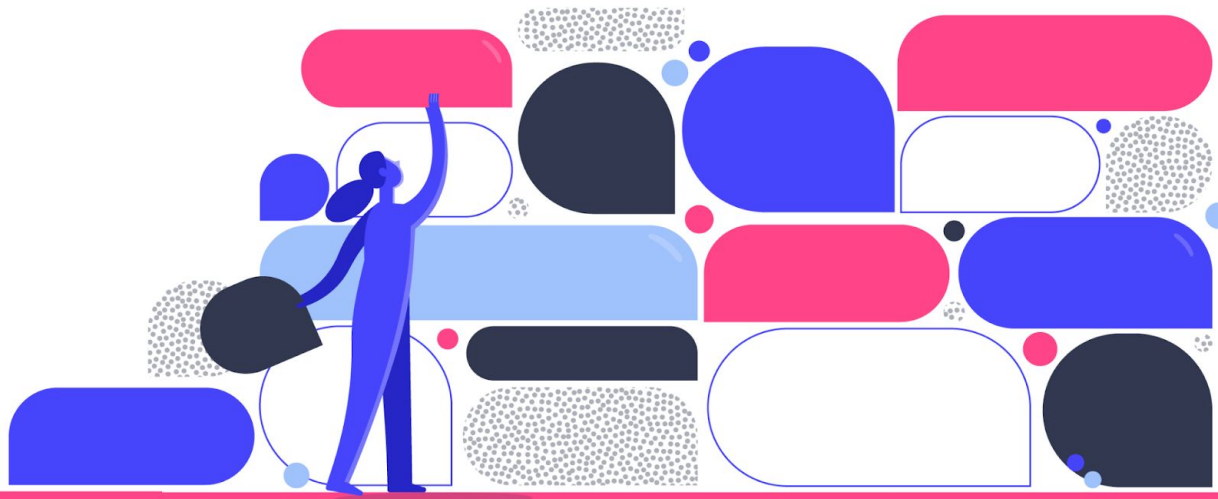


Getting started



The conversational shift

“We live in a magical time... Today, you can pick up your mobile phone - another magical device - and say, ‘show me coffee shops within two miles that have Wifi and are open on Sundays’, and get directions to all of them.”

– Cathy Pearl, author of [Designing Voice User Interfaces](#)



The conversational shift

27% of the global online population is using voice search on mobile.

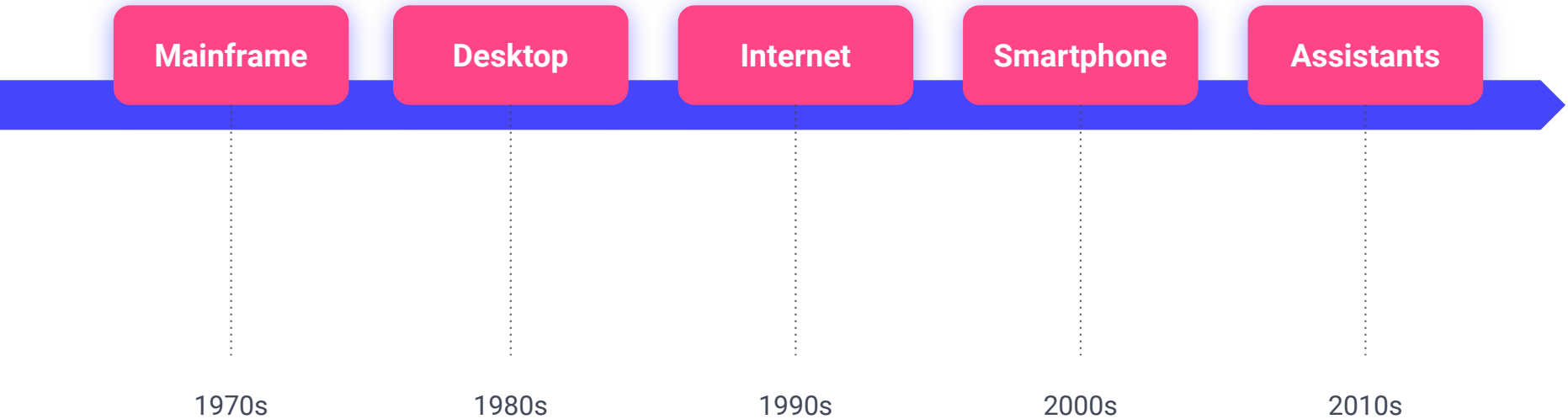


The conversational shift

Almost 70% of requests to the Google Assistant are expressed in natural language, not the typical keywords people type in a web search.



The conversational shift



The conversational shift

“Whether you are designing a new consumer service, an enterprise product, or any other software, you should think about conversational interface. In the future, we will build for the web, we will build for mobile apps, and we will build for conversational apps.”

– Amir Shevat, author of [Designing Bots](#)



Introduction



What is this course about?

- a. Botsociety and how to best use it
- b. You will create your own first design
- c. Conversation design tips
- d. How to apply the conversation design process while using Botsociety



What are the learning goals?

At the end of this course, you will be able to

- Leverage your conversation design learnings to design great conversational experiences
- Effectively use Botsociety for your conversational AI projects



Who is the audience?

This certification is great for anyone currently working in conversation design and/or anyone hoping to learn how to best use Botsociety for conversational AI projects

Conversational Designers

AI Trainers / Engineers

UX Writers / Copywriters

Product Managers

Data Scientists

and anyone interested ...



Meet the instructors



Caio Calado



Vittorio Banfi



Dylan Wilczkowiak



How is the course structured?

1. What's conversation design? What's Botsociety?
2. Tour of Botsociety
3. Designing your first prototype
4. Collaborating at scale
5. Usability testing and Wizard of Oz
6. Previewing and validating your ideas
7. Handoff to engineering
8. Conversation design tips

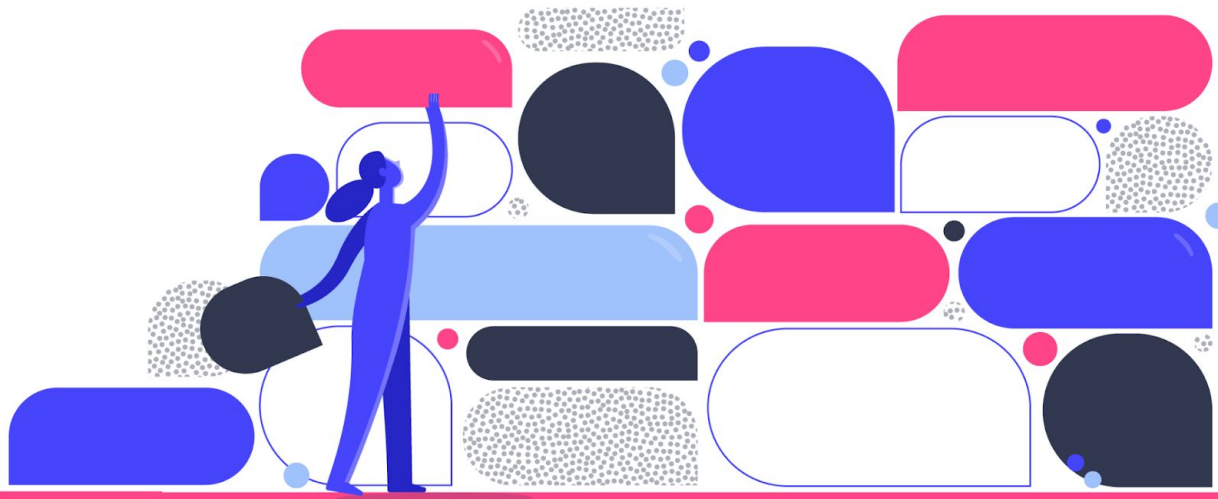


What you're going to learn in this first section

- a. What is conversation design?
- b. Getting to know common terms
- c. What is Botsociety?
- d. Case: How can product teams / data scientists / convo designers / engineers all use Botsociety?



Getting started



What is conversation design?



What it is not

"If you already have a working graphical user interface (GUI), it can be tempting to simply add voice input and text-to-speech (TTS) output to turn it into a conversation design. It's a common misconception to assume that "conversation" refers only to what is spoken or heard."



What it is

“Conversational design is truly human-centered design, every step of the way. There is no next big thing, only the next step in an unfolding story of how people use technology to be more themselves.”

– Erika Hall, author of Conversation Design



What it is

“Conversation design is a design language based on human conversation. The more an interface leverages human conversation, the less users have to be taught how to use it. It’s a synthesis of several design disciplines.”



Conversational user interfaces



Fundamentally different interfaces



GUIs vs CUIs

Graphical user interfaces (GUIs) display objects that convey information, and represent actions that can be taken by the user. The objects can change color, size, or visibility when the user interacts with them.

Conversational user interfaces (CUIs), on the other hand, enable users to interact with computers using voice or text, and the interaction usually mimics real-life human communication.

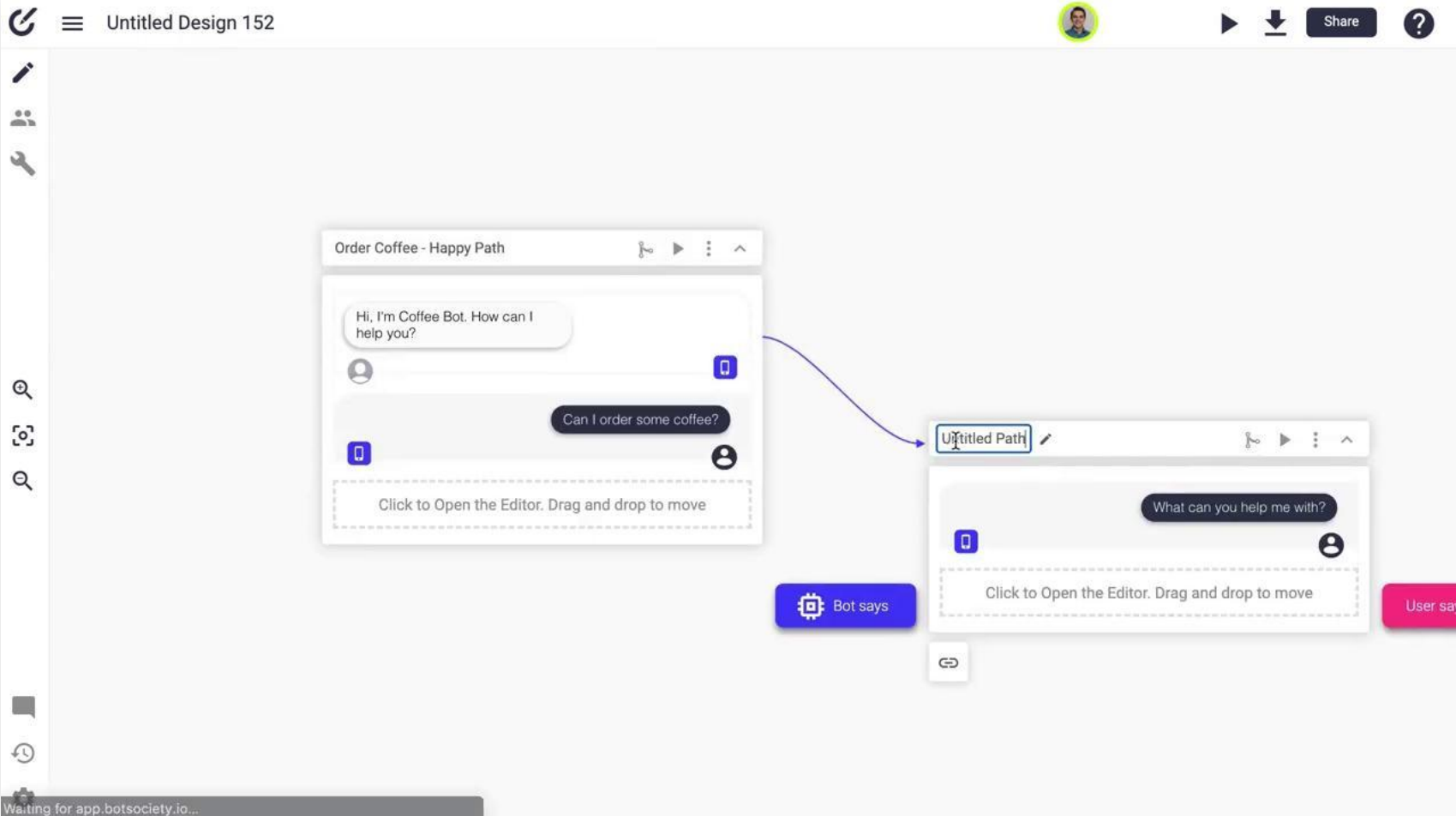


Colors > Personality

Screens > Flows

Buttons > Questions





Getting to know common terms



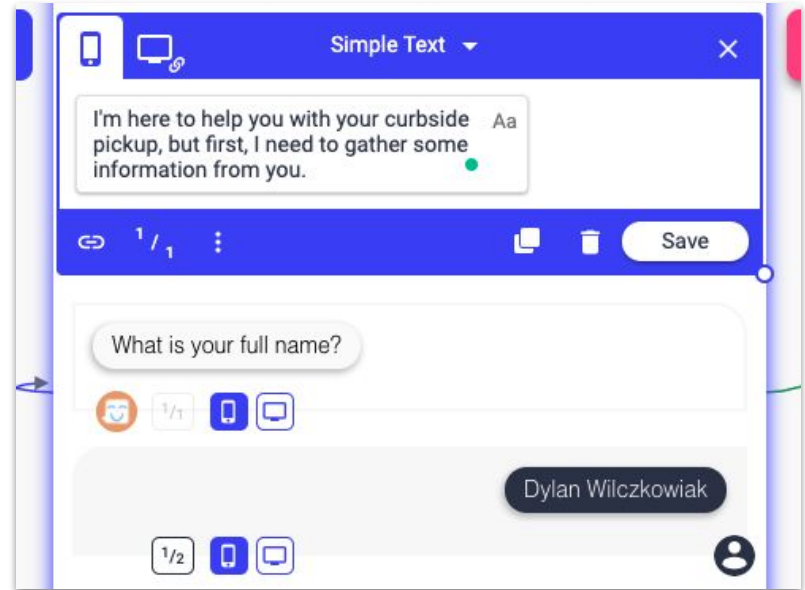
Common terms

- a. Utterances
- b. Happy paths
- c. General repair paths
- d. Dedicated repair paths
- e. Multi-level repair paths
- f. AI Terms: Intents and Entities



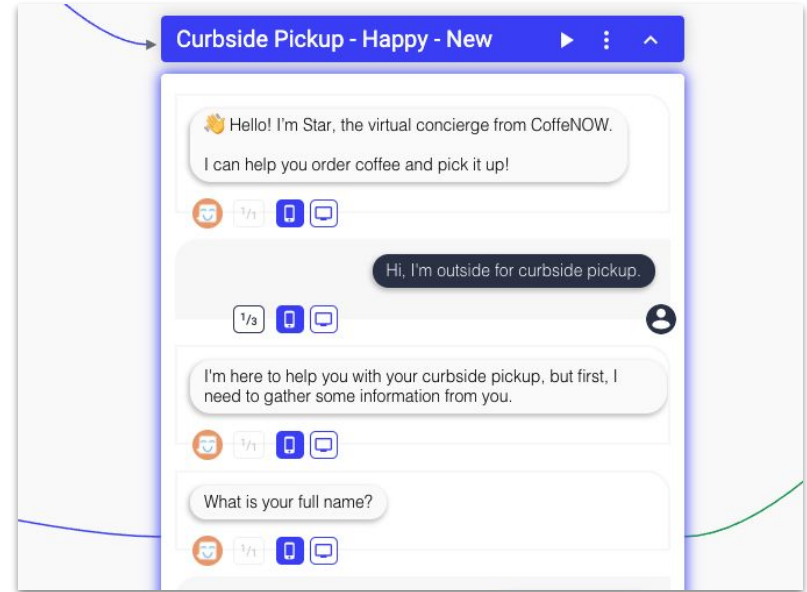
Utterances

In conversation design, an utterance represents the way that a bot or user expresses a message.



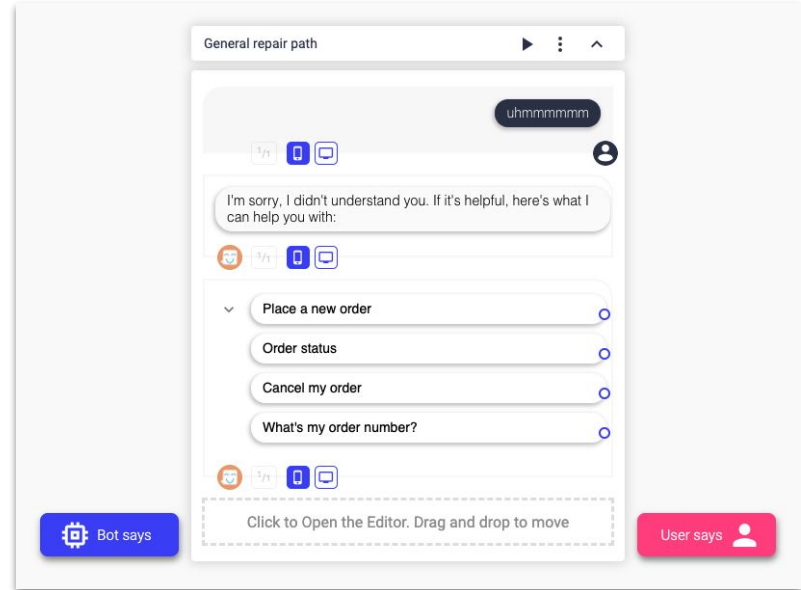
Happy paths

A happy path is the best interaction possible between the bot and the user for a specific use case.



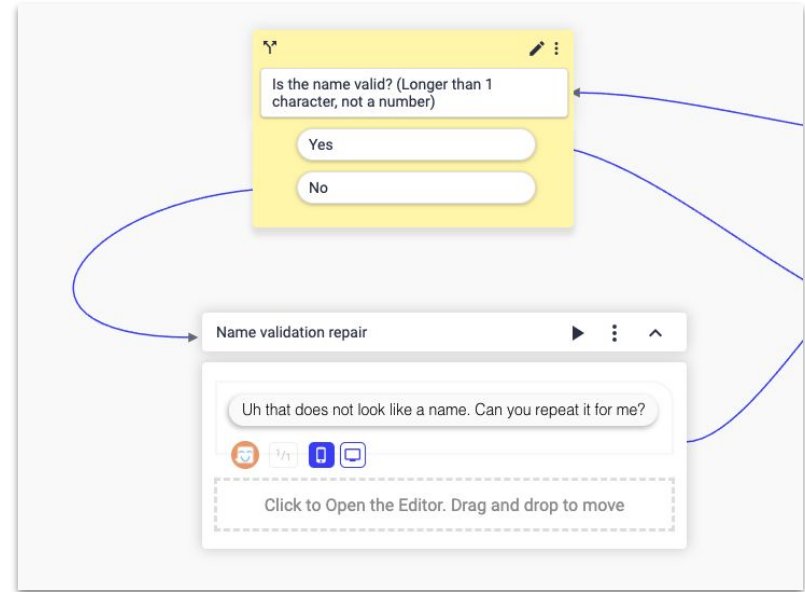
General repair paths

Repair paths are interactions between the bot and the user where the bot repairs the conversation if there is a misunderstanding.



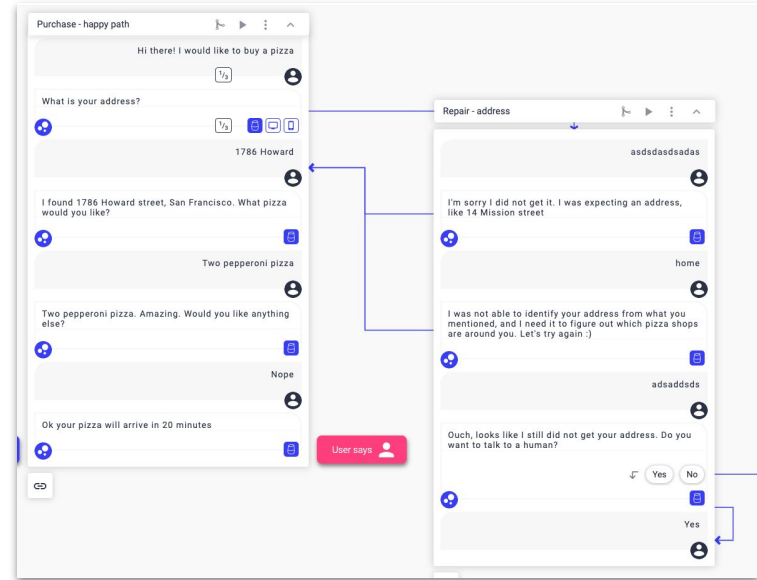
Dedicated repair paths

While designing a happy path for a use case, you can design dedicated repair paths that accommodate for specific misunderstandings.



Multi-level repair paths

You can manage the fallback with multiple escalation levels. This can help your bot repair and recover the conversation at a higher rate.



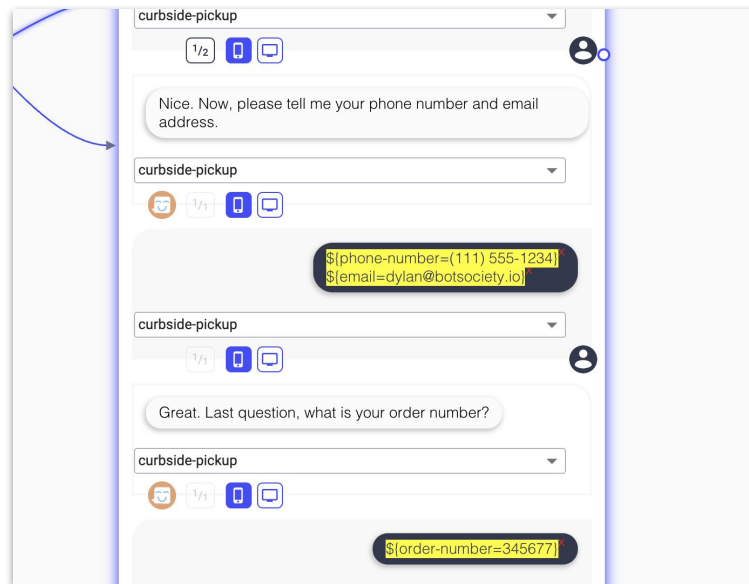
AI Terms

Intent → in a given user message, the thing that a user is trying to convey or accomplish

- For example: greetings, asking for something or specifying a location.

Entity → keywords that can be extracted from a user message.

- For example: a telephone number, a person's name, a location, the name of a product.



What is Botsociety?



What is Botsociety?

Botsociety is a dedicated, browser-based design tool for designing conversational experiences.

Think Sketch or Figma, but for conversation design instead of GUI design.



Who uses Botsociety?

Botsociety is mainly used by product teams made up of conversation designers, UX writers, data scientists, and engineers.

However, anyone can use Botsociety for their conversational AI projects.



Where can I find Botsociety?

Botsociety is on the web at <https://botsociety.io>

You can sign up for free!



How you can use Botsociety



Case

How can product teams, data scientists,
conversation designers, and engineers all use
Botsociety?



Everyone benefits from Botsociety

Teams



Reusable Components, Collaboration and
Workflow Tools

Conversation Designers



Design, Prototype and Usability Testing

Conversation Copywriters



Write content for any interface, Real-time
Collaboration and Revision History

AI Trainers & Engineers



Intents, Entities, and Export to NLU Engines



Wrap up



To review

We introduced the course and discussed:

- a. What conversation design is
- b. Common terms
- c. What Botsociety is
- d. How product teams, data scientists, convo designers, and engineers can all use Botsociety



What's next?

In the next section, we will go through a complete tour of Botsociety. That includes:

- a. The basics
- b. Design features
- c. Prototyping features
- d. Exporting features

