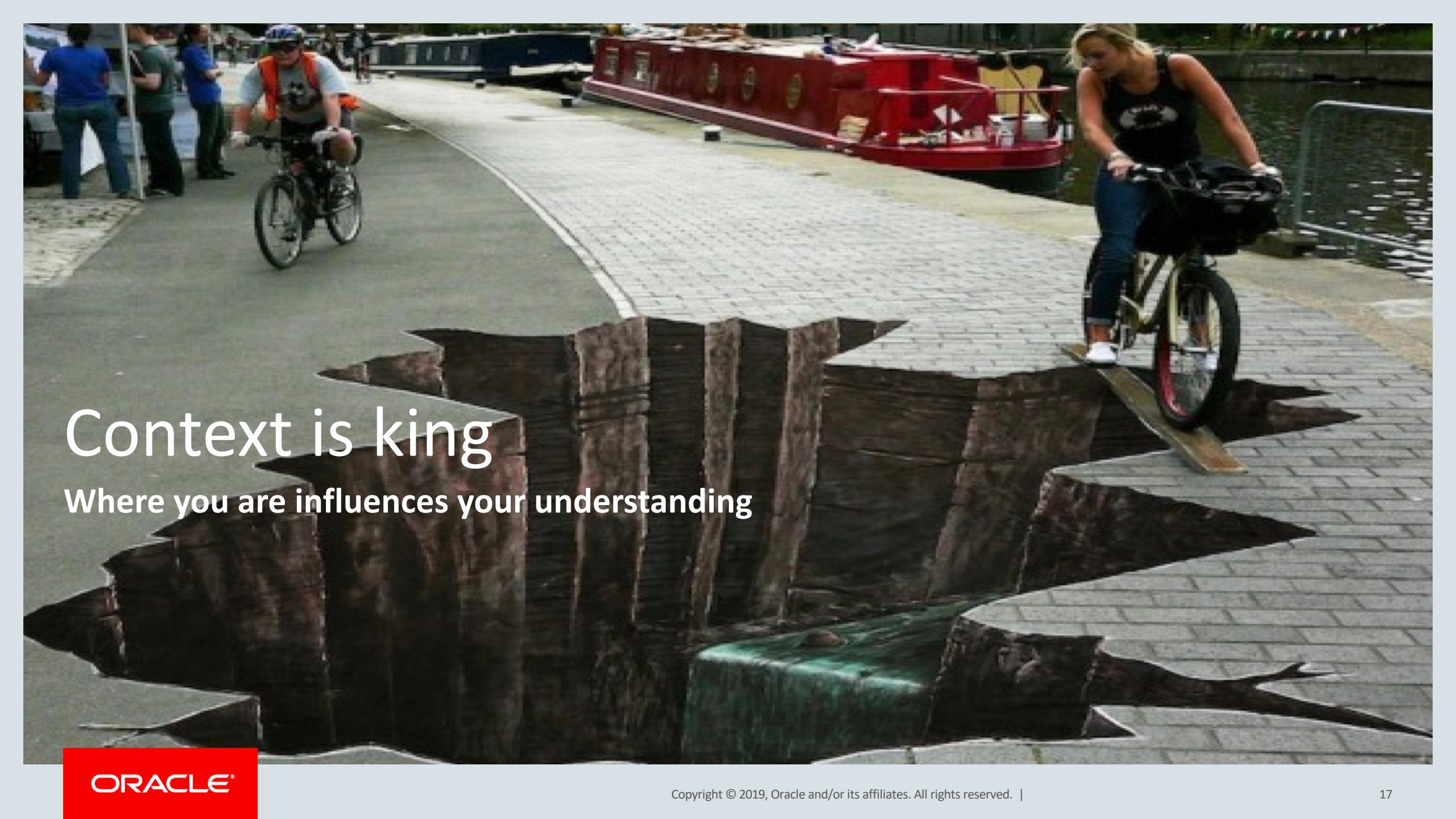
It's a conversation not a form

Don't be limited by your existing app design

It's a conversation not a form

- Be driven by the design of a conversation, not by a CRUD database
- A form with 50 fields will not map well to a conversation
 - Consider if all that information is really needed
 - Which fields are mostly defaulted to the same value
 - Can this be done based on location, or knowledge about the user, or context of conversation
 - Could information be captured in a different way
 - Location information, capturing an image using phone camera
- Don't replicate an IVR (press 1 for....2 for...)





Context is king

Where you are influences your understanding

Context is king

- Context is implied in human conversation, we need to explicitly manage context in bots
- Meaning can change based on context
 - “Piece of cake”
 - “Who is his manager”
 - “What about Friday”
 - “Get me a taxi home”
 - “and 2019”

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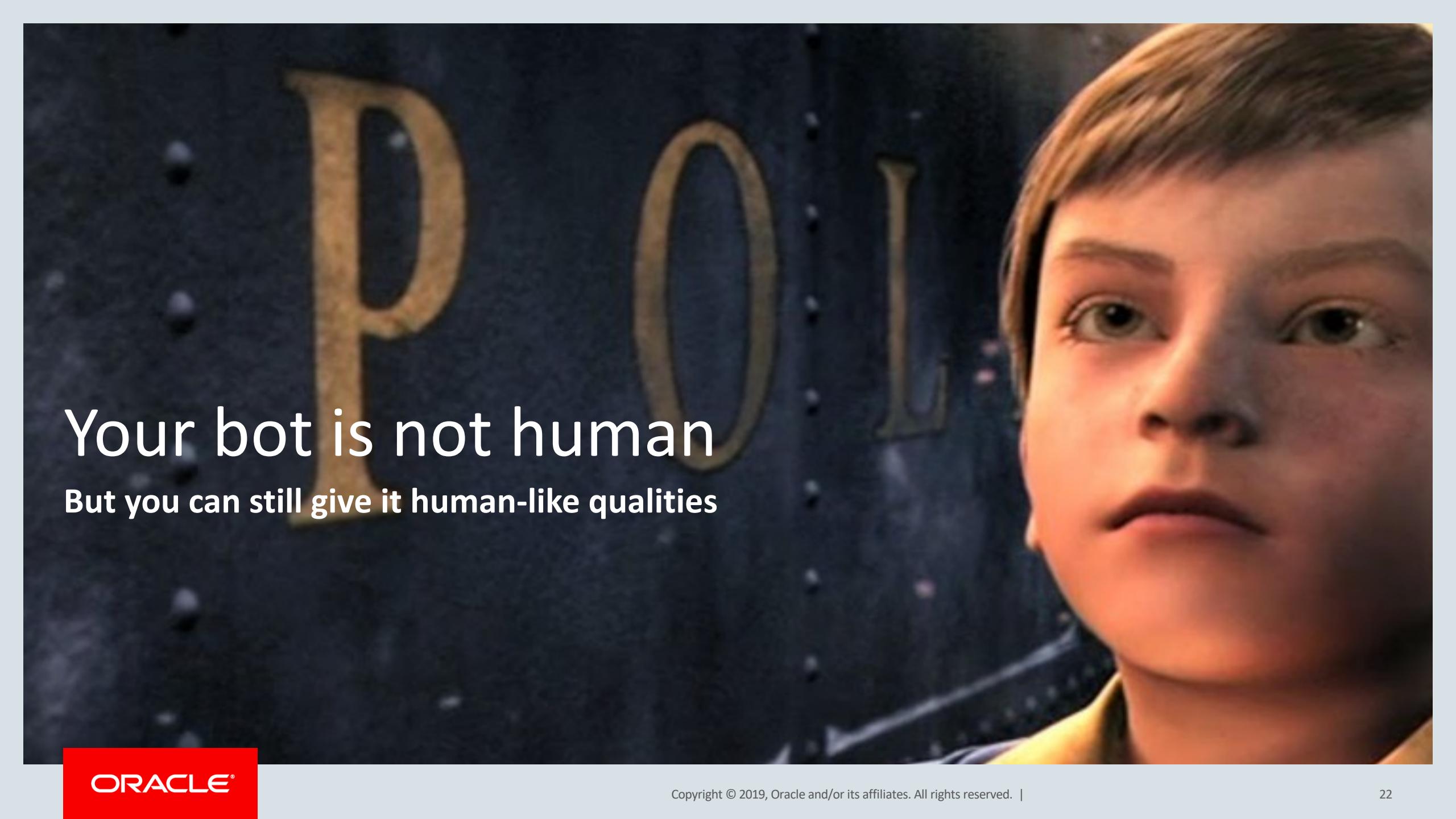


Consider your
bot personality

Your voice IS your brand

Consider your bot personality

- We have in-built expectation that a conversation should be engaging
- Decide on your bot persona
 - Formal? Hip? Reflection of your target audience?
- Give it a name and avatar, but not necessarily human
- Give a positive and welcoming introduction
- The voice and tone of your bot is your brand
- Words carry emotions
 - *You neglected to supply* vs *If you could tell us..*

A close-up photograph of a young boy with short blonde hair, looking upwards and slightly to his right with a thoughtful expression. In the background, a dark blue surface with large, gold-colored letters spelling "POOL" is visible, partially obscured by the boy's head.

Your bot is not human

But you can still give it human-like qualities

Your bot is not human

- If people know it's a bot, expectations are set accordingly
- Keep bot messages short, readable and consider multiple responses
 - Typing indicators give think time and a clue that more is coming
- Vary responses
 - Vary welcomes and greetings for a heavily used bot
 - Disclose more information as you detect the user stuck at a step
- Don't be afraid to verify understanding
- Don't overdo the empathy or humour!



Handle smalltalk

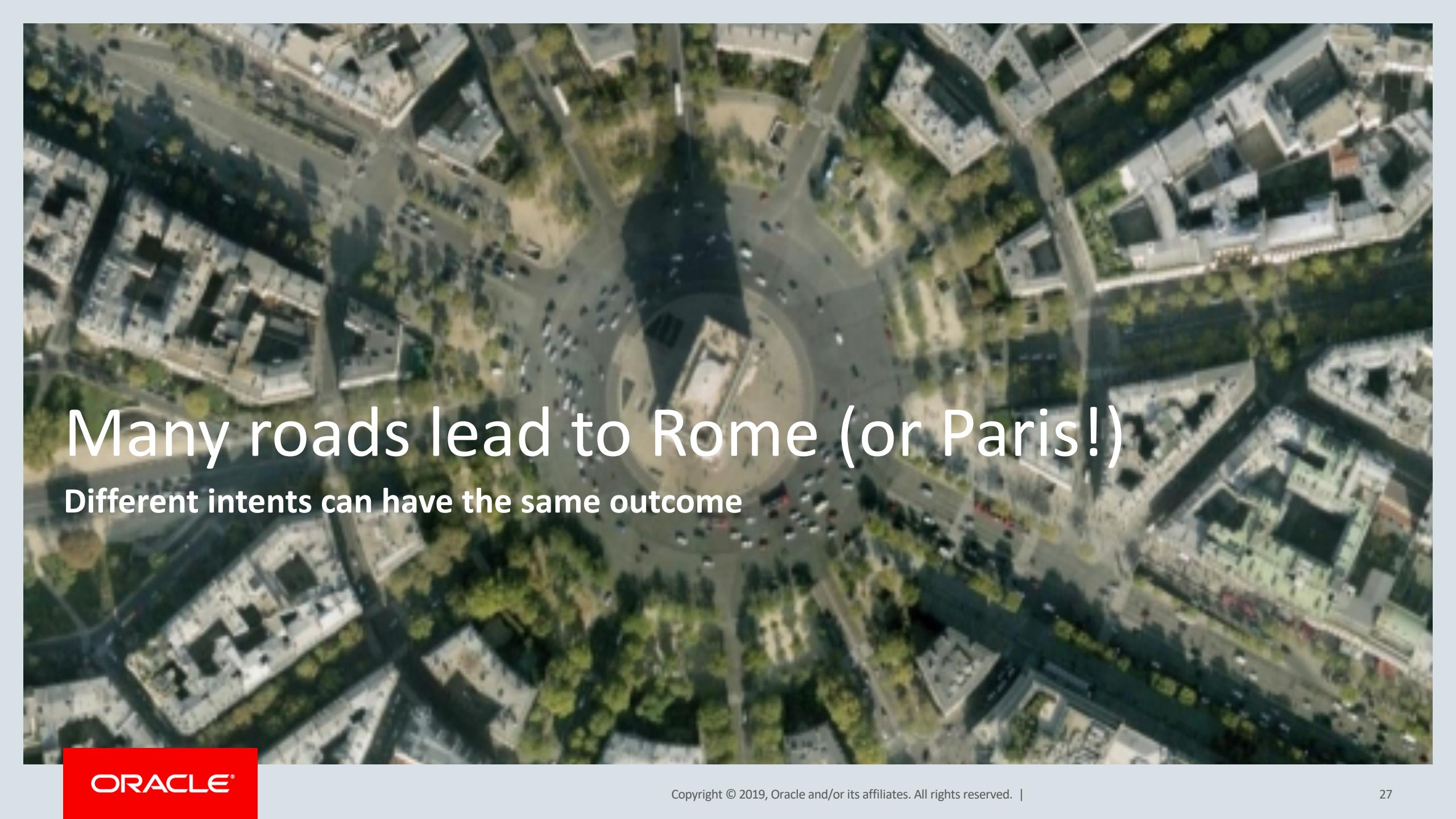
It's part of a conversation

Handle smalltalk

- About 40% of conversations with a bot is “small talk”
- Prepare to handle smalltalk
 - Generically or specifically
 - Beware of controversial jokes or news
- A chance to manage the conversation BACK to the known use cases
 - *“Ok, so that’s the best joke I’ve got, how about I get back to helping with your order”*
- Every step in the conversation is a chance to reinforce the bot personality

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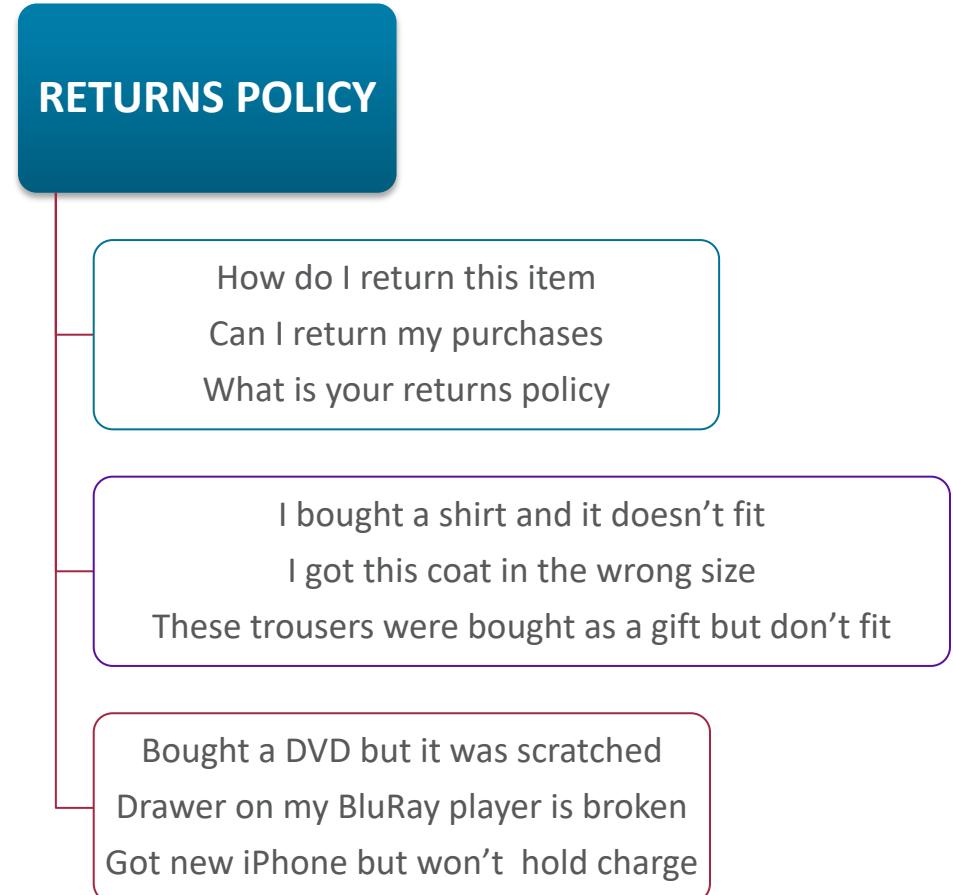
An aerial photograph of a city street, showing several roads of different types (including a major highway and smaller local streets) all leading towards a single, larger intersection in the center. This visual metaphor represents the concept of "Many roads lead to Rome (or Paris!)."

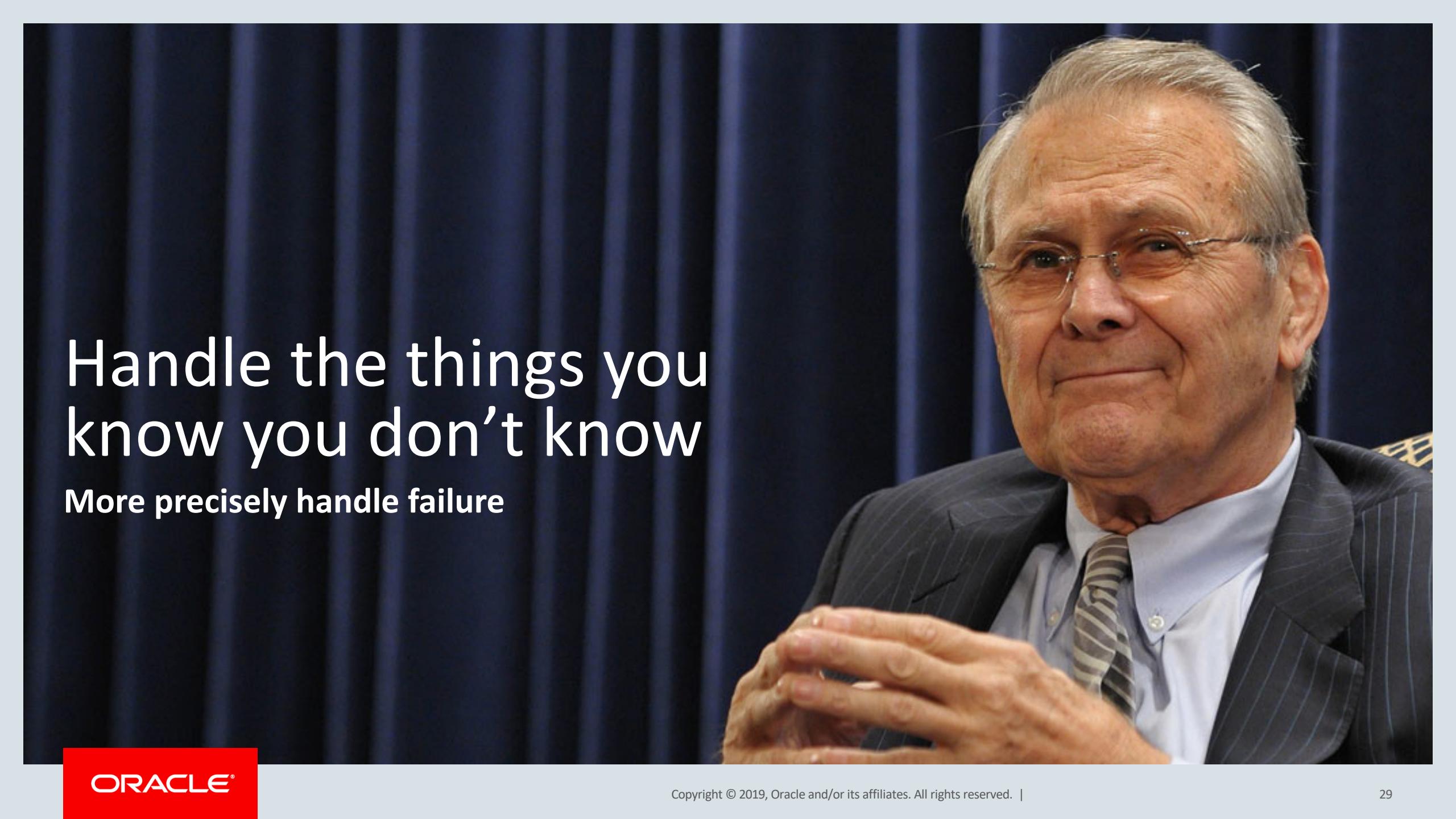
Many roads lead to Rome (or Paris!)

Different intents can have the same outcome

Many roads lead to Rome

- The same action could be triggered by different types of phrases
 - Have different intents which all result in the same action
 - Keeps related utterances together
 - “cleaner” separation of intents
 - Possibility to treat differently in future



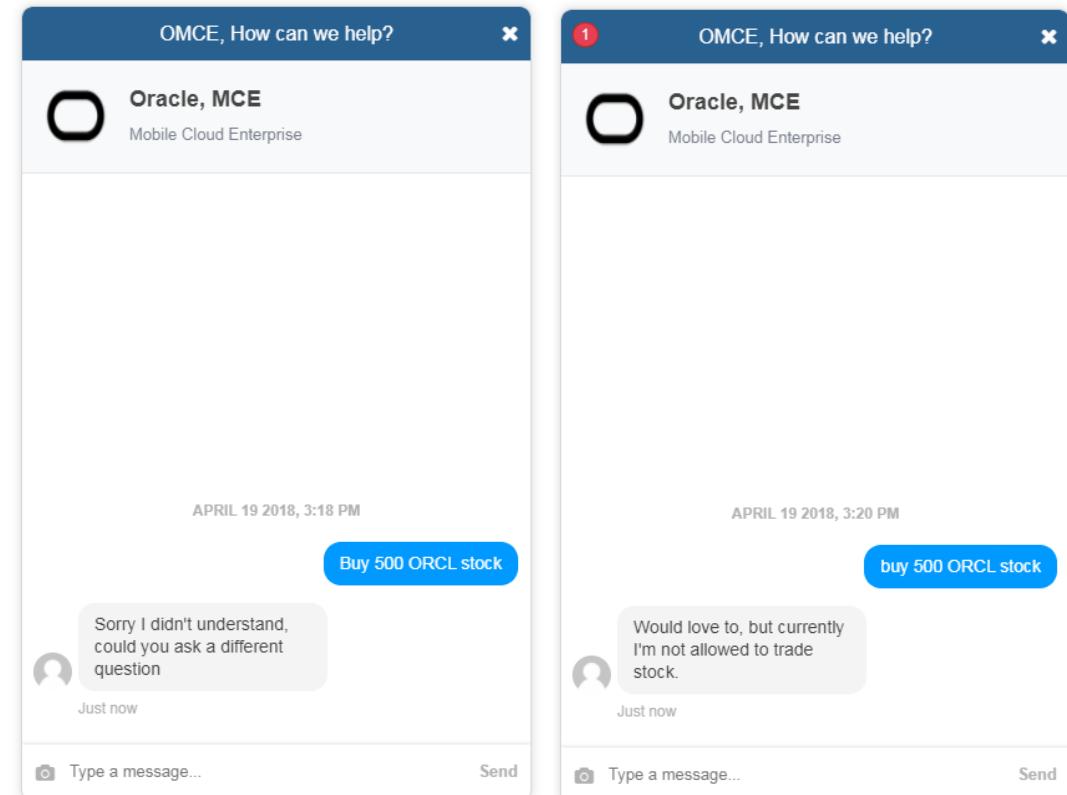


Handle the things you
know you don't know

More precisely handle failure

Handle the things you know you don't know

- Create intents for the use cases you know you can't handle
 - Your bot likely handles a subset of business functions
 - Gracefully handle the business function NOT supported by the bot
- Allows the bot to more precisely handle failure
 - User knows input was understood





Test, fix, repeat

Good data comes from testing

Test, fix, repeat

- NLP is only as good as the data you train it with
- Real data comes from real users
- 80/20 split training/test data
- Use batch testing
- Use analytics and insight
- Test, fix, repeat

Test Reset

Bot Intent Q&A

Load Batch

Test complete - 93 passed, 4 failed.

93	4
Successes	Failures

✗ Can you get me a human to speak to >
✗ I want to send flowers to my wife >
✗ I want to speak ti a manager >
✗ dude, are you there! >
✓ are you robbby to robots illegitimate child >
✓ Lalalalala land >

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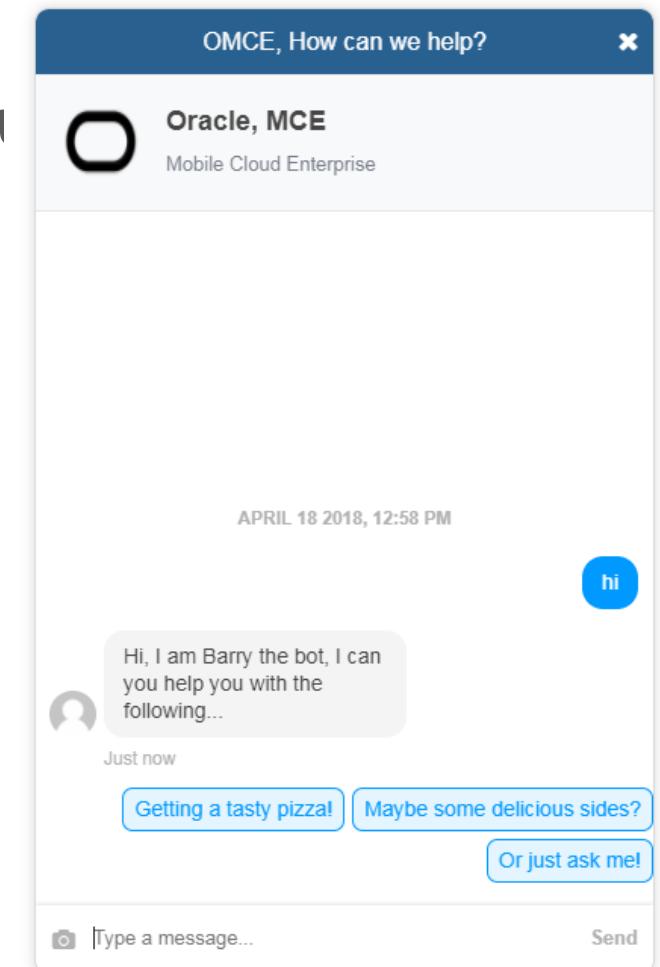


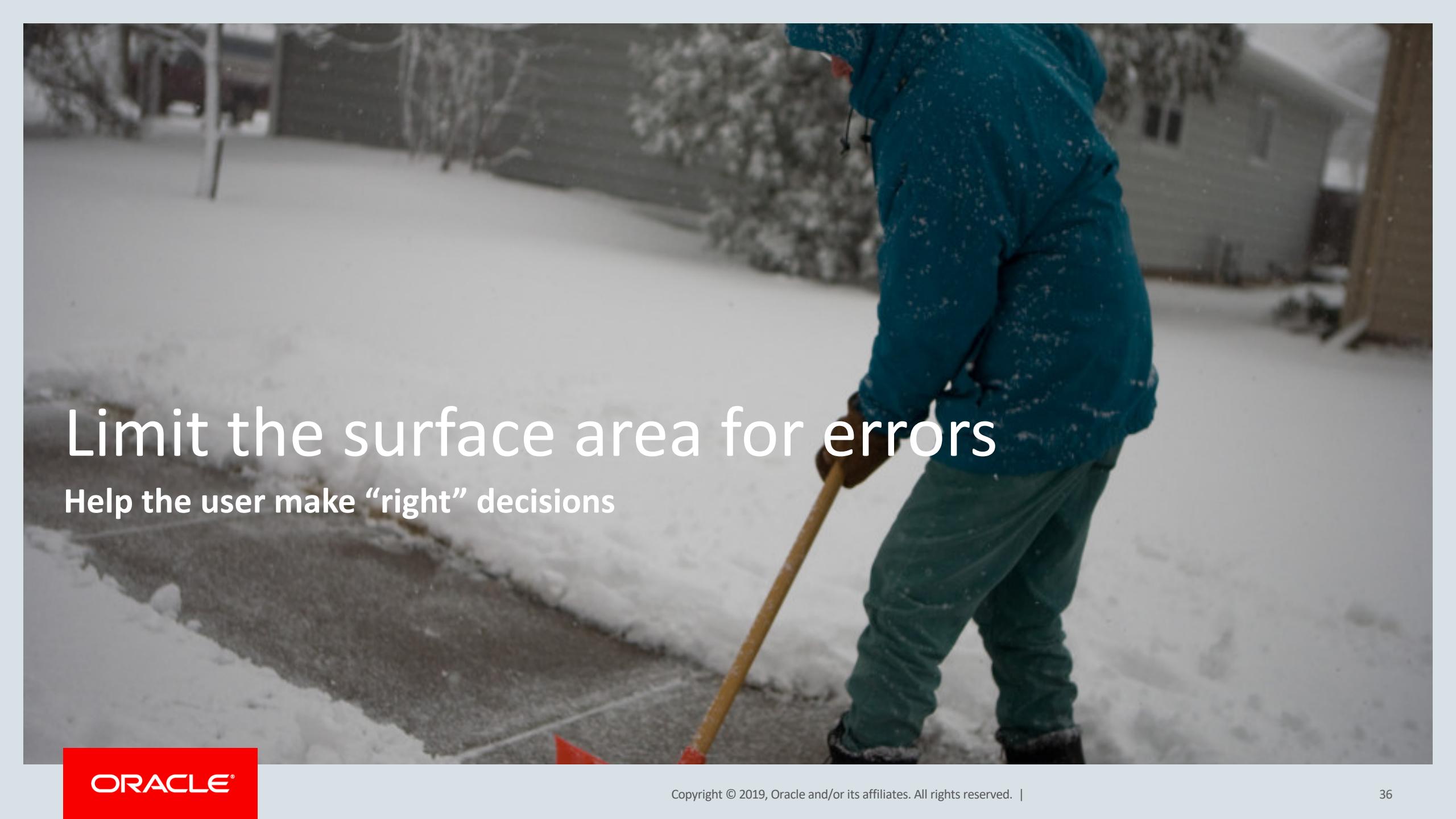
Offer guidance & help

Including human help

Offer guidance and help

- Not always clear how to start a conversation
- The bot should give guidance on what services it can support
- Use “quick replies” to indicate most common options
- Remind & offer some sort of “help” or “reset” option
- Offer human hand off as required



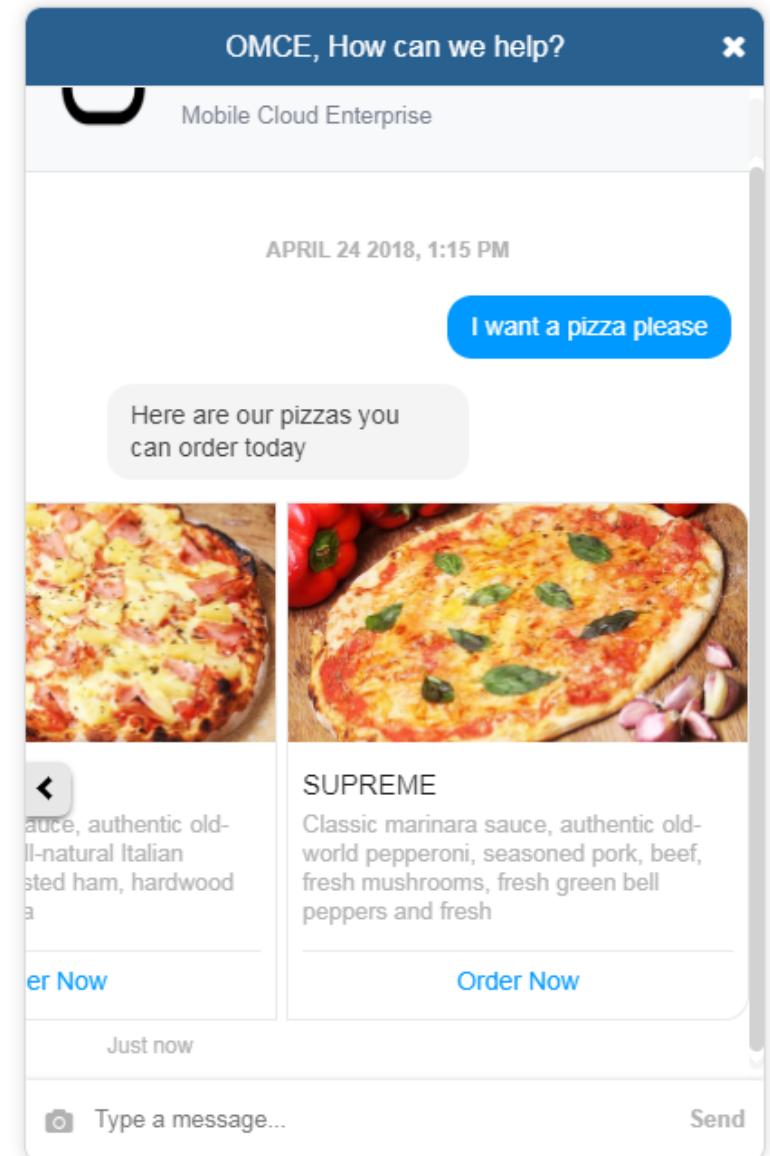
A black and white photograph of a person from the waist down, wearing a teal hoodie and dark pants, shoveling snow from a sidewalk. The background shows a residential street with houses and snow-covered trees.

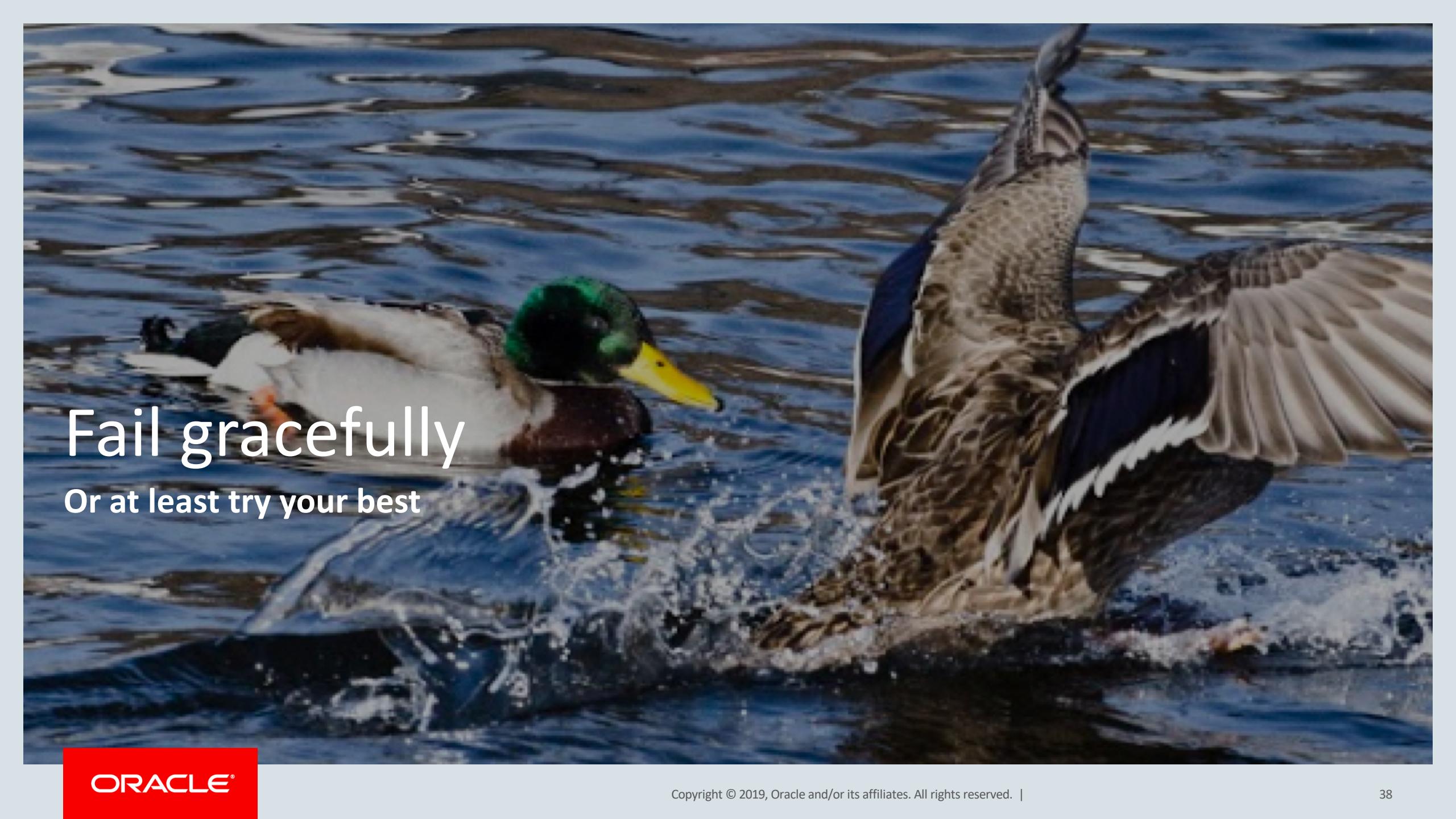
Limit the surface area for errors

Help the user make “right” decisions

Limit the surface area for errors

- Use quick replies, cards and carousels to select
 - Easier to read
 - Quicker and more accurate to select
- Guide the conversation back to the happy path
- Avoid open ended questions
 - “*Do you want anything else*” vs “*Do you want to order drinks, dips or cookies?*”
- Ask before committing a transaction
 - Verbs and nouns instead of simple Yes/No

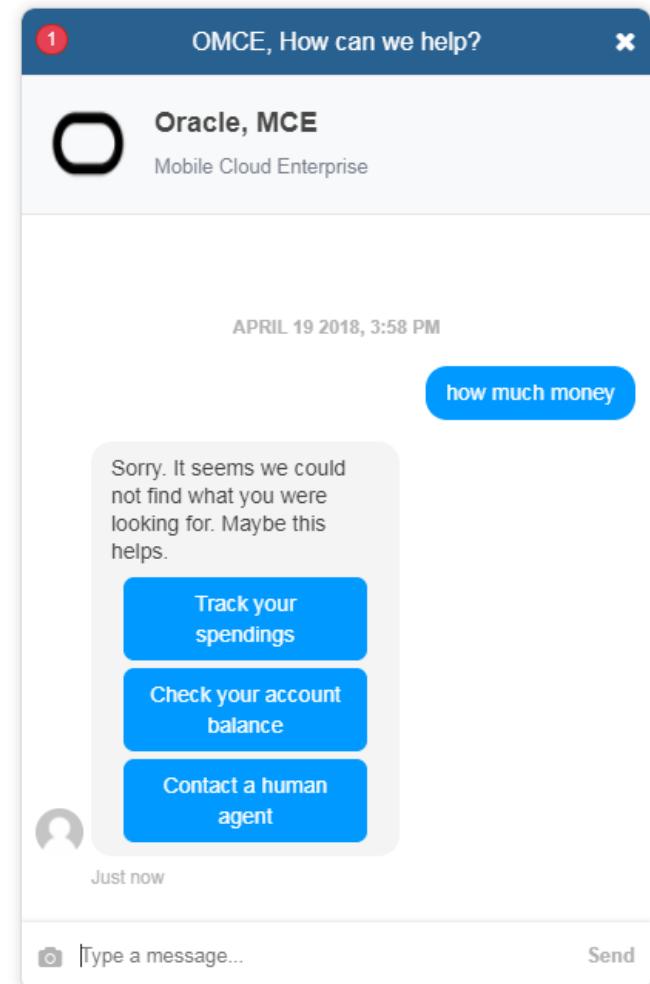




Fail gracefully
Or at least try your best

Fail gracefully

- Fail gracefully
 - Don't blame the user
 - An opportunity to re-enforce the bot personality
- Be careful with language
 - *"That order doesn't exist"* vs *"I couldn't find that order"*
- Give the user intelligent options to get back on track
 - Show the nearest resolving intents
 - Give an option to reset the conversation
 - Human agent hand-off





Oracle Digital Assistant Hands-On

TBD

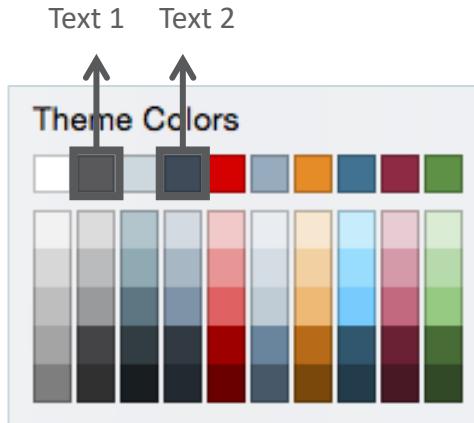
Integrated Cloud Applications & Platform Services

ORACLE®

Text and Background Contrast

Use **White** text over dark backgrounds and **Text 1** or **Text 2** over light backgrounds.

Oracle Color Palette



	Background 2	Accent 2	Accent 3	Accent 4	Accent 5	Accent 6
Text 1	Text 1 Text 2	White	White	White	White	White
Text 2	Text 2	Text 1 Text 2	Text 1 Text 2	Text 1 Text 2	Text 1 Text 2	Text 1 Text 2
White	Text 2	Text 1 Text 2	Text 1 Text 2	N/A	Text 2	Text 2
White	White	Text 1 Text 2	Text 1 Text 2	N/A	White	Text 2
White	White	White	White	White	White	White