



Navigating the business web with the ease of natural language

Carnegie Mellon MHCI Project 2009

Sponsor: Salesforce.com

Professors: Dey | Kiesler

Team: Gangopadhyay | Kim | Nieberding | Roch | Sung | Vincent

# The Team



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Emily Vincent



Karl Nieberding



Marshall Roch



KyungMin Kim



Austin Sung



Diya Gangopadhyay



Customer Relationship Management (CRM)  
Salespeople, Customer Support, and Admin

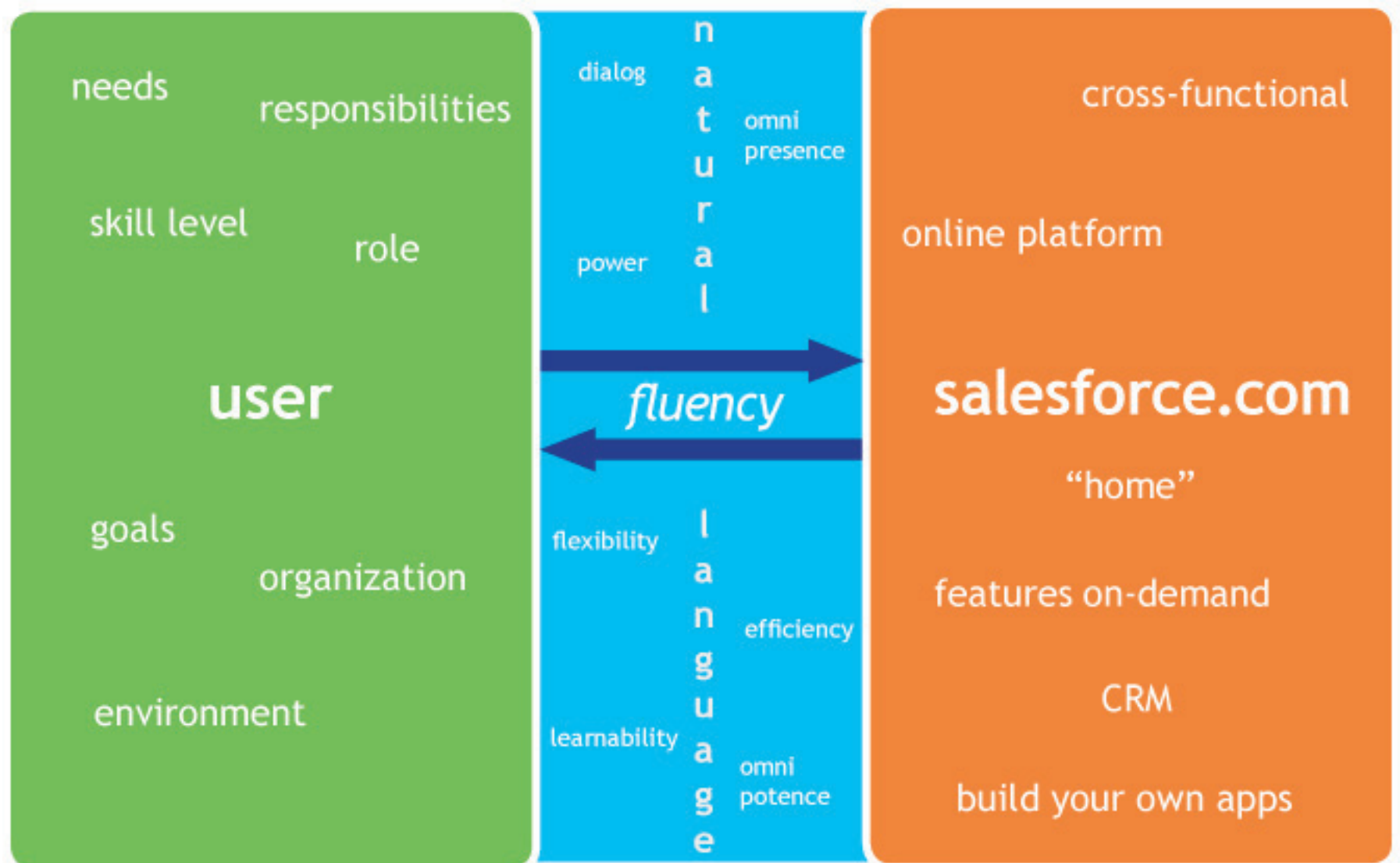
Software-as-a-Service (salesforce.com)  
always have the latest version  
no infrastructure required

Platform-as-a-Service (force.com)  
build your own web apps with Salesforce technology

# Natural Language in Salesforce



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# Focus

Find the intersection between the needs of **sales** and **support users** and the benefits of **natural language**.

Using these insights, design an extension to the Salesforce platform that **increases efficiency**, **encourages adoption**, and **ensures long-term success**.

Salesforce Training / Expert Interview

Literature Reviews

Heuristic Evaluations

2 CIs & Modeling

Narrowed Focus

## Natural Language

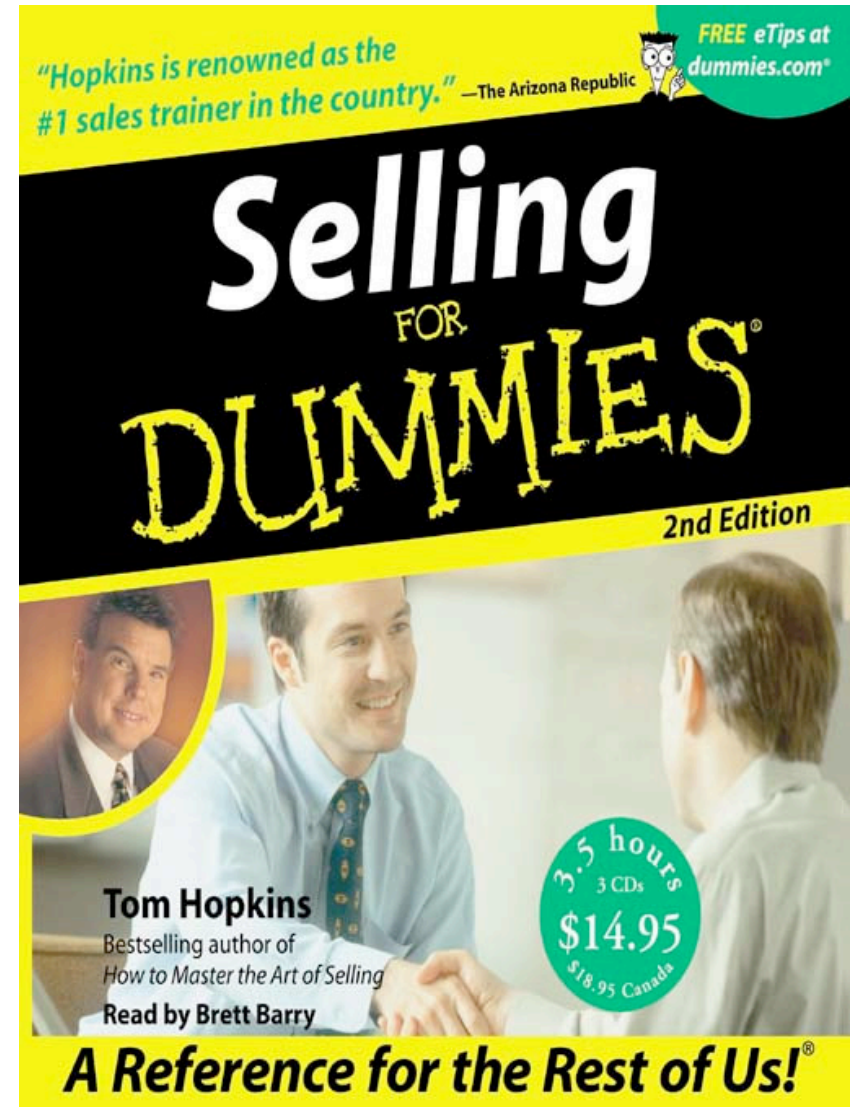
slot filling

information retrieval

usability issues

applications

## Customer Relationship Management / Sales





Insights on Natural Language software  
easy to pick up, hard to master  
powerful, easy to extend functionality  
feedback enhances understanding



Validate initial focus on sales and support users

Sales



Madison



Fred

?

Support



Scott



Amber

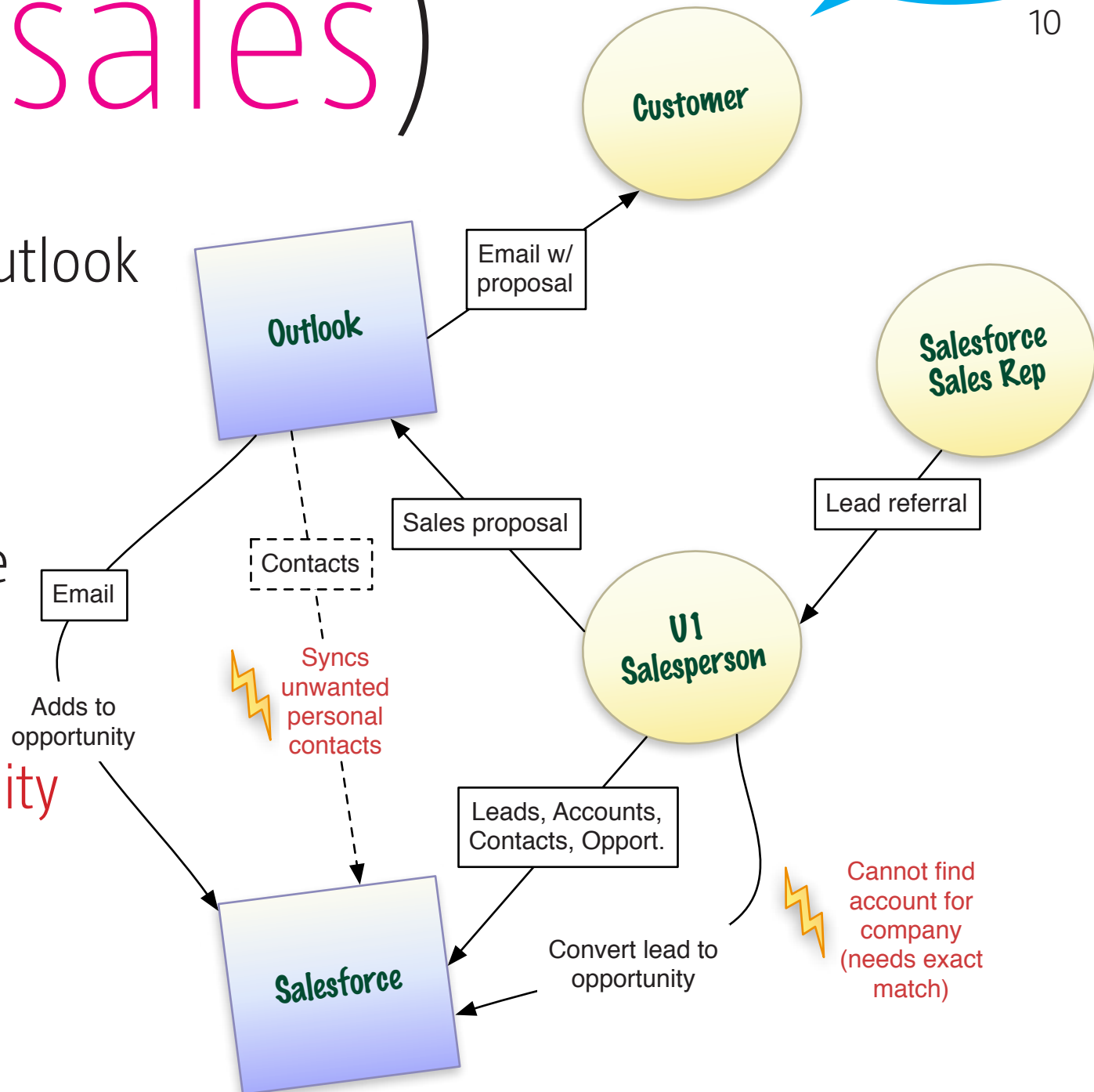
# flow (sales)

copy/paste from Outlook  
to Salesforce

used most of the  
Salesforce interface

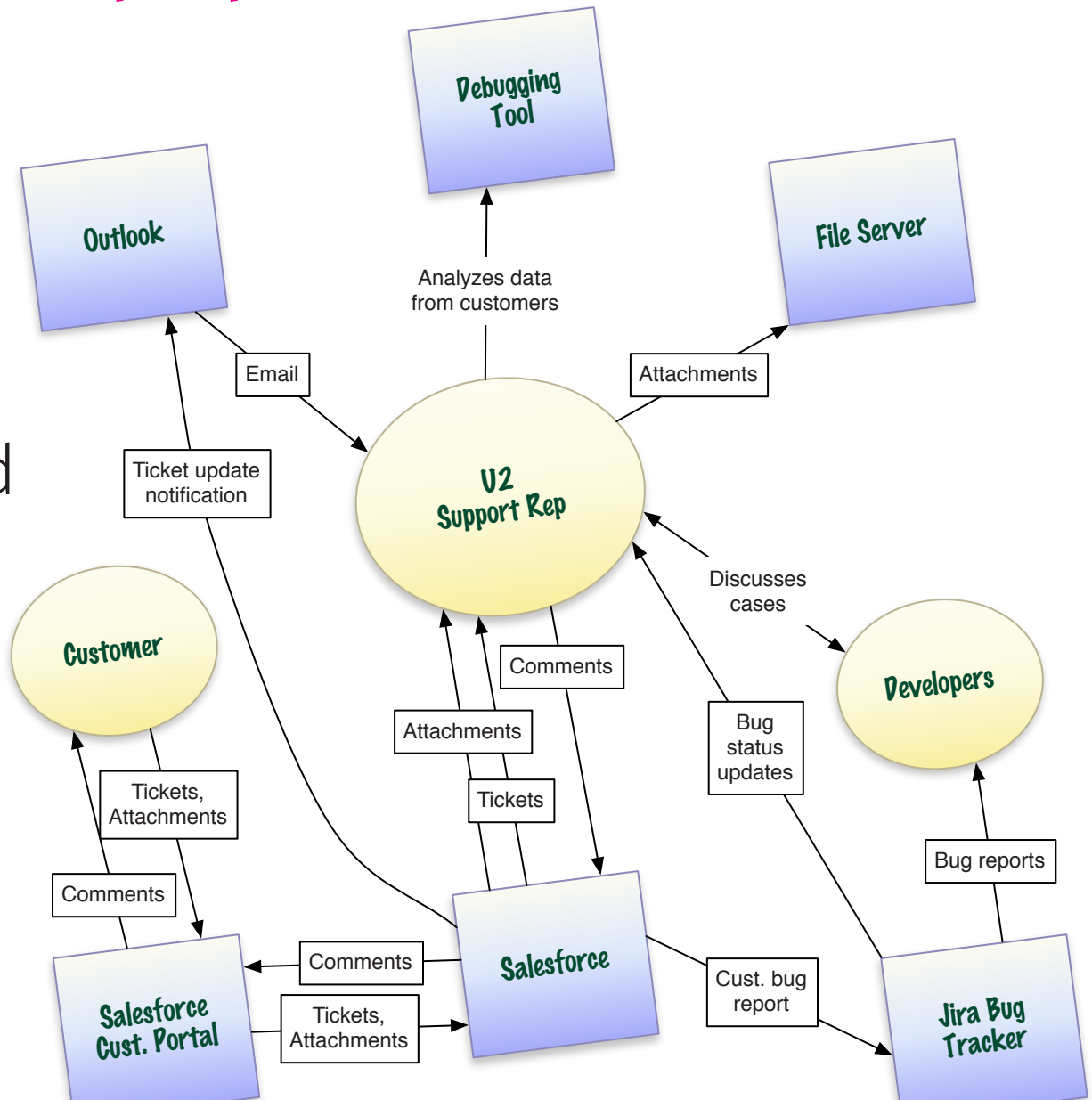
breakdowns:

Outlook compatibility  
entry duplication



used only a single  
part of Salesforce for  
communication

breakdowns:  
comment history  
attaching files  
spell check

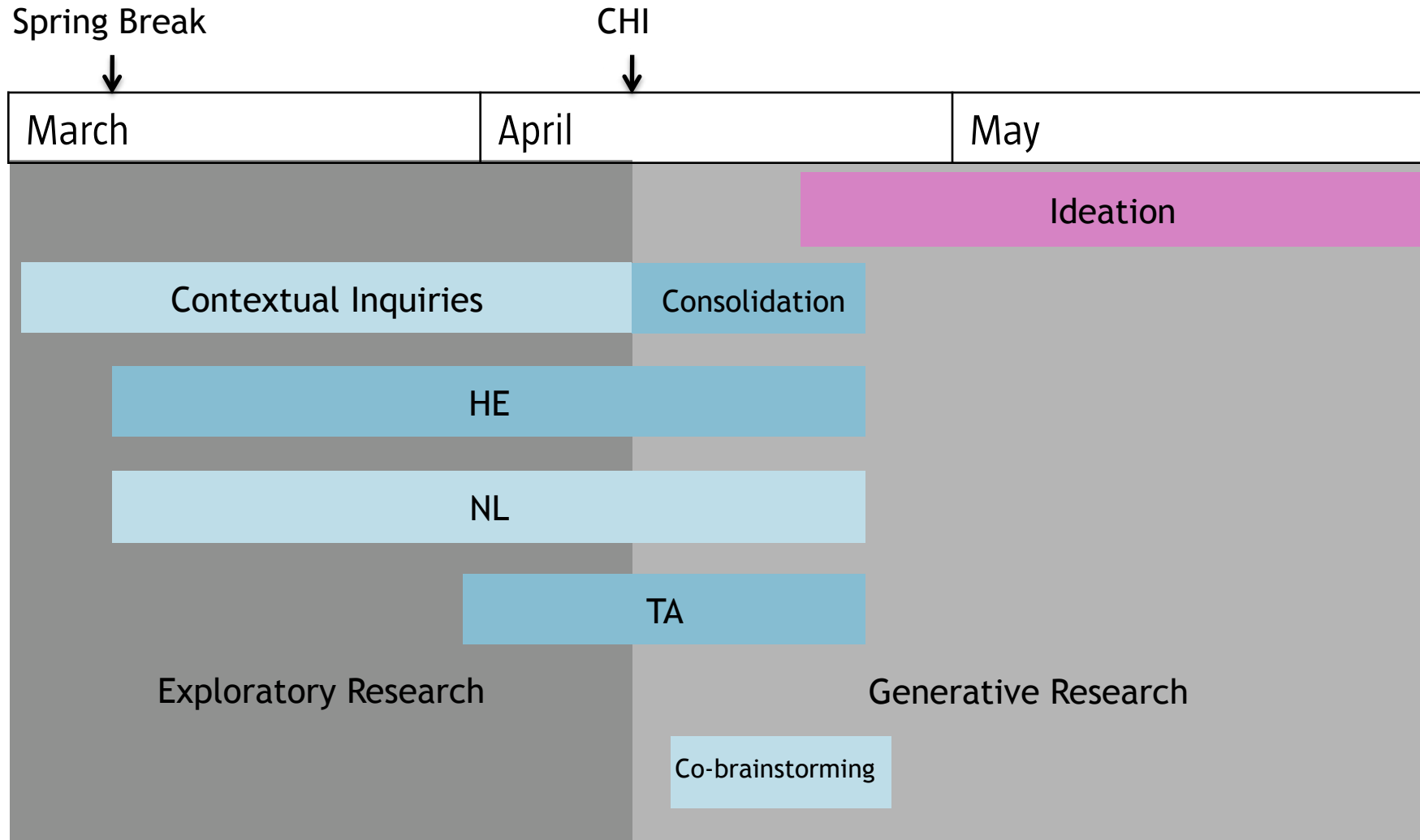


# ReFocus

*Keeping an eye towards extensibility...*

Find the intersection between the needs of **sales** ~~and support~~ **users** and the benefits of **natural language**.

# The Road Ahead





# *Questions?*

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