Final Project

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Introduction to the chatbot for a made-to-order Mexican food business

I used Chatfuel for AI chatbot deployment on Facebook Messenger.

Primary goals: Streamline pre-ordering process, provide instant responses to FAQs, and enhance overall customer service with quick responses and information about the services provided. We also want to minimize interactions for the business because it can be time consuming.

Background Research

Identified customer service gaps in local Mexican food businesses through online review platforms.

- Many businesses didn't make a menu easily accessible. I made sure to provide the menu first thing, in my AI Chat bot.

Reviewed other similar food places to determine what features in a food ordering service would be helpful.

- The need for a 24/7 response
- If a user doesn't get an instant response, it is possible the user won't come back to the message because they would have found a different business that got back to them sooner.

Conversational Flows

- Initial greeting with personalized touch using customer's name

- Provide the Menu since that is likely going to be the most common query

- The AI Chat bot can navigate through the Menu items, menu prices, placing an order, scheduling and answering FAQs and respond to the user accordingly with key words and questions.

Successful Workflow

Creating a workflow that was accurate and didn't lead to a dead end, or wrong answer was difficult to create so I needed to simply as much as possible.

Here is the successful workflow I created where I trained the AI to answer with correct answers and information about the services provided.
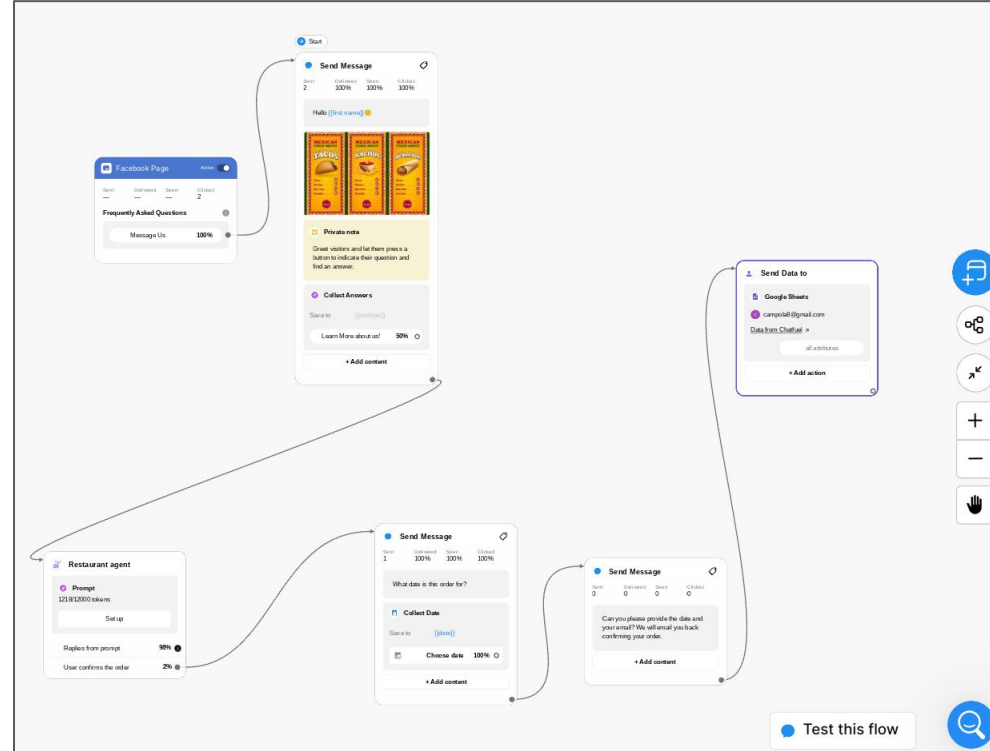
user testing insights

Implemented scenario-based testing to cover a variety of order types and inquiries

- I had the user ask to learn about the dishes and to get a quote, ask specific detailed questions about food and how the process of ordering food works.

user testing insights

- The test user liked quick and intuitive ordering processes

- They said they needed a clearer pathway to talk to a human. They weren't sure if the responses were real because they were too quick, practically instant

- The AI chatbot can be robotic like repeat unnecessary information or forget to ask important details such as, "Do you want to add anything else to your order"

- Ai chatbot would go into great detail about food items, did a good job at explaining the quantity supplied and ingredients

key iterations on logic/flows based on findings

- Simplified the ordering process to reduce the number of steps to place an order

- Requests for more detailed descriptions of dish ingredients and portion sizes were popular and the ai chatbot is able to answer that perfectly with the information I provided.

- If the chatbot can't answer, the message goes directly to me.

- When an order is placed, it goes to a google spreadsheet
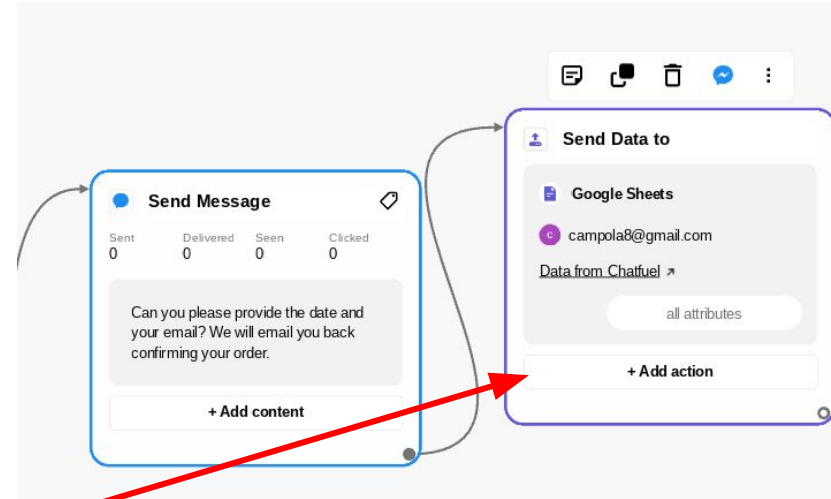
Conclusion

- Anticipate higher engagement rates on social media platforms due to quick customer interaction.
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- Requires less repetitive and time consuming messaging/talking from the business to the customer