Chatbot is an answer. But what is the question?

#machine-learning  #user-value  #reflections
Chatbot is an automated system of communication with users via text/voice that integrates into websites, apps or instant messengers.
Agenda

1. Goal
2. Chatbot technology
3. Building a conversation
4. Delivery
5. Reflections
1. Goal
Background
Customer experience brief
“Success criteria?”
“Success criteria?”

“If you keep asking such questions I don’t want you on this project”. (PM)
“Integrate with current chat?”
Integration with today’s chat?

“If you keep asking such questions I don’t want you on this project”. (PM)
“Who are the stakeholders?”
“Who are the stakeholders?”

“I am the stakeholder. We do not ask others.” (PO)
“..?”
“..?”

“Don’t think about it”. (PM)
Sometimes I just popup for no reason at all. Like now.
2. Chatbot technology
Implementations
Groaaaar! (Polar bearish for hi)

Looks like this is your first time here. 😞

I'm UX Bear, your user experience friend from uxdesign.cc. I talk to industry professionals and share my insights here with you. I hope I can learn from you too! 😎

Me planning the roadmap of UX Chat — uxdesign.cc

You wanna talk about what happened in design lately or get to know me better?

No Sh*t 😢 Got that! 😞 Design 😢
Oslo Business Forum
Typically replies in minutes

Hva synes du? Kommer du til å dra denne gangen?

SE PÅ PROGRAMMET!

Og forresten.. Ønsker du ikke motta meldinger fra oss? Skriv "stopp"

15.04.2018 kl. 19:42

stopp

Vennligst bekreft at du ikke ønsker å motta flere meldinger fra Oslo Business Forum?

JA, UNSUBSCRIBE

Ja, unsubscribe

Du har nå unsubscribe.
Bruk "start" for å motta meldinger fra oss igjen!

TURN ON SUBSCRIPTION
Hi Poncho

Hi Žanet!

What’s up?

Making some tea. What are you up to?

Writing an article about you and your chatbot friends.

Mmm.

How’s the weather tomorrow?

The weather tomorrow in San Francisco, CA will be mostly cloudy. High 64°F / Low 53°F

Do I need an umbrella?

Nope, it’s not raining. Whew!

Great, thank you!

Your satisfaction is my responsibility.
Kia Niro
Typically replies instantly

I'm the new Niro. Ask me anything!

When you tap GET STARTED, Kia Niro will see your public info.

GET STARTED
Baidu’s AI Medical Assistant provides medical diagnostic services. Please describe the patient’s symptoms.

My baby was born prematurely. His skin looks yellowish and so are his eyes. What is happening?

How old is the patient?

Is the patient experiencing any of the following?
- Diarrhea
- Vomiting
VUI

One-shot
“Alexa, set an alarm for 6:00 AM tomorrow”
“Your alarm is set for 6:00 AM tomorrow”

Multi-turn
“Alexa, set an alarm for 6:00 AM”.
“Was that 6:00 in the morning or evening?
“Morning”.
“Your alarm is set for 6:00 AM tomorrow”.

Multi modal
### Blockers for using a chatbot

**What would stop you from using a chatbot?**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’d prefer to deal with a real-life assistant</td>
<td>43%</td>
</tr>
<tr>
<td>I’d worry about it making a mistake</td>
<td>30%</td>
</tr>
<tr>
<td>If I could only access it through Facebook</td>
<td>27%</td>
</tr>
<tr>
<td>I’d prefer to use a normal website</td>
<td>26%</td>
</tr>
<tr>
<td>If it wasn’t able to ‘chat’ in a friendly manner</td>
<td>24%</td>
</tr>
<tr>
<td>Nothing would stop me from using a chatbot</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>
Benifit for using a chatbot

- 24 hour service: 66%
- Getting an instant response: 61%
- Answers to simple questions: 64%
- Easy communication: 52%
- Complaints resolved quickly: 46%
- A good customer experience: 45%
- Detailed / expert answers: 37%
- Answers to complex questions: 38%
- Friendliness and approachability: 33%
- (none of these): 13%

2018 State of Chatbots Report
Technologies
Azure bot service
Providers & bot products

"Nina Web"

"Amelia"

"James"
Vi minner om at du på Min Side blant annet kan behandle abonnementene dine, få informasjon om fakturering og oppgi kode.

Chat med boten Otelia

Otelia er vår chattende robot for privatkunder. Hun er under opplæring, men lærer seg stadig nye ting og vil gjerne forsøke å hjelpe deg – døgnet rundt!
Barneforsikring

En barneforsikring gir økonomisk trygghet hvis barnet ditt blir alvorlig syk eller utsatt for en ulykke.

- Du kan velge å legge til en uføreforsikring som vil sikre barnets inntekt som voksen.
- Barneforsikringen dekker kreft og andre alvorlige sykdommer.
- Barnet får økonomisk støtte ved ulykkeskade som varer livet ut.

Banki

- Bil, båt og andre kjøretøy
- Forsikring til hjem
- Personforsikringer
- Reiseforsikring
- Melde skade
- Forsikring til din bedrift

Still ditt spørsmål her
Barneforsikring

En barneforsikring gir økonomisk trygghet ditt blir alvorlig syk eller utsatt for en

Blant de beste barneforsikringene, i test utført av Norsk Familieøkonomi i 2018.

Døgnåpen gratis helsetelefon er inkludert.

Sjekk prisen og kjøp barneforsikring
Hi! My name is James. How can I help you?

What is GDPR?

GDPR is a new regulation to strengthen privacy and unify data protection for all individuals within the European Union.

More about GDPR

Delete conversation
Download conversation
Privacy policy
Back

Powered by boost.ai
3. Building a conversation
Step 1: Scope down

My bike breaks

I need a clarification before I put in a claim

Can I put in a claim?  
How?

What happens after?

Is this damage covered by my insurance?

Do I save money if I put in a claim?

How much is co-pay?
Step 2: Identify all intentions

**Intention:** What customer really wants to solve or wonders about

- My bike parts are stolen, do I get money back?
- My phone is broken, what should I do know?
- Does insurance cover luggage damage?
Step 3: Build hierarchy / intention tree

Buy insurance

Damage

Prices

Contact

Car damage

Cancel insurance

House damage

Travel damage

Bike

Boat

Scooter

Truck

Personal car

Answer

Answer

Answer
Step 4: Train chatbot

Artificial neural network

50-100 samples per intention
Architecture

- Text recognition
- **Chatbot UI**
- Natural Language Processor
- Knowledge base

Integration to own systems
Chatbot UI

You can do

Option 1  Option 2

Option 1

Confirmation Option 1

Tell me more

Telling more
Chatbot conversation UI

Spør James

Bruk vår nye intelligente virtuelle assistent av Boost AI til å få svar på dine spørsmål.

Still spørsmål

James

Hi!

kontakt

Hi!

Still ditt spørsmål her
Categories.
Hidden content
Chatbot conversation UI

Spør James
Bruk vår nye intelligente virtuelle assistent av Boost AI til å få svar på dine spørsmål.

Still spørsmål

James
Kan jeg hjelpe deg med noen av følgende alternativer?
- Bestille mat og rådgyver
- Åpningstider for våre kontorer
- Ring oss
- Skriv til oss

Beklager at alternativene ikke hjelper deg. Kan du prøve å stille spørsmålet en gang til?

Still ditt spørsmål her

nope
What is chatbot?

Is chatbot more than an expensive way to make a FAQ?
4. Delivery
How to deliver chatbot projects
How to deliver chatbot projects
Delivery of projects without defined user value
“User value?”

“Don’t think about it”. (PM)
“User success criteria?”

User finds chatbot
User understand what can it help with (driving expectations)

User is happy with the use. Chatbot should
- Answer correctly
- Be effective and straight to the point
- Swap to human when needed
- Be reliable
- Fit the brand
“Do we track what users do?”

Nobody asked this before.
“Most searched?”
How do I put in a claim?
“Channel strategy?”
Entry points

Claim page
Integration with today’s chat?

“If you keep asking such questions I don’t want you on this project”. (PM)
Nå kan chatroboten vår svare på spørsmål om skade eller tap.

Start chat

Vil du sjekke status på en pågående sak, må du logge inn.

Logg inn

Skjul chat
Denne samtalen blir foresten lagret, så pass på at du ikke skriver fødselsnummeret ditt, eller deler andre sensitive opplysninger om deg selv eller andre.

Hei bot!

Hei! Hva kan jeg hjelpe deg med?

Skriv en melding...

Skjul chat  

Avslutt samtale
Make messages short

Anything more than three lines of text seemed to activate “too long, didn’t read” response in users. Use up to 90 characters per message (around three lines on mobile). Best practice - less than 63 characters (around two lines), and multiple messages shouldn’t add up to more than ~140 characters at a time.
Confirm by asking

“Is it correct that you want to book a flight this Sunday?”
Drive correct expectations
Give escape options
Flow and scenarios
A good user interface is like a joke. If you have to explain it, it’s not that good.
1. Define the goals and indicate functions your chatbot needs to do.

2. Choose a channel to interact with your customers. Be where your clients prefer to communicate—your website, mobile app, Facebook Messenger, WhatsApp or other messaging platform.

3. Choose technology and find the way to implement it.

4. Create, customize and launch. Describe the algorithm of its actions, develop a database of answers and train it.
5. Reflections
Product development cycle

1. Explore AI, choose supplier
2. Creating a chatbot for customer support
3. Pilot 1/chatbot launch
4. Chatbot is removed

- Choosing supplier
- UX/UI/frontend/integrations
- Intention tree/vocabulary/training
User needs

Org needs

Successful solutions

Technical possibilities
1. Question status quo
2. Without user value the product will fail
3. Dedicate time for alignment
Question status quo
Without user value the product will fail
Dedicate time for alignment

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ciber.no  |  We are hiring in Oslo!