



Design of Conversational Experiences

BITS Pilani
Pilani Campus

Dr. Bharathi R

Slides prepared by Dr. Shreyas Rao
Associate Prof. (Off Campus), CSIS, BITS-Pilani

Lecture 2 - RECAP



- Conversational Interfaces
- Terminologies: Chatbot vs Virtual Assistants vs CVA
- Conversational Platforms
- Use cases
- Architecture of Conversational Platforms
- Overview of Deployment channels
- Enterprise Conversational AI platforms



Lecture No. 3

Agenda



1. Bot Basics

- Bot Anatomy
- Bot Branding
- Personality
- Human Involvement
- Case Studies and Examples



Books and References

T1- Chapter 5

R2 – Chapter 1

R3 – Chapter 1

WR1

T1: “Designing Bots – Creating Conversational Experiences” by Amir Shevat. Publisher: O’Reilly, 2017

R2: “Cognitive Virtual Assistants Using Google Dialogflow” by Navin Sabharwal, Amit Agrawal. Publisher: Apress, 2020

R3: “Conversational AI - Chatbots that work” by Andrew Freed. Publisher: Manning, 2021

WR1: Enterprise Conversational AI Platform -

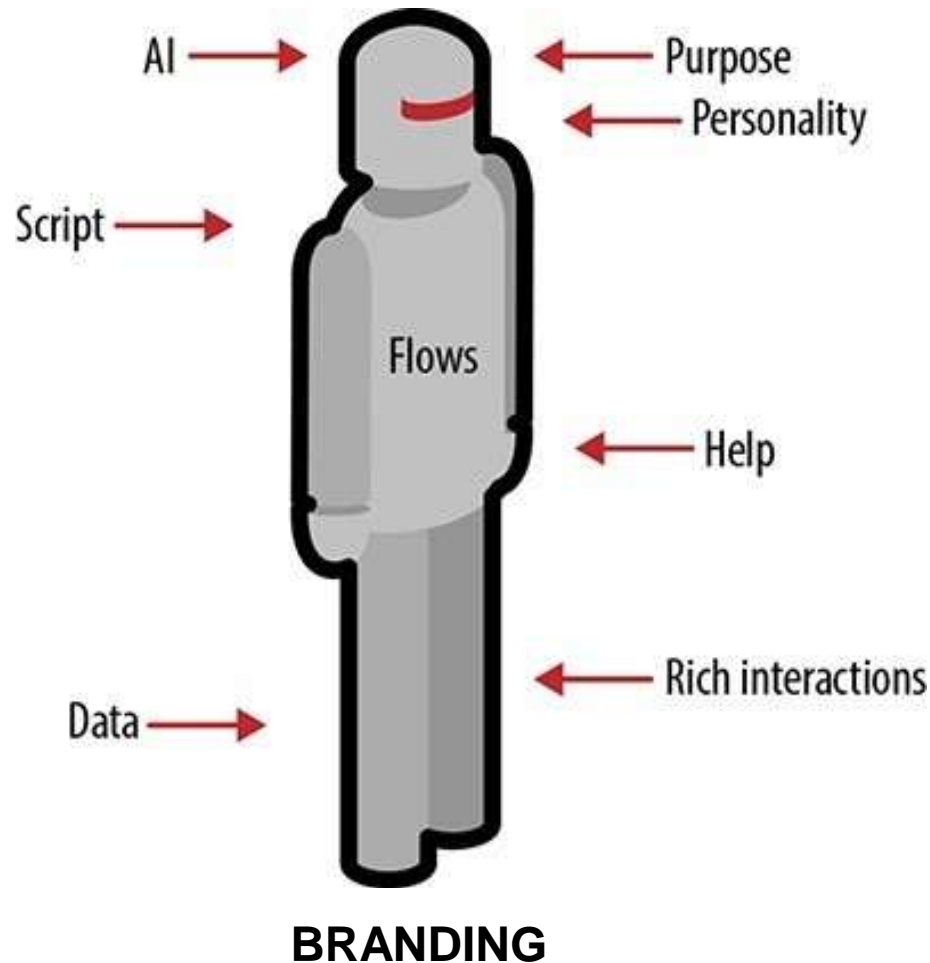
<https://www.cxtoday.com/data-analytics/gartner-magic-quadrant-for-enterprise-conversational-ai-platforms-2022/>



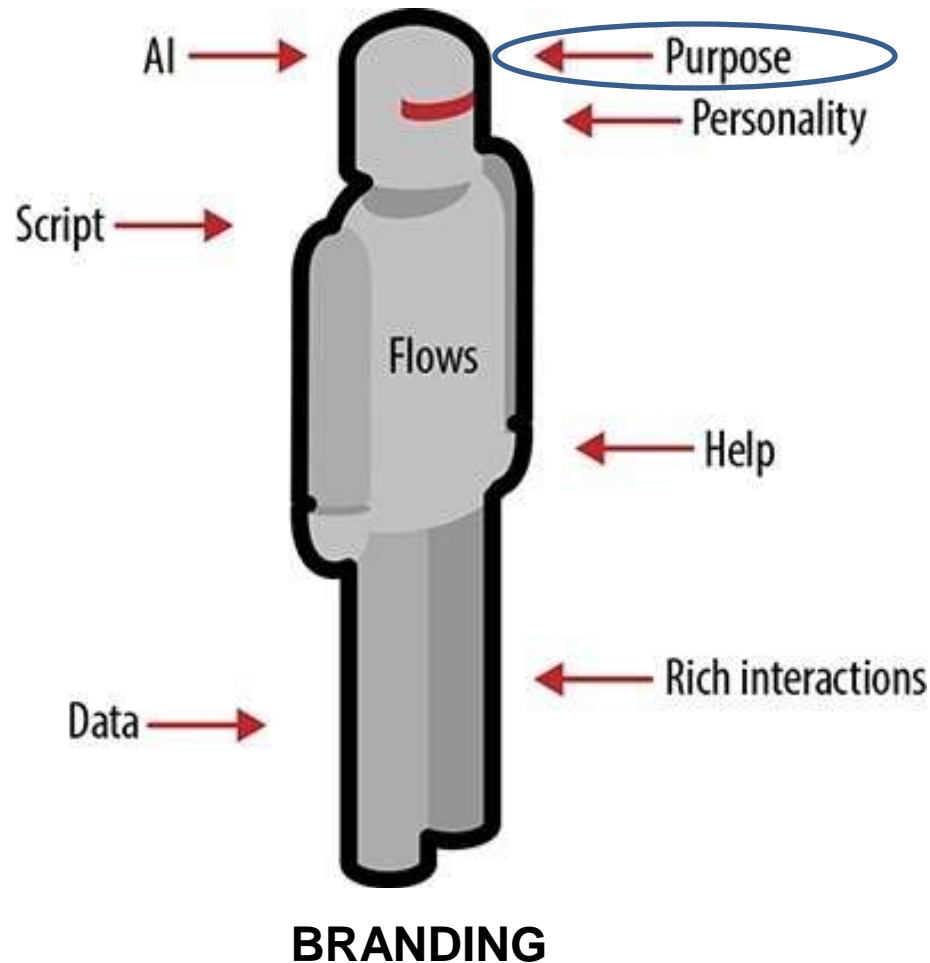
Bot Anatomy

Ref: T1 - “Designing Bots: Creating Conversational Experiences” by Amir Shevat

Bot Anatomy



Bot Anatomy



1. Purpose attribute



- Refers to the *specific goal or function* that the bot is designed to achieve.
- It is the primary reason for the bot's existence and defines what it is supposed to do for its users.

1. Purpose attribute



1. Personal Bot

- Purpose is to serve as personal assistant
- Communicates directly with user on one-to-one basis
- Provides personalized interactions and services to users
- Ex: Shopping bot in facebook messenger

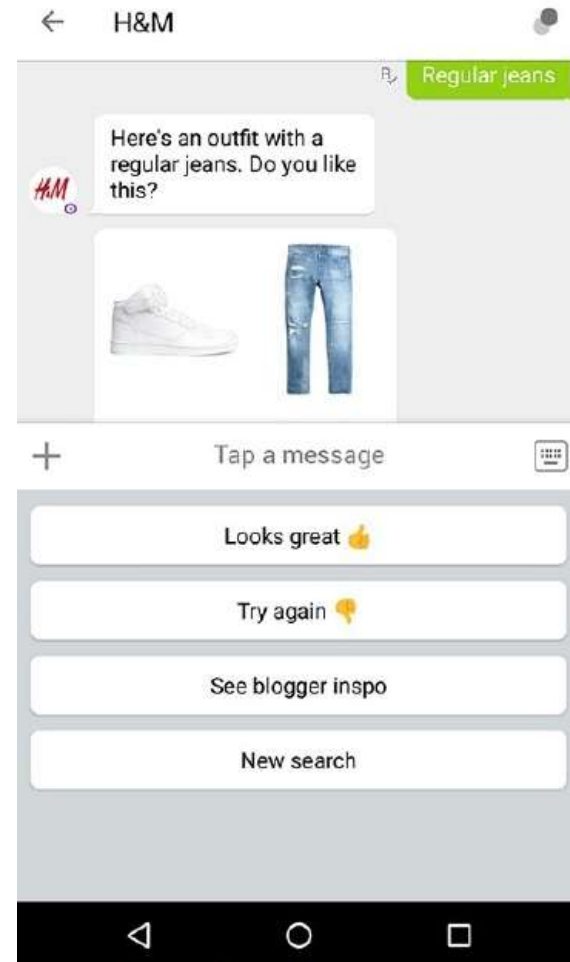


Figure 2-1. The H&M shopping bot on Kik

Purpose attribute



2. Team Bot

- Purpose is to facilitate team processes and activities
- Ex: Lunch Train Bot, helps teams choose where to go for lunch
- Ex: Standup Bot, facilitates team standups

Purpose attribute



Lunch Train will send an interactive message to the channel or direct message



Lunch Train BOT 11:00 AM

Chew choo! @dio started a train to Super Duper 🍔 at 11:30am. @saurabh, @tina, and @teresa are on board. Will you join?

Board the Train

Figure 2-2. The Lunch Train bot — an example of a Slack bot that enables people to plan where to go to lunch together

Purpose attribute



3. Domain Specific Bot

- Purpose is to expose a single service / product
- Ex: Airline Travel Bot, helps in booking flights, provides travel alerts and notifications



Amir Shevat 3:08 PM

hi



Airline-bot APP 3:08 PM




I am your Airline bot! I can help you book flights  and get alerts for 
and 

Figure 2-3. This is how I would imagine my delightful Airline-bot

Purpose attribute



4. Super Bot

- Purpose is to expose multiple services through a single interface
- One may plug in additional services
- Ex: Google Assistant, exposes different google services such as maps, weather, news, games etc.

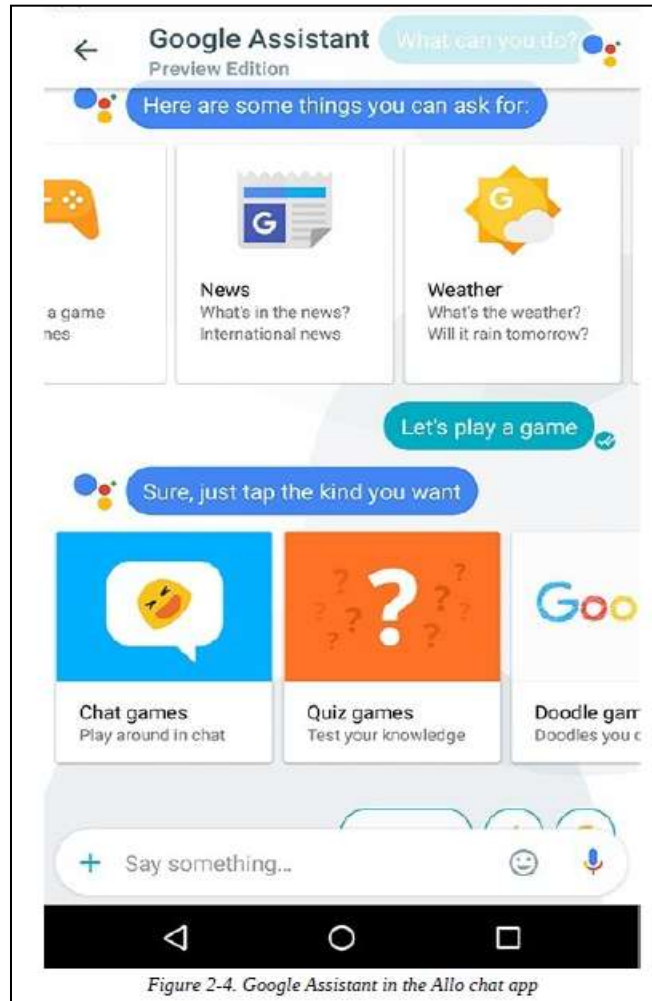


Figure 2-4. Google Assistant in the Allo chat app

Purpose attribute



Question

With respect to **User Experience**, which bot designer has more control?

- a. Domain Bot
- b. Super Bot

Answer

Domain bot designer.

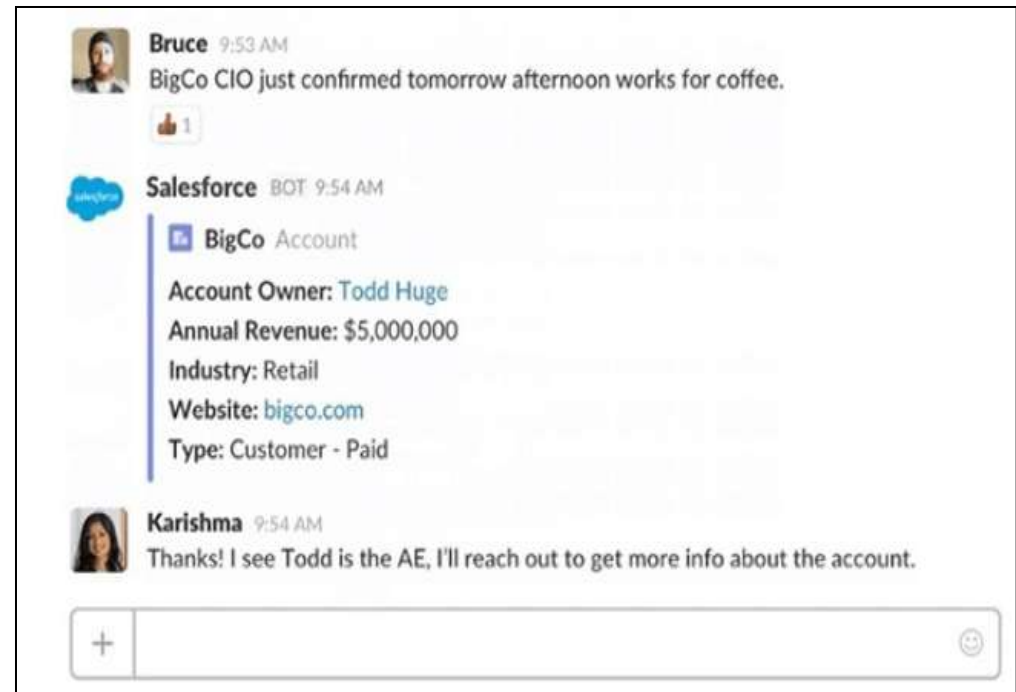
When integrating your service with a super bot, you have to adhere to the user interface guidelines (controls, space) mandated by the super bot requirements.

Purpose attribute



5. Integration Bot

- Purpose is to expose a legacy system's functionality as a bot service
- Difficulty is identifying which aspect of functionality to showcase in bot
- Ex: Slack integration with CRM



Purpose attribute



6. Brand Bot

- Purpose is to use the chat medium to create brand awareness and engagement
- Notifications of new products, discount by top brands
- Ex: Whole Foods Bot

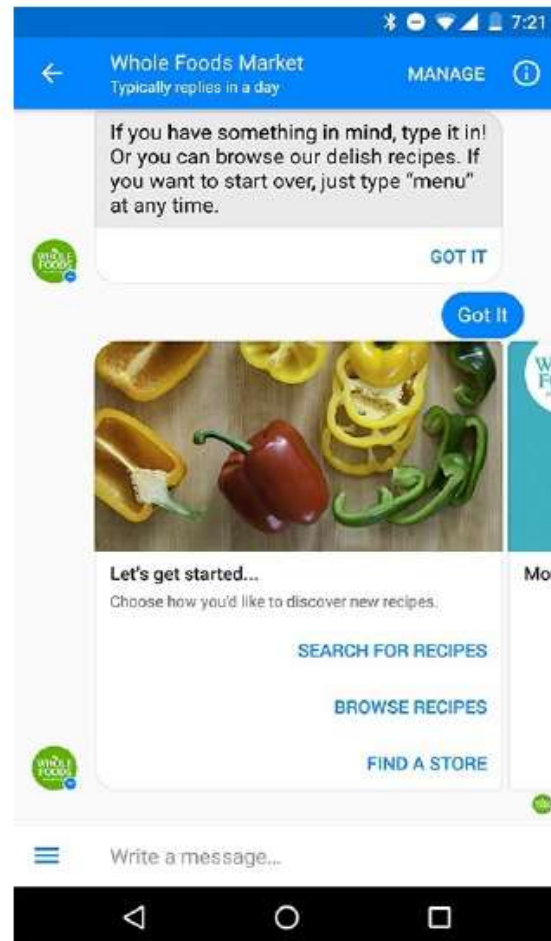


Figure 4-8. The Whole Foods brand engages with users with a bot that lets them search for recipes, as well as find stores and contact the company over the Facebook Messenger platform.

Core Functionality



- The core functionality is closely tied to the “Purpose” attribute of the bot
- We need to identify the core functionalities of the bot
- The distinct purpose exposes the particular core functionalities of the bot

Core Functionality

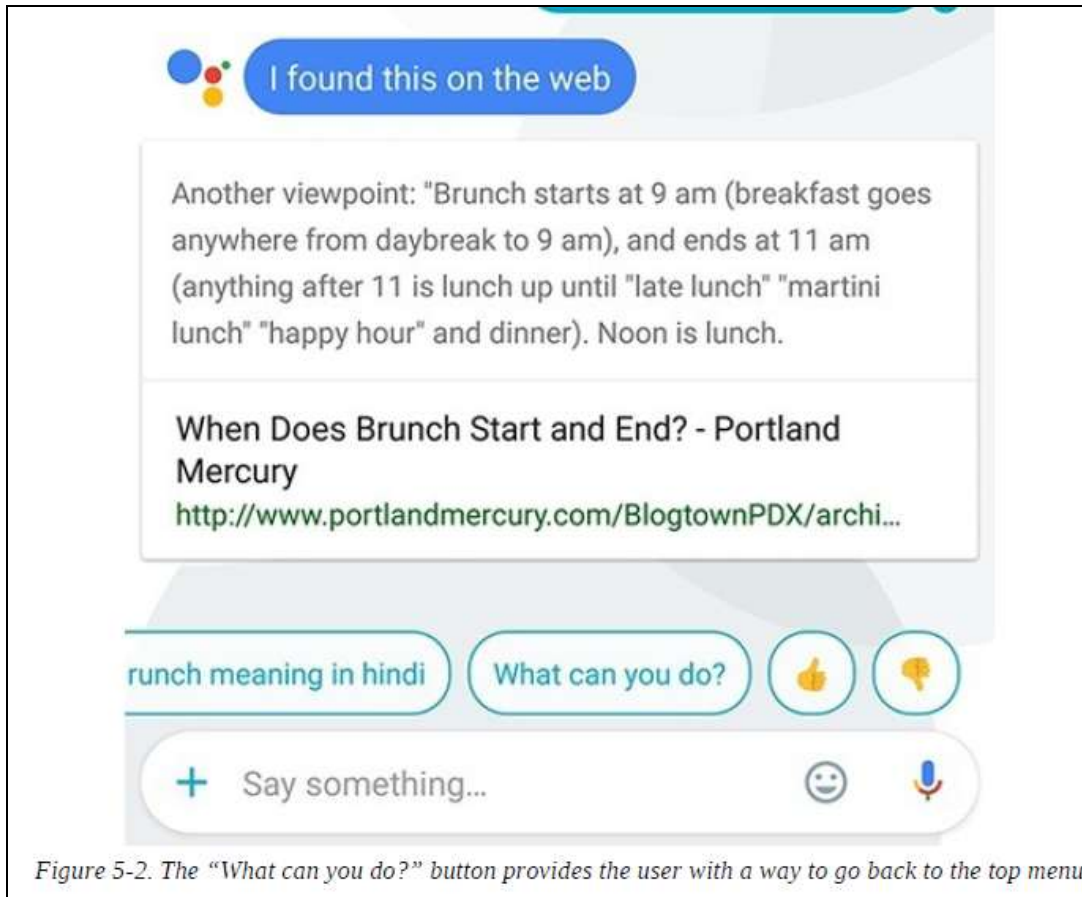


Figure 5-2. The “What can you do?” button provides the user with a way to go back to the top menu

Example where you ask “What can you do?” to return user to core functionality of the bot

Core Functionality



DCE - Handout Bot

Instructor Intro

Learning Outcomes

8 Aug, 12:45

LO1: Obtain understanding of the applications of Cognitive virtual assistants and chatbots
LO2: Apply knowledge of the design and process flows necessary for creating conversational experiences
LO3: Develop hands-on experience in implementation and deployment of chatbots and voice assistants
LO4: Gather knowledge of practical ways of testing, releasing, analysing and monetizing the conversational applications

Anything else?

8 Aug, 12:45

Yes

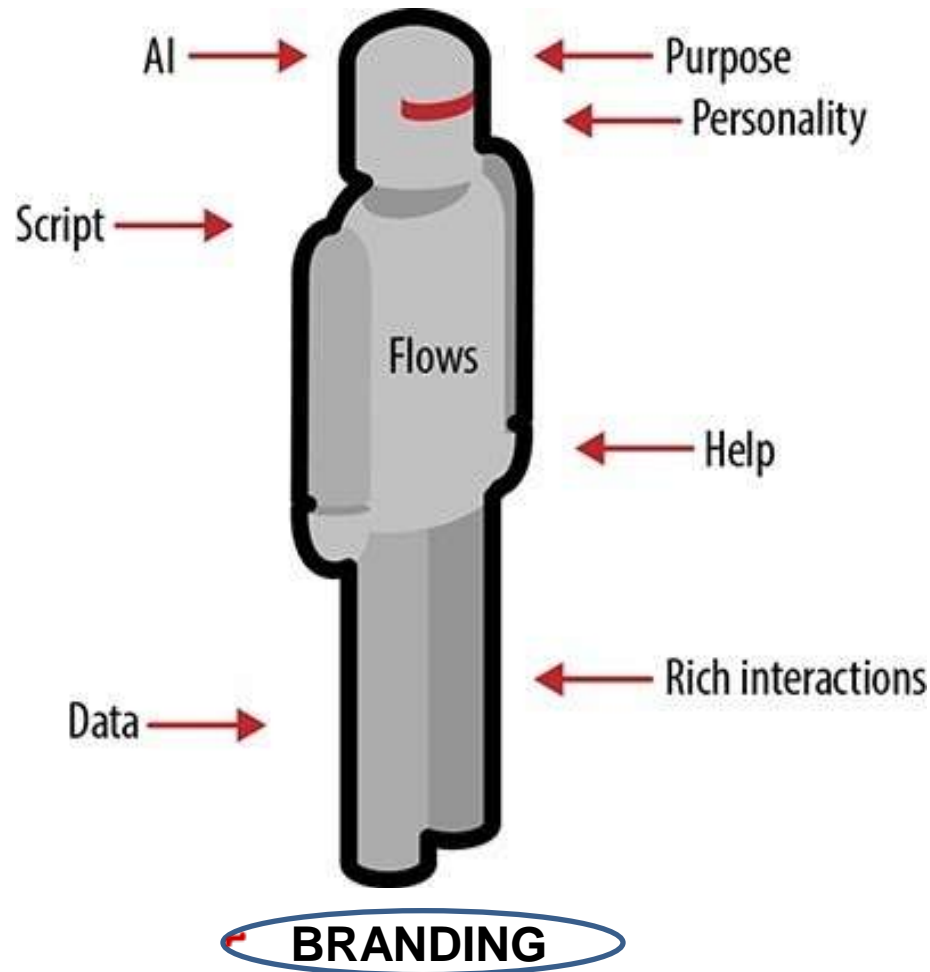
No

Write a reply...

Powered by Engati - engati.com

DCE Bot -> “Anything else?” will lead the user to the core functionalities of the bot

Bot Anatomy



Branding attribute



- Creating a “Brand” for the bot, is how the clients and users in the market perceive the product or service
- Branding makes your users love the product, and come back to your service
- Branding includes:
 - Name of bot
 - Logos
 - Color choices
 - How services are provided
 - How errors are handled

Exercise - 10 mins



1. Comment on the Branding attributes of S.A.R.A.H chatbot from World Health Organization

URL - <https://www.who.int/campaigns/s-a-r-a-h>

2. Comment on the Branding attributes of EVA chatbot from HDFC

URL - <https://www.hdfcbank.com/> [ASK EVA]

Analyze the (a) Name of bot; (b) Logos; (c) Color choices; (d) How services are provided; (e) How errors are handled for these bots.

Best AI chatbots : <https://medium.com/@ironhack/the-best-ai-chatbots-for-2025-a-comprehensive-comparison-4dad0d4a08c4>

Branding attribute



Visual Branding

KEY TAKEAWAY

There is a misconception that bots do not have visual branding. The conversational UX, as a “transparent” user experience, still provides a good amount of visual aspects that impact the branding of your bot.

Branding Case Study: Kip



- Kip is a bot-first company
- Kip Chatbot that was developed to assist users with online shopping and team collaboration
- Using animal (Penguin) as logo, avoids issues like gender, race



Logo

Inquisitive
Penguin



Kip BOT 4:42 PM

hello, what can I do for you? Tell me the thing you're looking for, or use **help** for more options 😊

Figure 6-3. The Kip logo in the conversational interface

Logo appears in every conversation, implements branding

Branding Case Study: Kip



Stickers

Kip uses colorful stickers to indicate intent, state, and context (Figure 6-4).



Figure 6-4. Stickers in Kip are functional and reinforce the branding

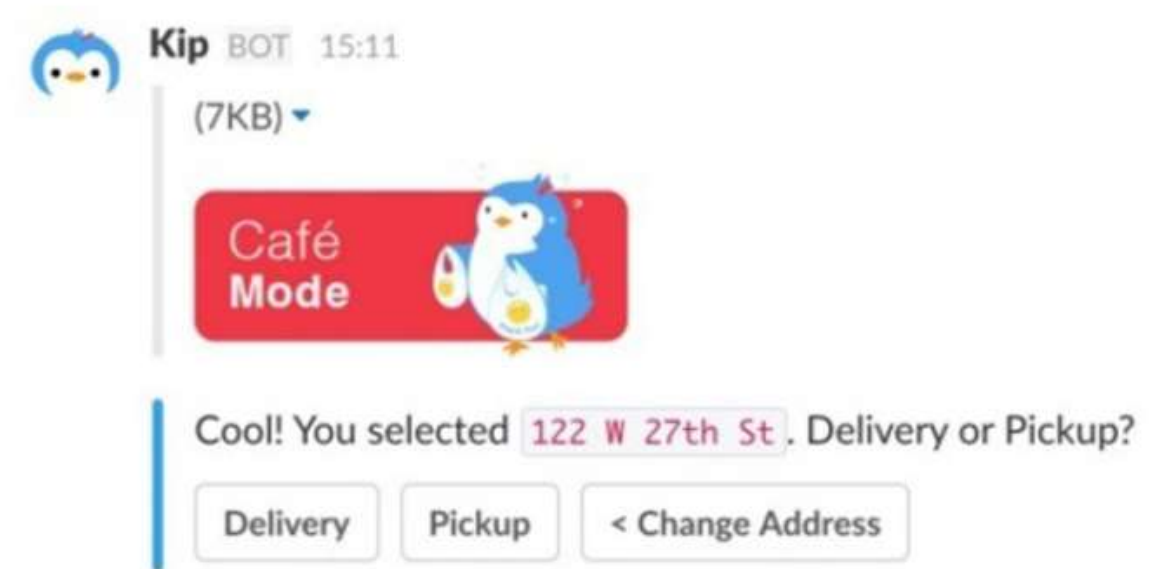


Figure 6-5. A sticker in a Kip conversation

Branding Case Study: Kip



Key design elements

- Keeping the penguin logo front
- Denoting information with words but also with a visual cue – for example, the “Team Café Cart” sticker has a team of penguins attached to it, indicating the team context
- Using friendly and soft color scheme that extends the friendly brand

Branding Case Study: Kip



Onboarding

- Starting from the onboarding, Kip keeps consistent touchpoints using its brand. Images of the penguin are used to explain what the bot is all about

1

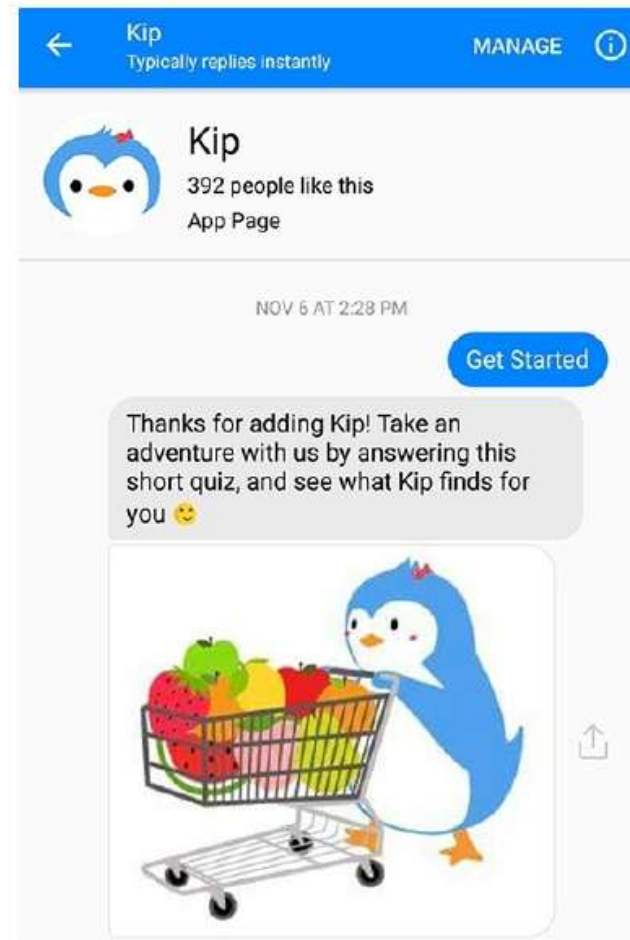
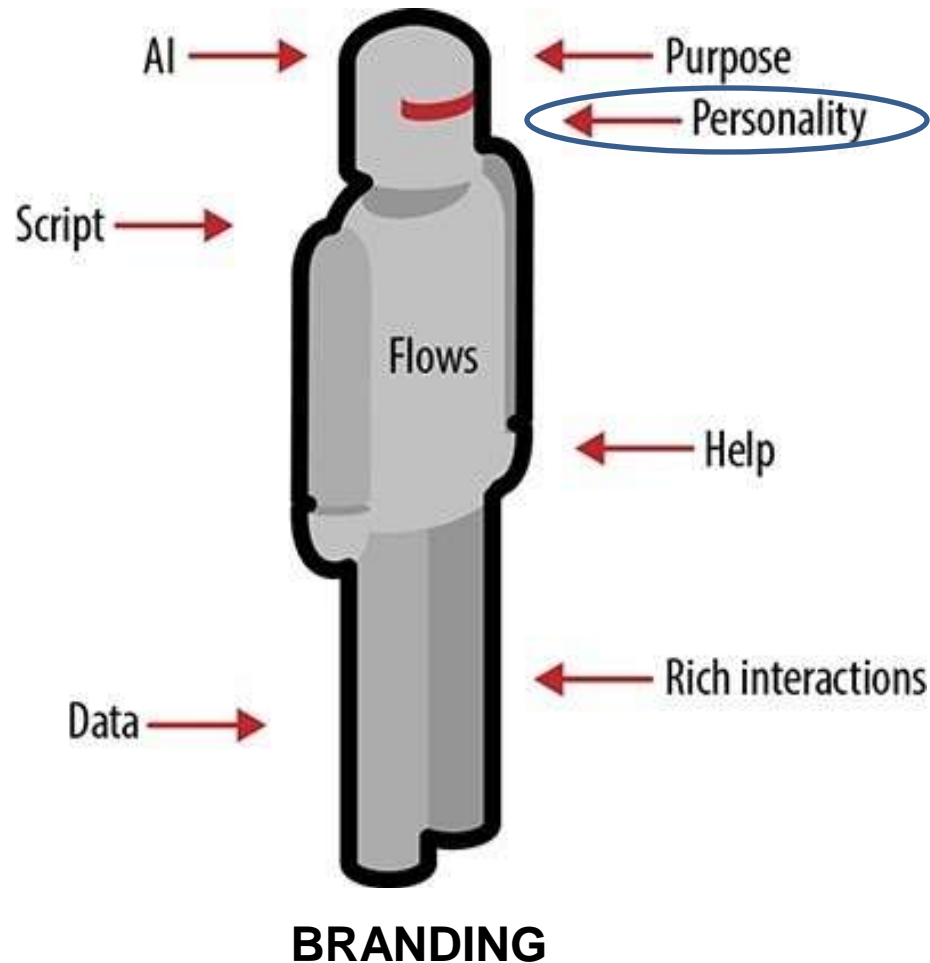


Figure 6-6. The penguin appears from the start, in the onboarding

Bot Anatomy



Personality attribute



Personality

- Personality is one of the key attributes that can differentiate your bot from other bots that provide a similar service.
- Personality is like the color scheme of an app, or the soundtrack of a movie - something that can provide consistency across the experience and indicate to the users what type of bot they are working with
- Should suit type of audience, type of task bot is undertaking

Parry's Persona [Review]



- Bot built in 1972
- 28-year-old single man, post office clerk
- No siblings and lives alone
- Sensitive about his physical appearance, his family, his religion, his education.
- Hobbies are movies and gambling on horseracing
- Recently attacked a bookie, claiming the bookie did not pay off in a bet
- Afterwards worried about possible underworld retaliation
- Eager to tell his story to non-threatening listeners

Things to consider while designing a personality



1. Environment
2. Audience
3. Jobs to be done
4. Runtime Variations [Static or dynamic]
5. Locally relevant social acceptance
6. Service branding
7. Values

1. Environment



- Consider whether the target environment is a work environment or a consumer environment
- What social attributes are acceptable for a personality in this environment
- Environments can be “work”, “personal” etc.
- For example, having a personality that is very humoristic might not be the right choice for a legal assistant bot

2. Audience



- Consider the type of audience who will be the primary users of your bot (hint: *everyone* is never the right audience type, even for Google).
- Audience can be categorized into age groups [Child, Young, Adult, Middle Age and Old age]
- A bot that talks in slang might not be the right fit for a more conservative audience, and a bot that uses too many three-letter acronyms might miss the mark for others, IMO [In my Opinion]

3. Jobs to be done



- The task the user is intending to execute implies different personality characteristics, even for what initially might seem like similar tasks.
- Buying a guitar might require a totally different bot personality than buying health care insurance.

4. Runtime Variations



- This is slightly more complex, as it might require some logic associated with the bot, but personality might be context-driven.
- It is OK to be whimsical when sending directions to a party, but less so when sending directions to a work meeting to which the user is already late.

5. Locally relevant social acceptance



- Some cultures are different than others.
- Referring to someone as “dear” might be fine in one place in the world while being culturally unacceptable in another place.

6. Service branding



- Many brands feel very strongly about the personality their brand exposes.
- Slack, for example, wants to expose an empathetic, friendly, and pleasant personality.

7. Values



- At the end of the day, the bot's personality is an extension of the service you want to expose.
- Think about the core values of the service, as that can imply a certain type of personality.



Chatbots for case study

Industry	Chatbot Name	Notable Feature
AI Chatbot	Mitsuku	Engaging small talk & NLP
Banking	HDFC EVA	Secure transactions
Shopping	Sephora Virtual Artist	AR-based virtual try-on
AI Assistant	Google Assistant	Smart device control
Healthcare	WHO SARA H	COVID-19 support
Emotional AI	Xiaoice	Human-like conversations

Case Study 2: Poncho



Poncho is a sassy weather bot launched as part of the Slack platform and the Facebook Messenger platform

Name: Poncho

Environment: Consumer, fun, social

Audience: Adults aged ~20–40, early adopters

Task at hand: Get weather forecast and notifications

Runtime variations: Errors should be handled with humor

Locally relevant social acceptance: It is OK to ruffle some feathers


Service branding: Fun and humoristic


Values: Get the weather out there and keep it light


Personality: Fun, humoristic, mischievous, comedic, delightful for young people


Case Study 2: Poncho





**Hi Poncho** 8:51pm
I can send you daily weather forecasts! Where do you live?
Tell me the name of your city, neighborhood, or postal code.


**Amir Shevat** 8:52pm
San francisco


**Hi Poncho** 8:52pm
Oh, San Francisco, CA? Is that the right city?

**Amir Shevat** 8:52pm
yes

**Hi Poncho** 8:52pm
Cool, I DJ'ed there once. Good crowd. Right now it is 60°F
and cloudy there.

**Amir Shevat** 9:05pm
you are great

**Hi Poncho** 9:05pm
❤️ ❤️ ❤️

**Hi Poncho** 8:57am
Hey there! It's clear skies with a high of 68°F & a low of
58°F today.

This day may seem nice, but trust me, even it has a dark
side. I call it...NIGHT!

Exercise - 15 mins



1. Comment on the Personality attributes of S.A.R.A.H chatbot from World Health Organization

URL - <https://www.who.int/campaigns/s-a-r-a-h>

2. Comment on the Personality attributes of EVA chatbot from HDFC

URL - <https://www.hdfcbank.com/> [ASK EVA]

Analyze the name, logo, environment, audience, jobs to be done, runtime variations, locally relevant social acceptance, service branding and values for these chatbots.



Thank You!