

# Designing Chatbot Conversations

Info4Design

# TCUK 2018 - Chatbot Workshop

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Why should technical writers and information developers care about chatbots?

# Where we're going today

How can we begin to develop a content delivery model that prepares us for future machine conversations?

i.e. Chatbots

- Context
- Personas
- Molecular content
- Semantics
- Mindmaps for taxonomy
- Chatbot conversation building

# Artificial Intelligence in bots



# Artificial Intelligence in bots

NLU & NLP

Machine Learning

Algorithms

Data processing layers

non-AI bots -----decision tree bots



<http://mailjoos.com/en/meet-xero/>

<http://info4design.com/index.php/contact-us/>



# Chatbot Vocabulary

chatbot platforms  
user/bot responses  
conversation branches  
user intent  
response variants  
entities  
fallbacks  
jumps  
menus



How do you write content in an unpredictable environment?



# Designing for context now...

- Some imagination (user journey/possible scenarios)
- Defined personas
- Context
- Information offerings



# What is context?

Context is not static.

It's an observation of a particular time space.

What's a persona, and why should you care?



# What's a persona, and why should you care?

A semi-fictional character that represents your ideal customer/user. Based on market research and real data of existing customers.

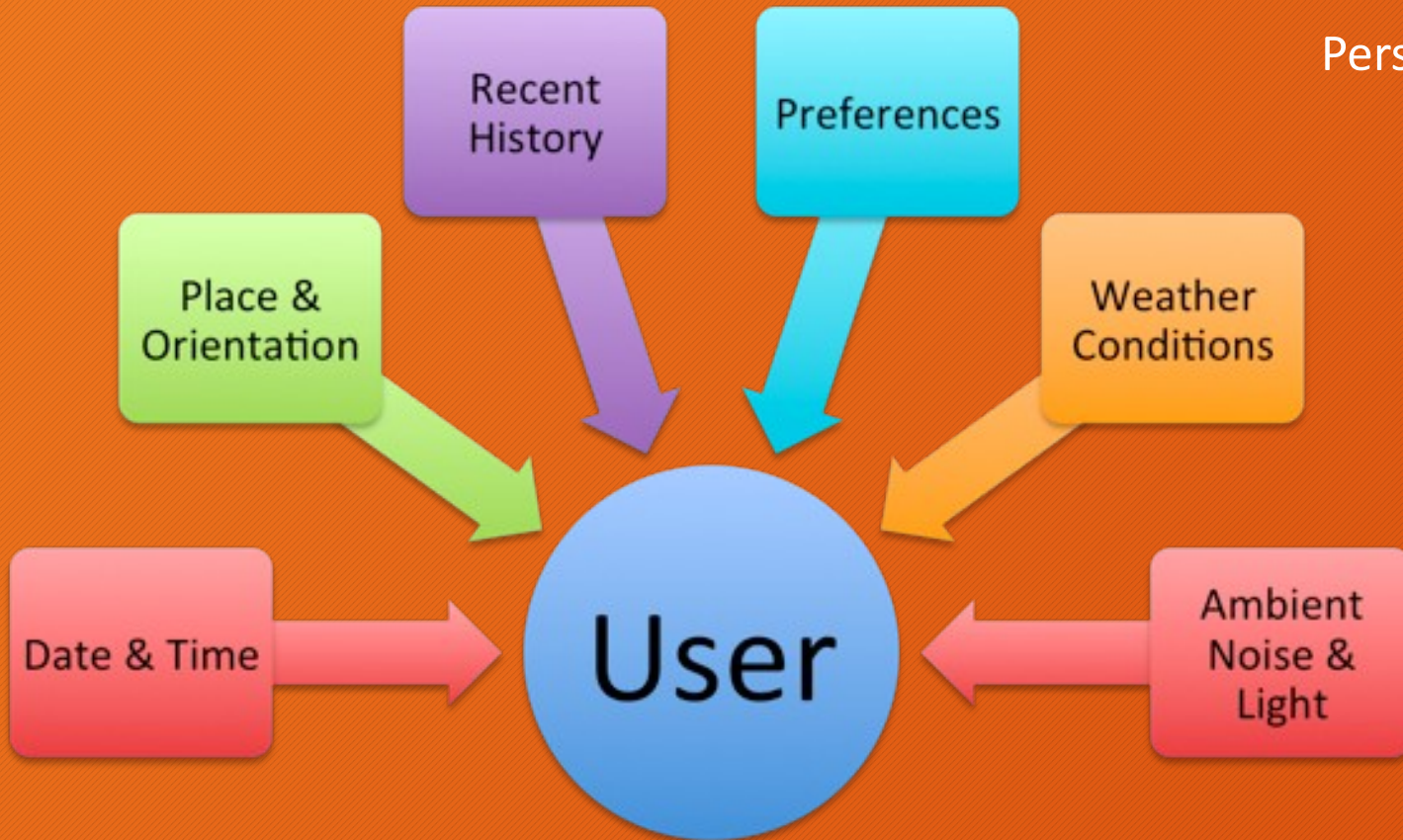
# What's a persona, and why should you care?

A semi-fictional character that represents your ideal customer/user. Based on market research and real data of existing customers.

- Personal characteristics
- Age
- Job
- Behavior
- Interests
- Motivation
- Pain points
- Triggers

# What's a persona, and why should you care?

Personas help us begin to define the context.





# What's a persona, and why should you care?

Personas help s begin to define the context.

# Designed for people

We designed our content for edc using personas - so can you



**Hans**  
developer

He can go fast,  
but the content isn't up to pace.  
UX is not his thing,  
yet.



**Julie**  
tech writer

She's waiting on dev so she can start writing.  
Julie understands users-actually, she's often  
the first user.



**Manuel**  
product owner

Backlog, backlog, backlog.  
Estimates.  
If only content could keep up with dev.

# Activity

Client

Topic

Define 2-3 personas



# Molecular Content

Traditional content is linear.

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Molecular content is intended to be read by machines and delivered in multi-dimensional contexts.

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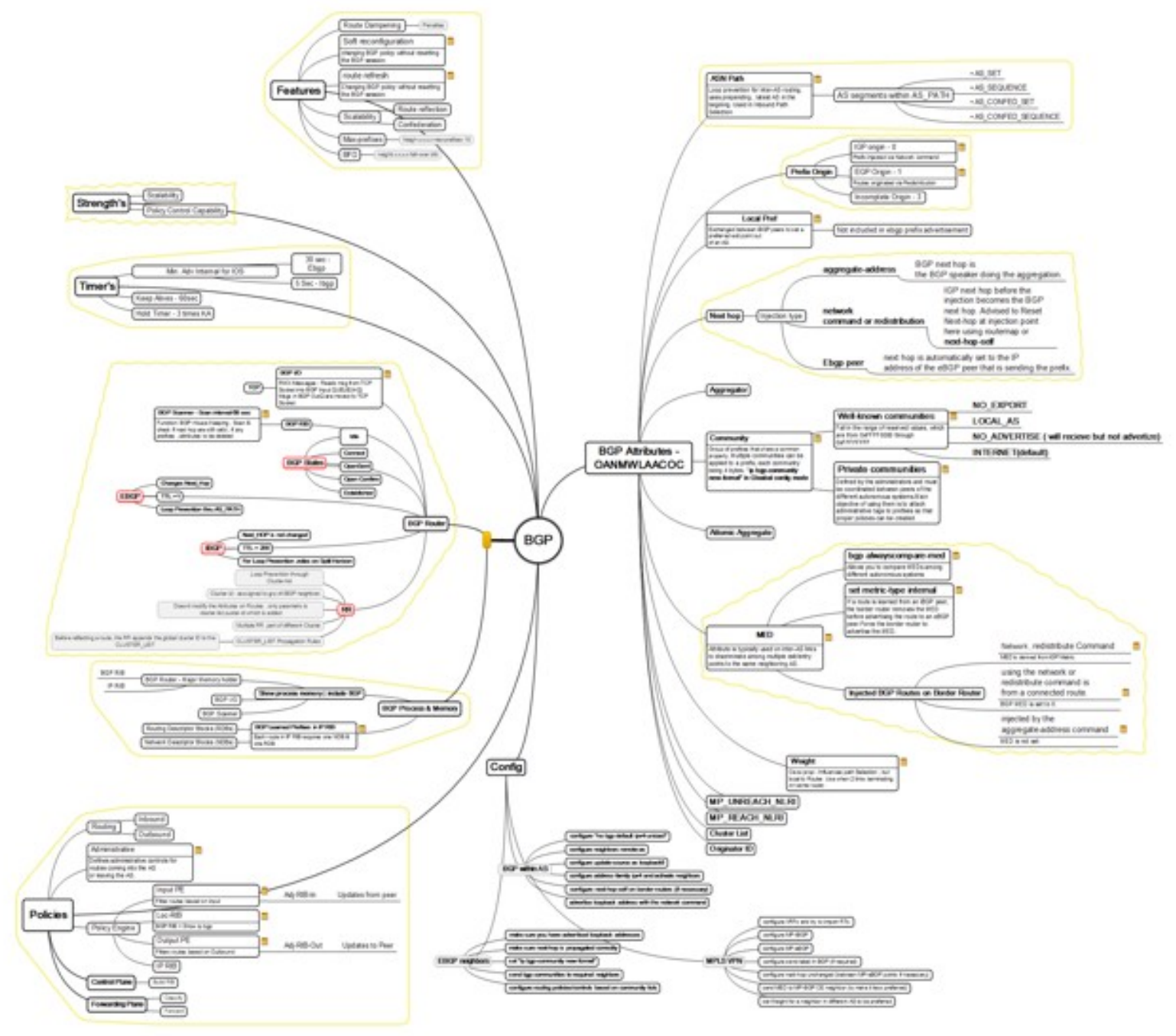
Molecular content is intended to be read by machines and delivered in multi-dimensional contexts.

Molecular content allows the user or a machine to amalgamate content to fit a specific context.

# Content Strategy

Don't just start writing.

Map the anticipated user journey, based on persona, and define the topics/content the user may need.





# Best Practices

- Start with a greeting
- Let users know they are talking to a bot
- Is there an opportunity to talk to a human?
- Tell users the bot purpose, capabilities or limitations
- If gathering data, include privacy statement and link
- Use no more than 2 bot responses in a row between user interactions

# Best Practices

- Write to personas and context
- Include fallback statements when user response is uncertain
- Keep bot responses brief
- Follow the tone of the organization, yet remember this is a conversation, not a doc
- If doc content is re-used, insert conversational responses
- Use buttons or options to focus user choices...when it's easy, users stick around

# Activity

Write a conversation

keep in mind personas, context, and molecular content required for bots

[Twinery.org](https://twinery.org)

# Building a simple data gathering bot

Google account

Create a Form

Follow Michele's demo