

UMSI CDO Chatbot

Design Proposal

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“What did I do?”

CDO Chatbot aims to smooth the advising process between UMSI students and the CDO office.

I conducted user interviews and communicated with CDO staff, and analyzed the user groups based on the user research. I also designed the interface wireframe and FAQ information structure of the chatbot.



PRIMARY USERS

Students who search for career info available on the websites



SECONDARY USERS

Students who need advising with relatively complex info

Research Insights

- 💡 Most of the students have or previously **had questions** related to their internship, job, or academic successes.
- 💡 Majority of the students are **willing to ask CDO for help** when they are looking for solutions.
- 💡 A large portion of the students' questions can be answered **simply using the website information**

DESIGN QUESTIONS

How to create a seamless problem-solving experience for UMSI's busy students?



DESIGN CONCEPTS

Enable efficient conversations by building the info structure that covers FAQs & CDO's latest information.

How to reduce students' anxiety toward critical and uncertain problems?



Optimize swift and positive feedback by combining button-based & recognition-based functions

How to connect students to CDO advisor when questions cannot be answered?



Enable efficient conversations by building the info structure that covers FAQs & CDO's latest information.

“What did I learn?”

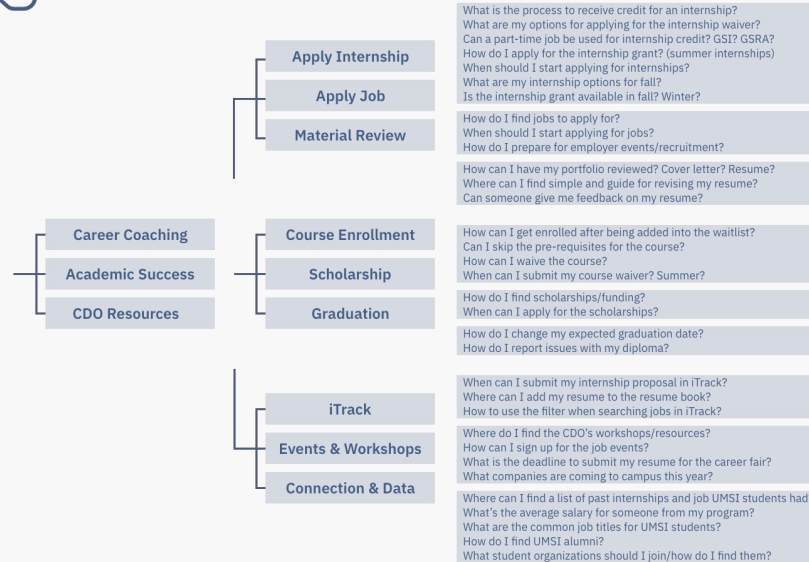
This is the first time I work on a conversational interactive interface.

Different from my previous design experiences, the chatbot design focusing on leading and helping the users within the conversation, so there is a very limited way to optimize UI design to improve the user experience. I learned how to design the user flow by combining the button-based function and keyword recognition-based function.

FAQ LIST INFO STRUCTURE



INTUITIVE GUIDANCE



KEYWORD RECOGNITION

OPT

International

CPT

Interview

Gap Year

Negotiation

How do I negotiate for more money for a job/internship offer? More time?

How do I prepare for an interview?

How long does it take to process course enrollment for CPT?

Do I need CPT for an unpaid internship?

Do I need CPT if I return home over the summer but my internship is in the U.S?

Can I have CPT for two different internship opportunities?

Can I work more than 20 hours at my internship on CPT?

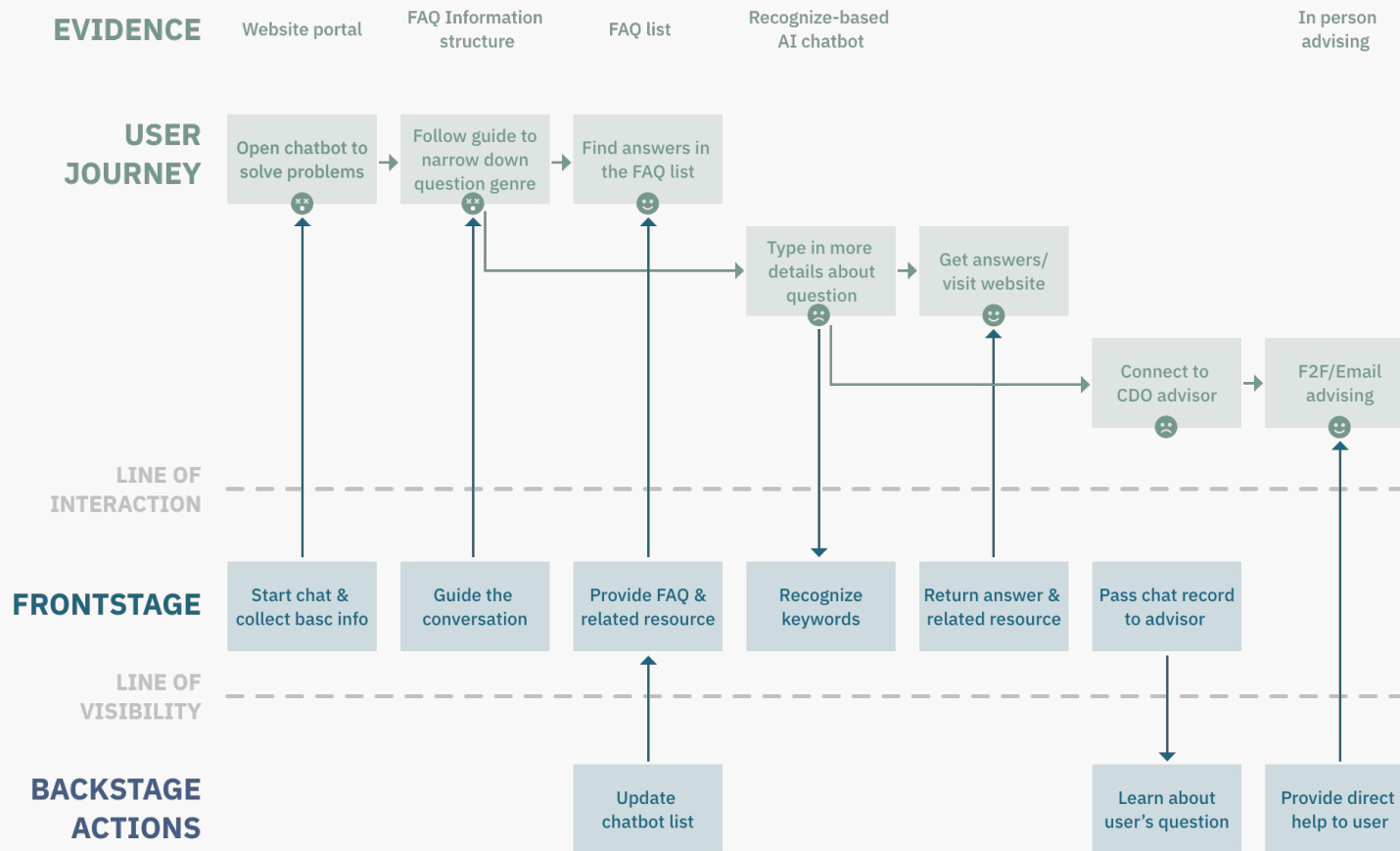
Can I take a gap year?

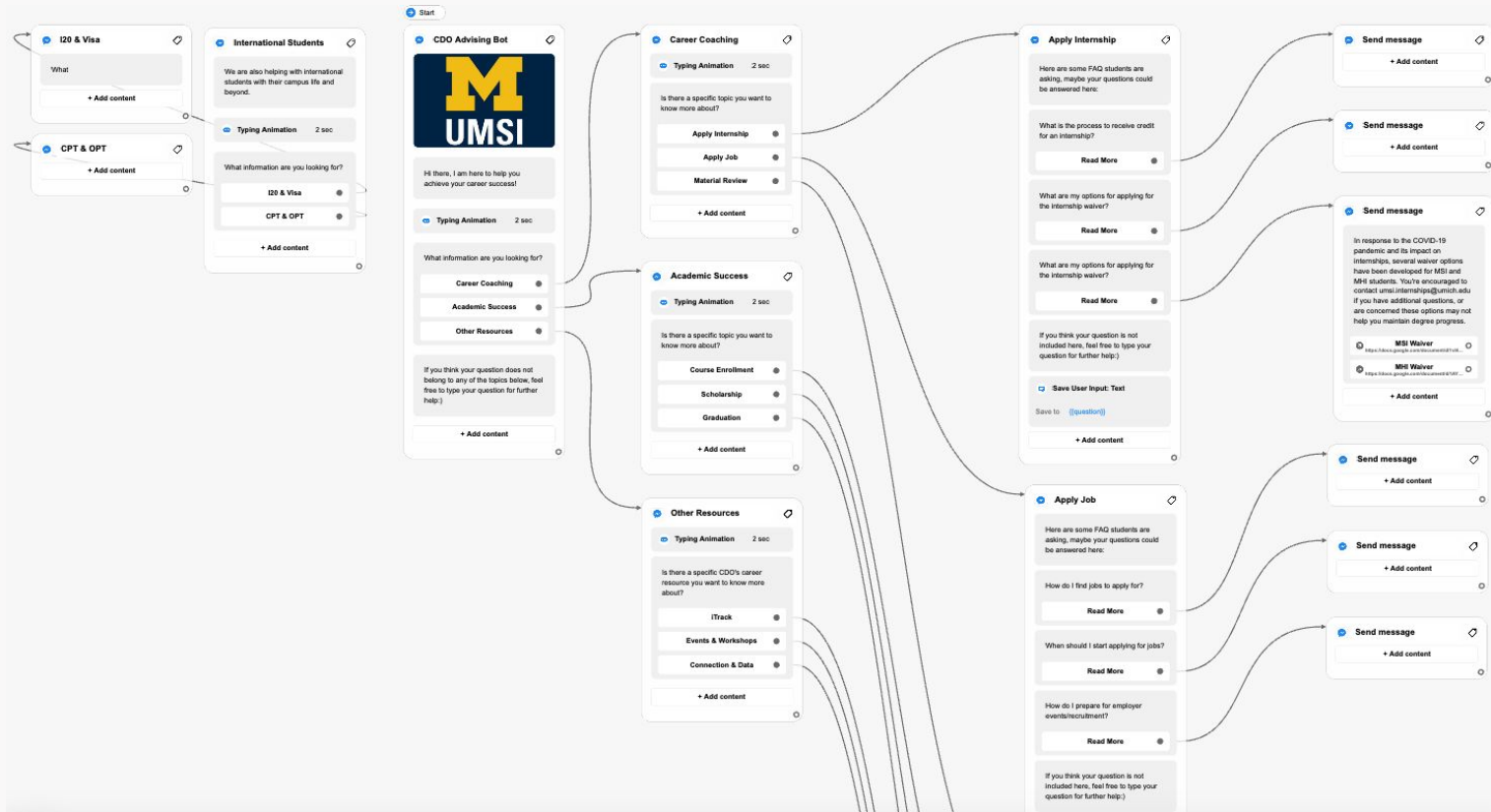
“What skills have I strengthened?”

It is different to apply the UX design skills to real-world situations.

I get used to understanding the user using ways like building personas and scenarios in class and making user flows to analyze user behaviors. This time I tried to build a service blueprint to present the relationship between the users and the service, as well as the connection between frontstage and backstage actions. I strengthened my design skills and develop a new design process from this project.

SERVICE BLUEPRINT CDO ADVISING CHATBOT





Chatbot prototype built on Chatfuel (developing window)

“What impact has this had on my future career?”

CDO Chatbot proposal demonstrates my possibilities.

All my projects in my portfolio are student projects that are about my familiar topics and are lack of real-world background and demands. I would like to demonstrate my research and design skills that deal with real-world problems, those that I am not familiar with, and those beyond my scope of understanding. I am confident that I will be able to deal with more complex situations and design interfaces that meet more user needs.