



sopra  steria

The robots are here

how to combine plain language
and conversational design

Andrea Othilie Rognan – PLAIN 2019



chatbots are|



chatbots are **they really useful**

chatbots are **dead**

chatbots are **stupid**

chatbots are **useless**

chatbots are **the future**

chatbots are **the new apps**

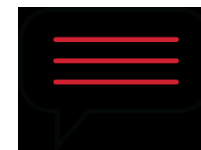
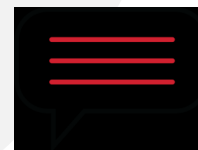
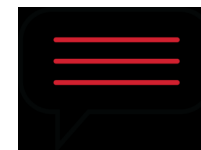
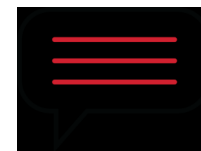
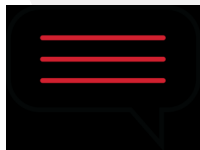
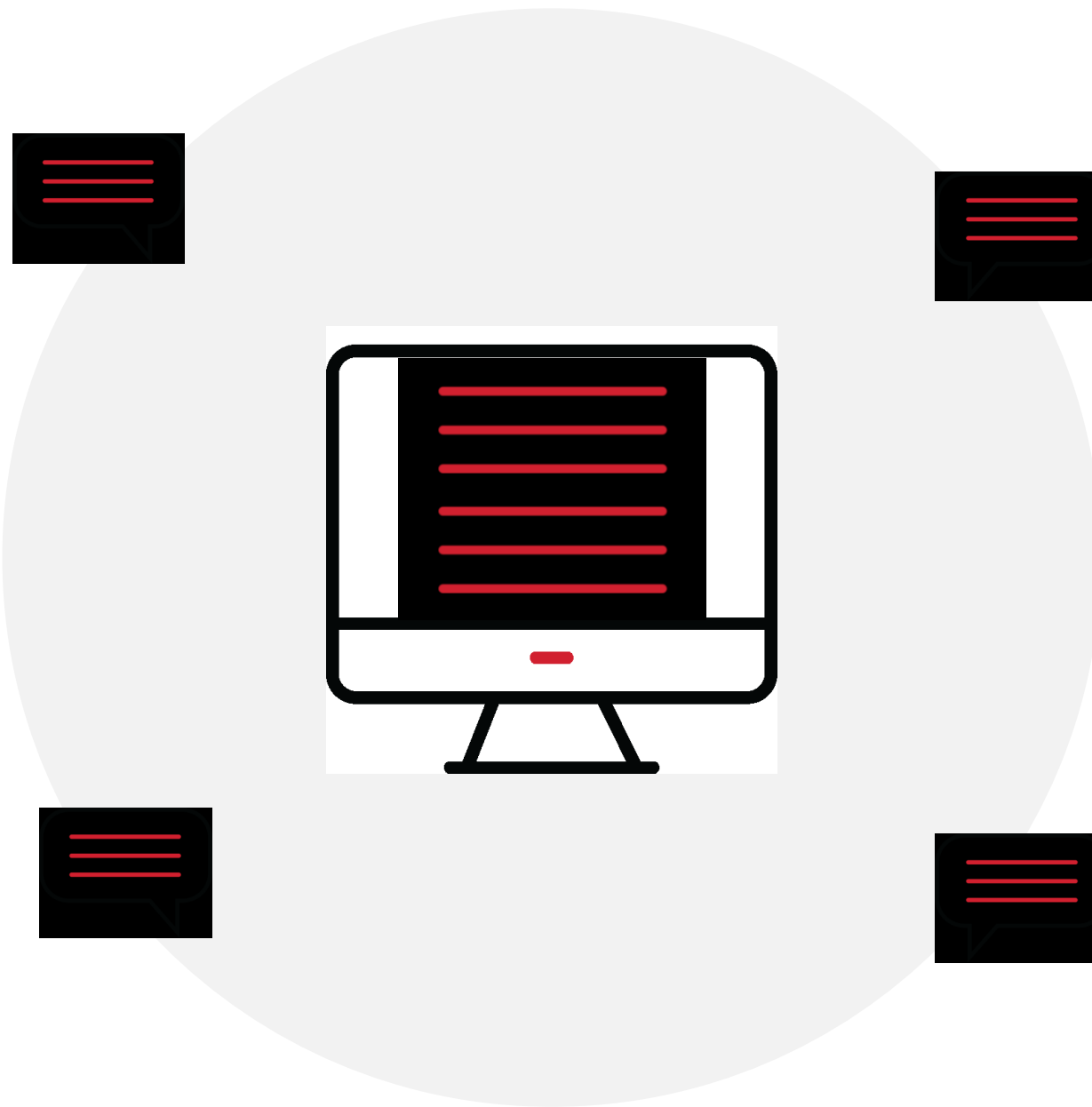
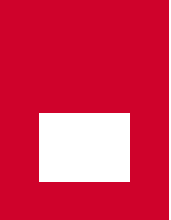
chatbots are **transforming marketing**

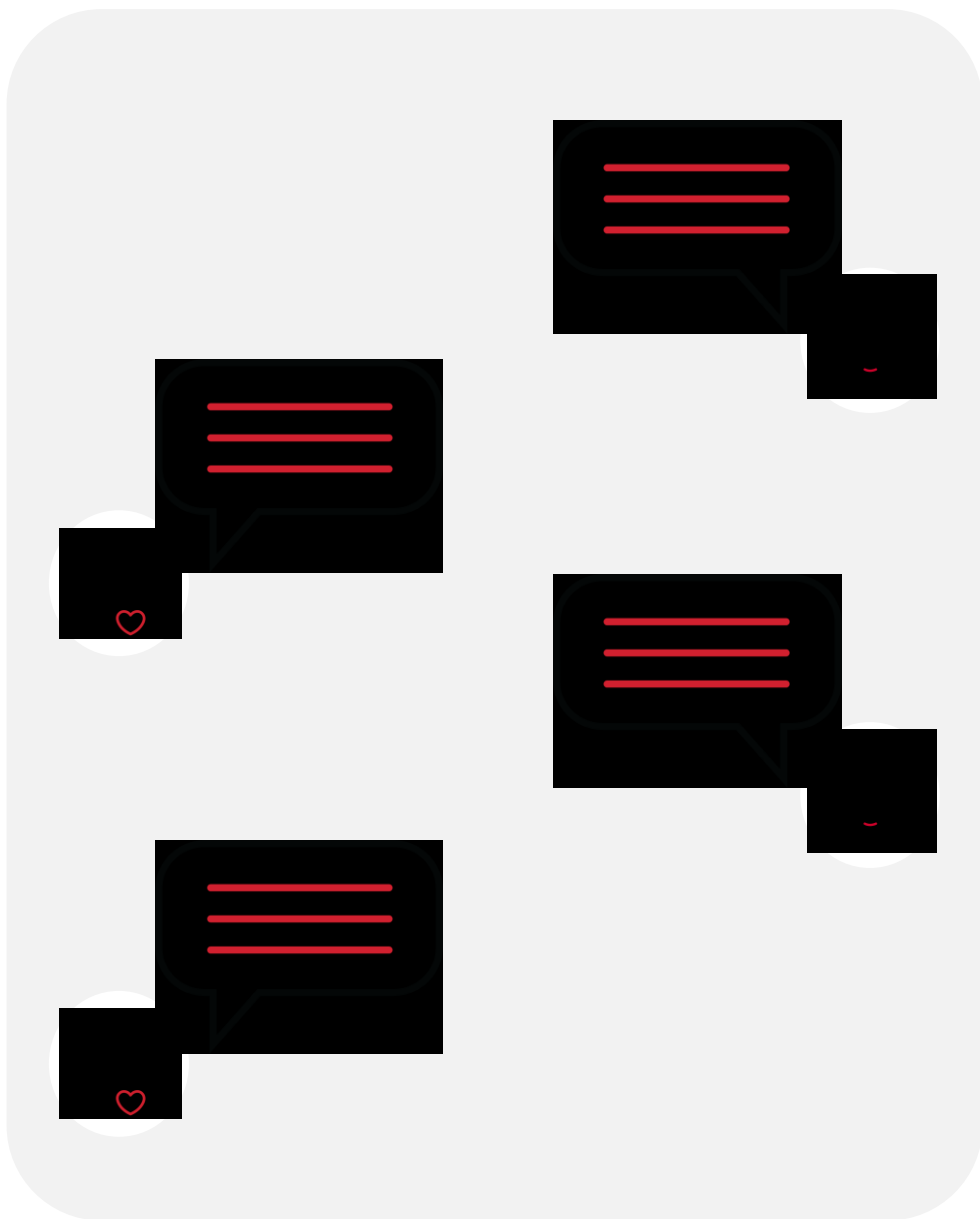
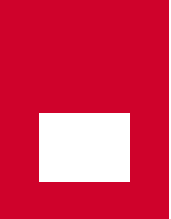
chatbots are **bad**

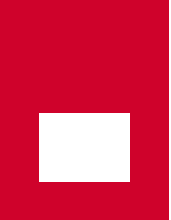
chatbots

chatbots are **awesome**

Rapportér upassende forslag



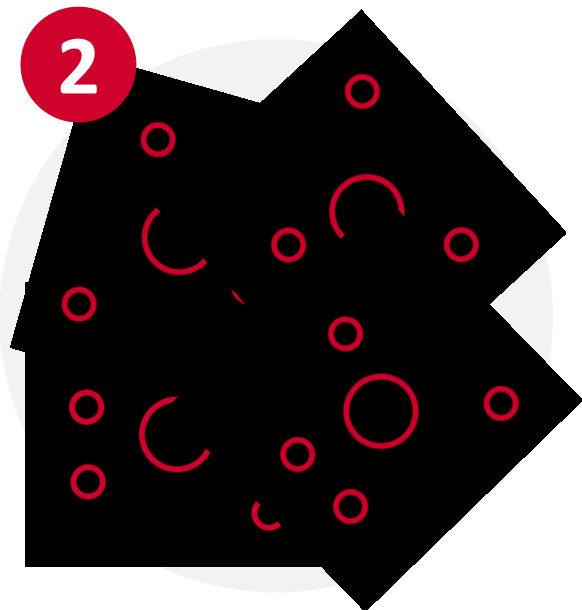




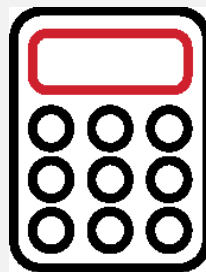
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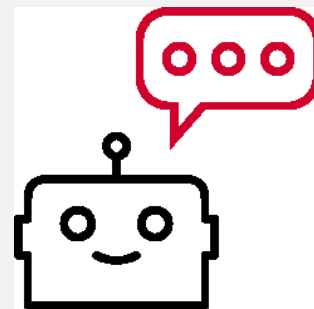
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3

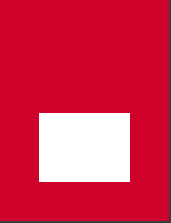


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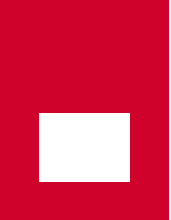


“I never said she stole
my money.”



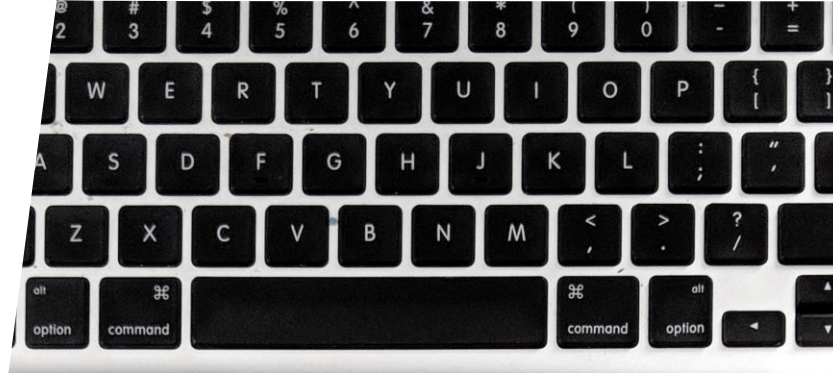
Robots have no social intelligence, layers of meaning,
or real understanding of context.

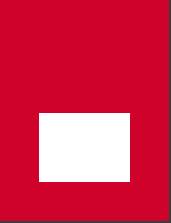
We do.



So, what is conversational design?

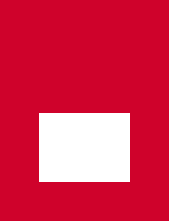
Using our understanding of social norms from natural human conversations to shape design.





Manage the
expectations
people show
up with.



X

Hi, there! I'm Bill.



Hi!

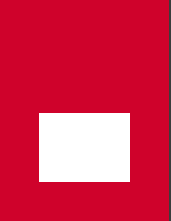
I'm a tax chatbot. I can answer questions you have about your returns.

I understand short and simple sentences.

Fill out forms

Hand in returns

Deadlines

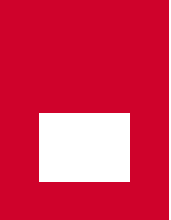


People will see
personality.
Use it for good.



**This
Door Is
Alarmed.**

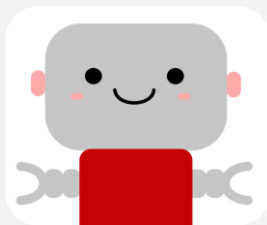
WHAT
STARTLED
IT?



X

Hi! How can you help?

Hi, there! My name is Roberta The ROBOT. I'm your new robot assistant. I can help you with your tax returns.



Hi! How can you help?

Hi, there!

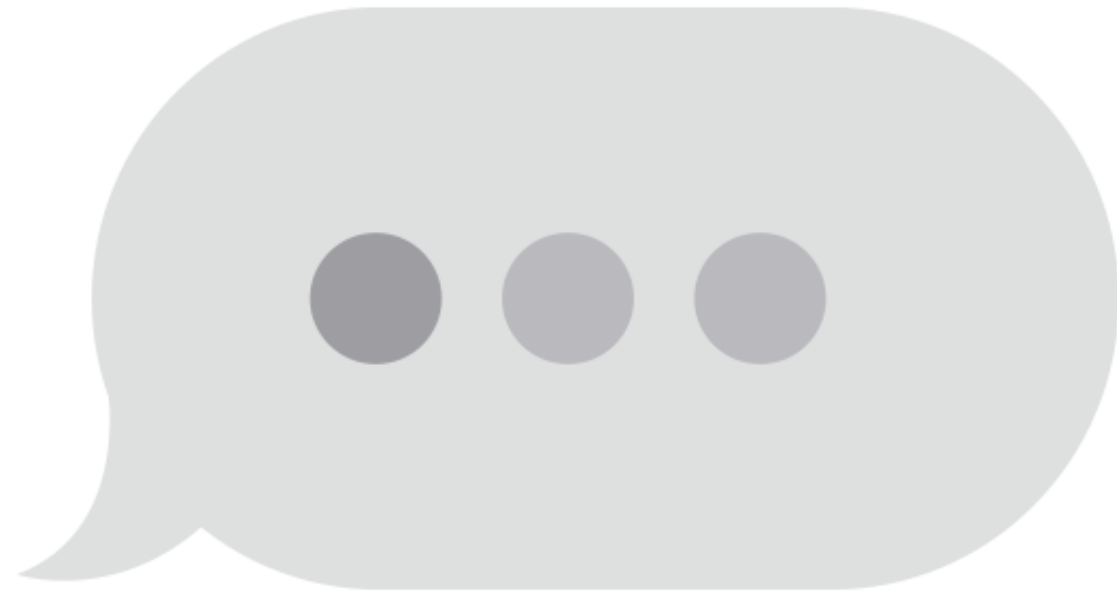
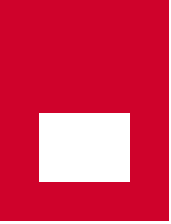
I can help you with your tax returns.

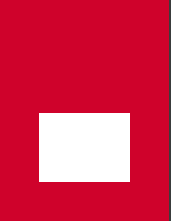
Feel free to ask me any questions, and I'll answer the best I can.



People can
and will expect
a machine to
be polite.

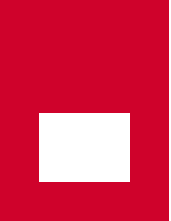
Thank
you!





A conversation
is give and take.
Take turns.





Hello. I would like to set up an account at your bank.



Hi! That's great!

We welcome you to the bank! 😊 Just use your ID to log in, and set up your account.

We can also help you terminate your old accounts at different banks.

Do you need insurance? We have that too. We have many types of insurances that you can get as an add on to your

Hello. I would like to set up an account at your bank.

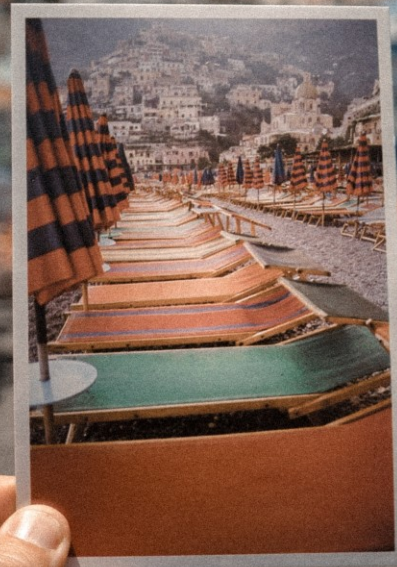


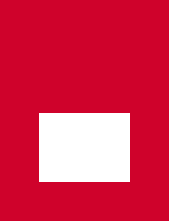
Hi!

I'd be happy to help you with that. Would you like a private account or a business account?

Private, please.

Be brief.





Do you know what time it is?

X

Yes.

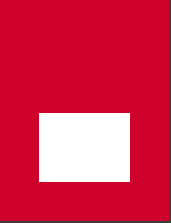
X

Yes. I do know what time it is. It's two o'clock, or 14:00:03 to be precise.

Do you know what time it is?



Yes. It's two o'clock.



The truth, the
whole truth
and nothing
but the truth.





Hey! Can you tell me
how many ducks there
are in Taizhou?

Look at all these ducks.

There are at least ten.



China duck walk

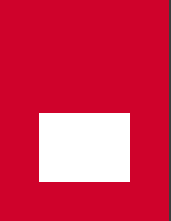
Ducks march in orderly lines through city of Taizhou



Hey! Can you tell me
how many ducks there
are in Taizhou?

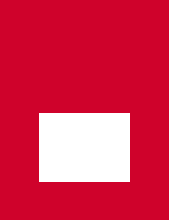
Sure!

Taizhou city has
approximately 5000
ducks registered at local
farms, but the Chinese
government doesn't have
an exact or complete
record of all living ducks
in the city.



Context is
everything.
Know what's
relevant.



X

Coffee is really not good
for you, you know.

I only drink green tea.

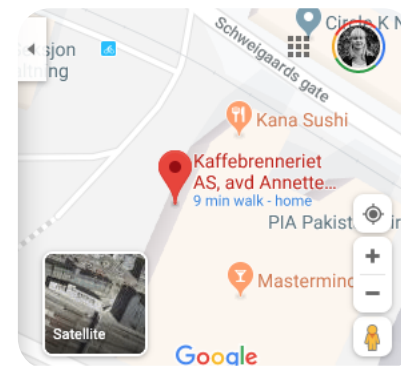
Hey! Where can I get a
good cup of coffee
close by?



Good morning!

There's a coffee place
called Kaffebrenneriet,
just two blocks away.

It has four stars!

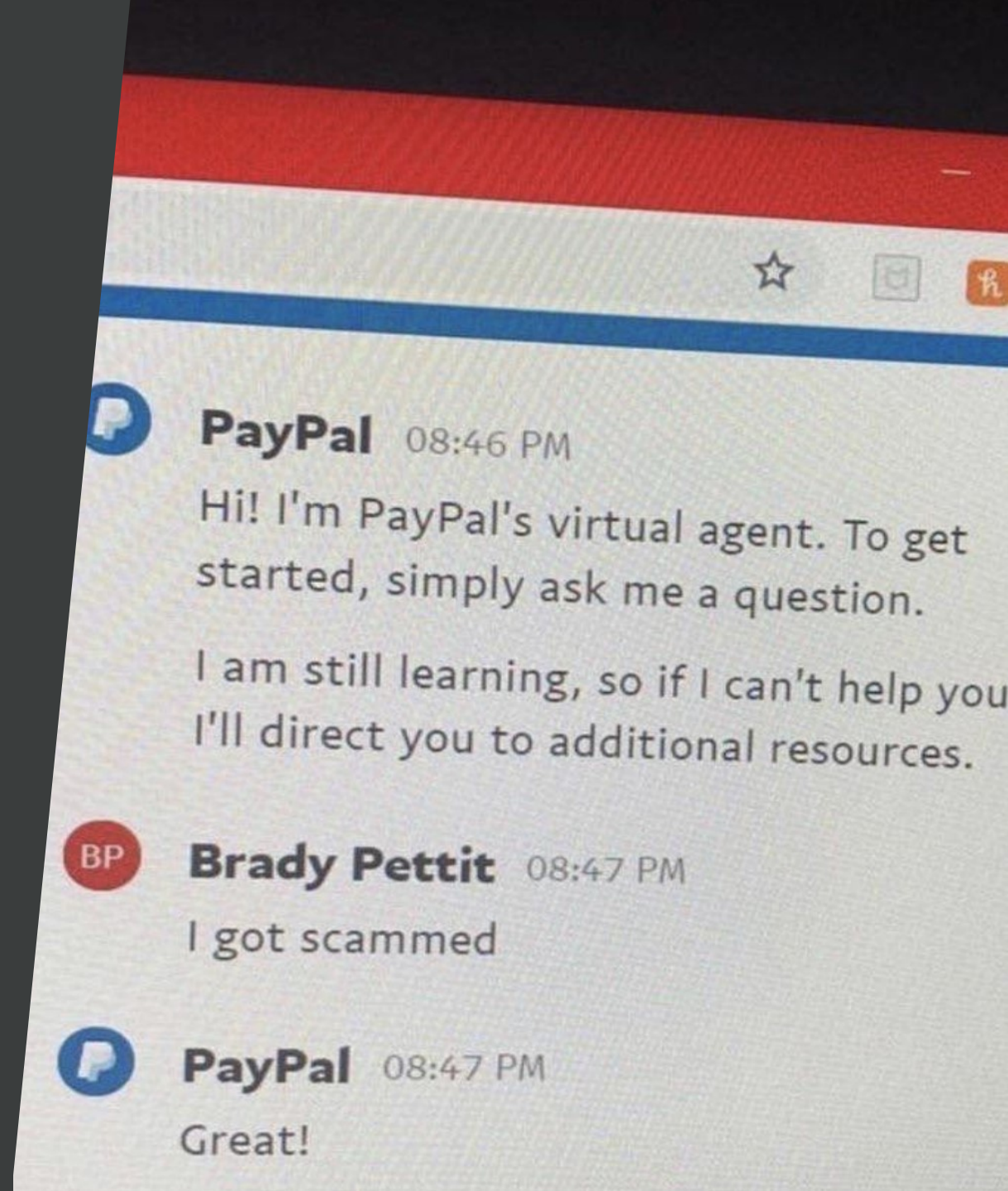


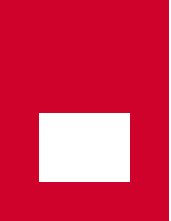
Hey! Where can I get a
good cup of coffee
close by?



You're going
to fail.
Fail gracefully.

Image: Username etuck77 on Reddit.com





Hey! I was thinking I might sign up or register with the conference I don't know yet, but when is PLAIN?



I'm sorry. I didn't quite get that.

Hey! I was thinking I might sign up or register with the conference I don't know yet, but when is PLAIN?



I'm sorry. I didn't quite get that.

I understand short and simple sentences.

Try asking again, or see if any of these options can help:

Programme

Practical information

- 
1. Manage expectations
 2. Use personality
 3. Take turns
 4. Be brief
 5. Speak the truth
 6. Know what's relevant
 7. Be polite
 8. Fail gracefully



Thanks for listening!

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