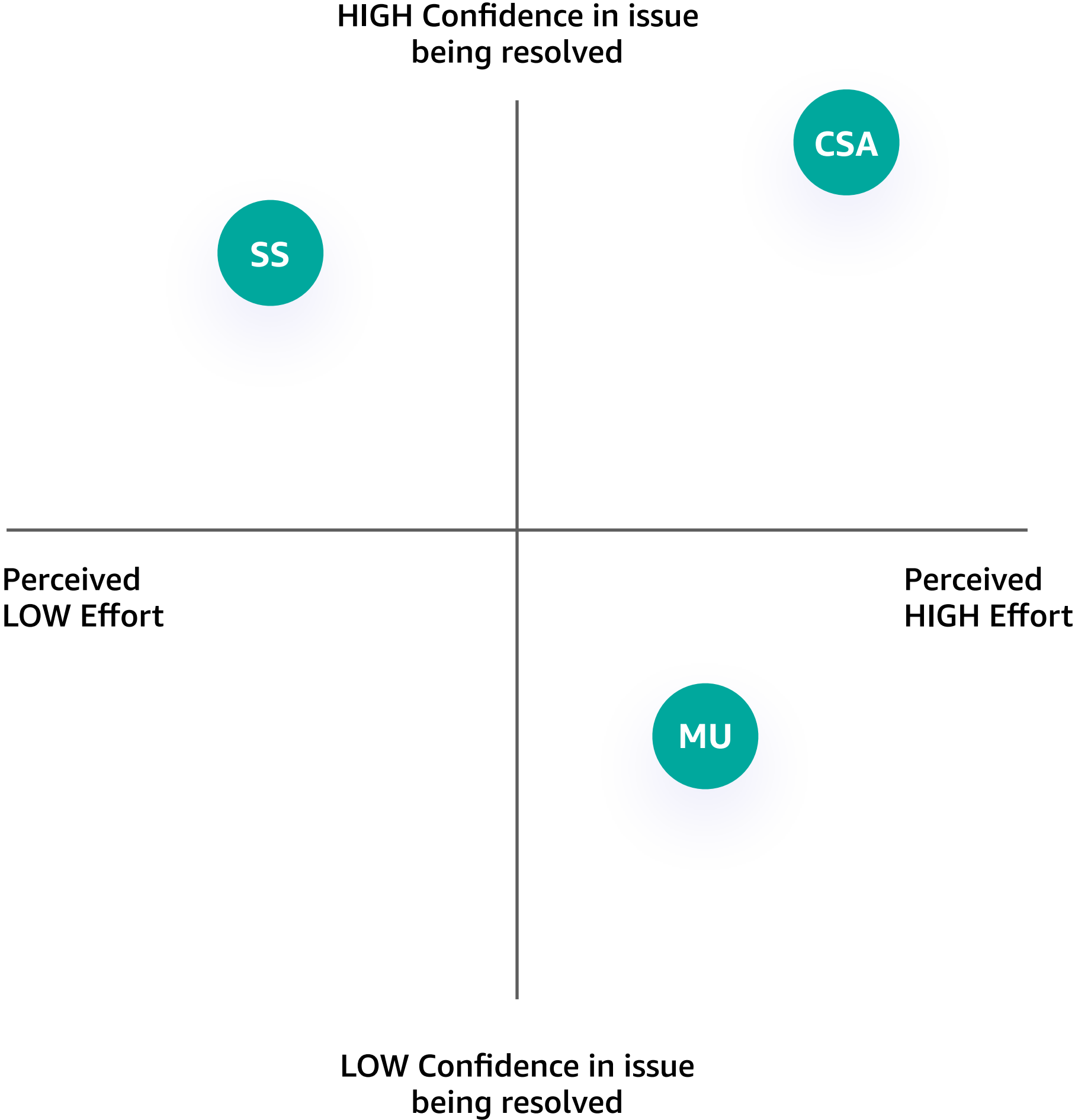


# Message Us V2

January 2019



Discoverability

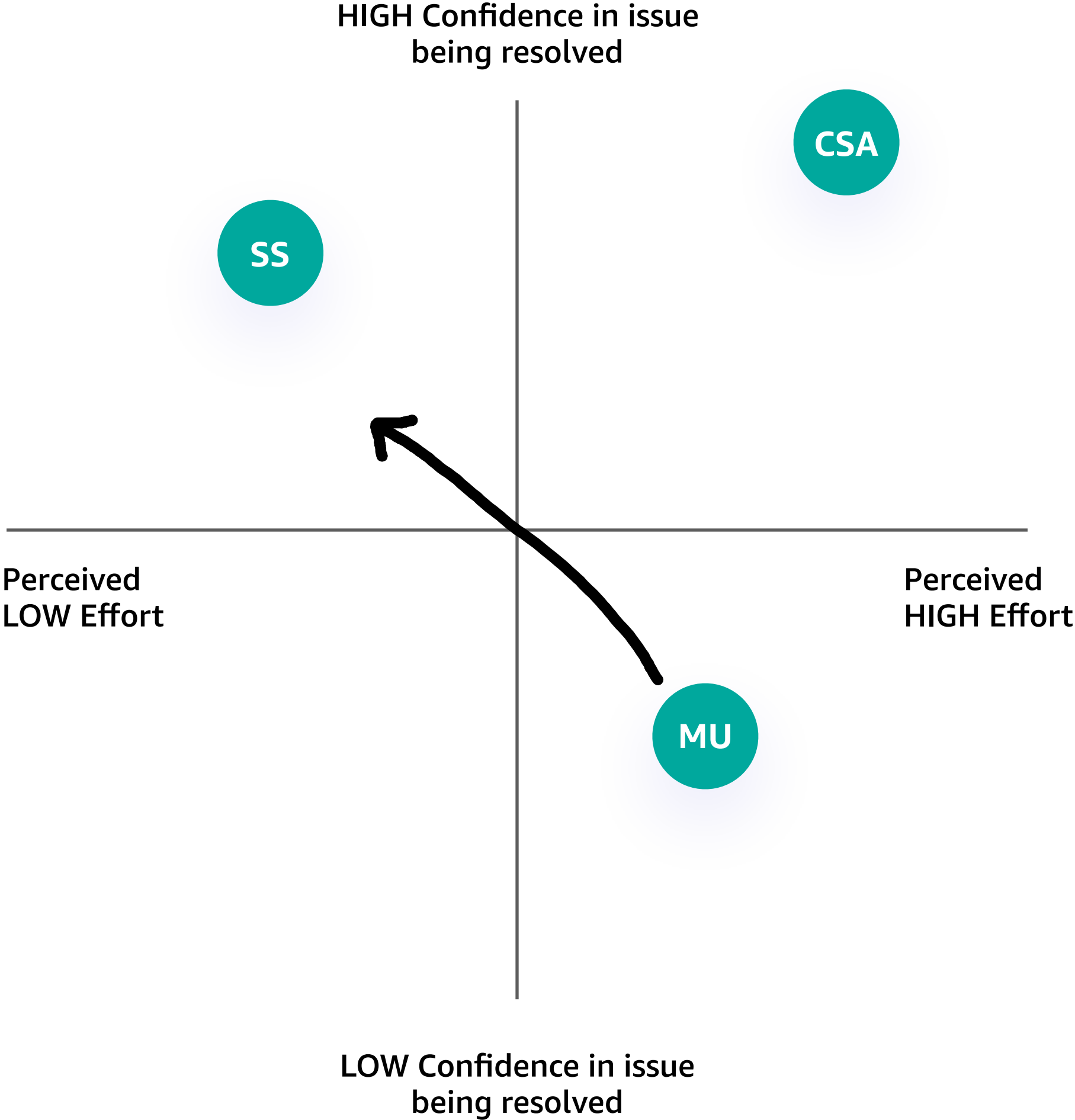
Navigability

Expectation setting

Value prop

Existing chatbot perception

Lower exposure to MU compared to SS



Discoverability

Navigability

Expectation setting

Value prop

Existing chatbot perception

Lower exposure to MU compared to SS

**How might we help the customer use MU more easily?**

**How might we expand the types of ways that we can provide automation in MU?**

**How might we make MU feel more modern?**

**How might we build a more usable, robust, and delightful chat platform?**

NAVIGATION

How might we allow users to easily navigate within Message Us?

CONTROLS

How might we give the customer alternative ways to express their intent?

FRAMING

How might we better help the customer understand the capability and functionality of the bot?

PERSONALIZATION

How might we tailor the experience to the customer’s needs and journey?

VISUALS

How might we make the experience engaging, modern, and delighting?

BOT OUTPUT

How might we represent information in alternative ways that are easier for the customer to understand?

HANDOFF TO HUMAN

How might we seamlessly transition to the CSA when the user indicates that they want a human?



Interactions

Controls

Auto-suggest

Persistent OHS

Request a transcript

Workspace

Persistent Free-text bar

Upload Photo/Video

Personalization

Multiple MRI cards

State-tracking

Modality

Desktop Modality

Bot output

Redirect Preview

Transactional Cards

Summary Cards

Haptic Feedback

Synchronicity

Session-based Platform

Education on transcripts

Framing

Educational Ingress

Navigation

Search Intents

Start conversation over

Menu

Getting back to MU

Change Selection

Handoff to human

Type for a human

Visual

Colors + Theme

Dates and times

Free-Text Bar

Touchwords

Speech Bubbles

Iconography

Branding

Identity

Onboarding

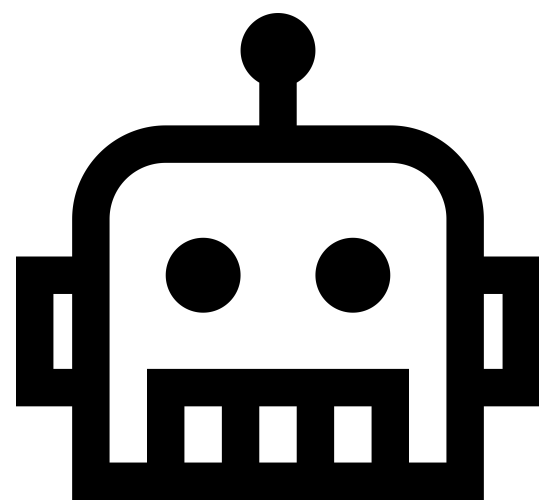
Visual Onboarding



# User testing

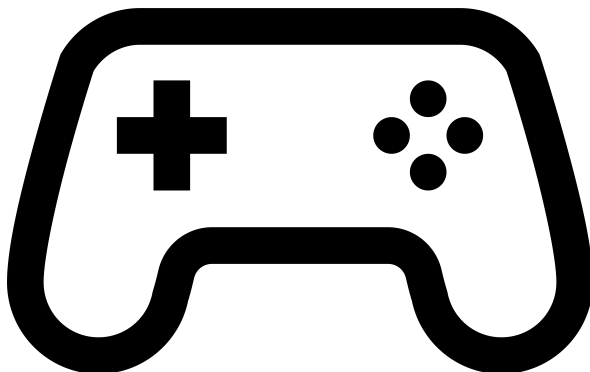
2 concepts





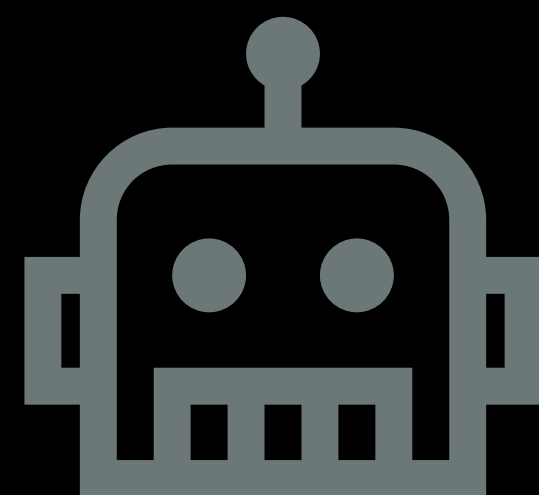
**Bot-Forward**

An explicit bot identity handholds the customer to the right solution

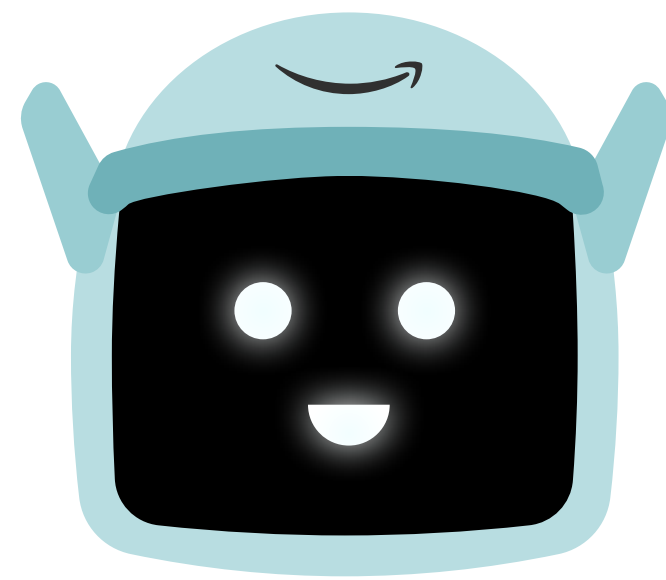
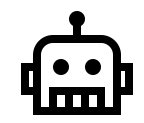


**Control-Forward**

The customer uses a dynamic workspace to solve their issue



Bot-Forward



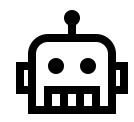
**Zon**



Bot identity was seen as fun, inviting,  
and memorable

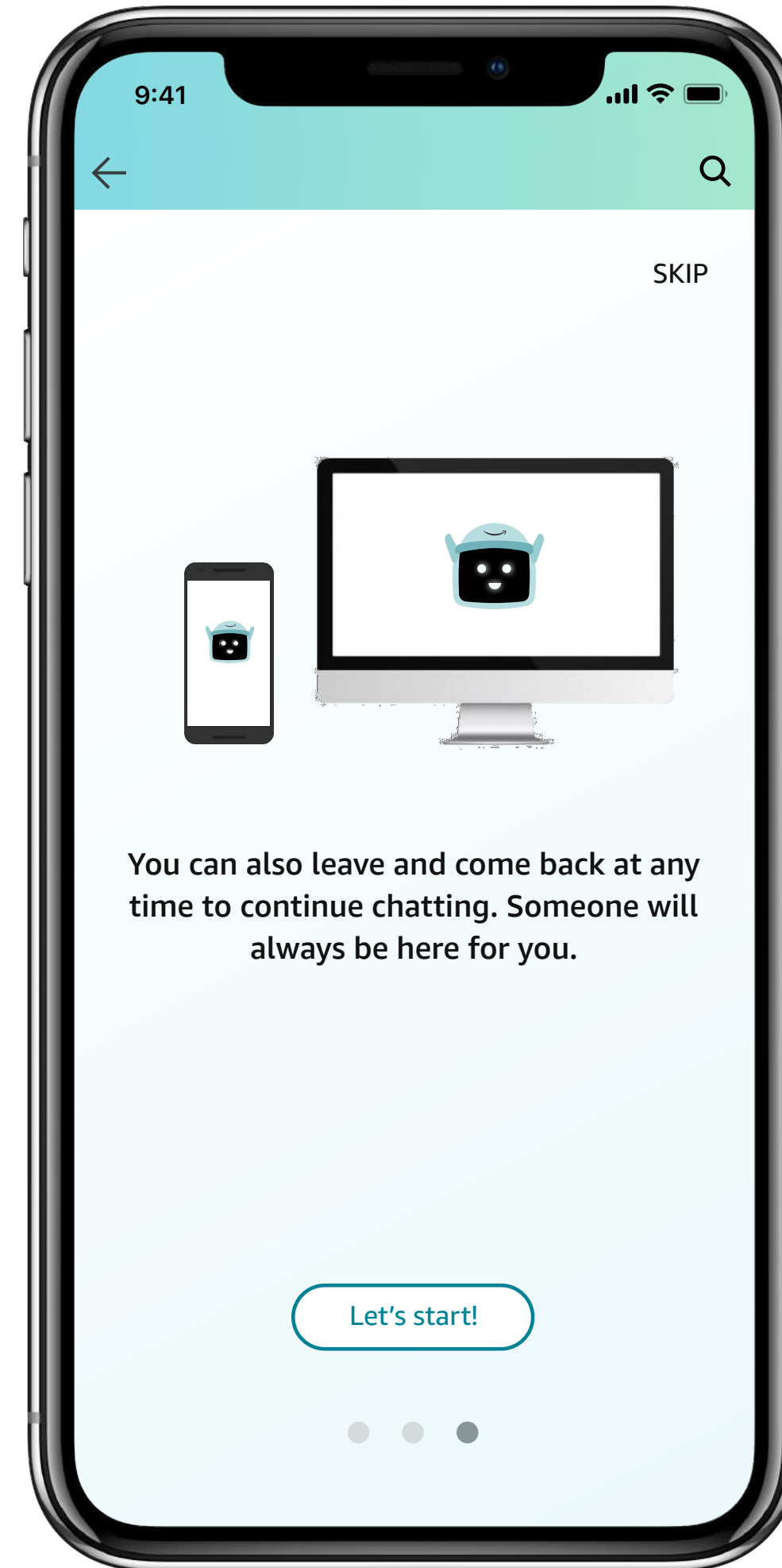
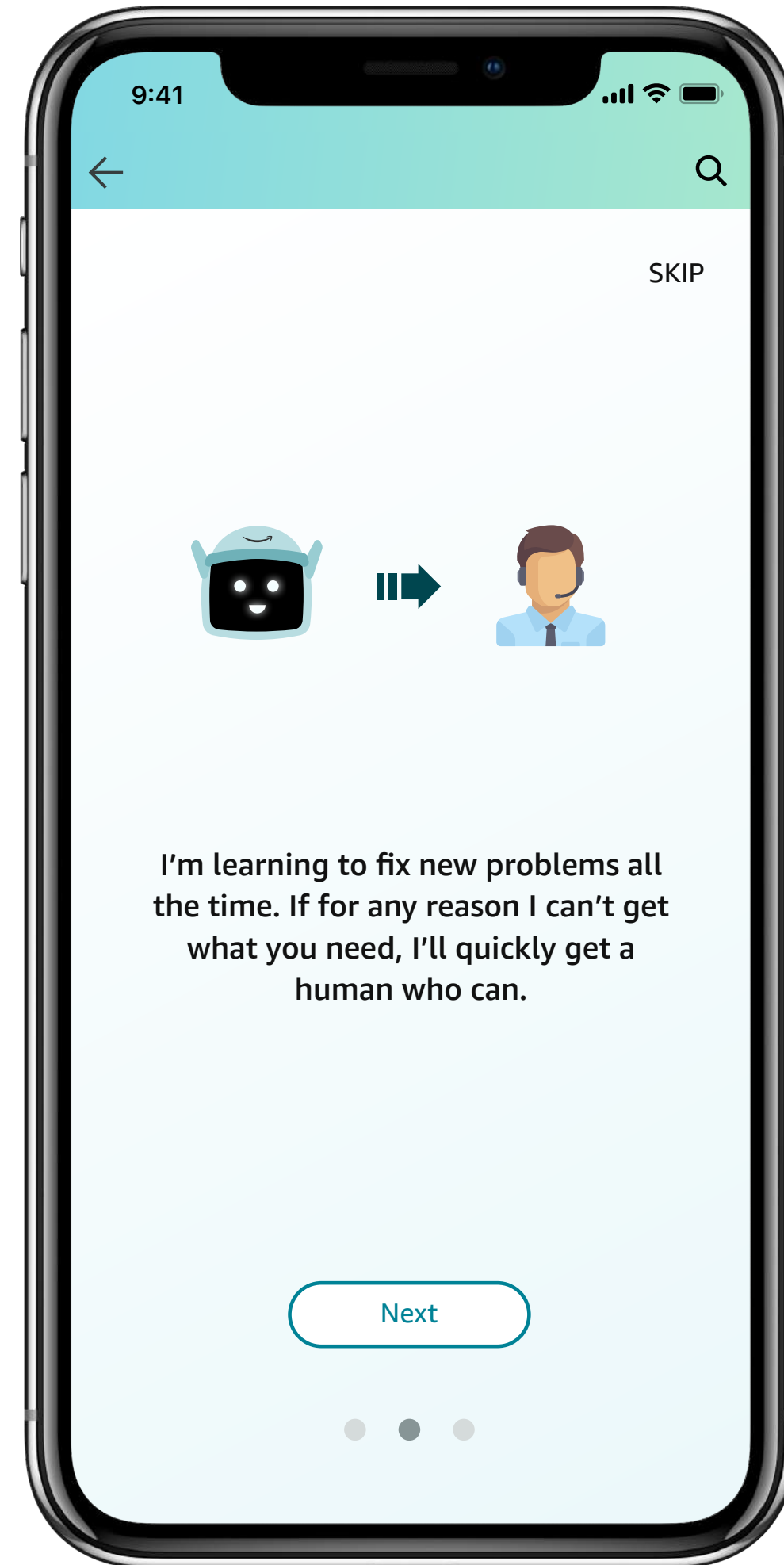
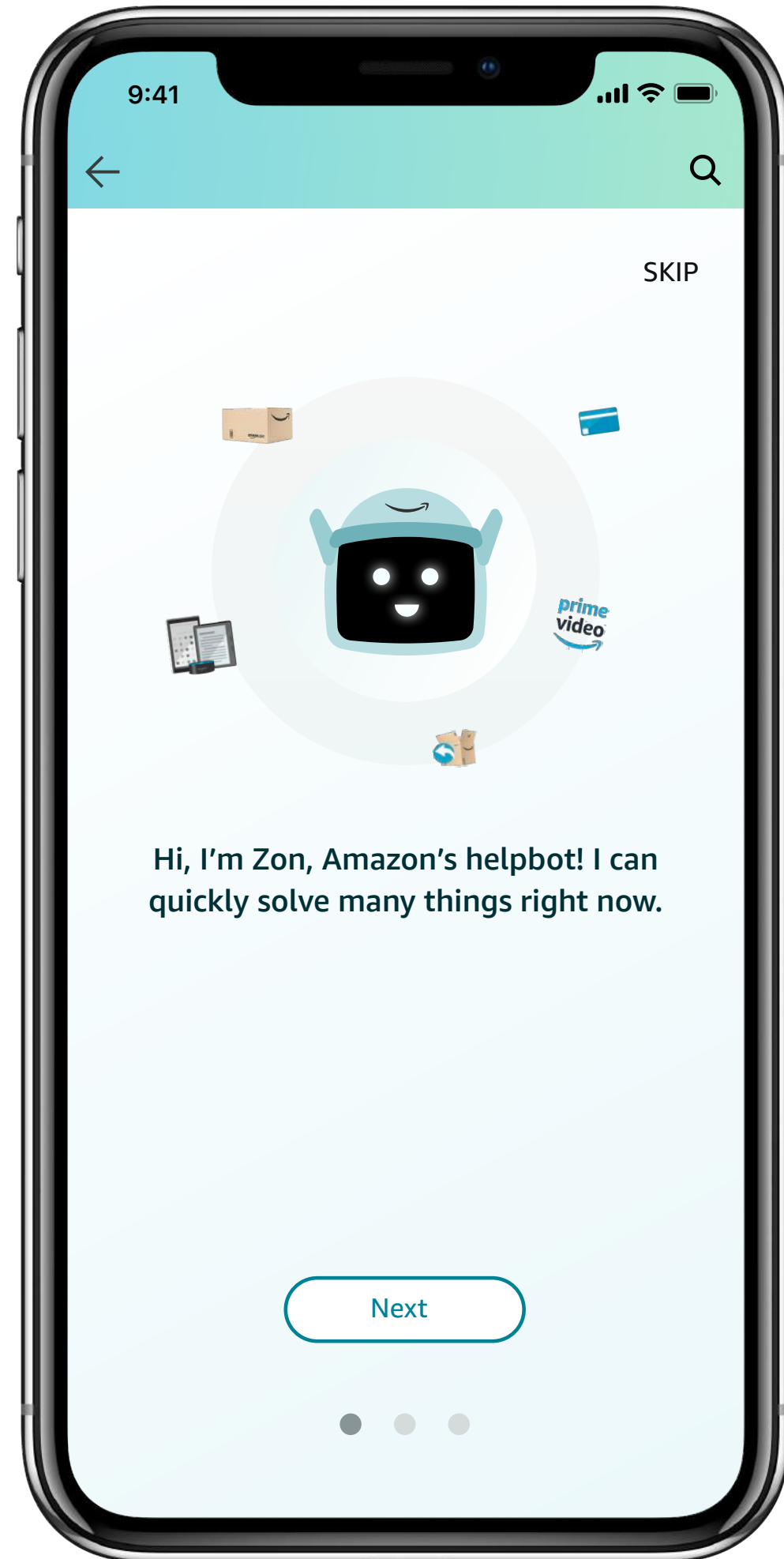


Customers definitively knew they were  
talking to a bot

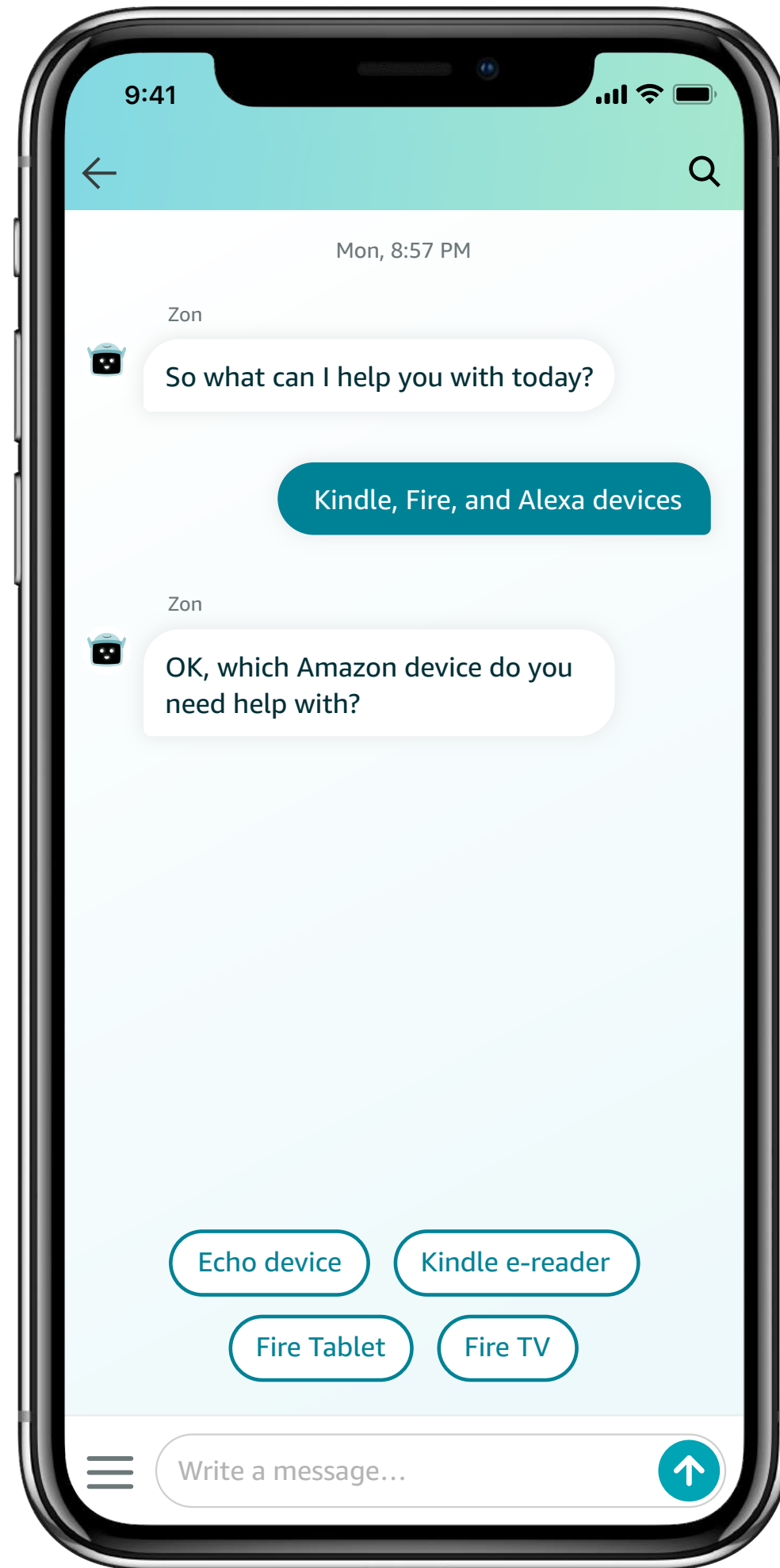
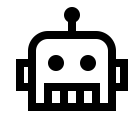


# MULTI-STEP ONBOARDING

AMAZON CONFIDENTIAL

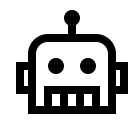


Explained functionality and capability well



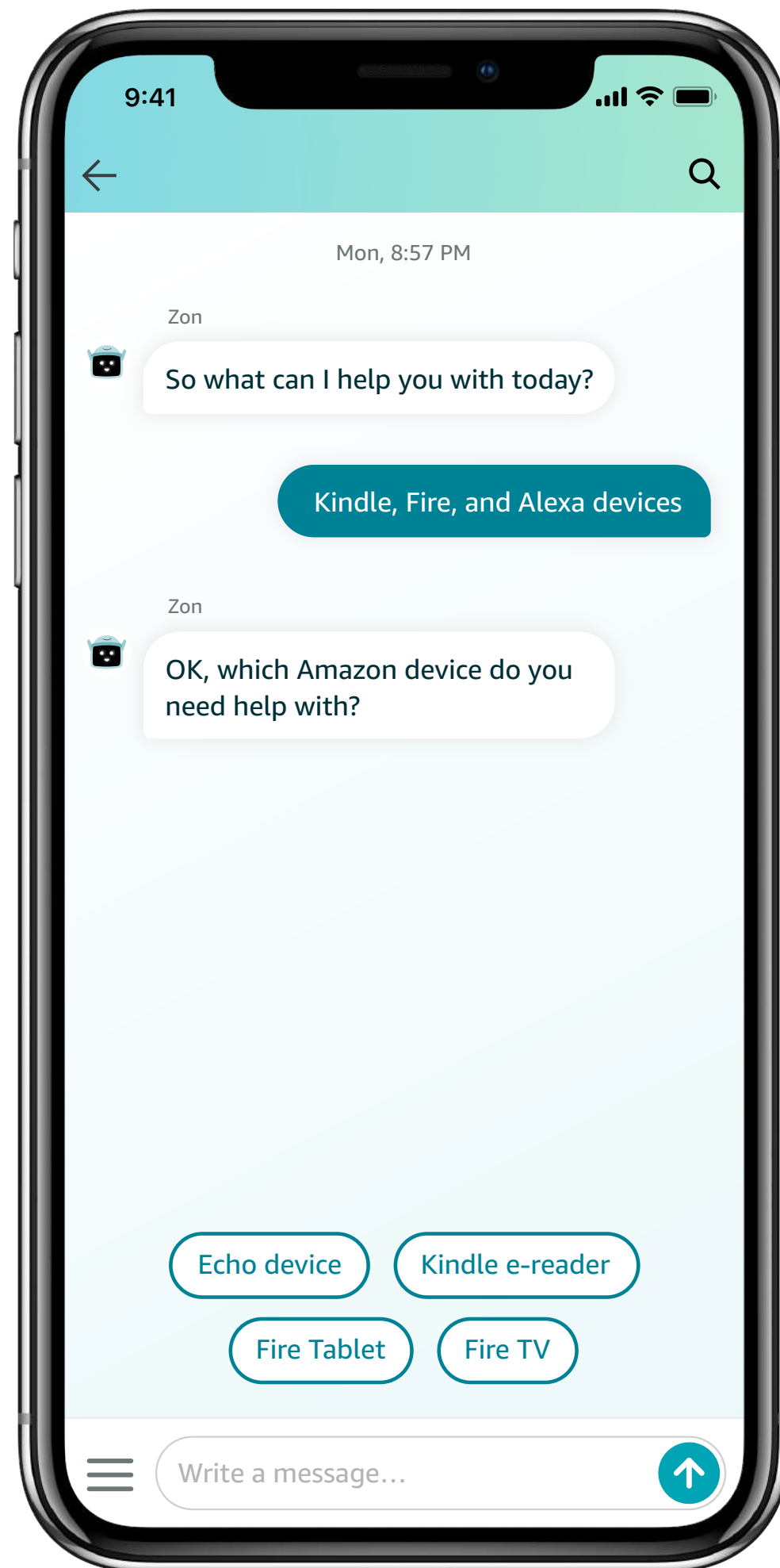
Customers saw it as modern and clean



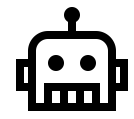


# PERSISTENT FREE-TEXT

AMAZON CONFIDENTIAL

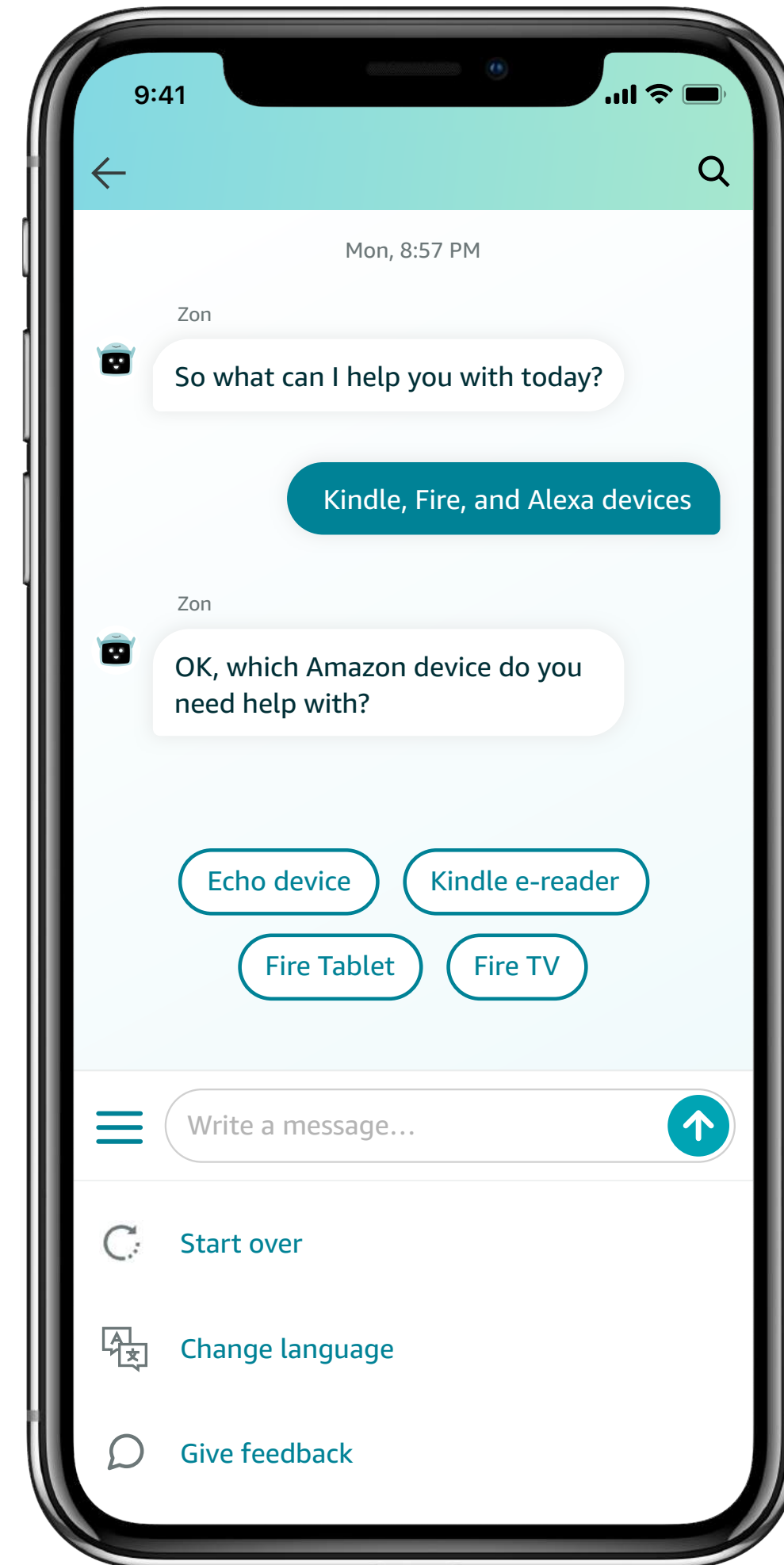
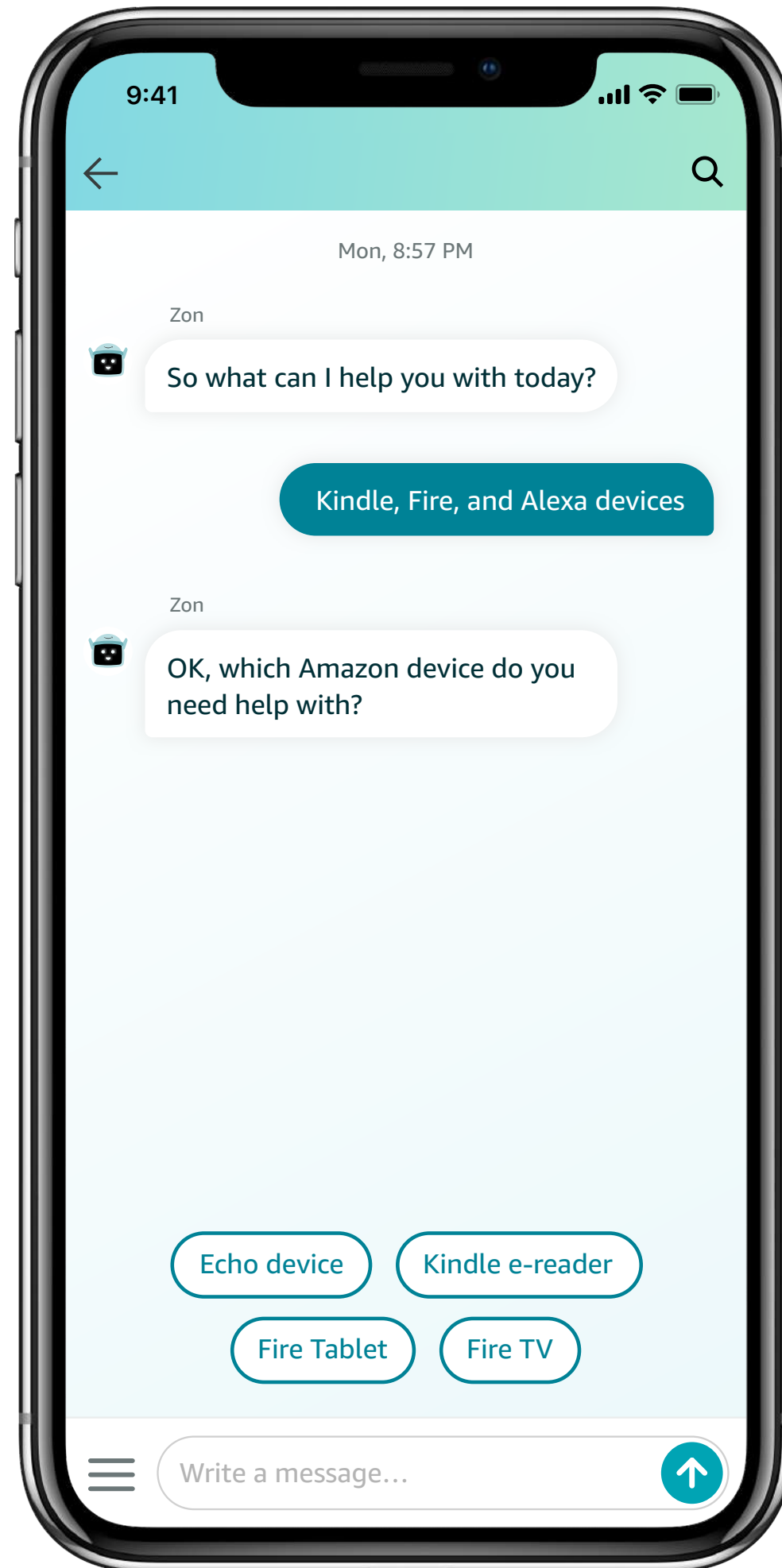


Customers indicated that they would use free-text in case their intent wasn't covered in the available options

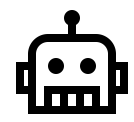


# NAVIGATION MENU

AMAZON CONFIDENTIAL

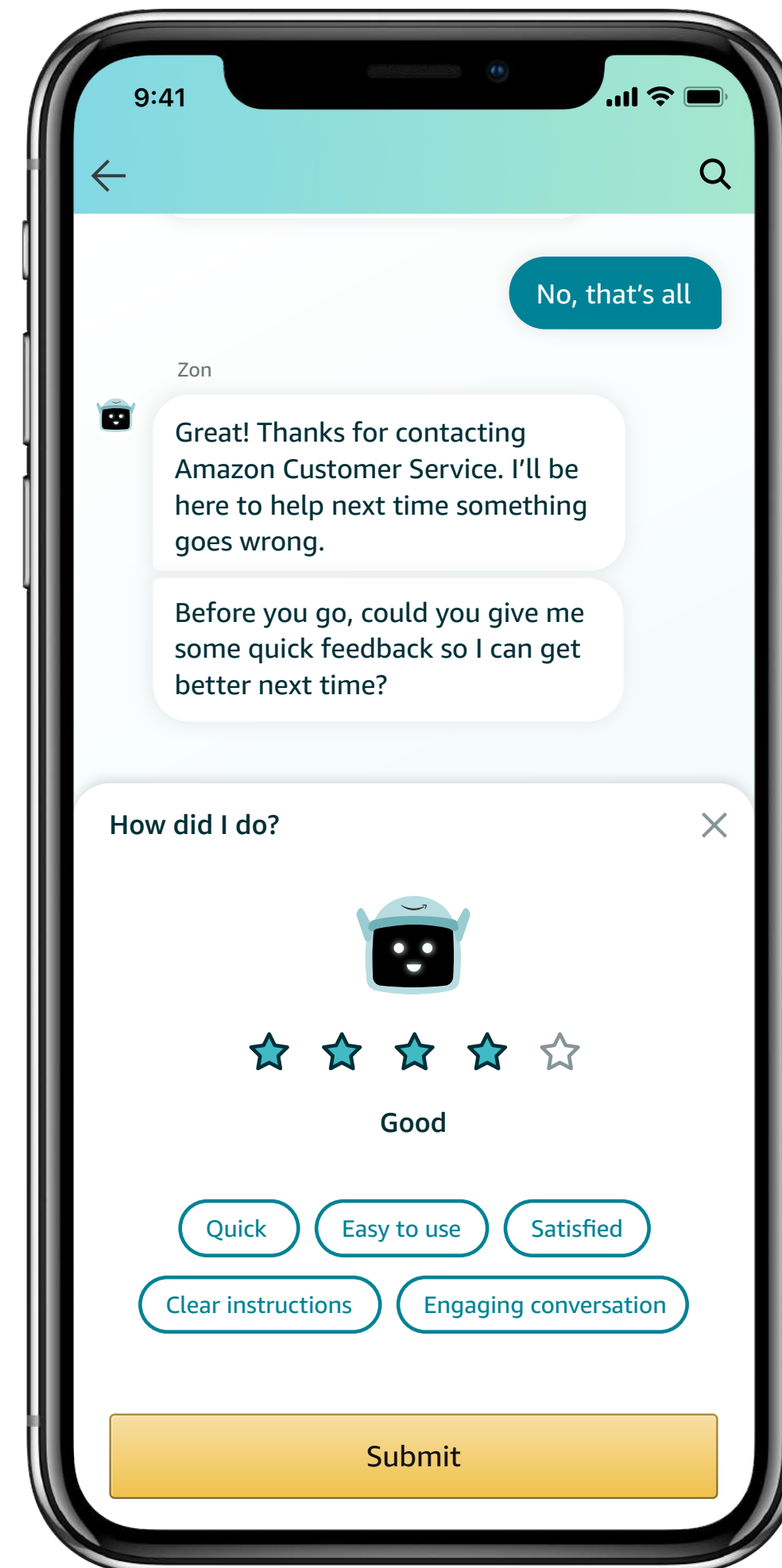
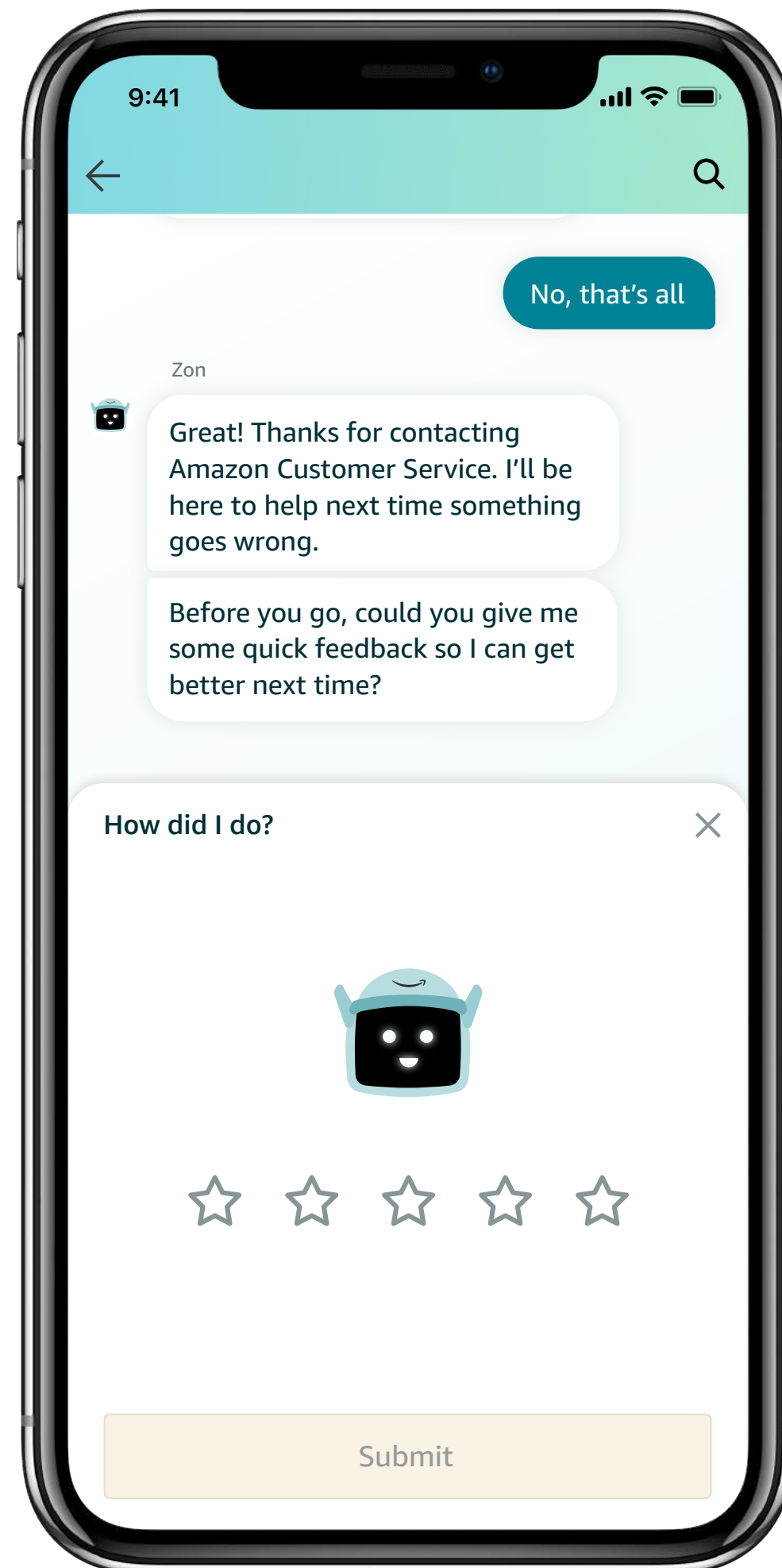


Customers didn't associate the menu with the keyboard to provide these options



# BOT FEEDBACK

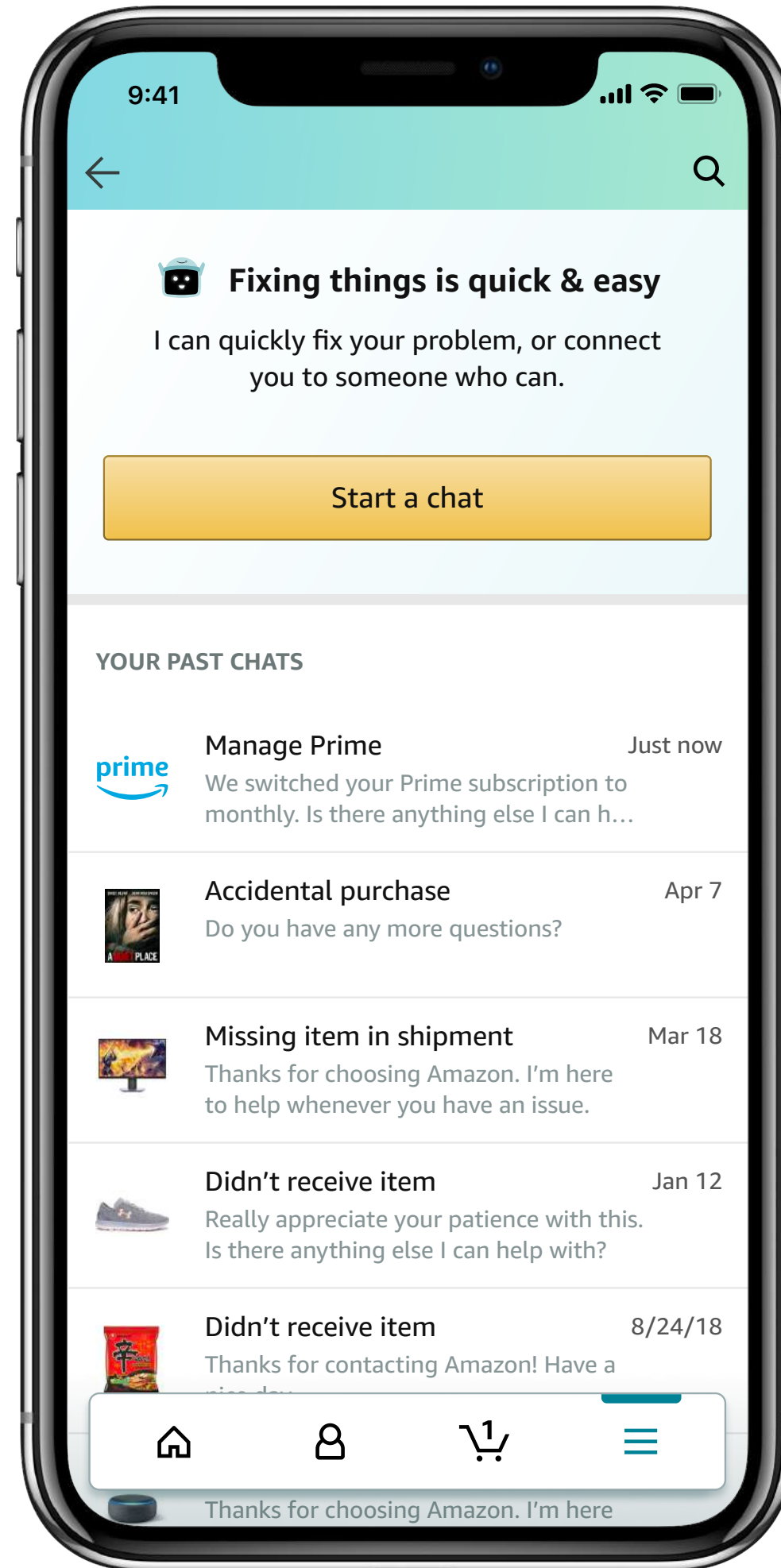
AMAZON CONFIDENTIAL



Many customers may choose to not interact with this



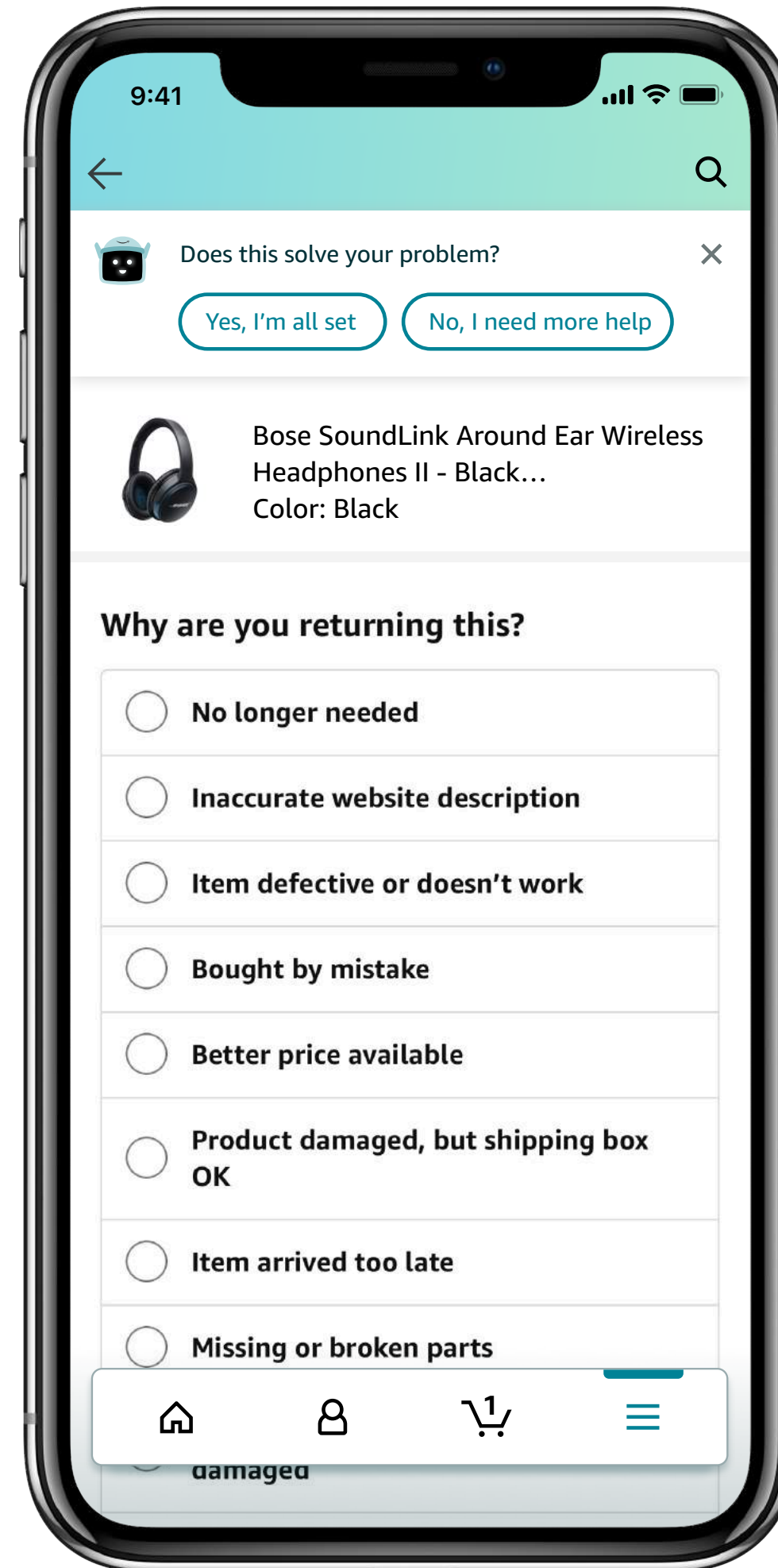
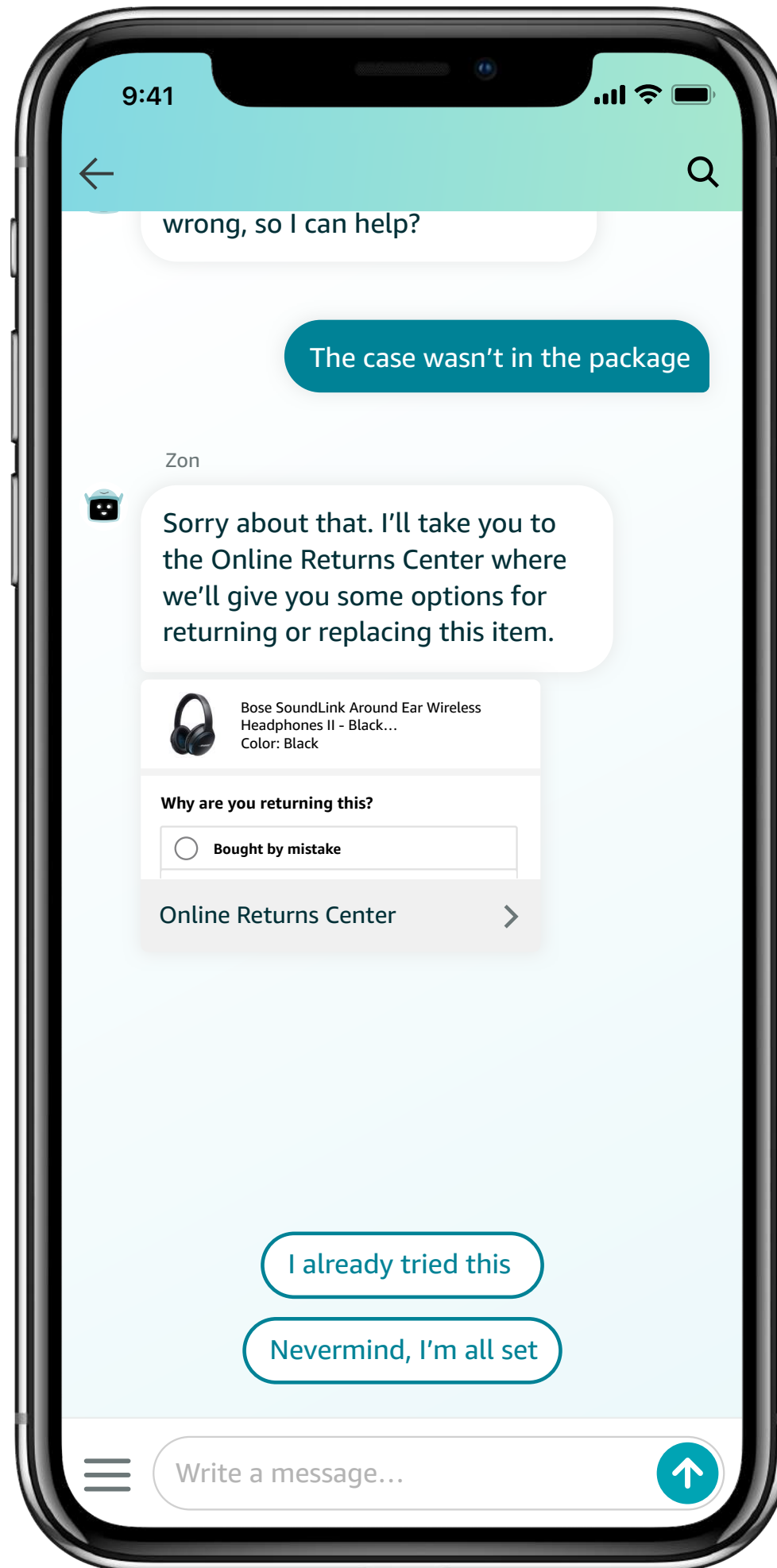
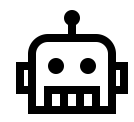
Customers may only interact with the feedback if they have a very good or very bad experience



Customers found it reassuring to have the ability to access all their transcripts

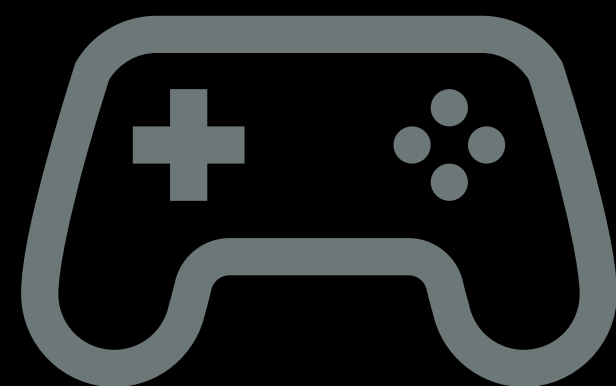


They also expected to receive an email of their transcript when their session had ended

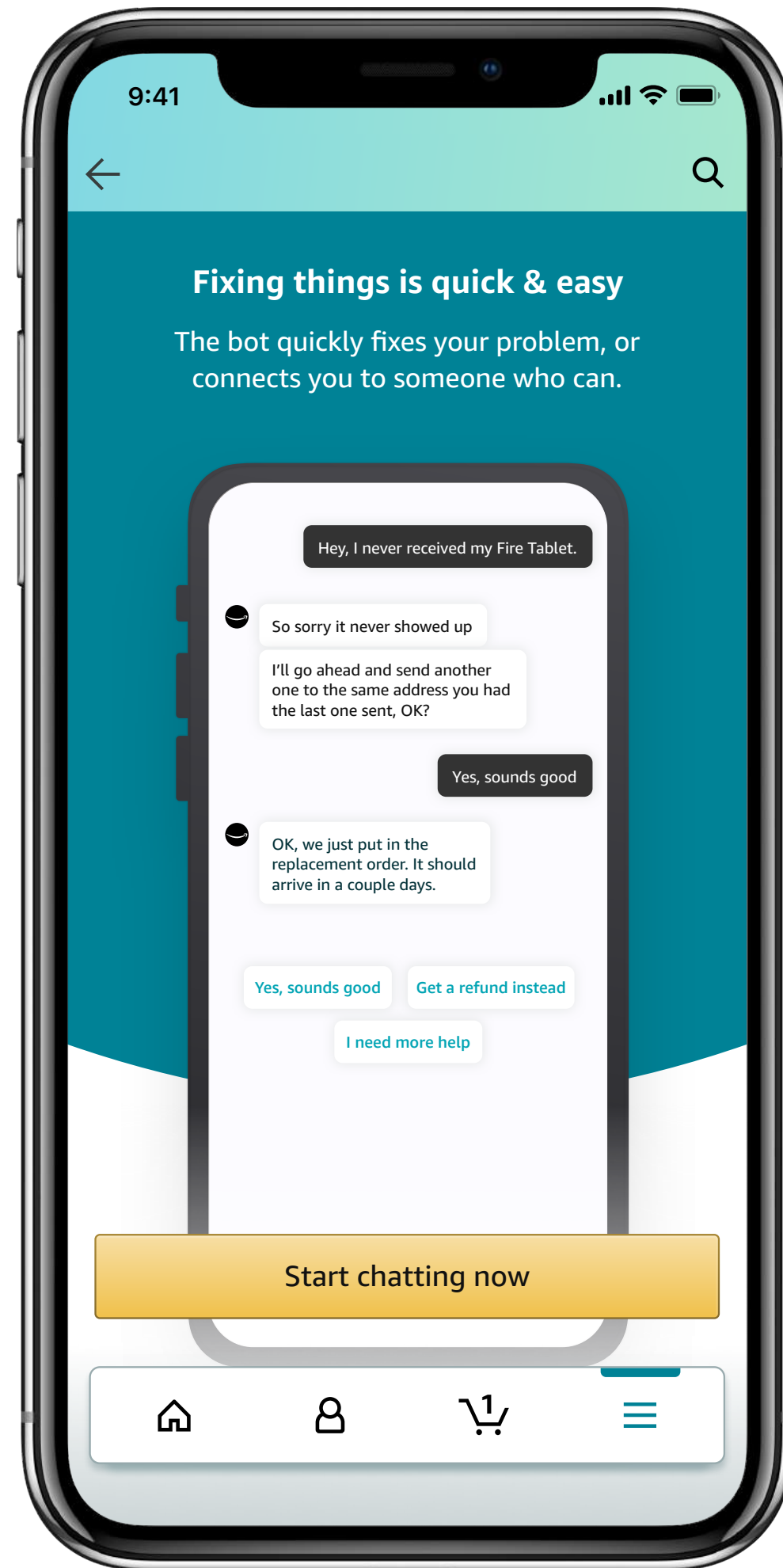


- ✗ Customers didn't find the redirect preview valuable because they didn't recognize the page that was shown
- ✗ Customers didn't understand the call to action at the top because they hadn't yet interacted with the page





Control-Forward

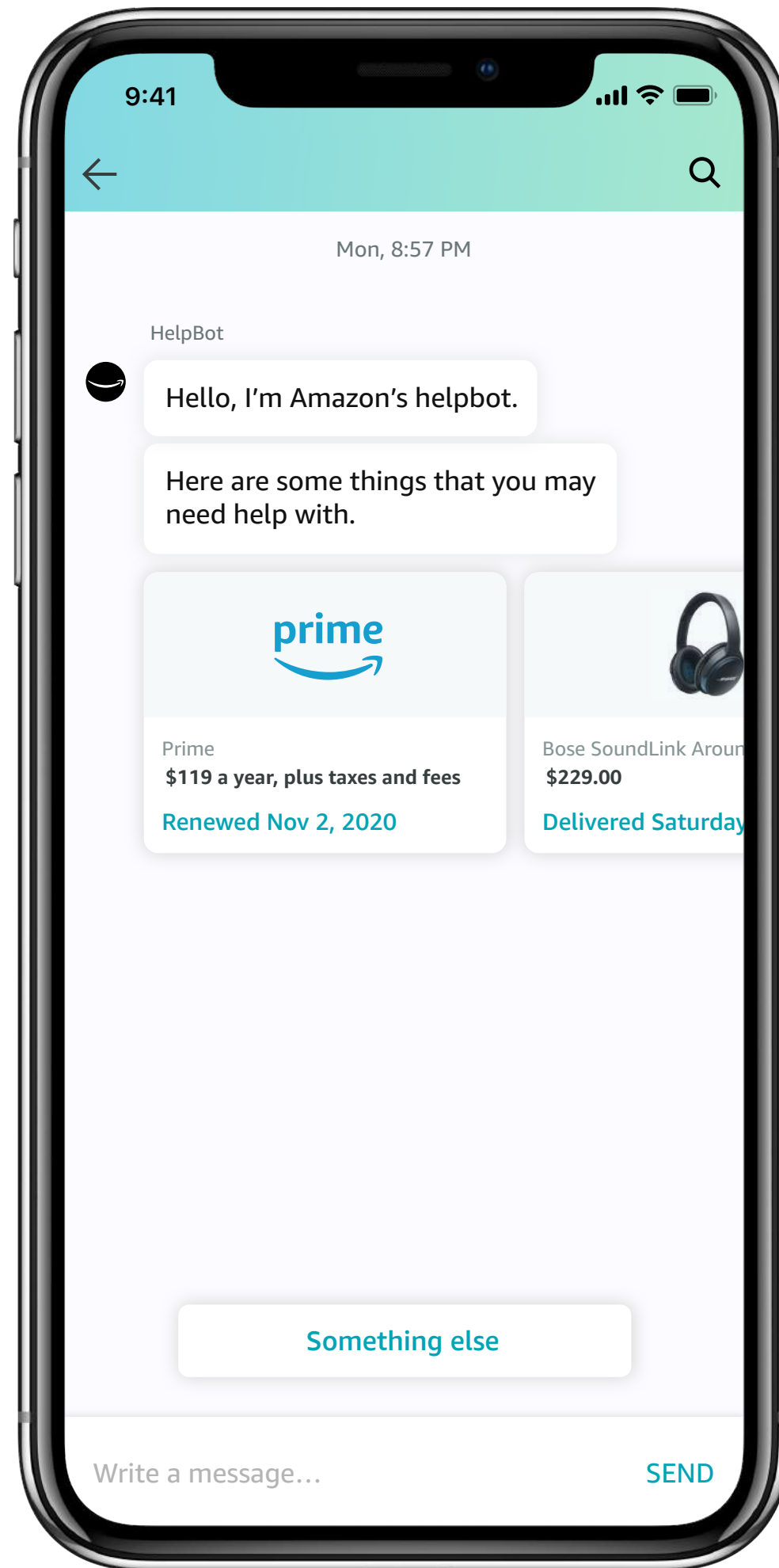


✗ Too much information was being communicated in one view



# MULTIPLE MRI

AMAZON CONFIDENTIAL



Customers liked being able to select their issue, if it is present in the prediction

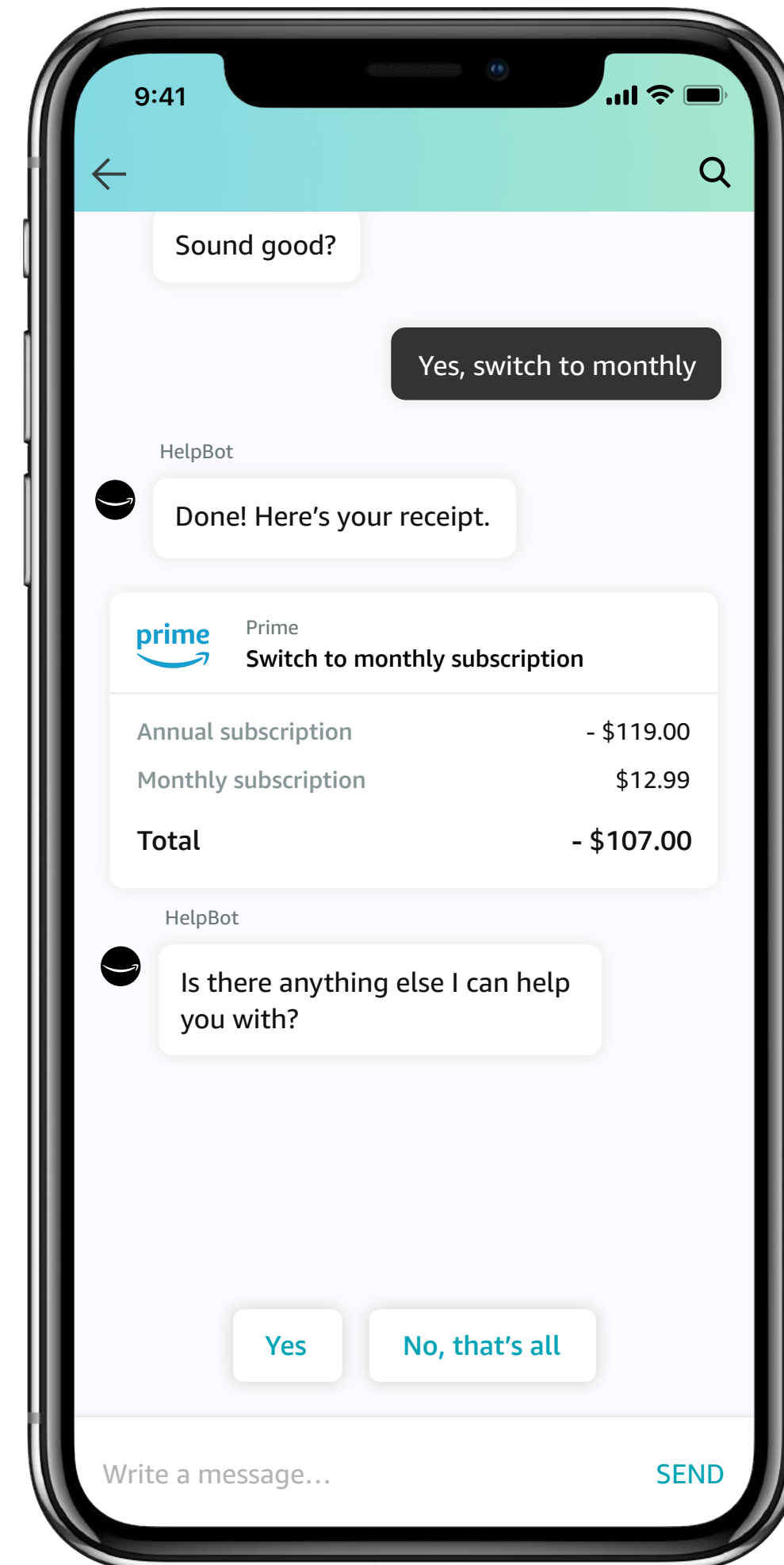
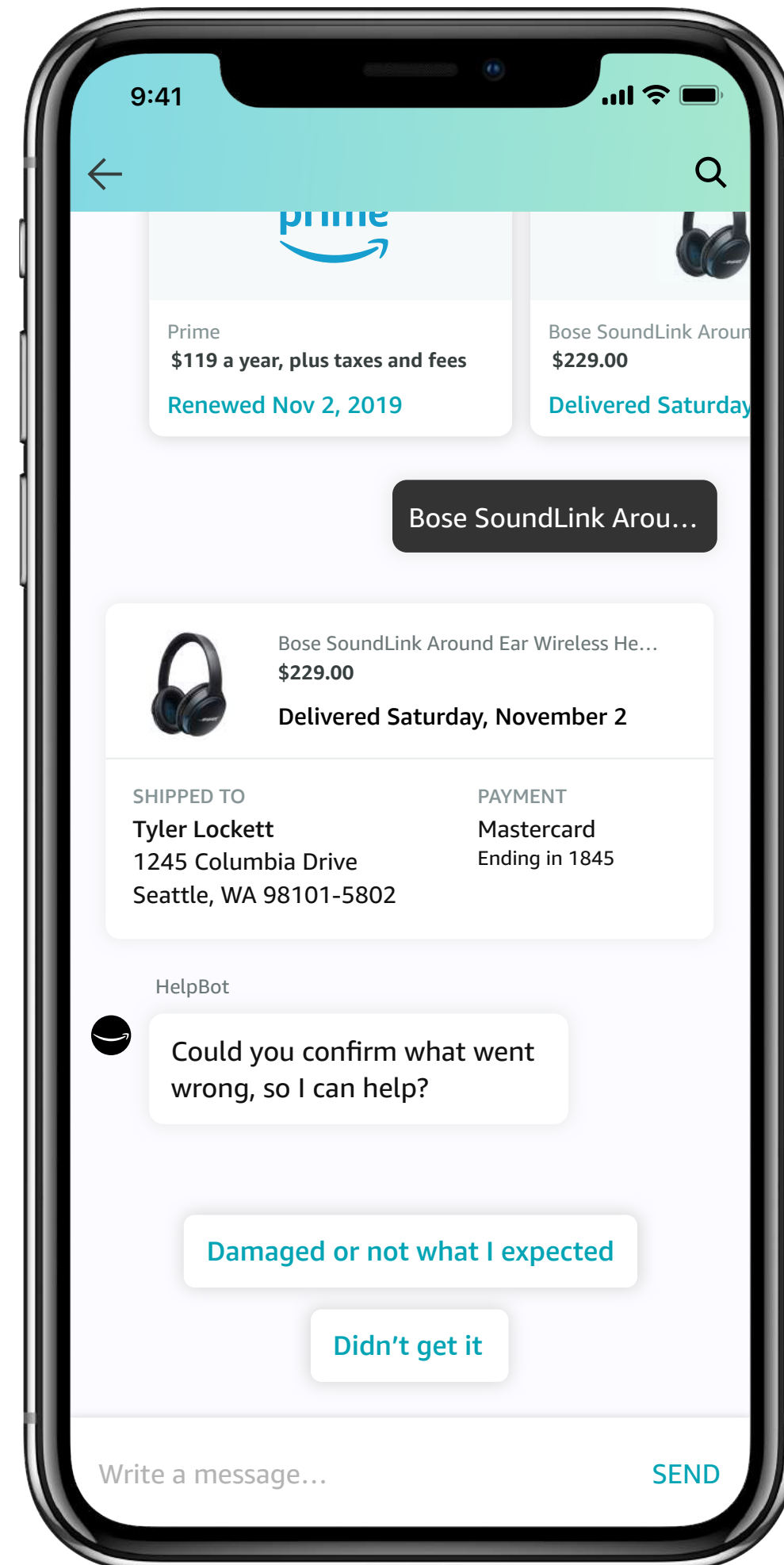


We need to make it more clear why these are the cards that show up



# INFORMATIONAL CARDS

AMAZON CONFIDENTIAL

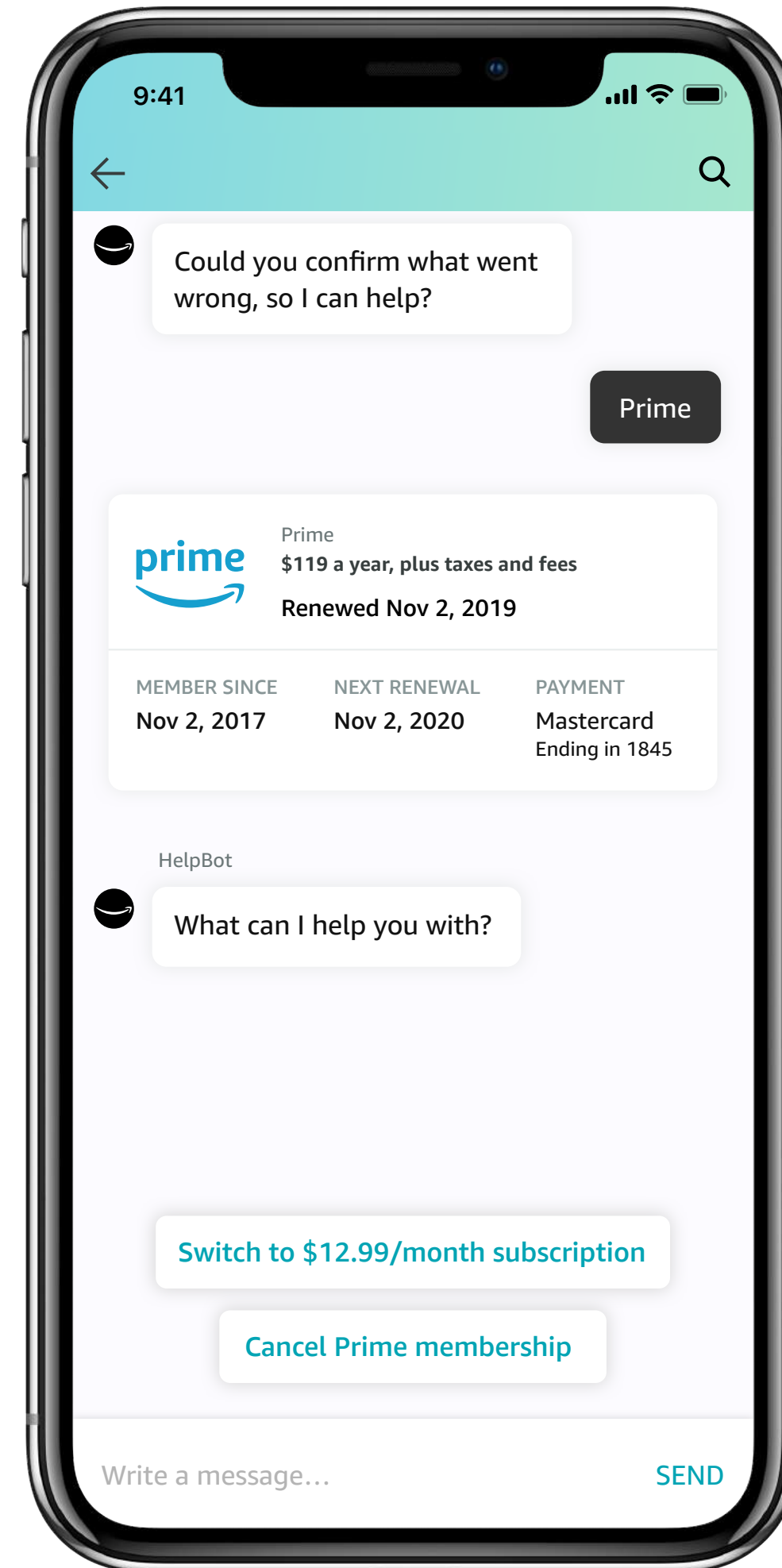
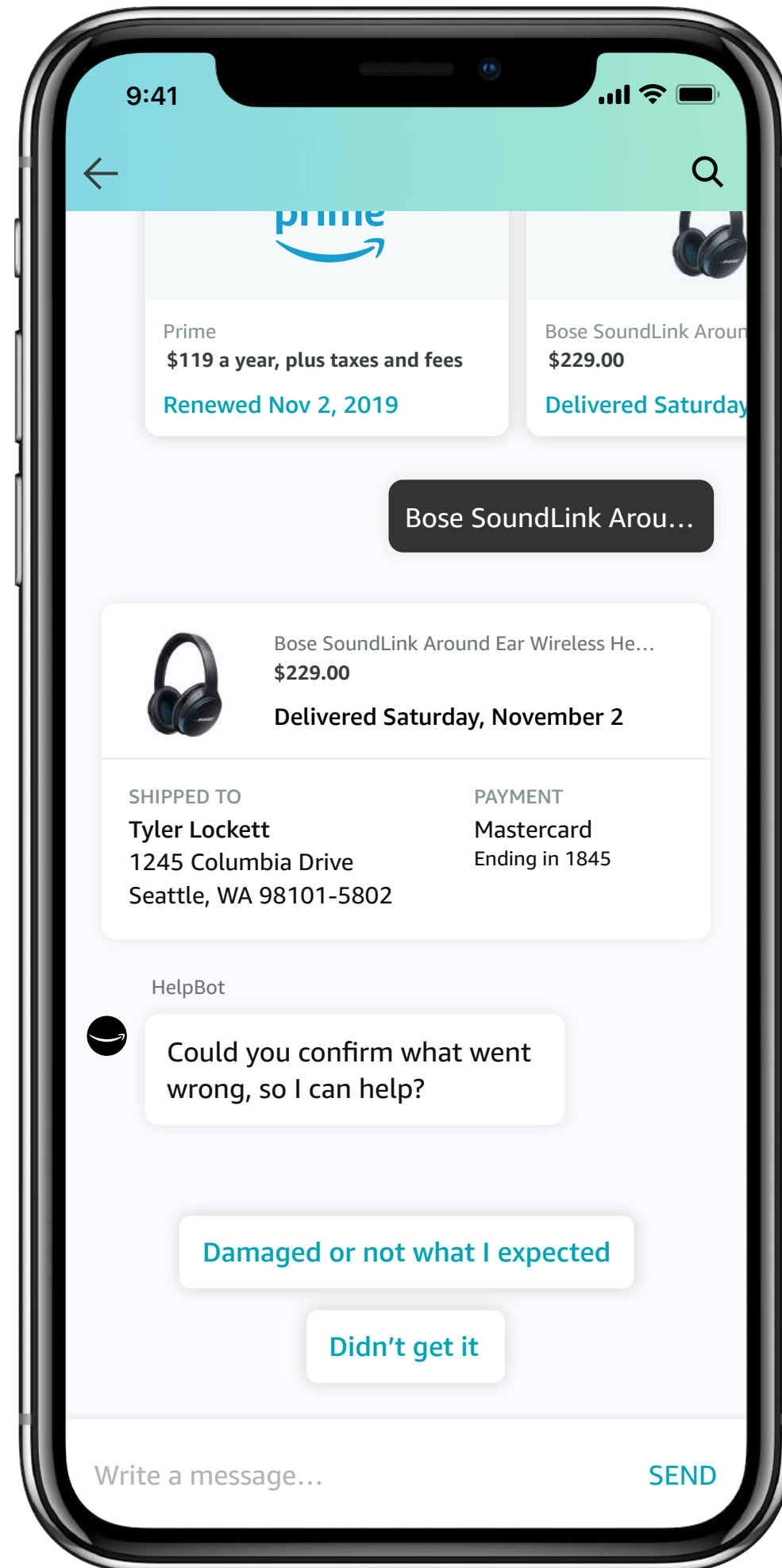
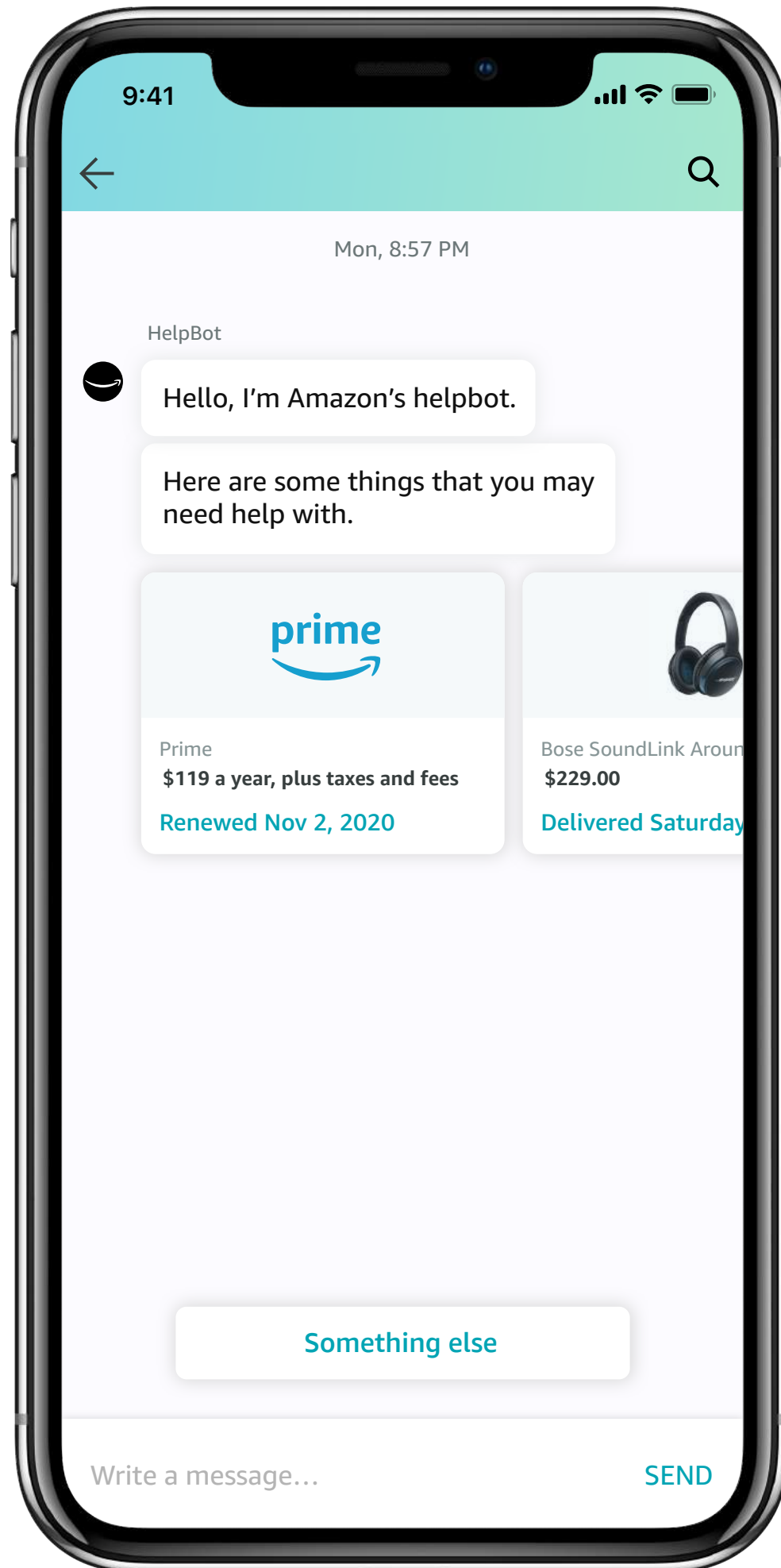


Customers found it very valuable to see all the information about their item/issue on a single view



# PERSISTING ELEMENTS

AMAZON CONFIDENTIAL



Customers knew that they would be able to interact with a past option to change their selection



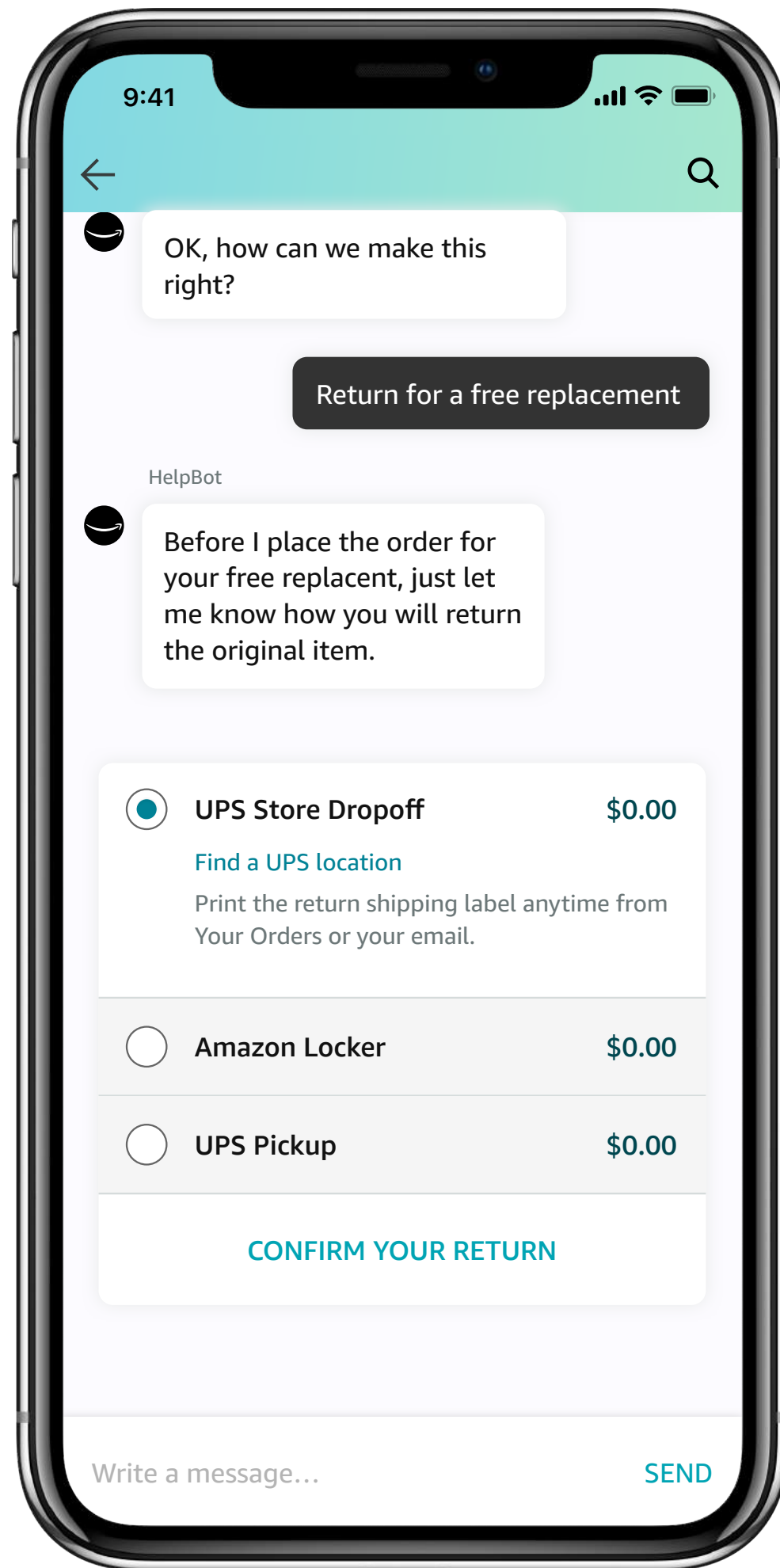
We have to validate whether they would repeat this behavior if the past selection wasn't in their field-of-view





# ALTERNATIVE CONTROLS

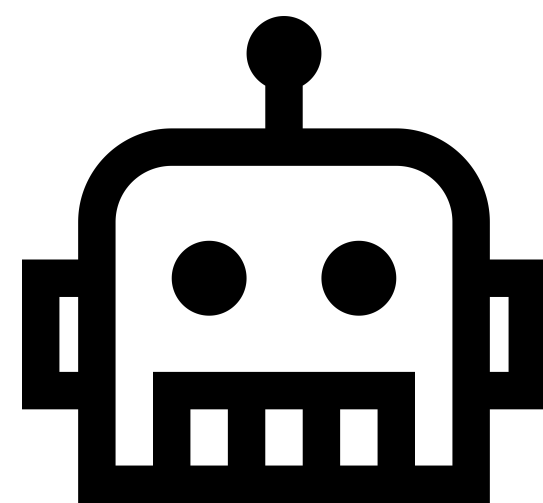
AMAZON CONFIDENTIAL



Customers found it more usable to have varied controls that fit the specific scenario they were in

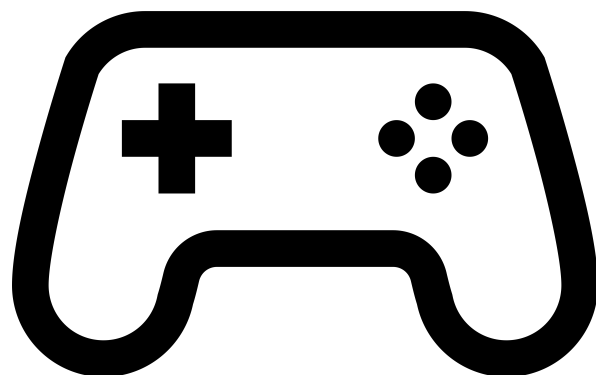
# Convergence

1 concept



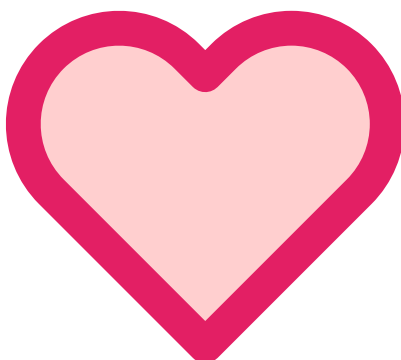
Bot-Forward

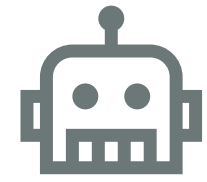
An explicit bot identity handholds the customer to the right solution



Control-Forward

The customer uses a dynamic workspace to solve their issue





**BOT IDENTITY**

**MULTI-STEP ONBOARDING**

**VISUAL DESIGN**

**PERSISTENT FREE TEXT**

**FEEDBACK**

**SESSION-BASED CONVERSATION**

**EMAIL CONFIRMATION**

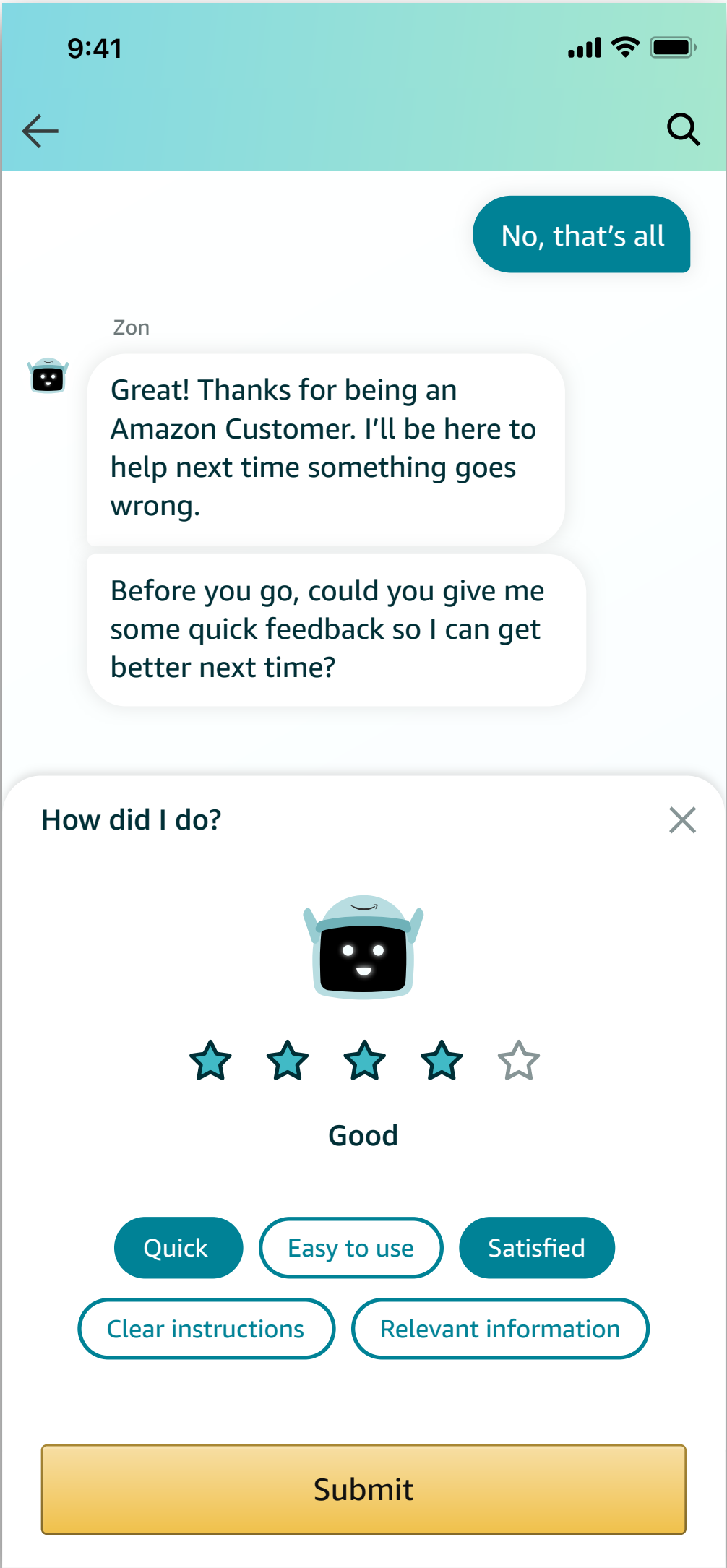
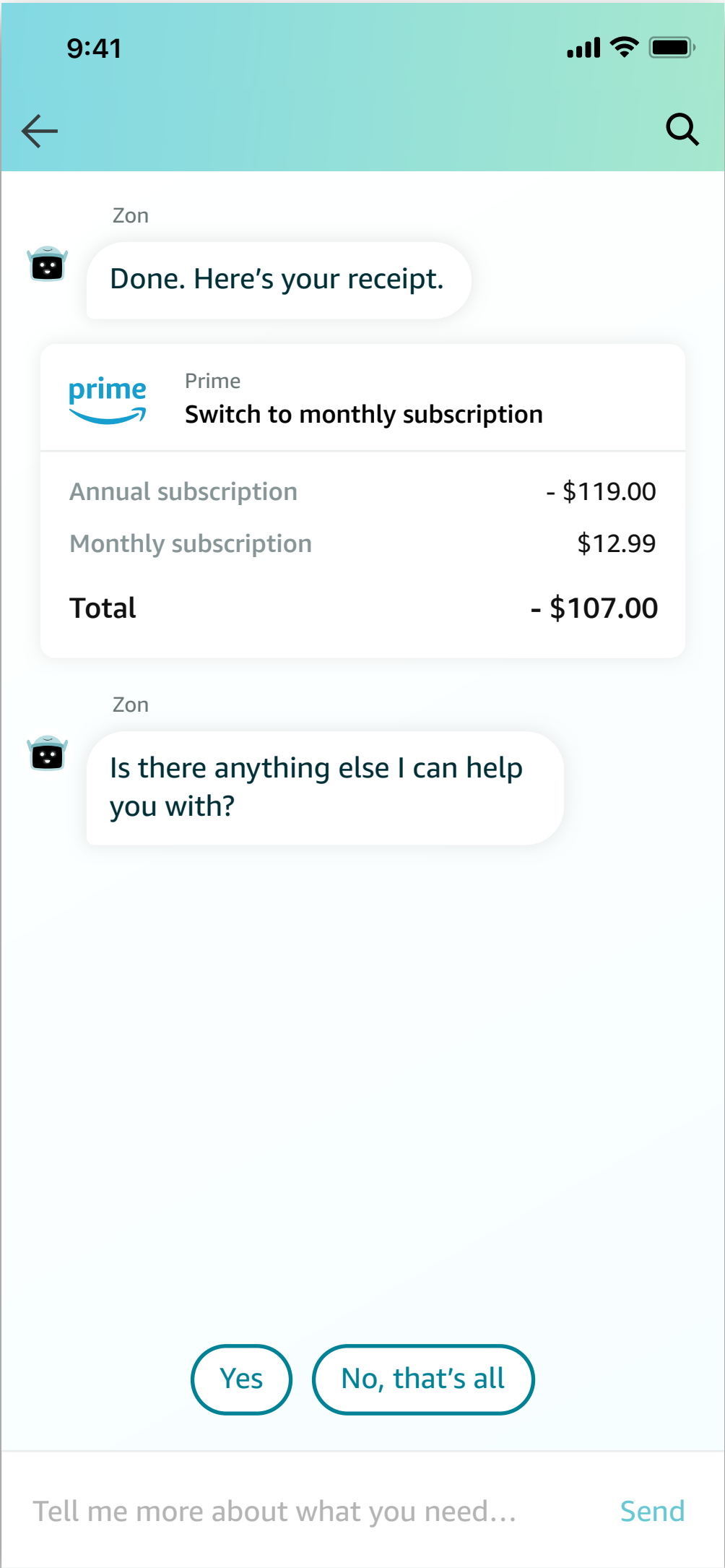
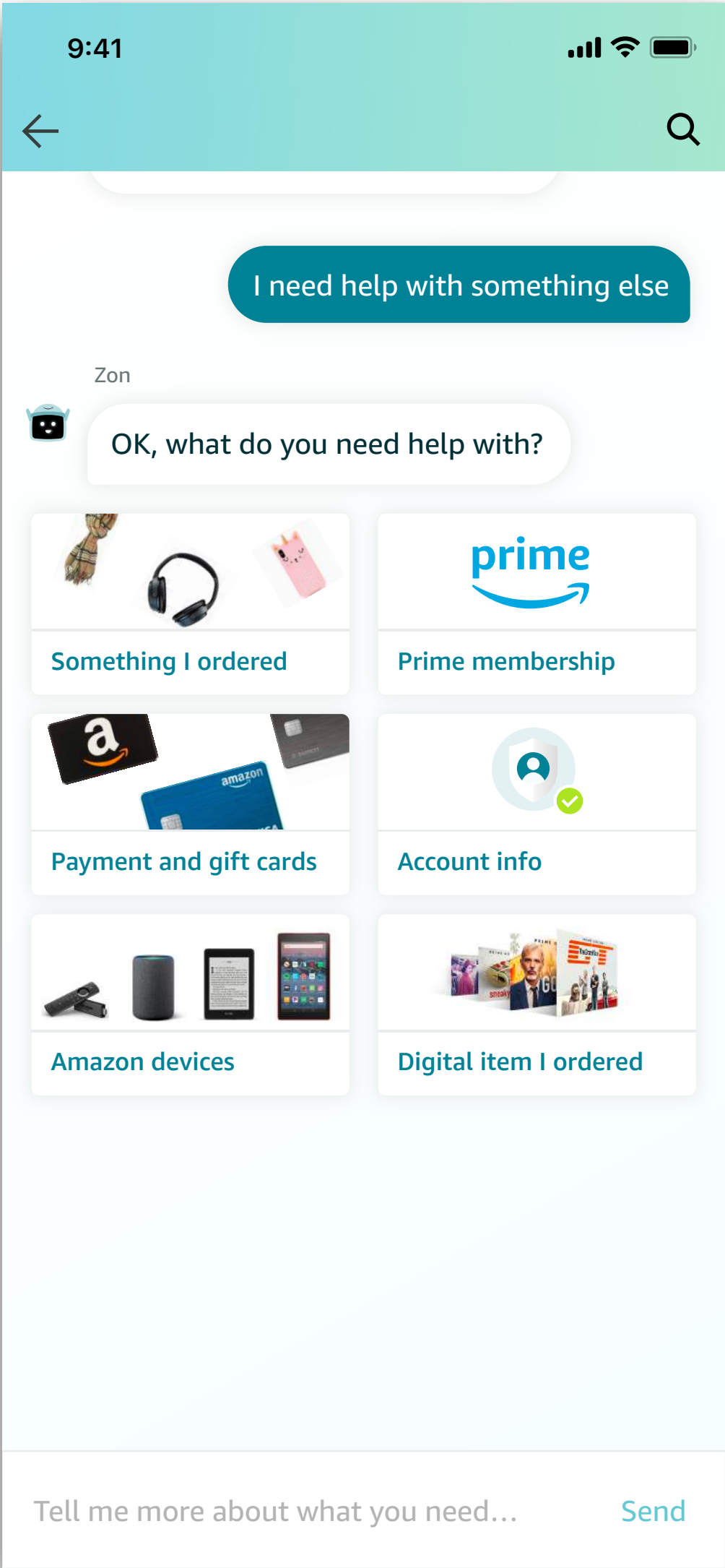
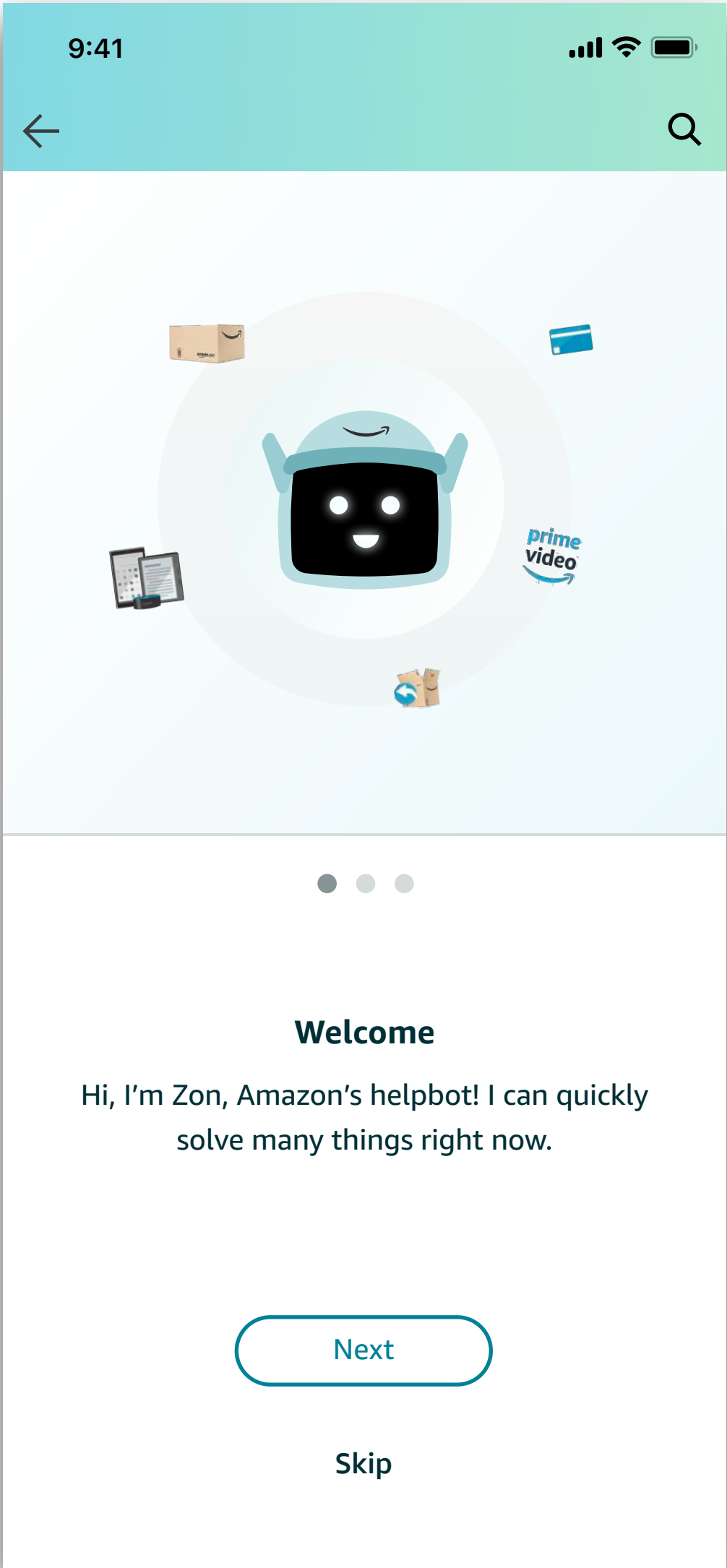


**MULTIPLE MRI**

**INFORMATIONAL CARDS**

**PERSISTING SELECTIONS**

**ALTERNATIVE CONTROLS**





# Roadmap

## 2020

CONFIRMED 2020 ROADMAP	EXPERIMENT PIPELINE	FURTHER INVESTIGATION	BELOW THE LINE
Visual Redesign - Q1	Persistent Free-text	Feedback	Session-based conversation
Informational Cards - Q1	Bot Identity: Avatar & Name	Persisting Selections	Bot Identity: Workflow language changes
Bot typing indicator - Q1		View past chat transcripts	State-based tracking
Email confirmation		Alternative Controls	Multiple MRI
		First-time User Experience	