

Design thinking for chatbots





Design thinking

Design thinking is an approach to developing products, services, or processes that focuses on users' needs and perspectives.

- **evidence**
- **users' needs**

- **technological challenges**
- **social issues**
- **global problems**



Empathize



Define



Ideate



Prototype



Test



Empathize

During this phase, you need to find out who your users are. You define what problems they face, what causes them, and what users want to achieve.



User Journey Map

Phase of journey	Pre-departure	Flight	Arrival	Transfer to the hotel	Traveling around the visited country	Going back to the airport	Pre-departure
Actions What does the customer do?	<div>Arriving at the airport 2 hours before the flight</div> <div>Finding the gate</div> <div>Checking luggage</div>	<div>reading a book</div> <div>watching a movie</div>	<div>collecting the luggage</div>	<div>Finding the bus</div> <div>catching the taxi</div>	<div>Using public transport</div> <div>Going for optional excursions</div>	<div>Catching the bus to the airport</div>	<div>Arriving at the airport 2 hours before the flight</div> <div>Finding the gate</div> <div>Checking luggage</div>
Problems & barriers What problems might the customer have?	<div>Don't know English</div> <div>Forgot some documents</div>		<div>can't find their luggage</div> <div>have a problem with communicating</div>	<div>don't know where to find a bus</div> <div>missed a bus</div>	<div>lost the paper with the information</div> <div>can't find the location</div>	<div>don't know when the bus arrives</div>	<div>don't know English</div> <div>forgot some documents</div>
Customer feelings What is the customer thinking and feeling?	<div>nervous they might be late</div> <div>afraid they will get lost</div> <div>excited</div>	<div>happy they're finally in a plane</div>	<div>stressed</div> <div>relieved</div>	<div>lost</div> <div>nervous</div> <div>tired</div> <div>excited</div>	<div>nervous</div> <div>excited</div>	<div>nervous</div>	<div>nervous they might be late</div> <div>afraid they will get lost</div> <div>tired</div>
Improvement How can you solve the customer's problem with a chatbot?	<div>List all the necessary documents the customer needs to have</div> <div>Let the customer know who they should contact when the problem occurs</div> <div>Provide guidance on how to move around the airport</div>	<div>Provide PDF resources they can download to read while flying</div>	<div>Provide information on what the customer needs to do when their luggage is missing</div> <div>Give tips on what to do after landing</div>	<div>Provide the map of an airport</div> <div>Give tips on how to find a bus or taxi</div> <div>Share links to timetables of local public transport</div>	<div>Share tips on how to use public transport</div> <div>Provide information on where the customers can catch the bus, show pictures</div>	<div>Provide information when and where the bus arrives</div>	<div>List all the necessary documents the customers needs to have</div> <div>Let the customer know who they should contact when the problem appears</div> <div>Provide guidance how to move around the airport</div>

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Analogy

"Finding something on the phone on the go is like searching for a needle in a haystack."



- ➡ Get feedback from your support team
- ➡ Analyze requests from all your channels
- ➡ Talk with extreme customers

Define

At the define stage you unpack findings about users and turn them into the users' actual needs.



A problem **statement**

A **problem statement** is the description of an issue you want to solve. It also presents a goal or a state you want to achieve by solving it.

5 Ws and H Framework

What

problems does the user want to solve?

She wants to quickly find information regarding her travel while abroad.

5 Ws and H Framework

Who

is the person experiencing the problem?

Anna, a stressed traveler.

5 Ws and H Framework

Where

is the user while they want to solve the problem?

She's abroad while traveling, using her mobile phone.

5 Ws and H Framework

When

does the problem occur?

Anna gets frustrated when she can't quickly find specific information regarding her trip and flight by using her phone.

5 Ws and H Framework

Why

solving the problem is essential?

Anna gets nervous because she's in a hurry, and she finds it difficult to search for information on her own or reach out to customer support while being on a go.

5 Ws and H Framework

How

does the user reach the goal?

Anna would love to use the phone to find important information easily and when she needs it.

(Who) Anna **(user characteristics)** is a tourist **(user need)** who needs to quickly find specific information regarding her trip on her phone **(insight)** because she is in a hurry and she's stressed that she might have got lost abroad.

Ideate

At this stage you generate all possible ideas where your chatbot solves the user's problem.



- provide information via website or app
- share links and infographics
- suggest types and formats of responses your chatbot might send like text, buttons, videos

Mind map



Worst **possible idea**

The worst possible idea can relax team members and improve their creativity.



- Which ideas are technically possible?
- Which ideas solve the problem and provide the best user experience?
- Which ideas can you afford and which are too expensive?

Prototype

During this stage you prototype your chatbot Story draft which is a conversation scenario.





Travel Companion

Online



Hello 🖐️ I'm Travel Companion Bot 🚗

How can I help you today?

Reservations

Cancelations

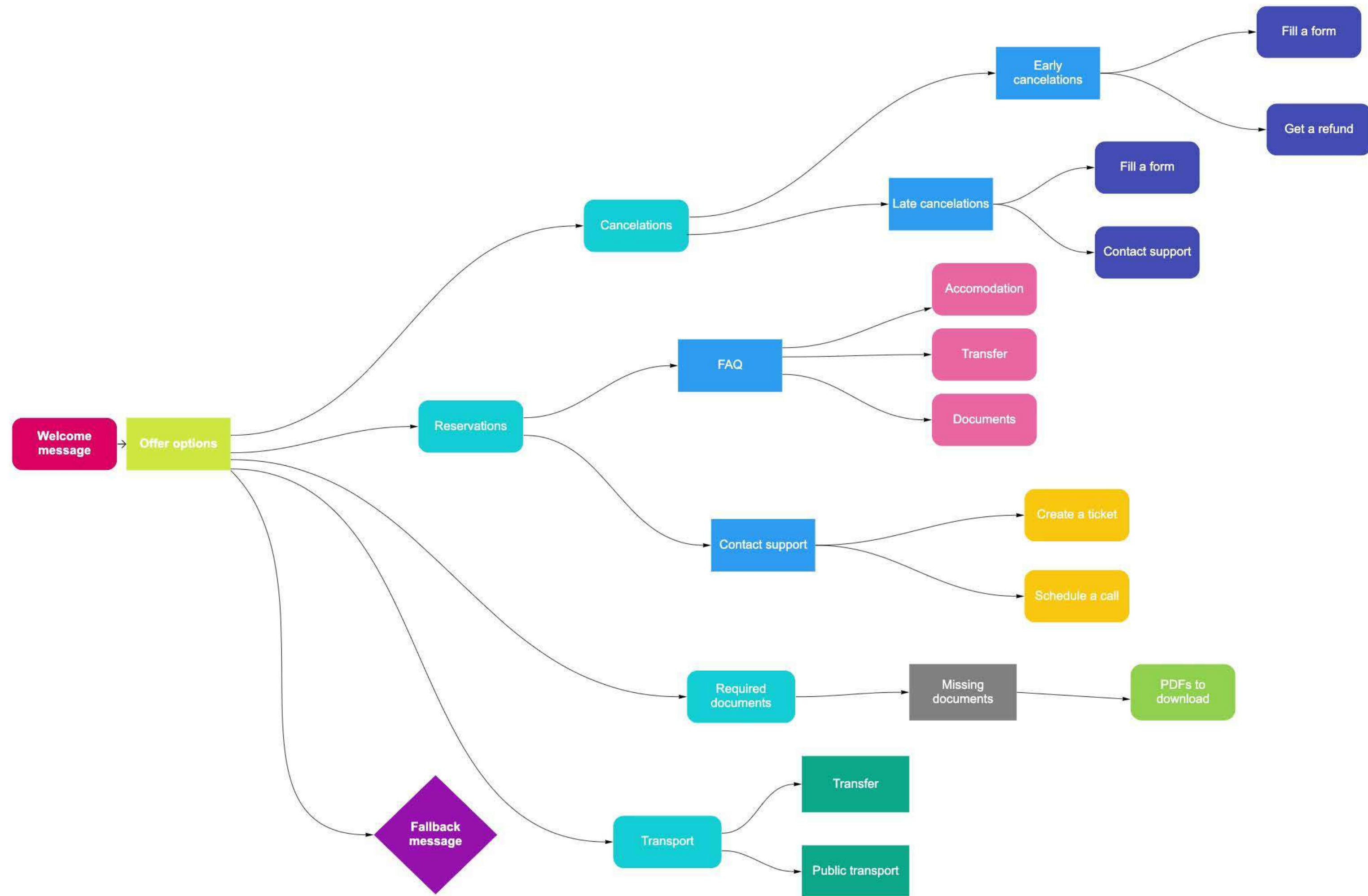
Departures

Required documents

Type your message here



Powered by [ChatBot](#)



Test

The testing phase lets you verify whether your chatbot works as intended and can solve the user's problem.



In this lesson you **learned**

Design thinking is an approach to developing products, services, or strategies that focuses on users and their needs. It can help you come up with a chatbot idea

In this lesson you **learned**

Design thinking is made of 5 stages:

- **Empathize** — where you learn about the users and their needs.
- **Define** — where you specify the actual problem you want to solve.
- **Ideate** — this stage allows you to generate ideas for your chatbot.
- **Prototype** — this is when you build a functioning prototype.
- **Test** — this allows you to test your prototype and check with your target audience whether it addresses their needs.