



Chatbot Deployment

with IBM Cloud Watson Assistant

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Problem Statement

- In today's digital era, customer service and support play a pivotal role in the success of businesses.
- However, addressing customer queries and issues efficiently can be resource-intensive and time-consuming.
- Many organizations are looking for ways to streamline and improve their customer support processes while maintaining high-quality service.

Problem solution using Design Thinking

- Design thinking is a human-centered approach to problem-solving that can greatly enhance the development and deployment of chatbots.
- Key phases:-
 1. Empathize.
 2. Define.
 3. Ideate.
 4. Prototype.
 5. Testing.

Empathize:-

- Understand Your Audience: Begin by identifying the target audience for your chatbot. What are their needs, pain points, and preferences? Conduct user research and gather data to empathize with their perspective.
- Create User Personas: Develop user personas to represent different segments of your audience. These personas will guide your chatbot's conversational design.



Define:-

- Define the Problem: Clearly articulate the problem your chatbot aims to solve. Use insights from the empathize phase to refine your problem statement.
- Set Objectives: Establish measurable objectives for your chatbot. What specific goals should it achieve?
Example:- Include reducing customer support response times or increasing sales conversions.



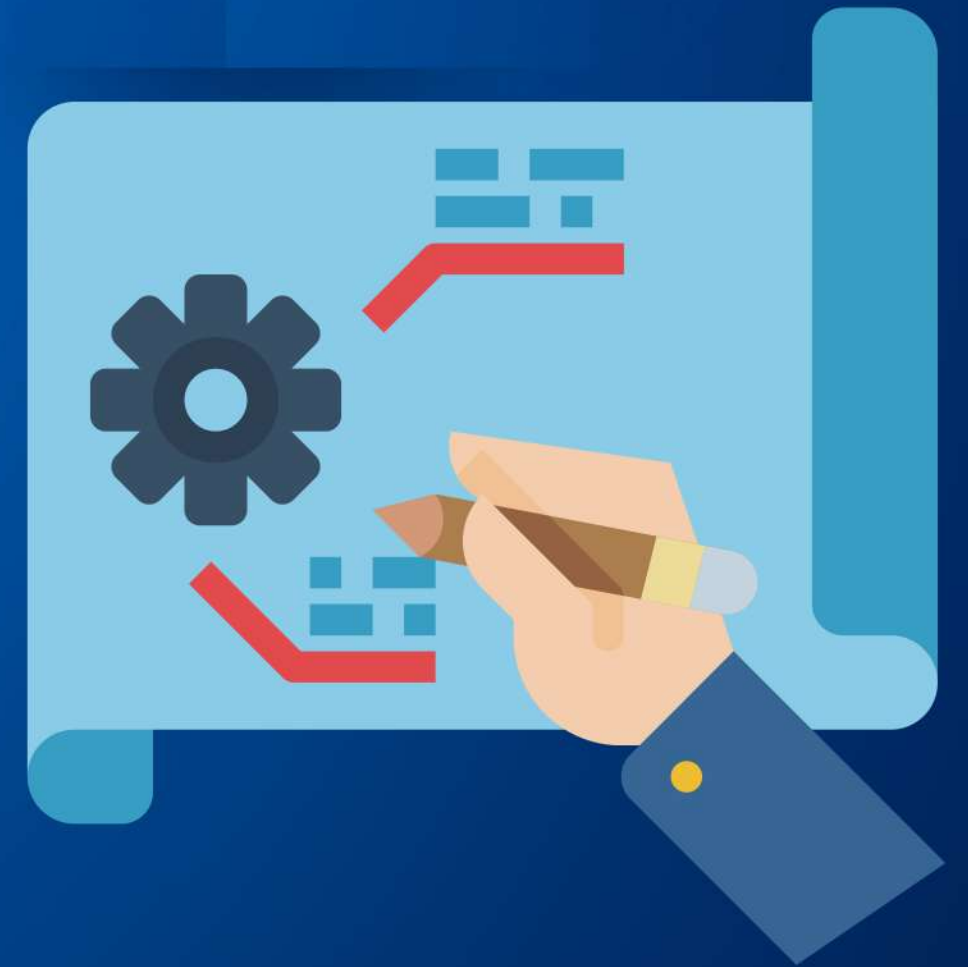
Ideate:-

- Brainstorm Conversational Flows: Gather your team and brainstorm possible conversational flows for the chatbot. Consider different scenarios and user interactions.
- Prototyping: Create low-fidelity prototypes of your chatbot's interface and dialogues. These prototypes will help visualize the chatbot's functionality.



Prototype:-

- Build a Prototype Chatbot: Utilize IBM Cloud Watson Assistant to build a functional prototype of your chatbot. Focus on creating a basic structure of dialogues and responses.
- User Testing: Conduct user testing with your prototype to gather feedback and identify areas for improvement. Ensure that the chatbot's responses align with user expectations.



Testing:-

- Integration Testing: Integrate your chatbot with other systems and applications it will interact with. Test the chatbot's functionality in real-world scenarios.
- Performance Testing: Assess the chatbot's performance under various loads. Ensure it can handle multiple user interactions simultaneously.



Problem Solving Statement

- 24/7 Availability for Customer enquiries
- Cost-effective resources management
- Consistent ,accurate responses to enhance customer satisfication and operational efficiency

Work Flow

Building a chatbot with IBM Cloud Watson Assistant is like creating a friendly assistant on your computer. Here's how:

- Plan
- Teach
- Connect
- Test
- Launch
- Learn
- Keep Safe
- Do More



Thank you