

ORACLE

Conversation design fundamentals

Program agenda

- 1 What makes a conversation?
- 2 The role of the conversation designer
- 3 Fundamentals of conversation design

Program agenda

- 1 **What makes a conversation?**
- 2 The role of the conversation designer
- 3 Fundamentals of conversation design

”

When all you have are words,
you need to make them count

What makes a conversation?

” What makes a conversation a great conversation?

It should be natural

- Collaborative
- Personable
- Concise and relevant

Embraces positive human qualities

- Non-repeating, non-rigid
- Empathy, humour, contrition (as appropriate!)
- Acknowledging, reciprocity, comprehension

Open, not constrained, nor restricted

- User shouldn't have to use specific trigger words
- Ability to move around the conversation topics
- Never locked in to a repeating cycle

Program agenda

- 1 What makes a conversation?
- 2 **The role of the conversation designer**
- 3 Fundamentals of conversation design

”

The role of the conversation designer is to ensure and champion the drive for conversational excellence

The role of the conversation designer

What do you get from having a conversation designer/champion

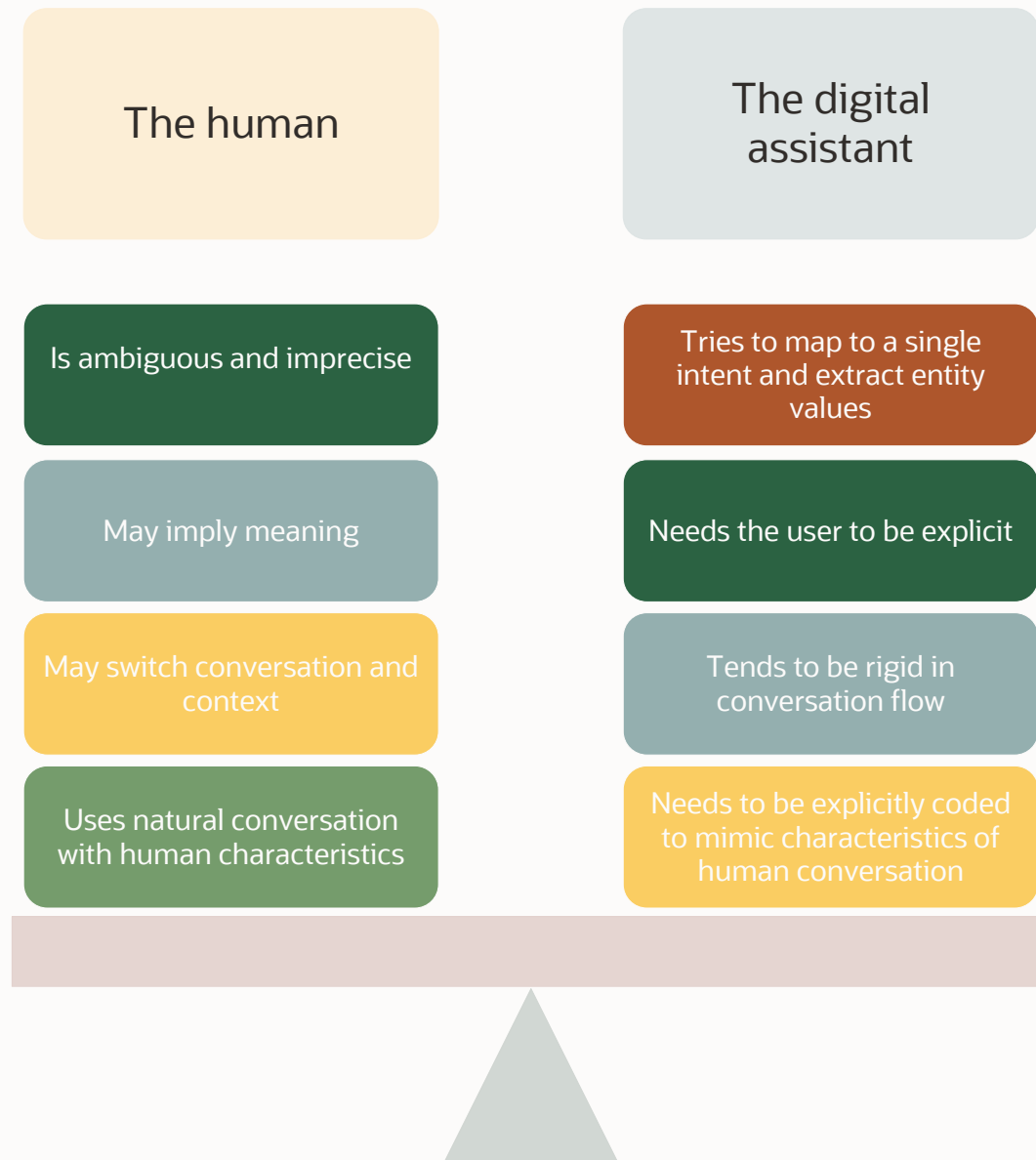


Program agenda

- 1 What makes a conversation?
- 2 The role of the conversation designer
- 3 **Fundamentals of conversation design**

Fundamentals of conversation design

The conversation designer has to bridge a gap between two different worlds



Define your digital assistant persona

” If you don't define and take control of the persona, users will project their own

It is part of your brand

- Formal or friendly?
- Are you trying to project specific traits
 - Trustworthy, financially astute, cheerful?

It is a template for your development

- Consistency across your digital assistant development

Helps define how you deal with all facets of a conversation

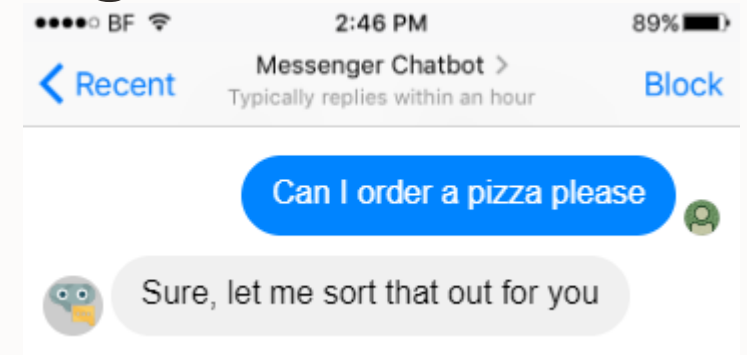
- Failures or not understanding
- Escalations or problems
- Returning users

Some key focus areas in writing a conversation dialog

1. Acknowledgment (discourse markers)
 - Confirms the user has been “heard”
2. Implicit confirmation
 - Shows what the digital assistant has understood
3. Prompt
 - Cue the user for what the digital assistant expects next
4. Choice architecture
 - How you might guide the user to make the right choice
5. Jenga technique
 - Take out words without changing meaning
 - Reduce cognitive load

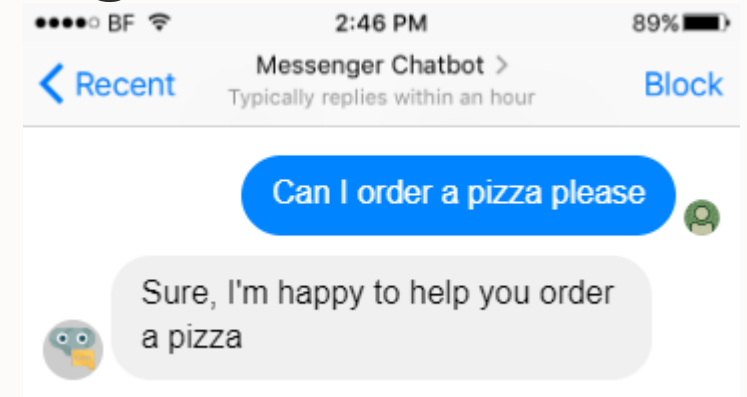
Some key focus areas in writing a conversation dialog

1. Acknowledgment (discourse markers)
 - Confirms the user has been “heard”
2. Implicit confirmation
 - Shows what the digital assistant has understood
3. Prompt
 - Cue the user for what the digital assistant expects next
4. Choice architecture
 - How you might guide the user to make the right choice
5. Jenga technique
 - Take out words without changing meaning
 - Reduce cognitive load



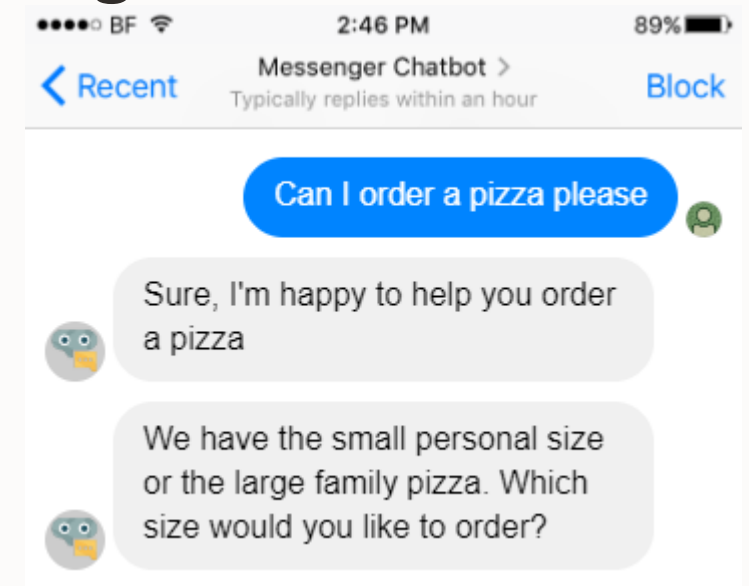
Some key focus areas in writing a conversation dialog

1. Acknowledgment (discourse markers)
 - Confirms the user has been “heard”
2. Implicit confirmation
 - Shows what the digital assistant has understood
3. Prompt
 - Cue the user for what the digital assistant expects next
4. Choice architecture
 - How you might guide the user to make the right choice
5. Jenga technique
 - Take out words without changing meaning
 - Reduce cognitive load



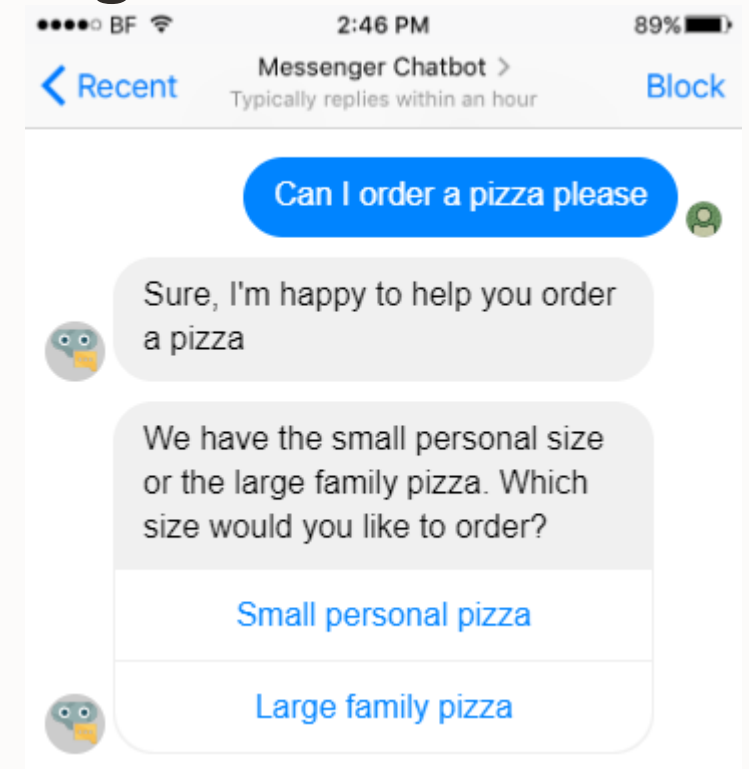
Some key focus areas in writing a conversation dialog

1. Acknowledgment (discourse markers)
 - Confirms the user has been “heard”
2. Implicit confirmation
 - Shows what the digital assistant has understood
3. Prompt
 - Cue the user for what the digital assistant expects next
4. Choice architecture
 - How you might guide the user to make the right choice
5. Jenga technique
 - Take out words without changing meaning
 - Reduce cognitive load



Some key focus areas in writing a conversation dialog

1. Acknowledgment (discourse markers)
 - Confirms the user has been “heard”
2. Implicit confirmation
 - Shows what the digital assistant has understood
3. Prompt
 - Cue the user for what the digital assistant expects next
4. Choice architecture
 - How you might guide the user to make the right choice
5. Jenga technique
 - Take out words without changing meaning
 - Reduce cognitive load



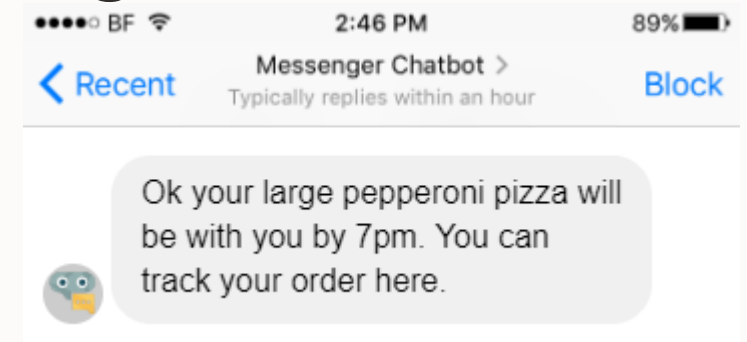
Some key focus areas in writing a conversation dialog

1. Acknowledgment (discourse markers)
 - Confirms the user has been “heard”
2. Implicit confirmation
 - Shows what the digital assistant has understood
3. Prompt
 - Cue the user for what the digital assistant expects next
4. Choice architecture
 - How you might guide the user to make the right choice
5. Jenga technique
 - Take out words without changing meaning
 - Reduce cognitive load



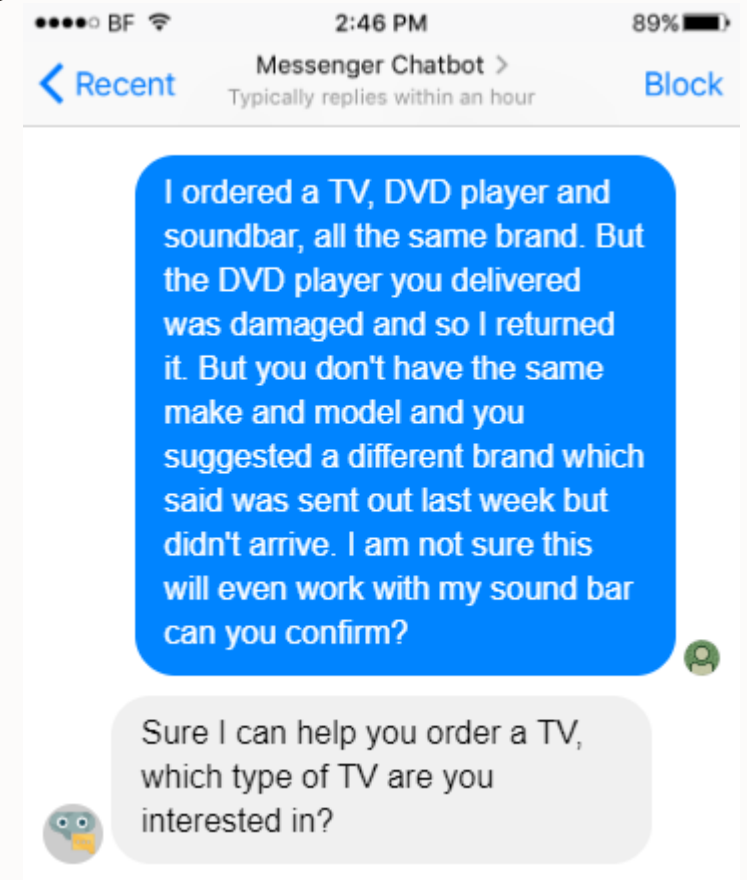
Some key focus areas in writing a conversation dialog

1. Acknowledgment (discourse markers)
 - Confirms the user has been “heard”
2. Implicit confirmation
 - Shows what the digital assistant has understood
3. Prompt
 - Cue the user for what the digital assistant expects next
4. Choice architecture
 - How you might guide the user to make the right choice
5. Jenga technique
 - Take out words without changing meaning
 - Reduce cognitive load



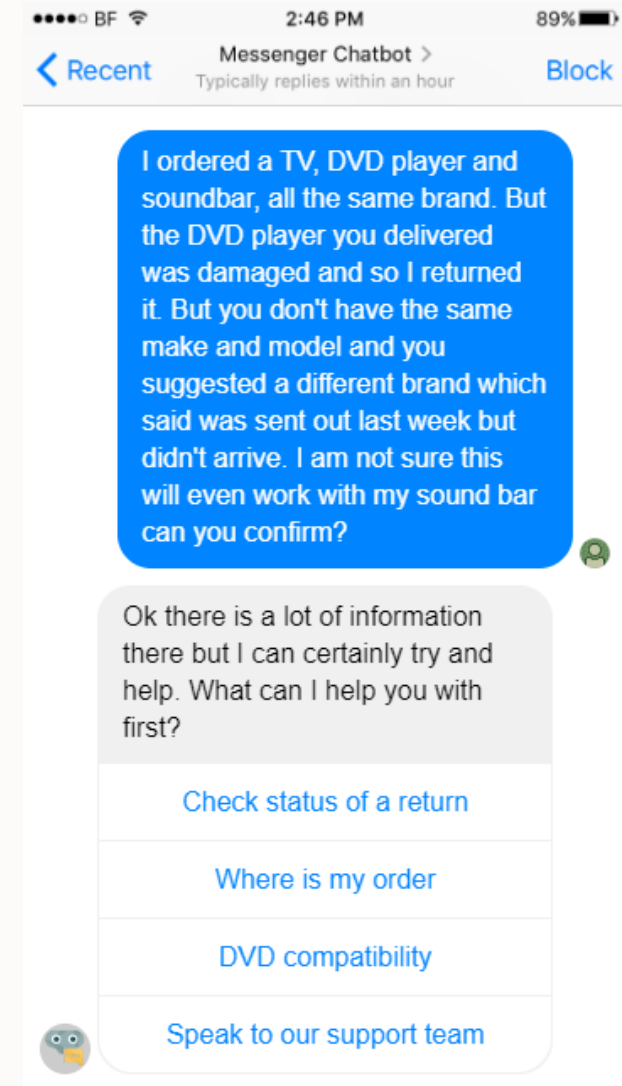
The day to day challenges of a conversation designer

1. When users share too much information
 - Deal with ambiguity
2. The user or language is imprecise
 - Try and better guide the user to give the right information
3. The user expects the meaning to be inferred
 - User may not answer explicitly but meaning could be inferred
4. Contextual awareness
 - Understanding may be relevant to the current conversation
5. Ensuring the persona shines through
 - Nurture and encourage the persona throughout the conversation



The day to day challenges of a conversation designer

1. When users share too much information
 - Deal with ambiguity
2. The user or language is imprecise
 - Try and better guide the user to give the right information
3. The user expects the meaning to be inferred
 - User may not answer explicitly but meaning could be inferred
4. Contextual awareness
 - Understanding may be relevant to the current conversation
5. Ensuring the persona shines through
 - Nurture and encourage the persona throughout the conversation



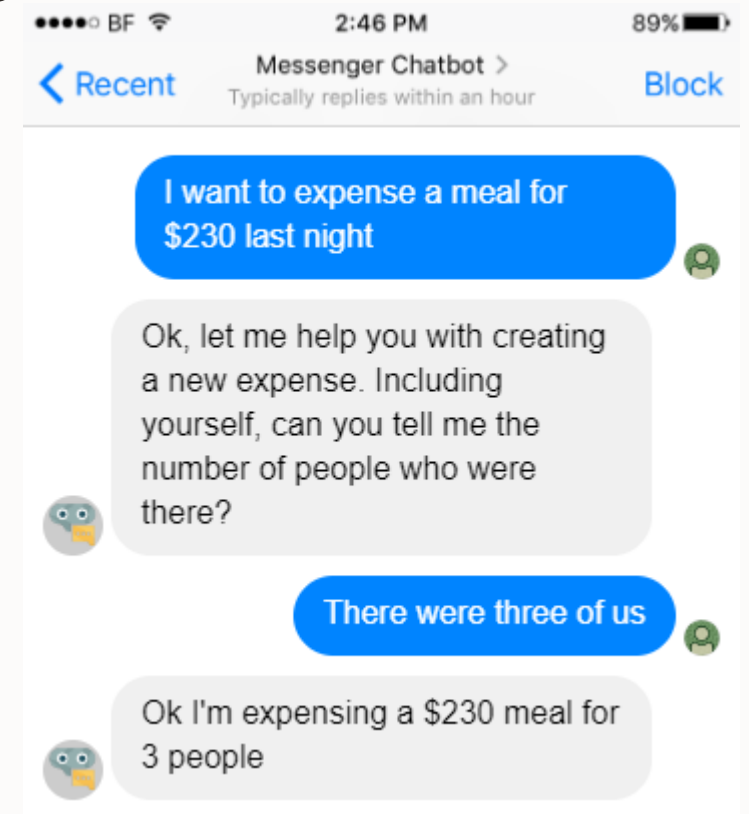
The day to day challenges of a conversation designer

1. When users share too much information
 - Deal with ambiguity
2. The user or language is imprecise
 - Try and better guide the user to give the right information
3. The user expects the meaning to be inferred
 - User may not answer explicitly but meaning could be inferred
4. Contextual awareness
 - Understanding may be relevant to the current conversation
5. Ensuring the persona shines through
 - Nurture and encourage the persona throughout the conversation



The day to day challenges of a conversation designer

1. When users share too much information
 - Deal with ambiguity
2. The user or language is imprecise
 - Try and better guide the user to give the right information
3. The user expects the meaning to be inferred
 - User may not answer explicitly but meaning could be inferred
4. Contextual awareness
 - Understanding may be relevant to the current conversation
5. Ensuring the persona shines through
 - Nurture and encourage the persona throughout the conversation



The day to day challenges of a conversation designer

1. When users share too much information
 - Deal with ambiguity
2. The user or language is imprecise
 - Try and better guide the user to give the right information
3. The user expects the meaning to be inferred
 - User may not answer explicitly but meaning could be inferred
4. Contextual awareness
 - Understanding may be relevant to the current conversation
5. Ensuring the persona shines through
 - Nurture and encourage the persona throughout the conversation



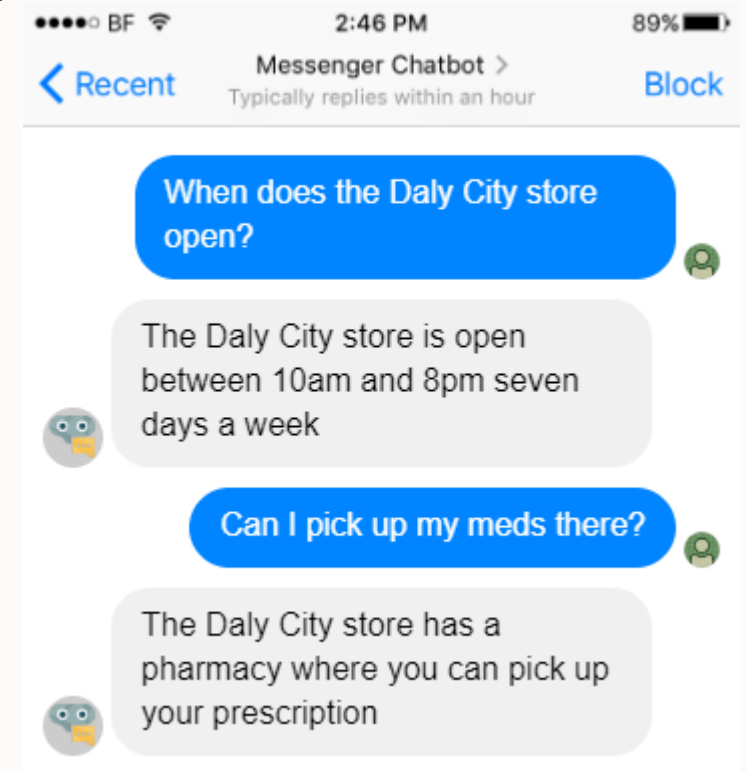
The day to day challenges of a conversation designer

1. When users share too much information
 - Deal with ambiguity
2. The user or language is imprecise
 - Try and better guide the user to give the right information
3. The user expects the meaning to be inferred
 - User may not answer explicitly but meaning could be inferred
4. Contextual awareness
 - Understanding may be relevant to the current conversation
5. Ensuring the persona shines through
 - Nurture and encourage the persona throughout the conversation



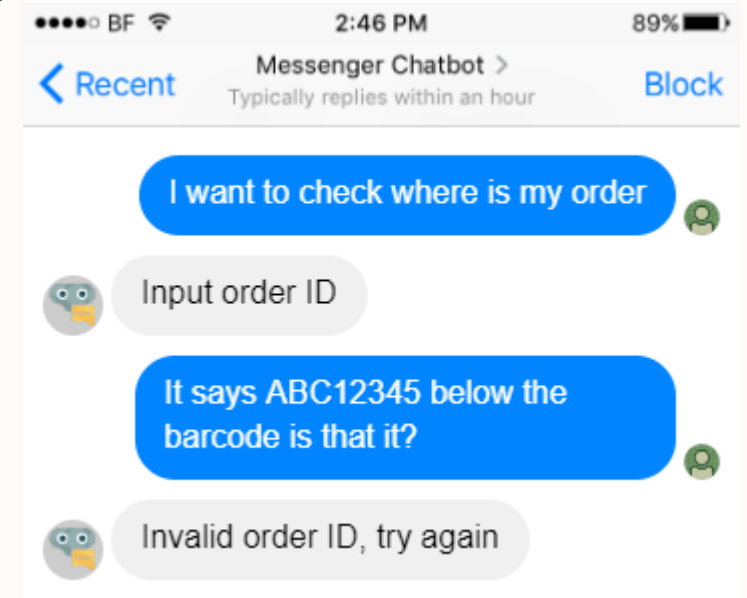
The day to day challenges of a conversation designer

1. When users share too much information
 - Deal with ambiguity
2. The user or language is imprecise
 - Try and better guide the user to give the right information
3. The user expects the meaning to be inferred
 - User may not answer explicitly but meaning could be inferred
4. Contextual awareness
 - Understanding may be relevant to the current conversation
5. Ensuring the persona shines through
 - Nurture and encourage the persona throughout the conversation



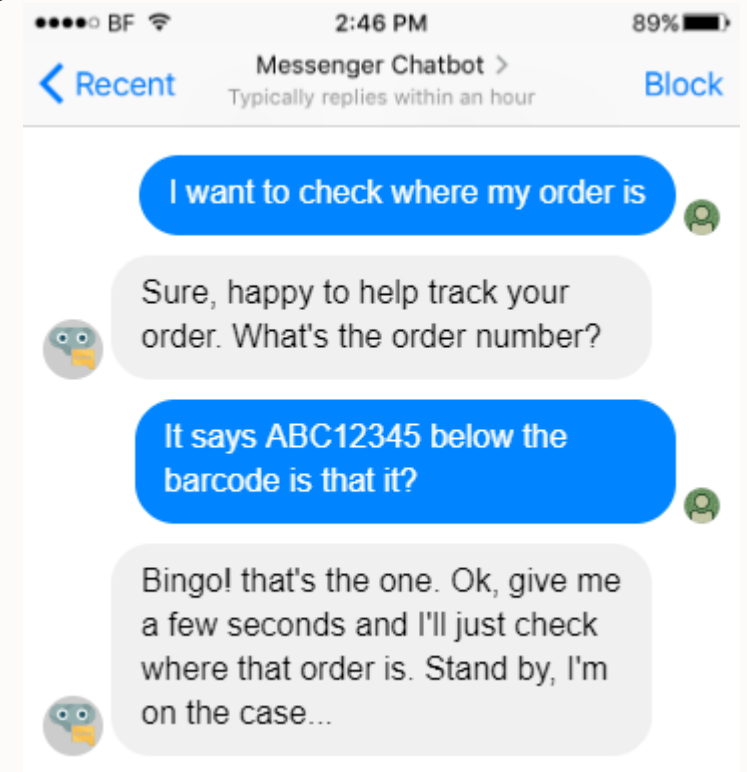
The day to day challenges of a conversation designer

1. When users share too much information
 - Deal with ambiguity
2. The user or language is imprecise
 - Try and better guide the user to give the right information
3. The user expects the meaning to be inferred
 - User may not answer explicitly but meaning could be inferred
4. Contextual awareness
 - Understanding may be relevant to the current conversation
5. Ensuring the persona shines through
 - Nurture and encourage the persona throughout the conversation



The day to day challenges of a conversation designer

1. When users share too much information
 - Deal with ambiguity
2. The user or language is imprecise
 - Try and better guide the user to give the right information
3. The user expects the meaning to be inferred
 - User may not answer explicitly but meaning could be inferred
4. Contextual awareness
 - Understanding may be relevant to the current conversation
5. Ensuring the persona shines through
 - Nurture and encourage the persona throughout the conversation



ORACLE