Fortnite Discord Bot

Group 1 - FortniteRox

Team: Christopher Chaples, Kelvin Chang, Michael Schultes, Tyler Uhl

Submitted to: GameOn Technology

4/15/2019

Table of Contents:

Table of Contents:	2
1.0 - Executive Summary	4
1.1 - Design Challenge	4
1.2 - Initial Usability and UX Analysis	4
1.3 - User Research	5
1.3.1 - Focus and Methods	5
1.3.2 - Key Findings	5
1.4 - Design Changes Made	6
1.5 - Key Findings from Testing	6
2.0 - Introduction	7
2.1 - Design challenge	7
2.2 - Client Specifications	7
2.3 - Context	8
3.0 - User Research	9
3.1 - Focus Statement	9
3.2 - Interview Goals	9
3.3 - Interview Guide Creation	9
3.4 - Affinity Diagram	10
3.4.1 - Main themes breakdown	11
3.5 - User Needs	12
3.6 - Artifacts	12
3.6.1 - Personas	12
3.6.2 - Scenarios	14
3.6.3 - Storyboards	15
4.0 - Proposed Design Solution	16
4.1 - Wireframes and Flow Diagrams	16
4.1.1 - Initial Iterations	17
4.1.2 - Final design	18
4.2 - Mockups	21
5.0 - Paper Prototype	24
5.1 - Description	24
5.2 - User testing	24
5.3 - Results of testing	25

5.4 - Design challenges	25
6.0 - Dynamic Prototype	26
6.1 - Description	27
6.2 - User testing	28
6.3 - Results of testing	28
6.4 - Design challenges	29
7.0 - Final Design Solution	30
7.1 - Mockups	30
7.2 - Recommended Future Actions	33
A.0 - Appendix	34
	34 34

1.0 - Executive Summary

Our goal was to design a one-to-one direct messaging and one-to-many broadcasting Fortnite bot within Discord.

GameOn provides robust real-time broadcasting functionality that we are leveraging for this project. GameOn also has a complete Ai/NLP solution and it is assumed users will be able to use natural language to engage with any/all features.

With this in mind, the dialogue flow has been the main focus of the project. One-to-one messaging was designed to allow for the bot to guide the user along a conversation as users were disposed to using commands for controlling the bot. Few users had experience with sending commands to a bot so we decided it would be best if the bot instead queried the user and guided the discussion.

One-to-many messaging was designed to allow group chats of users to also subscribe to the bot's broadcasts; the bot can also be queried and will respond with tagging the user who asks the question. This is to allow for the social aspect of Discord, Fortnite, and eSports viewing. Permissions can be set for which users can change the bot's setting and who is allowed to query it.

1.1 - Design Challenge

The design challenge for this project was to create a chatbot experience for Fortnite on Discord for existing esports fans as well as fans that gaming publishers are trying to educate and entice into esports. We wanted to design a tailored experience for each individual user's interests in the form of personalized notifications. The chatbot shall also broadcast subscribed content from pros/teams to followers and allow conversational search by users that is intuitive and guided by the chatbot.

1.2 - Initial Usability and UX Analysis

<u>Usability</u> defines the optimization of user's interactions with the product. Here we identified the most important aspects for the project in the form of Usability goals.

For our chatbot, it is important that we prioritise Effectiveness (efficiency of use) and Learnability (easy to learn) for our usability principles.

Users will be receiving notifications from the bot as well as querying it for information. In order to meet our goal of Effectiveness, the bot will need to be personalised and deliver relevant information to the user in a timely fashion.

Many users will be new to Discord and chatbots in general. For our Learnability goal, our bot will have to be well structured with a guiding flow of dialogue that will make it easy for new users to pick up.

<u>UX Design</u> defines what the interaction with the system feels like to the users. This is subjective and relies on the user's emotional connection with the chatbot. We have identified Entertainment as our primary UX design goal and Motivation as our secondary UX design goal.

When interacting with our chatbot, we want users to be entertained with posts from their favorite communities that are Fortnite related. This can be described as a direct messaging with a friend or group of friends who often share memes, updates, and exciting clips around the game.

As a secondary goal, we want users to be motivated to not only play the game more, but to also watch more of the professional scene of the game and to follow along with their favorite esports teams.

1.3 - User Research

User research was conducted in the form of interviews in a semi-structured environment with initial interview questions being documented with room given to allow the discussion to flow to various topics according to the interviewer.

1.3.1 - Focus and Methods

Fortnite has a large online community, is regularly patched, has frequent events, and is a team-based (social) game. The focus of the User Research was to find exactly what kind of information the typical user would like to be notified about. Defining the split between casual and experienced users was also important.

Users were interviewed about their type of interaction with the game. This included how much they played the game, what events they attended or streamed, and how they viewed the social media aspects of the game's community.

User's experience level with chatbots was also defined.

1.3.2 - Key Findings

Users needed to be able to subscribe to various alerts from the bot including Reddit, Twitch, YouTube, and Twitter posts from pro's, streamers, and esport leagues and their teams. Users needed to be able to change these alerts at any time. This is to create a personal experience without "spamming" the users with unwanted information.

To handle the split of casual and experienced users, a split in the initial setup would be needed to tailor the experience. All subsequent dialogue could then be reflected by this decision.

Users did not all have experience with chatbots. Even those experienced were turned away by chat commands.

1.4 - Design Changes Made

The bot will always start by initiating a setup dialogue, which sets up various settings and alerts, as well as link any relevant accounts such as Twitch, Epic Games, Youtube, etc. If the setup loop is not completed, the user will be reminded next time they access the bot to complete setup, however if they choose not to a standardised experience has been created which will reflect the average users notification needs.

All of the features of the bot would be documented on GameOn's main website, but the more popular features will be periodically broadcasted to the user in a form of "Did you know I can perform ____ action, try it now!" If the queried information is not within the bot's documented flow, a single response will be provided as well as an external link to more information where applicable.

To handle the split of casual and experienced users, a split in the initial setup will ask for the users to describe what they would like to tailor their experience as. All subsequent dialogue will be represented by this decision.

Button responses with default responses in conjunction with text and emoji response helps with users varying experience with chatbots.

1.5 - Key Findings from Testing

Chat bots are by nature non-linear and users can and will say anything at any time, so the bot should be able to interpret what the user wants and steer it back to an engineered progression of dialogue. The bot shall always try to lead the discussion.

The chatbot had to support both mobile and desktop usage as users typically launch Discord upon computer startup while mobile users will receive notifications of messages on their smartphones (mobile was typically for console players).

Users will be able to direct message or 'tag' a bot whenever they want to request information from it for things like asking about game stats, latest updates, and changing notification settings.

2.0 - Introduction

2.1 - Design challenge

The design challenge was to design a one-to-one direct messaging and one-to-many messaging Fortnite bot within Discord that allowed for:

- 1. <u>Personalized notifications</u> = a user can tell the bot under what conditions it should send notifications and the bot will respond accordingly
- 2. <u>Broadcasting</u> = allowing content owners to easily push information and content out to their audience
- 3. <u>Conversational search</u> = with the bot acting as a search engine, users can ask questions and the bot can follow up to narrow and define the guery

2.2 - Client Specifications

Our client's description of the target users for this tool include existing esports fans as well as fans gaming publishers are trying to educate and entice into esports. We have to attract both avid streamers and users who have no esport viewing experience.

The chatbot had to be designed for a popular game (Fortnite) and had to handle one-to-one as well as one-to-many messaging within the Discord app.

With this in mind, some of the key questions brought up by our client included:

- 1. What types of interactions and features make sense?
- 2. What kind of onboarding should the bot have for one-on-one interactions? What kind of onboarding (if any) is possible in a one-to-many group environment?
- 3. What functionality to have conversationally vs. broadcast?
- 4. What experience do you want the user to have 1) ahead of tournament games to inform of upcoming events 2) during a live game to drive them into the live stream 3) post-game summary and analysis 4) to re-engage during down time and offseason?
- 5. What types of content would users find most engaging?
- 6. How do you entice game players to be esports fans?
- 7. How do you broadcast news and who do you send what type of content to?
- 8. How should users be able to personalize the experience for themselves? What about a Group?

2.3 - Context

GameOn Technology is an end-to-end software platform designed specifically for the future or voice and messaging applications. With a focus on user engagement and content broadcasting, GameOn enables brands to interact meaningfully with their fans through robust, premium AI powered conversations in every major voice and messaging platform. GameOn's proprietary ChatOS has powered industry-leading chat applications, such as chatbots and voice skills, for some of the world's biggest brands and media companies, among them Sports Illustrated, Real Simple, Travel + Leisure, Sky Sports, and Arsenal FC.

As one of the current areas of exploration, GameOn is finding early success is in the gaming industry, specifically esports. Game publishers with esports leagues and tournaments, as well as independent esports teams, have been working with GameOn to design chat experiences for fans of esports built using the ChatOS platform.

GameOn provides robust real-time broadcasting functionality that we are leveraging for this project. This includes video highlights, scores, real-time news, or breaking game updates or patches. GameOn also has a complete Ai/NLP solution and it is assumed users will be able to use natural language to engage with any/all features (i.e. misspellings can be caught/handled programmatically and users can ask "what is the current score" in 100 ways and the bot will catch and respond with the right feature).

3.0 - User Research

User research consists of an Interview phase, development of an Affinity diagram, generation of user needs, and the creation of artifacts such as personas, scenarios, and storyboards. The was all conducted before we started on our first design of the interface so that we could distinguish what types of users would be interacting with the bot and what they expected to get out of the experience.

3.1 - Focus Statement

Our goal is to understand what information eSports fans care about and how they would feel most comfortable interacting with a bot to receive this information. We also need to determine what factors might encourage users to use our chatbot over other news sources.

3.2 - Interview Goals

Our interview goals are the topics we decided were important to cover in a semi-structured interview setting in order to collect the most valuable information from our users and their needs.

Interview Goals:

- 1. Determine what stats users are interested in about Fortnite events/tournaments/players.
- 2. Determine personas of users as players themselves or just fans.
- 3. Determine whether discord users use/prefer the desktop or mobile variant.
- 4. Find out where users currently get information on Fortnite.
- 5. Understand specific terminology related to Fortnite.
- 6. Understand mechanics of popular Fortnite events and tournaments.

3.3 - Interview Guide Creation

(Full Interview Guide in Appendix)

Our interviews were conducted generatively, meaning we did not have an initial design yet and we were looking for feedback for personas and workflow ideas.

We used a semi-structured style which was led by a discussion guide consisting of the interview goals, but room for exploring interesting topics that raised was allow. This was to make sure we stayed on topic with user needs and interface goals in mind, while allowing for potential other topics that could spark new ideas.

One group member interviewed using the interview guide while another group member reported exact responses from the user. This was to reduce bias when recalling the information derived from the interview.

3.4 - Affinity Diagram

The results of our interview phase were written onto sticky notes and our group combined similar responses to form headings. These headings create a roadmap for what our users need as well as where to begin when we start to initially design a wireframe for the bot.

The themes that formed are explained in greater detail in the next section.

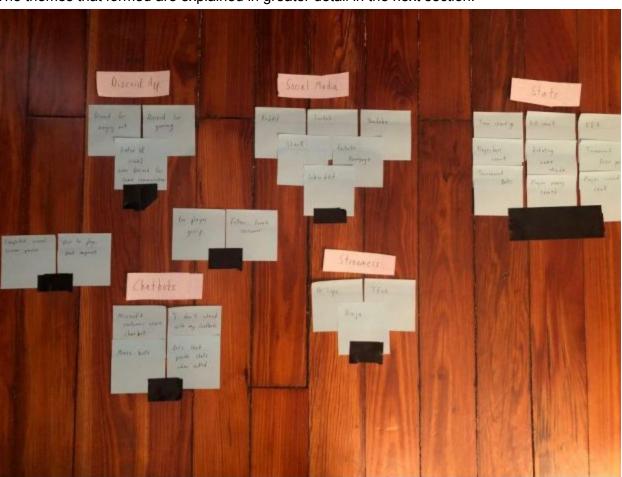


Figure 1: Full View Affinity Diagram

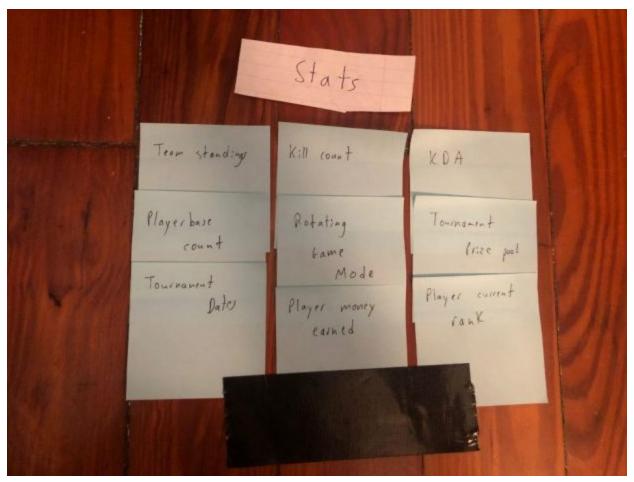


Figure 2: Up-close "Stats" Heading Affinity Diagram

3.4.1 - Main themes breakdown

<u>Discord</u> is the first heading created and it reflects users typical interaction with the app as well as their experience level. Most users had Discord as their main form of communication of gaming, while others used it to organize stream viewing parties.

<u>Social Media</u> is the next heading and it refers to the types of outlets users interact with from within the Fortnite community. The important outlets include Twitch and Youtube for streaming and Reddit and Twitter for news and fan content.

<u>Stats</u> include the relevant information users would like to query from the chatbot. This consists of things like esports standings, streamer playtime, and their own personal game stats.

<u>Chatbots</u> contained user's experience with chatbots (not just within Discord). Many users did not like using commands and had no idea how to even set up their own bot. This low experience level led us to start thinking about was to make the interaction process easier for new users.

<u>Streamers</u> included some of the celebrities typically thought of as content creators for the Fortnite community. These will be used in a suggestions period of the chatbot when the users is looking for new and entertaining streamers to follow.

3.5 - User Needs

User needs consists of the priorities and pain points of the typical user interacting with our interface. Instead of thinking about specific features or functions of the bot we used this section to define what the users might expect to derive from the bot and what they expected their experience to be like.

1. User Priorities:

- a. Users need to be able to get personal stats from the game
- b. Users need to be able to get information about esports (match information, player stats, teams, dates/times of events, tournament prize pools, etc)
- c. Users need to be able to view highlights
- d. Users need to be able to get information about the game such as innovative strategies and events
- e. Users need to be able to accurately understand what they can requestfrom the bot

2. User Pain Points:

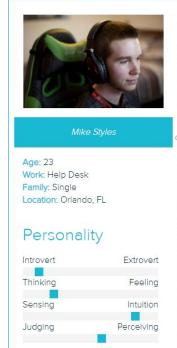
- a. Current bots have difficulties responding to longer conversations
- b. It is difficult to remember all the commands that different bots have (especially is a problem in servers with large numbers of bots)

3.6 - Artifacts

3.6.1 - Personas

Personas are example users of our interface that represent user needs and frustration in a recognizable fashion. Our personas are drafted into cards containing basic info on the user, a bio, personality traits, goals and frustrations, along with a picture to make them more human-like. Our primary persona for the interface is the competitive gamer who frequently watches streams. Our secondary persona is the casual gamer who has never watched a professional stream.

Competitive gamer, frequent stream viewer



Goals

- · Increase his gaming abilities.
- Be notified when his favourite streamer goes live.

Frustrations

- . Being out of the loop with patch changes.
- . Having to search too much in order to find information on the game.
- Missing an event

↔ §

Bio

Mikes hobbies include playing video games, going to tournaments, and watching competitive streams. His computer skill level is generally high as he has been playing video games since was a kid.

Mike uses Discord to talk to old friends and also to help him communicate about upcoming tournaments. He hosts a small discord server centred around his FortNite Twitch channel and he would use a FortNite Discord bot for his views and also to keep himself updated about upcoming events.

Figure 3: Primary user persona

Casual gamer, new stream viewer Goals • Stay up to date with community content. · Be notified of events in her area. · Discover professional streamer or team to follow. Frustrations · Low-quality community content spam. · Missing out on a local event. Age: 15 · Saturated streaming domain that is intimidating to enter. Work: Unemployed/Student Family: Single, Living at Home Location: Portland, OR Bio Personality Ashley's hobbies include playing video games, socialising with friends in Discord, and drawing community content for her favourite video games. Her computer skill level is average. Introvert Extrovert Ashley uses Discord to host a chat server to talk to her friends and listen to music. She spends a lot of time Feeling Thinking drawing FortNite fan art and likes sharing her creations on various communities such as Twitter and Reddit. When she is drawing, she typically has the TVon in the background, but would like to find a professional Intuition Sensing esport team to follow so that she can stream their matches instead. Perceiving Judging

Figure 4: Secondary user persona

3.6.2 - Scenarios

Mike plays Fortnite competitively and is always trying to hone his skills. In his quest to become better at the game he uses the Fortnite bot as a resource. He is subscribed to patch notes and news on new items and weapons to make sure he is always ahead of the curve on his game knowledge. Sometimes while playing Mike can't remember the stats of certain weapons, so he shoots the bot a quick DM to get that information. He also asks the bot about his opponents stats when he dies to determine whether the player who killed him was good or just got lucky.

Ashley usually uses Discord to communicate with her online friends. She recently invited a Fortnite bot to her server for everyone to use. She often uses it to look up player stats and events. Because the bot understands natural language, she doesn't need to memorize commands like she had to with the bots that she previously used. She also uses the bot to find streamers to follow and watch. While watching streams, she sometimes uses the bot to look up information about different strategies and weapons that the streamers use.

3.6.3 - Storyboards



Flgure 5: Casual player receives notification of stream

A man is playing Fortnite when he gets a Discord notification that his favorite streamer is live on twitch. The bot sends him a link that takes him directly to the stream. The man plays the stream on his second monitor.

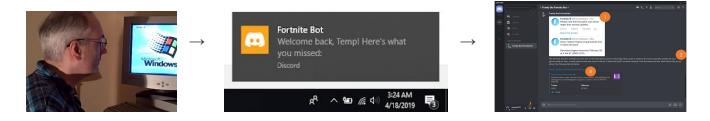


Figure 6: A user is greeted with personalized notifications

A man boots up his PC for the first time in a while. The Fortnite bot greets him in a notification. The man clicks the notification and is taken to discord, where he sees all of the latest Fortnite news that he is subscribed to.

4.0 - Proposed Design Solution

4.1 - Wireframes and Flow Diagrams

Wireframes provide an annotated view of the interface. These are based on our task flow diagrams and illustrate various aspects such as Widgets, Conditional items, and Constraints. They basically define what each item does and why it is located where it is.

Due to the fact that our project was less focused on the interface and instead prioritized the dialogue flow, our initial wireframes were crude examples of what the direct messaging queries might look like. These are not very powerful at conveying our bot, so instead our task flow diagrams are also presented below to allow for an understanding of our initial design of the bot.

Below we will describe each artifact by explaining context, design rationale (user needs AND interaction principles), and why the old designs were dropped.

4.1.1 - Initial Iterations

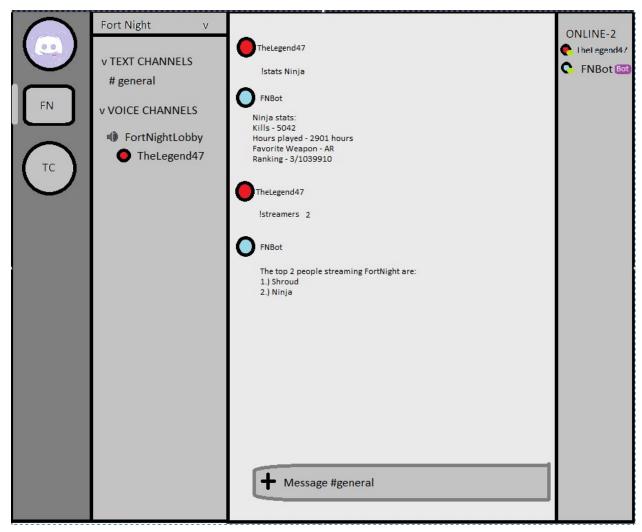


Figure 7: Initial wireframe for when a user queries bot for player stats in Discord direct messaging

Our initial wireframe was created to illustrate a user querying the bot with some text commands. The bot understands and receives the command and accompanying information and then returns the requested data.

This is typically how Discord chat bots operate, so we tried to illustrate this in the form of our bot. This approach was crude, failed our interaction goal learnability, and made us realise just how ineffective our bot was at providing an entertaining experience.

We decided to focus on a dialogue flow that would instead guide the user so that memorisation of commands would not be necessary.

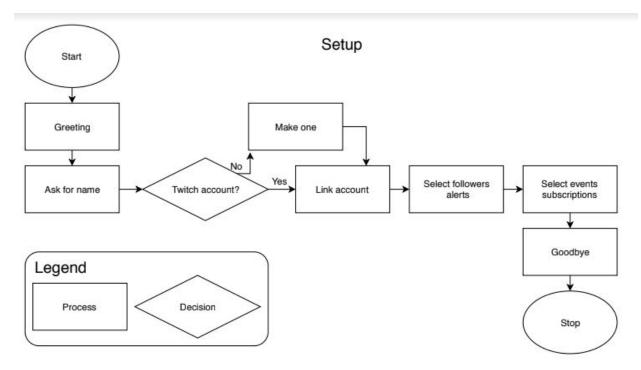


Figure 8: Initial task flow of setup conversation

Here we have the initial task flow for our bot's setup process. The bot would ping the the user within direct messages immediately after being added so that it can introduce itself to the user and start collecting data on the user to create a more personalised experience.

The approach eliminated the need for text commands and provided a more natural approach. However, we did not account for the majority of our user needs in creating this unique tailored experience and our bot ended up failing in its effectiveness factor.

This design was discarded due to its lack of in-depth analysis of the users tastes and personalization of notification alerts. The majority of users would end up with the same setup despite our personas including many different target users.

4.1.2 - Final design

This is our final wireframe as well as task flows for the dialogue. We explain the context of each artifact and how it satisfies our defined user needs and interaction principles.

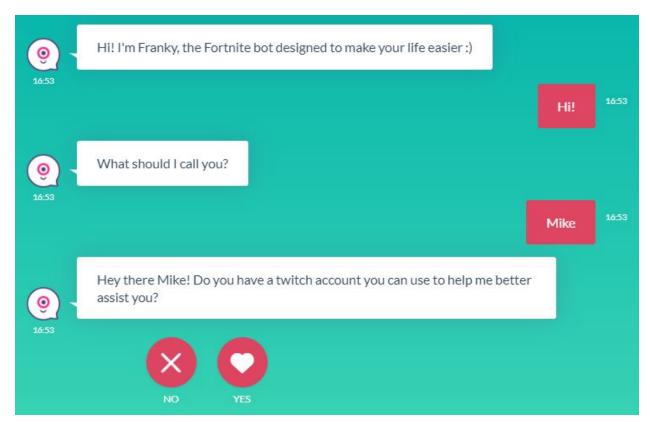


Figure 9: Setup wireframe

Here is the first dialogue that is presented to users who have just added the chatbot to their discord account. The bot has a friendly manner, asks the user for their name, and then requests account link permissions.

Users need the bot to be easy to pick-up, especially for users who are not familiar with discord bots. Due to this, our bot is the one guiding the dialogue, asking the user relevant questions to tailor their experience.

This dialogue also supports both text responses as well as button responses, as users were opposed to using text commands, especially new discord users.

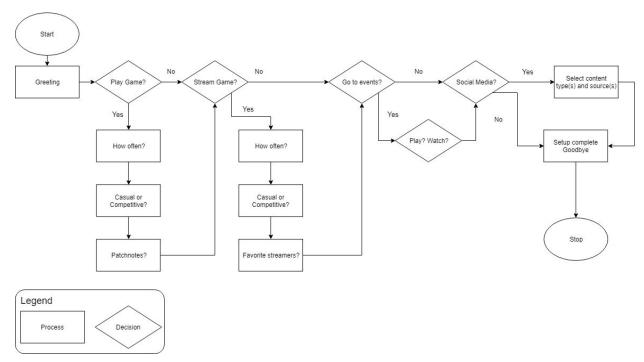


Figure 10: Setup flow diagram

Here is the entire setup dialogue laid out in a task flow diagram. Various branchings exist where deeper question is performed by the bot to find out more from the user where applicable, such as gameplay or streaming experience. However, the general flow always proceeds in one direction and will always end with the successful completion of the setup procedures.

This makes the bot more entertaining to the user as they will be creating a personalised experience, tailored to their exacts needs. No experience is required with the bot as it will guide the user and ask for response where applicable.

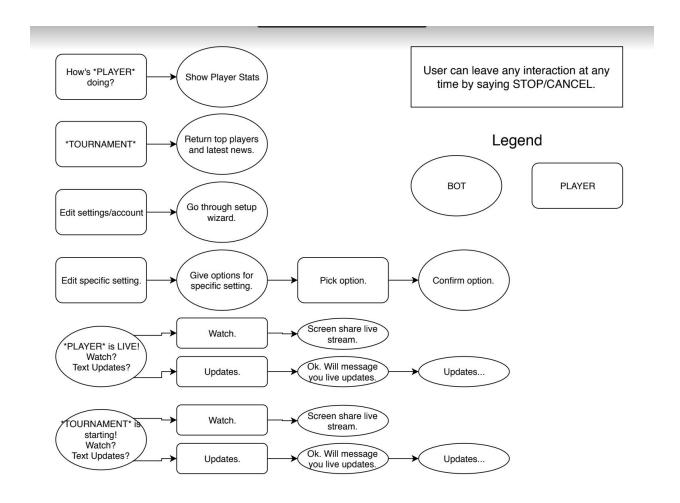


Figure 11: Random event flow diagram

Finally we have the Random Event task flow diagram which details the various random events the bot could be subject to. This satisfies and interaction goal of the bot being able to be queried by the user for relevant information to the game and its community.

4.2 - Mockups

Our mockus tried to depict the bot as how the user would actually see it within their interface. We used Landbot.io to create the messaging environment for the screenshots and chose some of the more unique features to showcase below.

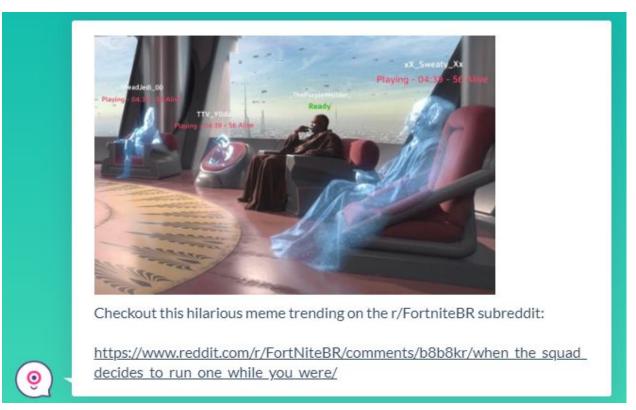


Figure 12: Reddit trending alert

Many of our users identified with Reddit, more specifically the r/FortniteBR subreddit, as their main source of community content, so to add to our entertainment usability goal we decided to include notifications for when certain posts were trending.



Figure 13: Twitter Developer update alert

Some of the more competitive users asked for developer updates, so we included twitter posts from the devs as a potential notification that users could subscribe to.



Figure 14: Tournament stream alert

Finally, to reach our professional viewing users, we included tournament updates and other pro scene related alerts for when things went live. A simple link is attached to join the stream making the functionality quick and easy to use for the user.

5.0 - Paper Prototype

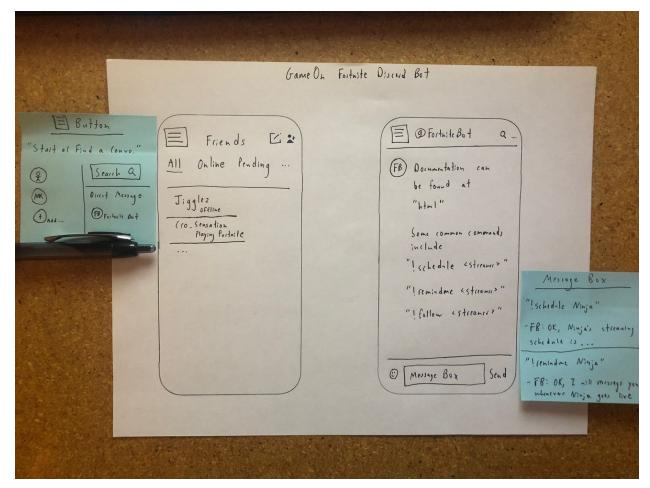


Figure 15: Initial Paper Prototype

5.1 - Description

Our paper prototype includes the discord mobile interface as the main theme. The user was given blank sticky notes to interact with the bot, and suggested messages were provided. The user had the screens to add the bot as a friend, and then switch to their direct messaging area to interact with it.

5.2 - User testing

Our first task was to add the fortnite bot as a friend on discord. Completion criteria was basically successfully hitting the add button next to the bot within the search for friend area.

Next the user was tasked with direct messaging the bot. The user would succeed if the ould switch to the direct messaging screen and then send any kind of message to the bot by typing it out and then hitting send.

Finally the user was tasked with subscribing to a streamer using the bot. This involved clicking the message box, typing the appropriate subscribe command, and answer with the name of a streamer.

5.3 - Results of testing

The paper prototype was not the best medium for interacting with the chatbot as it required some conversations to basically be constructed beforehand that we could hope the user would be able to understand. There was confusion when users were asked to use text commands as any did not know what or how those worked.

5.4 - Design challenges

The design needed to guide the user right off the bat, especially through an initial welcoming message to inform the user on how to use the bot. Buttons would also facilitate the initial learning curve of using the bot, in conjunction with common text commands that would be suggested by the bot initially. The bot needed to be setup, and then give users tips on how to interact with it when they choose.

6.0 - Dynamic Prototype

(The dynamic prototypes can all be found at https://app.landbot.io/ using the username mschultes@ufl.edu and the password 'password'.)

The public link for interacting with the bot is at: https://landbot.io/u/H-164311-JY0X5521NIYL0VDB/index.html

6.1 - Description

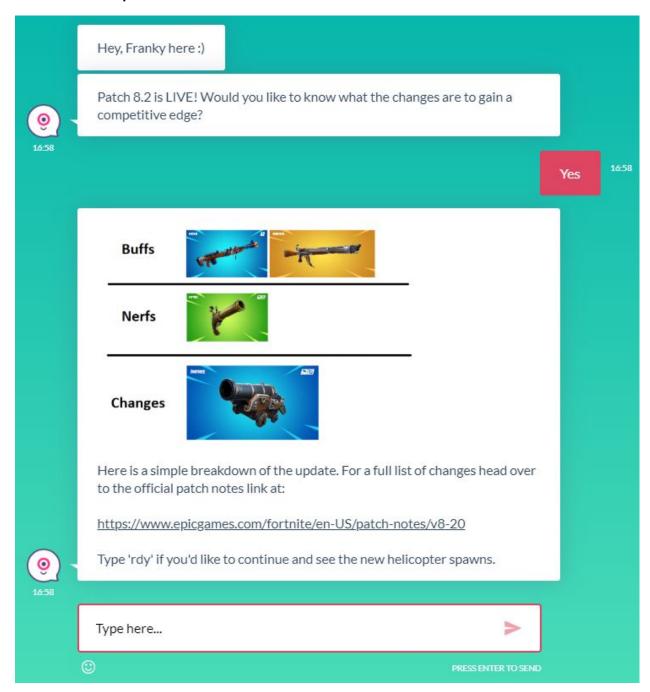


Figure 16: Patch alert from the dynamic prototype

Our dynamic prototype was created using the Landbot.io interface so that we could create a dialogue flow for the user to interact with the bot through. The user was able to respond with text commands and buttons to facilitate the various testing scenarios.

6.2 - User testing

The user was tasked with 5 different scenarios to progress through:

- Setup
- 2. Alerts
- 3. Update alerts
- 4. Ingame stats
- 5. Game Tips

<u>Setup</u> involved the bot's setup dialogue flow which would be the initial interaction any user would have with the bot. The script included "The bot has just messaged you within Discord as a new friend to setup your account." Completion involved successfully linking a twitch account with the bot and subscribing to any alert.

<u>Alerts</u> involved the types of notifications the user would like to subscribe to from the bot. The script included "the bot has provided you with a customized feed of subscribed alerts to choose from." Completion involved progressing to the end of the dialogue flow with subscription to any of the alerts.

<u>Update Alerts</u> involved looking at the various alerts the user is subscribed to and altering the in any way. The script included "The bot has been notified you want to update your alerts and has messaged you with instructions." Completion involved the user changing any of their alert statuses.

<u>Ingame stats</u> involved the request by the user for some player stats from the bot. The script included "The bot has been notified you want to view ingame stats, choose a player to receive stat for." Completion involved the user receiving stats for the player of their choosing from the bot.

<u>Game Tips</u> involved some of the bots stored information of the game that would be beneficial to a new user. The script included "The bot has been notified you require some tips for improving your gameplay." Competition involved the user progressing through all of the tips the bot could provided based on their player experience level.

6.3 - Results of testing

(Full results can be found in the Appendix)

The completion rates of our tests were very high and this was due to our bot guiding the user and the inclusion of buttons in conjunction with text commands responses.

Users however thought our bot was too streamlined, not personal enough, and overall not very useful. Anyone could search for most of the content provided by the bot in a web browser and the experience seemed to be the exact same for every user.

6.4 - Design challenges

Chat bots are by nature non-linear and users can and will say anything at any time, so the bot should be able to interpret what the user wants and steer it back to an engineered progression of dialogue. The bot shall always try to lead the discussion.

The interaction needed to be more useful than just a google search in a web browser. This is part of our efficiency usability goal. The interface would require more in depth stats and information that was derived from the internet. Instead of just providing raw gun stats the bot could instead interpret the stats and suggest a playstyle around that particular gun.

The experience needed to be enjoyable and tailored to the individual user. This is part of our entertainment ux design goal. The interface would need to gather more information from the user about their various tastes and interests. Instead of just providing a predetermined setup process the bot could for example ask the user "If they like fortnite memes." and various new dialogue options would appear in relation to fortnite memes.

7.0 - Final Design Solution

Our final design solutions include Annotations and Rationale behind each decision we made. We created four mockups to showcase the most important aspects of the interface.

7.1 - Mockups

<u>Setup</u>

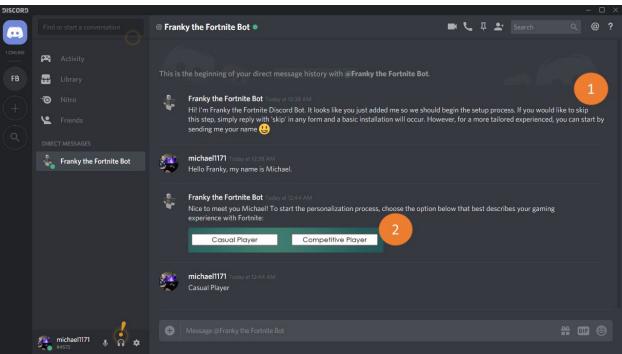


Figure 17: Setup window for when a user first adds the bot to their discord

- 1. The greeting message. The user is allowed to skip the entire setup process for a basic installation of the bot or can begin the setup process by sending their name. The rationale behind the setup dialogue is to create a more personalized experience that is tailored to the user's interest by finding out various aspects of their gaming experience. The option to skip setup was also suggested by participants in the dynamic prototype testing phase.
- Button responses. The user is presented with buttons to respond to the bot in conjunction with the ability to send text commands. The rationale behind the multiple response options is to accommodate users who have no chatbot experience.

Notification

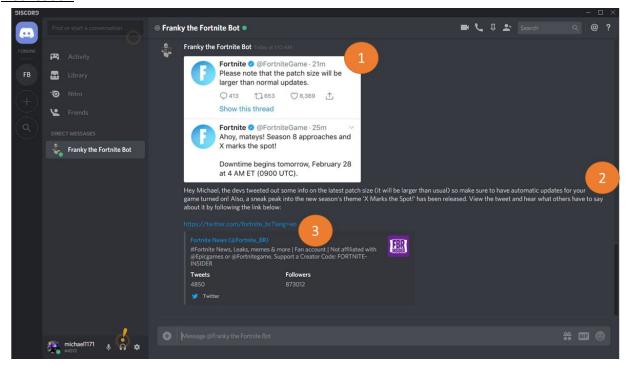


Figure 18: Notification message sent by the bot to the user

- Twitter screenshot. The bot displays a screenshot of the latest tweet by the developers.
 The rationale behind the screenshot is to break the monotony of text responses from the bot. This creates a more entertaining experience.
- 2. Derived content. The bot derives new information from the tweet. The rationale behind the derivation is to make the bot more effective than just a simple google search for the tweet. The bot can find the important information and draw conclusions from the data to give the user more insight into the notification.
- 3. Link to tweet. A link is provided to the actual tweet. This bolsters community engagement because it allows the user to join in on the discussion on Twitter and allows them to see what other members of the community think about the tweet.

Group Broadcasting

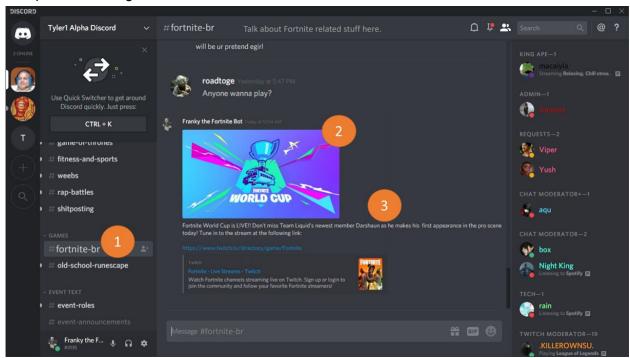


Figure 19: The bot is Broadcasting news about an event to a group chat

- 1. Group chat. The bot is inside a fortnite related group chat with many users. This is to account for one-to-many broadcasting.
- 2. Tournament poster. The bot has posted an event associated image. The rationale behind the tournament poster is to break the monotony of text responses from the bot. This creates a more entertaining experience.
- 3. Message and Link. The bot generates an enticing message to watch the stream and provides a link for the user to click. The message adds entertainment and the link provides effectiveness and ease of use.

Query

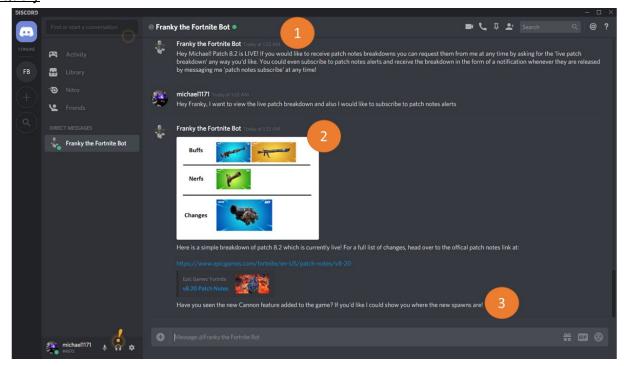


Figure 20: The user queries the bot for patch notes breakdown

- 1. Recommendation. The bot recommends a popular query to the user. The rationale behind the recommendation is due to the fact that new users don't know how to query the bot so a popular command is recommended.
- 2. Patch breakdown. The bot provides a graphic of a simple patch breakdown. The rationale behind the graphic is to break the monotony of text response from the bot. The graphic quickly displays important data to the user in an interesting and streamlined fashion.
- 3. Conversation progression. The bot continues the discussion by bringing up a related topic. We didn't want the bot to end the discussion after being queried, so instead it explores different related topics akin to a normal conversation flow in direct messaging.

7.2 - Recommended Future Actions

One major goal of the Fortnite bot is to be as user friendly as possible, and as such it should be able to interpret many different ways of saying the same thing. For example, in order to get their stats a user should be able to say any number of things such as "Tell me my stats.", "What are my statistics?", or "How am I doing?". Users should also be able to use slang and have the bot understand it. Further user research is recommended to gather data on various ways that users attempt to communicate with the bot. This data can then be used to train the bot.

The derivation of data from various communities on the internet also require more research into the domain. This would allow for the bot to replace web searchs for game related content as it would be able to draw its own conclusions based on information available online.

A.0 - Appendix

A.1 - Interview Guide

- 1. Are you familiar with the game Fortnite?
 - a. Do you play the game?
 - b. Do you follow any players/tournaments of the game?
 - c. If so, where do you currently get this information? What platforms do you use and why?
 - d. What stats or information are you most interested in knowing about specific players or tournaments?
 - e. What is some Fortine lingo/terminology that people not familiar with the game might not understand?
- 2. Do you follow any other eSports?
 - a. What news/information are you interested in about those games?
 - b. Where do you get news on these games?
- 3. Are you familiar with Discord?
 - a. If so, describe your typical use of the app.
 - b. Have you interacted with any chatbots on Discord before? Describe the experience.
- 4. Describe some chatbots you have interacted with, regardless of platform.
 - a. Did any stand out as particularly good/bad? What did you like/dislike about them?

A.2 - Dynamic prototype feedback

R1:

- She successfully linked everything but she wanted a goodbye message
- Everything went well but she didn't like the transitions between updates
- She liked the flow and the end message that confirmed she was complete
- She doesn't like how the options diverge. She would rather one path for all names unless it stores your account info
- Wouldn't load :(
- General feedback: Better transitions, works relatively as expected
- Use of bots: General messaging

R2:

- She went through all of the options but she didn't like the transitions
- She does not like the transitions on this bot either but she made it through

- She flowed through it very well
- She seemed to like it
- Wouldn't load :(
- General feedback: Where items are in the game, add team functionality, she like the tips idea
- Use of bots: memes, like a google help

R3:

- She went through all of the options but she didn't like the transitions. Had a little trouble linking account
- She does not like the transitions but she flowed through everything fine
- She flowed through it perfectly fine
- She seemed to like it
- Wouldn't load :(
- General feedback: N/A
- Use of bots: N/A

R4:

- He flowed through it well, He would rather on check marks
- He wants the patch pictures to add more detail, doesn't like the transitions. He does like the flow of one after another.
- He liked it
- N/A
- Wouldn't load :(
- General Feedback: How to let the user to know how to access bot functionality
- Use of bots: N/A

R5:

- He didn't like the transitions and layout of some of the responses, he made it through
- He didn't like the transitions but he made it through
- He likes one continuous selection menu but he made it through
- He liked that one
- Wouldn't load :(
- General Feedback: Youtube alerts, other forms of social media other than Twitter. Text over buttons but liked buttons when applicable
- Use of Bots: Notifications

R6:

- She did not like the transitions. She made it through
- She did not like the transitions. She made it through
- She liked the flow
- N/A
- Wouldn't load :(
- General feedback: She wants something that catches your attention so you know when we start, She said it was pretty self explanatory
- Use of Bots: N/A