Portfolio samples

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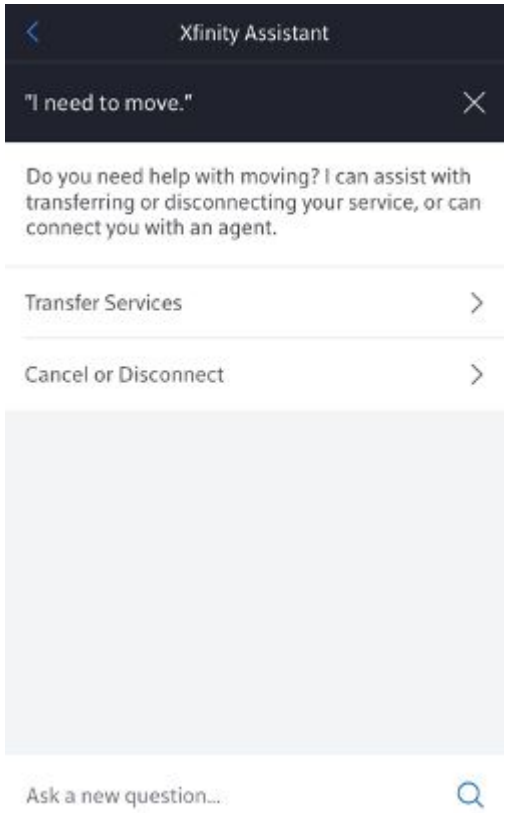
Xfinity Assistant (Chatbot) Introduction of Persona

Objective: The goal of this effort was to adjust the messaging used in the Xfinity Assistant to better align with ongoing efforts to utilize Cody, our Frontline Customer Care Persona.

We want to reassure customers that no matter the journey they find themselves on-- be it troubleshooting, billing, account support or general questions about service-- that they will be treated no differently than they would via any of our communication channels.



Xfinity Assistant (Chatbot)
Quality Behavior Calibration

Objective: Align our methods of quality calibration (used for Customer Care Agent scoring + subsequent coaching) for the Xfinity Assistant with our existing written (Synchronous Chat Agent) channels.

Letting our Quality Behaviors guide the way, the focus is on improving the tone, implement consistency in terminology and the voice we present within various Xfinity Assistant prompts.

How do we introduce these aspects into our messaging?

- Use plain speak to ask questions and solve customer issues
- Avoid internal jargon and processes, opting for easily understood terms
- Leverage our standardized means of acknowledgement to help reassure customers and instill confidence
- Acknowledge processes are happening, and set expectations in timing when troubleshooting

Xfinity Assistant (Chatbot)
Quality Behavior Calibration

Terminology Consistency: Reviewed entirety of Xfinity Assistant content library (over 1500 items to date) for enhancement opportunities in uniformity of response.

- Opportunity to edit any references to Comcast in external-facing content, update to Xfinity
- References universally changed to Agent from Specialist, Technician, Special Helper
- Utilizing the appropriate references during small and large-scale outages (Service Area, Your Neighborhood, Nearby)
- Acknowledge processes are happening, and set expectations in timing when troubleshooting

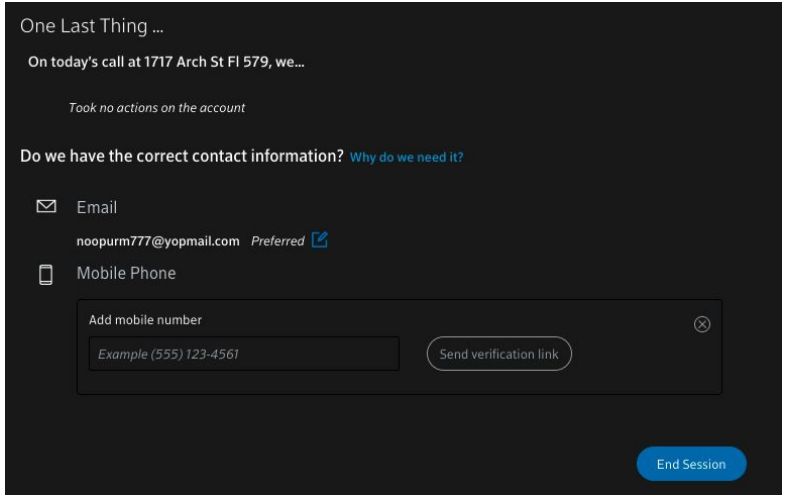
Xfinity Assistant (Chatbot)
Introduction of Persona + Behavior Integration Examples

Original Messaging	Personified Messaging	Explanation of Integrated S4X Behaviors
You may not notice but cables can loosen over time or when equipment is moved around	**It isn't obvious, but over time cables in your home can loosen naturally.**	**Own it.** There is no reason the onus falls on the customer for something they may not have been aware of happening.
System refresh in progress. While its working, you may see errors on screen.	**There's currently a system refresh in progress, which may cause some errors to appear on your screen.**	**Warm and Friendly.** Softening the language keeps information shared more conversational in tone and keeps customer engaged.
Troubleshooting can fix most channel issues. Heres how.	**Troubleshooting can fix many channel issues. Let's go through it now.**	**Make it Effortless.** We want to provide easy to understand information that empowers customers to learn the basic steps they need and eliminate the need for an agent.
Sorry, I'm not able to connect with the Xfinity Assistant. Try again later.	**I am having issues connecting to Xfinity support. Please come back in a few minutes and I can try again.**	**Set Clear Expectations**. When there is an error on our end, we should clearly communicate such and what actions customers can expect to take.
Hang in there. I'm putting you in touch with a specialist.	**Bear with me a moment while I connect you with an agent.**	**Respond Appropriately**. Implementing the use of connecting creates the reassurance we are getting the customer where they need to be to solve that problem.

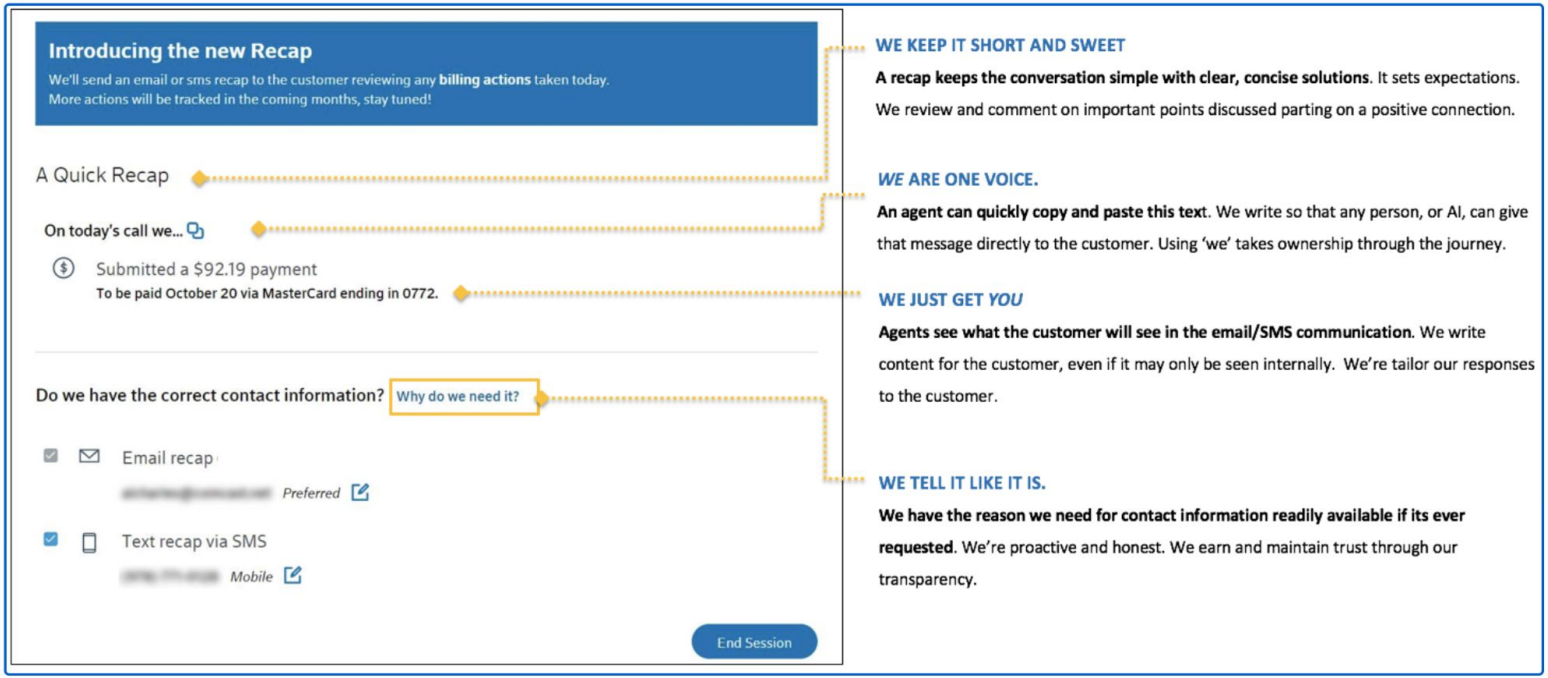
“Close the Loop”
Recap of Actions

Objective: At the end of a customer call or chat session, an employee will see a recap of every action taken during the course of the customer conversation. All transactions are collected in real time.

Process: Throughout the three focused action areas completed to date (User Management, Repair, Billing), worked with a Product Owner and Solution Engineer to determine which actions required for specific and unique customer information and how to most effectively communicate said action in a clear and concise manner.



“Close the Loop”
Recap of Actions



Design System Guidelines - Call to Action Buttons

Objective: Create documentation for design system components across suite of support applications.

Call to Action Buttons
Call to Action (CTA) buttons serve as an interactive visual guideline/prompt for performable actions to be taken by the user.

What it is and how we create useful CTA buttons:
By and large, we want the label of the button to clearly explain to the user what action is going to occur upon selection.

The primary action a user can take across all 360s is visually presented in a bold blue button, with secondary action(s) to the left, either contained in a white button or as linked text. This may be the most consistent component across our digital ecosystem. There are instances of a primary action paired with multiple secondary or even tertiary actions.

Each action is related to the workflow but provides different actionable results. In the example below, a retail employee is adding information for a new appointment. As they are completing each section, they initially have the option to create the appointment, or cancel at any point.

Upon reaching the completion of creating the appointment, a user can then add the appointment to the queue, delete it entirely, or cancel back out of the flow.

All CTA labels should be limited to three words (ex “Clear All Fields,” “Refresh Test Results,” “Back to Verification,” “Add to Queue”). We don’t want our guiding labels to be too cumbersome as they should quickly give context to the action they take at a quick glance.

Our labeling should be clear and alleviate ambiguity. In the following example, indicating that selection of the CTA button leads to the user ‘Refresh test results’ is much clearer as to what is about to happen than merely stating ‘Refresh” and assuming the user knows what is being refreshed.

In sum, when guiding users through a process we want the actionable steps one can take to be clearly communicated. We do this throughout our systems by utilizing buttons with clear messaging indicating how a user can interact with the page or process.

Design System Guidelines - Tooltip Usage

Objective: Create documentation for design system components across suite of support applications.

Tooltips

We use tooltips to display supplemental content when a user hovers over or selects an icon near copy/an interactive element. This extra information should aide in the action our user is performing.

What it is and how we create useful tooltips:

First and foremost, tooltips need to be concise.

Our focus is on short and descriptive content in a tooltip. Content within a tooltip should be contained to no more than two clear sentences; if more information is required, linking to additional documentation (ex. HOW article) is the best means of providing clarification or creating a pathway for the user to learn more about the topic.

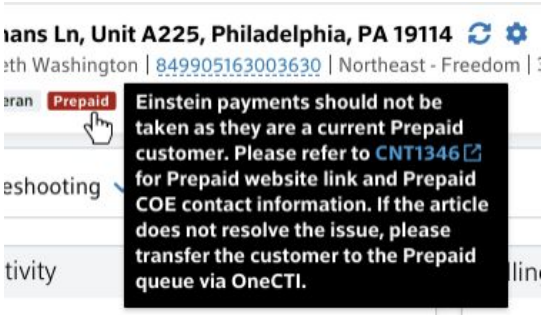
A tooltip should not include a header. We want to keep information presented to our users short and sweet.

When a tooltip contains a link, the link should be limited to a single word or phrase. The link should never be an entire sentence or string of words.

A tooltip should always utilize punctuation, even if it is a short sentence.

In sum, a tooltip needs to add value for the user and not be seen as a lengthy hurdle. It can provide definition, or point towards additional information should a user require such for the task at hand.

Example of an overwhelming tooltip:



Suggested update: Einstein payments cannot be taken as this is a Prepaid customer. Learn more about Prepaid Internet and TV at CNTI1346, or prepare to transfer the customer to the Prepaid queue through OneCTI.

Design System Guidelines - Content Modeling

Objective: Craft and document various content types for use on news page on website.

Accolade

[...]

Key Fields:

- Title
- Single body content with character count
- Link (URL) (Optional)

Example

Teaser view mode

Accomplishment

National Endowment for the Arts, 2016–2017 Grant Announced

With support from the N.E.A., Rhodes and the Chicago Historical Society will re-contextualize the Chicago History Museum's photographic archive through the production of the Chicago.0.0 app. The project allows for the overlay of historic images on contemporary sites, creating an experience of augmented reality.

Geoffrey Alan Rhodes — view profile

Visual Communication Design

Direct Link

A direct link to another outlet's story (and nothing more). Increase efficiency by recognizing and pointing to the story. Will open item in new window.

Key fields:

- Title
- Intro text, for context (has character limit)
- Link (URL)
- Metadata for category/view purposes

The Teaser view mode is the only view mode for this type of content. It links off to another site and nothing more.

Example

Teaser view mode

May 3, 2016 — The Guardian

Alum Featured in the Guardian

The Guardian recently profiled SAIC alum Maura Brewer (BFA 2006). The article featured Brewer's artist collective, the Rational Dress Society, which includes Fashion, Body, and Garment faculty member Abigail Glaum-Lathbury (BFA 2006), and their current project JUMPSUIT.

Faculty

Read the story

Announcement

A piece of information; mere text without associated imagery or natural tagging/categorization; primary function for home/landing page. Not archived. No metadata. Limited character count based upon display location.

Key Fields:

- Title
- Single body content with character count
- Link (URL) (Optional)

Example

Teaser view mode

2015-16 Visiting Faculty Positions Open

The Department of Architecture, Interior Architecture, and Designed Objects at the School of the Art Institute of Chicago invites applications for a full-time position as the William Bronson and Grayce Slovet Mitchell Visiting Professor beginning Fall 2016.

Learn more

Press Release

Content type that contains supplemental information relevant to media members.

Key Fields:

- Title
- Sub-Title
- Lead Image
- Teaser Image (optional)
- Body Content
- Press Module (includes boilerplate content, contact info, press kit, relevant 'for the press' links)
- Related content Items (Press releases)
- Metadata for category/view purposes apart from press section

Example

Teaser view mode

May 31, 2016

SAIC Names Arnold J. Kemp Dean of Graduate Studies

Concurrent with this appointment, Kemp joins the faculty of the Department of Painting and Drawing as a professor. Kemp comes to SAIC from Virginia Commonwealth University (VCU) where he is an associate professor and the chair of the Department of Painting and Printmaking.

View the full press release

News Item (standard)

Standard content type for news.

Key Fields:

- Title
- Sub-Title
- Lead Image
- Teaser Image (optional)
- Body Content
- Metadata for category/view

Example

Teaser view mode

May 27, 2016

Three SAIC Community Members Shine on Art in the 21st Century

It seems that when PBS thinks of Chicago, they think of the School of the Art Institute of Chicago.

Read the story

Story

Stylized content type for longer-form/E+D items

Key Fields:

- Title
- Sub-Title
- Lead Image
- Teaser Image (optional)
- Lead Intro paragraph
- Customizable chunks (text, image, image gallery, quote, video embed)

Example

Teaser view mode

June 7, 2016

The Mother of American Modernism

Georgia O'Keeffe (SAIC 1905–06, HON 1967) pioneered modern art with her large-scale paintings of natural forms and flowers.

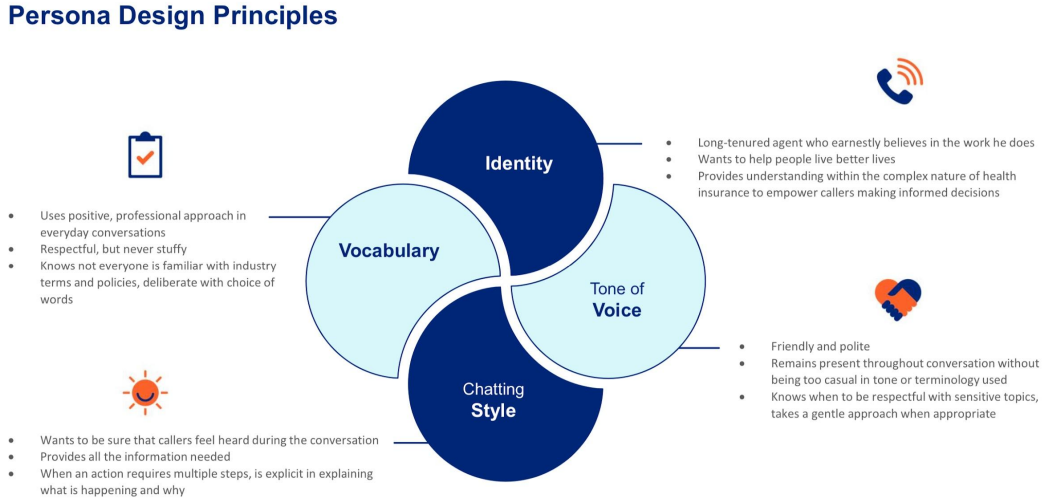
Alumni Painting

Read the story

Design System Guidelines
Conversational Persona

Objective: Create standards for universal consistency in approach for conversational components within AI bots.

Persona Design Principles



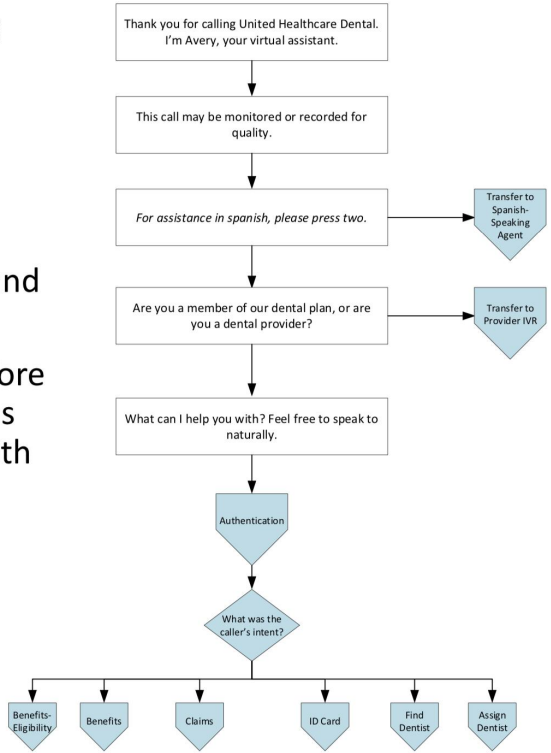
Optum

Conversational Design
IVR to IVA Transition

Objective: Updating the legacy IVR to an interactive virtual assistant provided an opportunity to adjust the entry and greeting for callers upon entering the system.

Original State of Greeting for Dental Bot

- Heavily mimics IVR experience
- Not conversational; cold and robotic
- Up to 15 seconds pass before majority of user base has opportunity to engage with bot



Conversational Design IVR to IVA Transition

Objective: Updating the legacy IVR to an interactive virtual assistant provided an opportunity to adjust the entry and greeting for callers upon entering the system.

New Greeting Experience for Dental Bot

- The first opportunity for communication from user is telling the bot what they need
- Cut out upwards of 10 seconds of time in caller experience by automatically detecting language and user needs
- Removing authentication where sensitive data/information is not being shared creates even faster experiences
- Provides seamless future enhancements of caller data integration and single factor authentication with phone number