UX Principles for conversational interfaces.

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Pros & cons of conversational interfaces.

Pros

Global availability and scalability

More natural interactions

Save time

No need to fight for the habit of use

You can do a lot of things

Cons

No standards yet

Very easy to fail

Dependent on the platform you use

You can do a lot of things

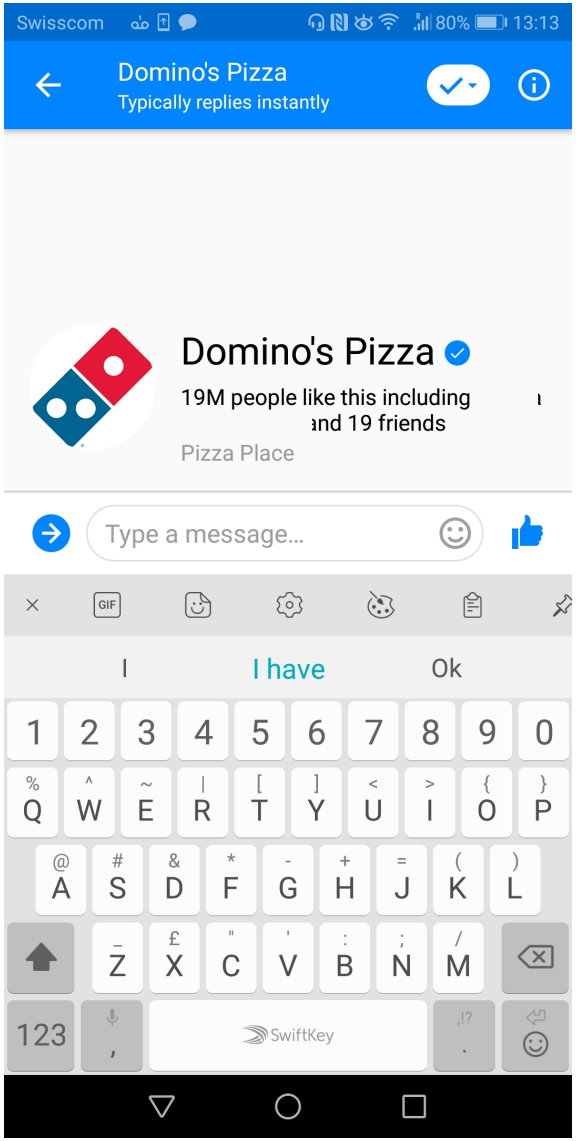
Remember.

You are creating a conversation

How to fail in conversation.

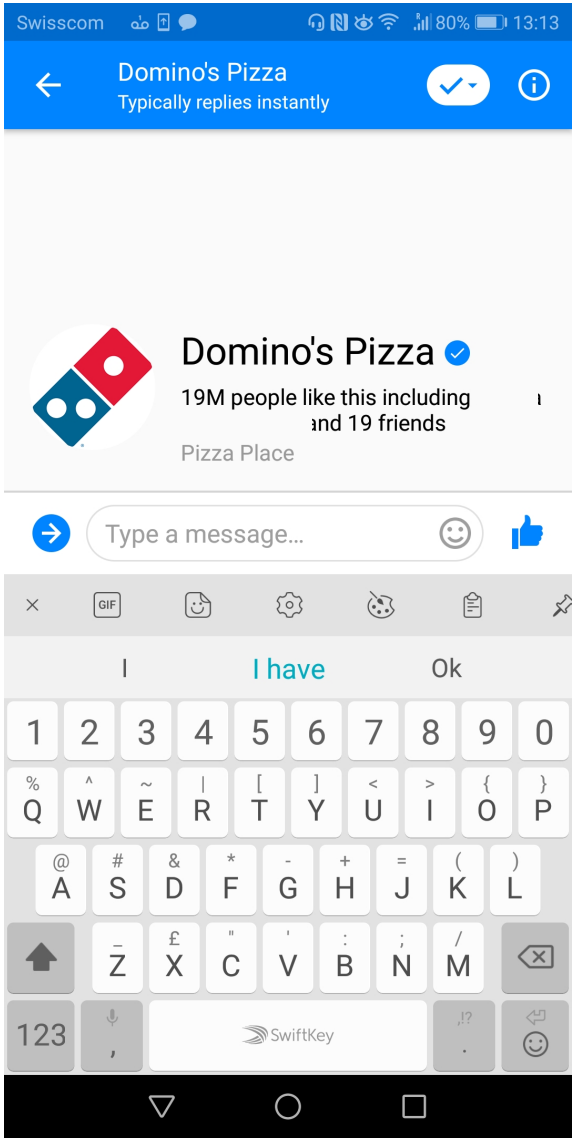
1. Being ambiguous
2. Offering no clues
3. Not anticipating errors
4. Making irreversible choice
5. Not knowing where the limit is
6. Thinking you know the context

Being ambiguous.



Being ambiguous.

Not starting a conversation by saying who you are, and what you do is weird, and confusing. It is a well defined practice.



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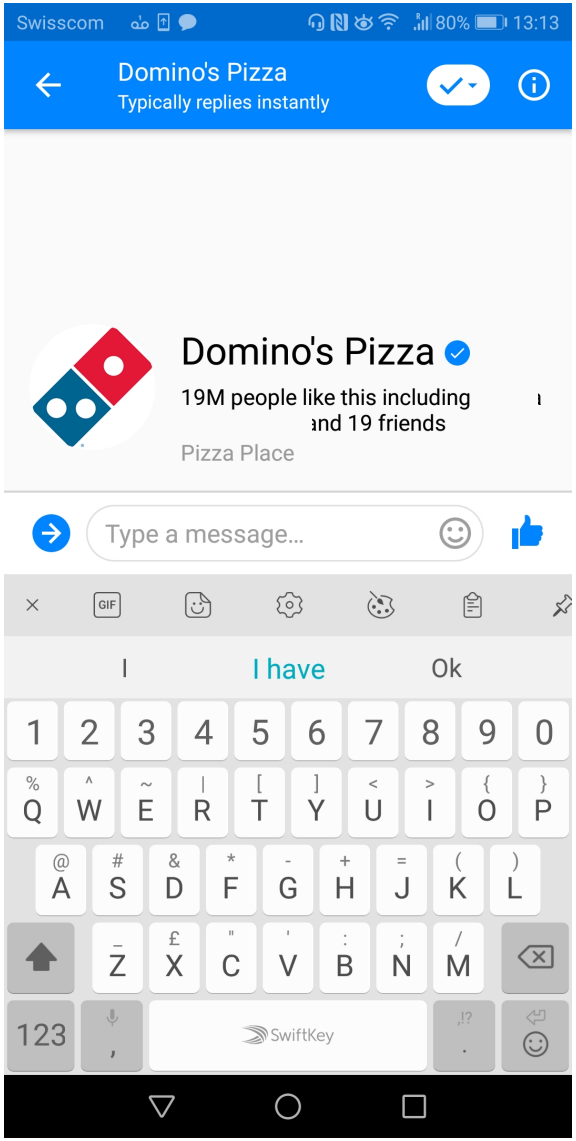


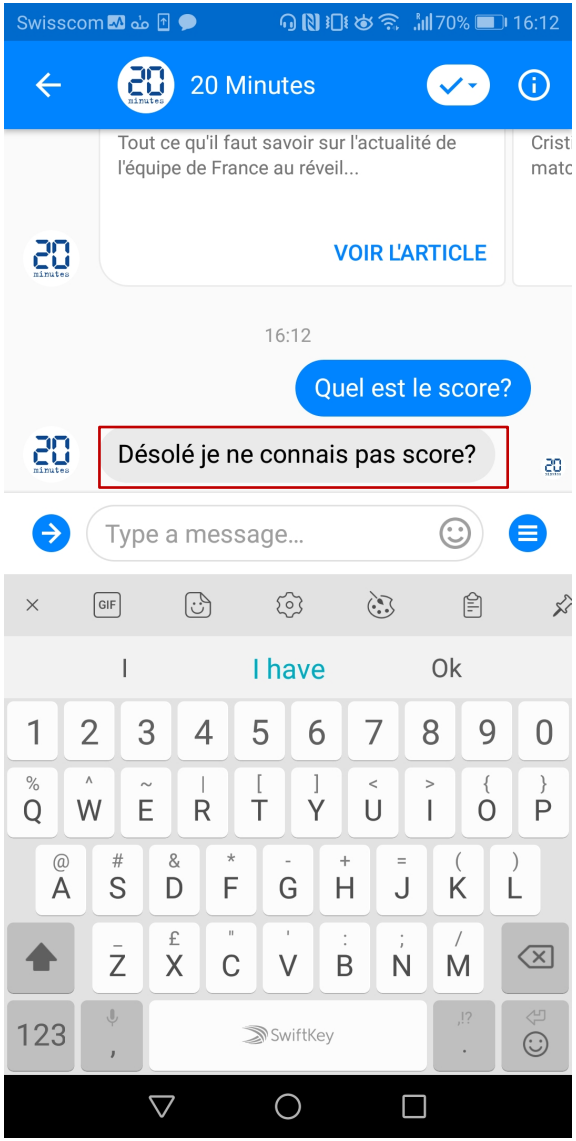
This rule apply for your content. Your wording needs to be precise, and relevant to the context you are using it for, else people will be lost.

Offering no clues.

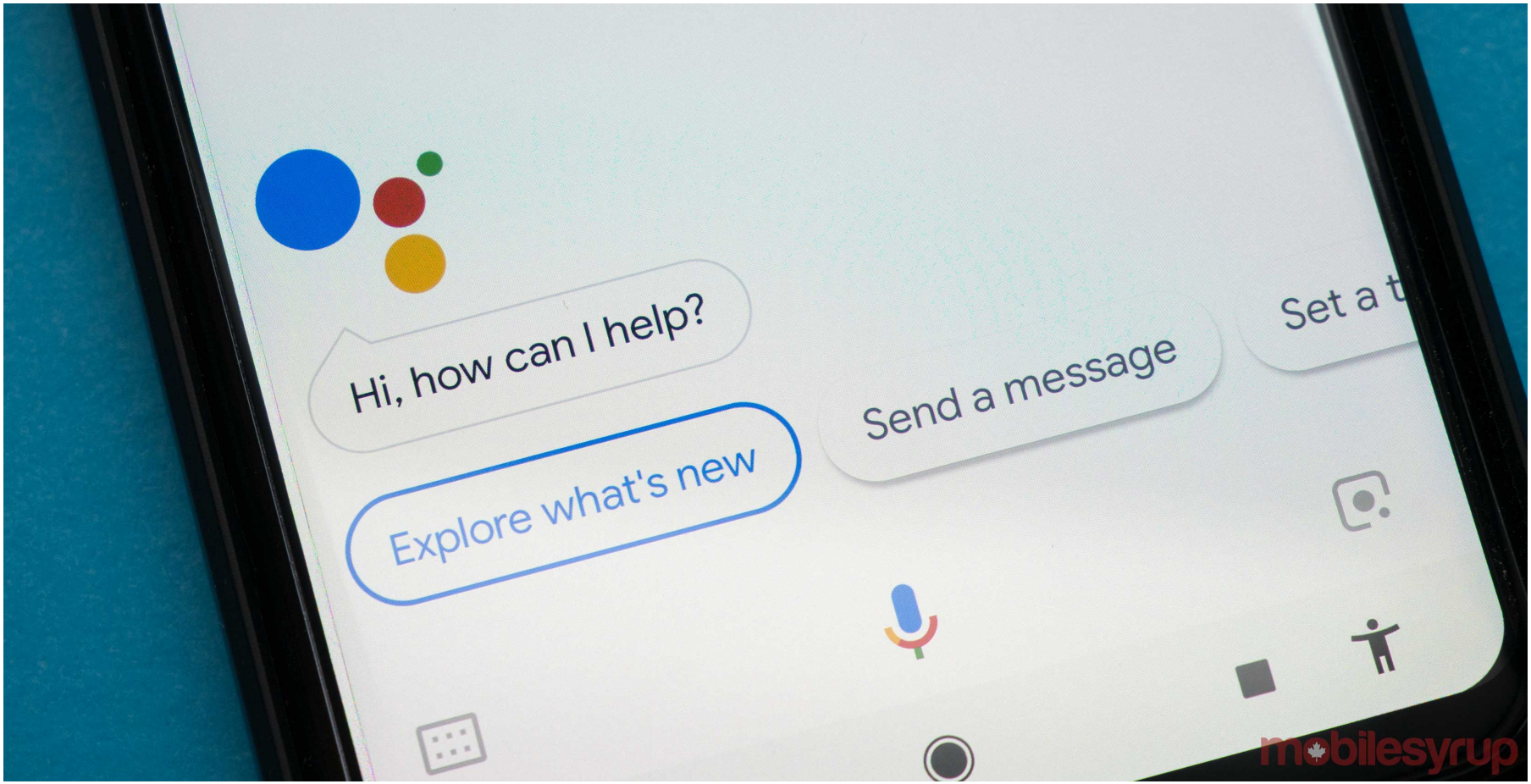
When something go wrong options should be proposed so the user can know what to do next.

The key question in his mind will be:

- *« Should I leave or stay? «*



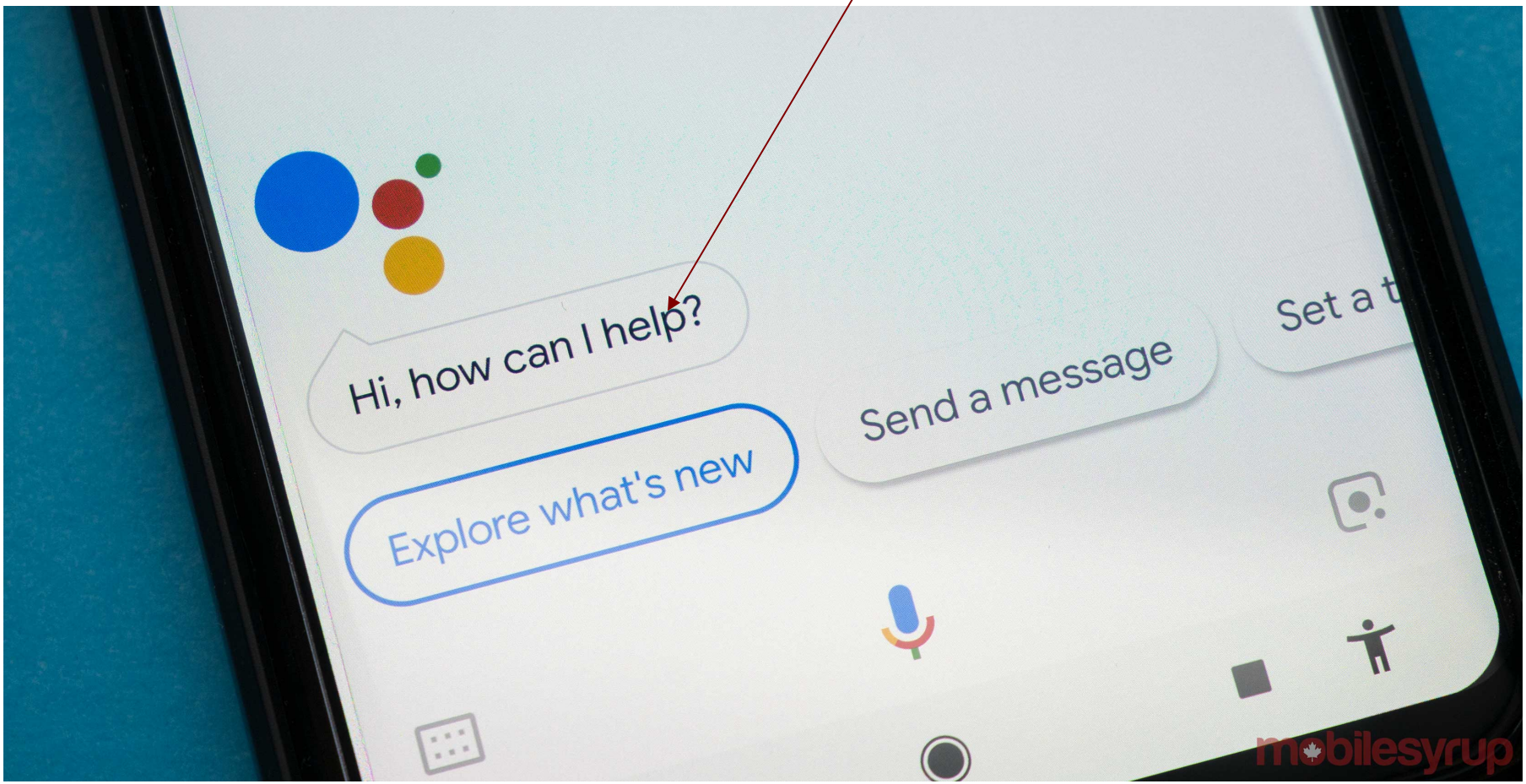
Offering no clues.



Google is a good example.

Offering no clues.

Scary demand if you don't know what to do



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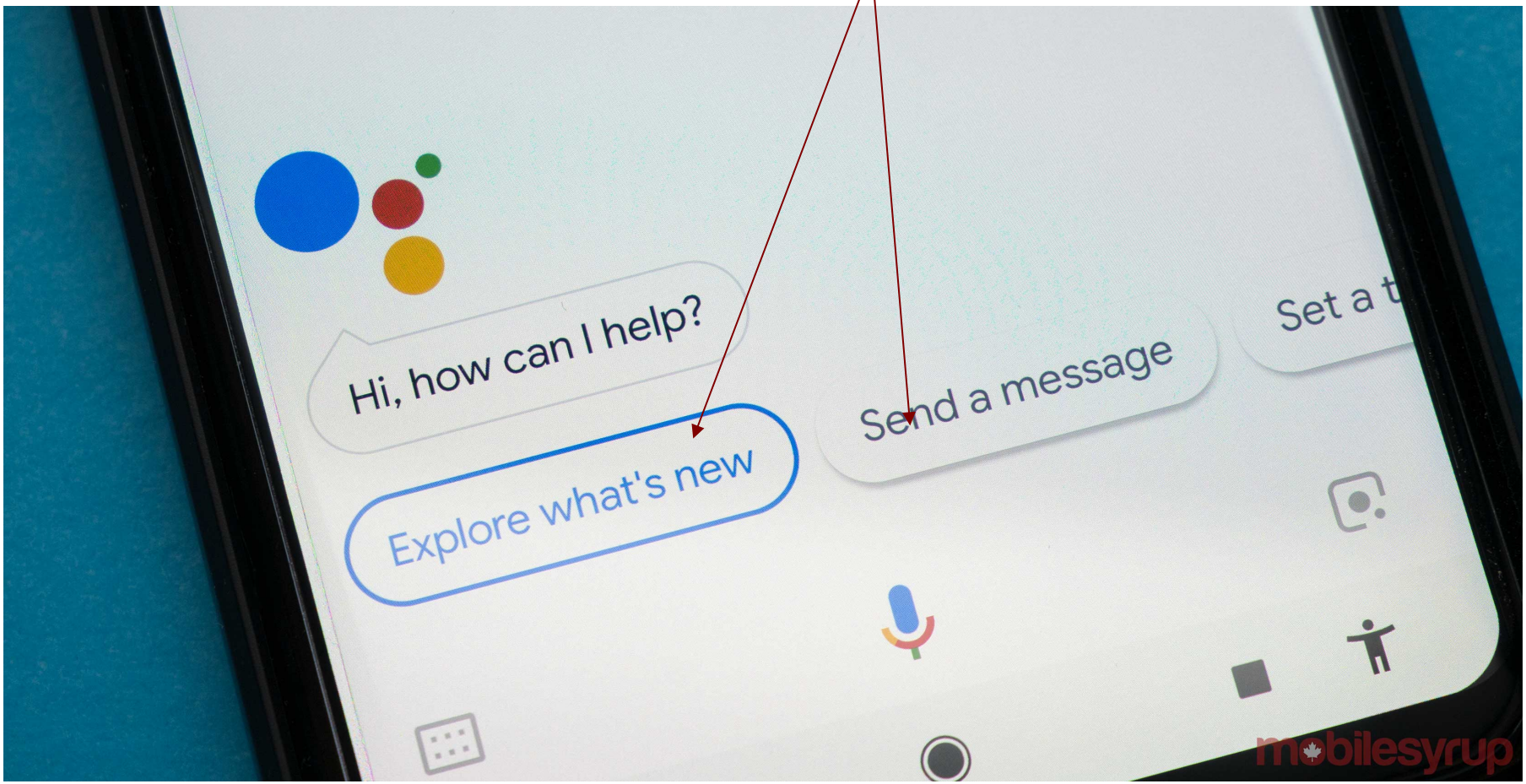
Offering no clues.

Life savior guidance showing what you can do.

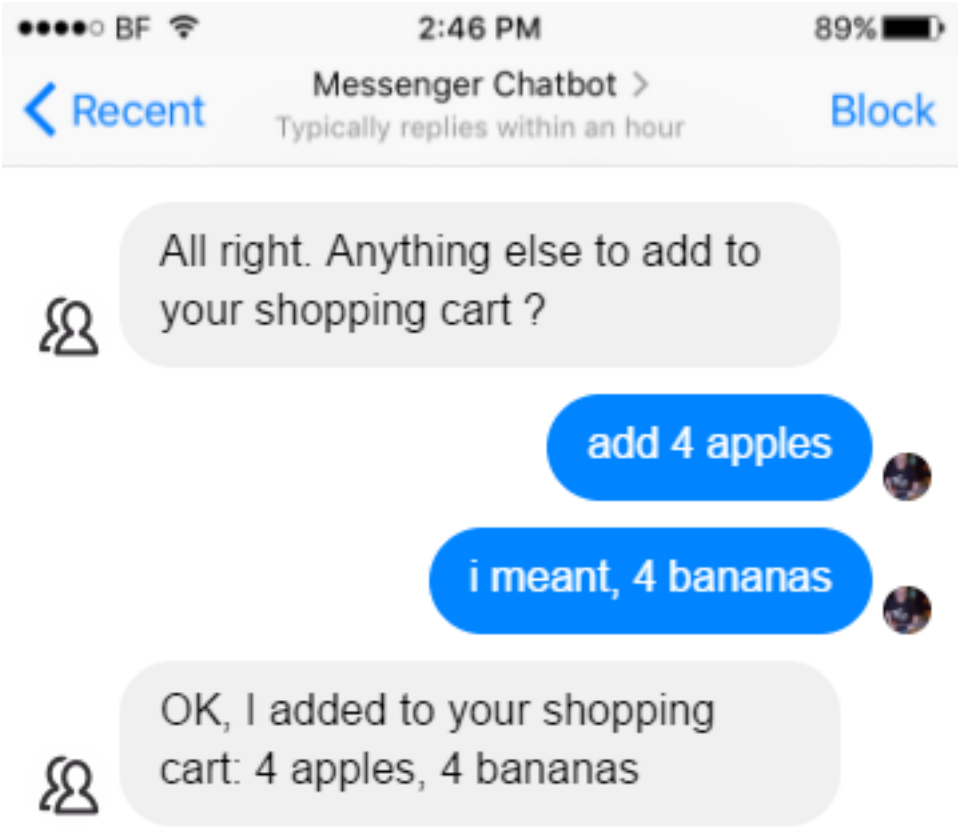


Google is a good example.

Not anticipating errors.

Dealing with mistakes orally is instantaneous, what you create must mimic this behaviour.

An undo or cancel can do the job.

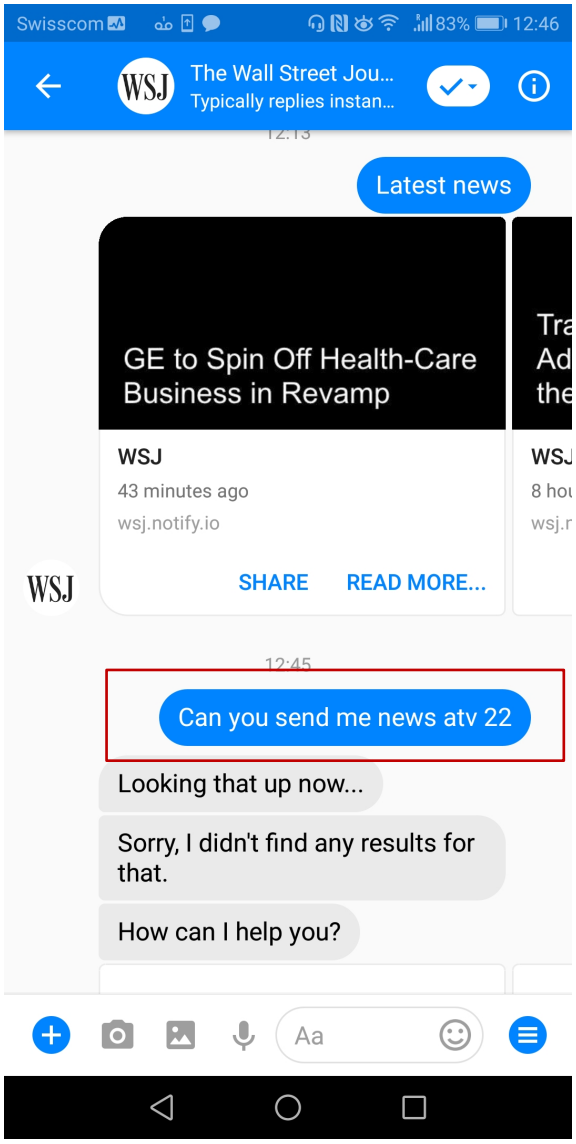


Source

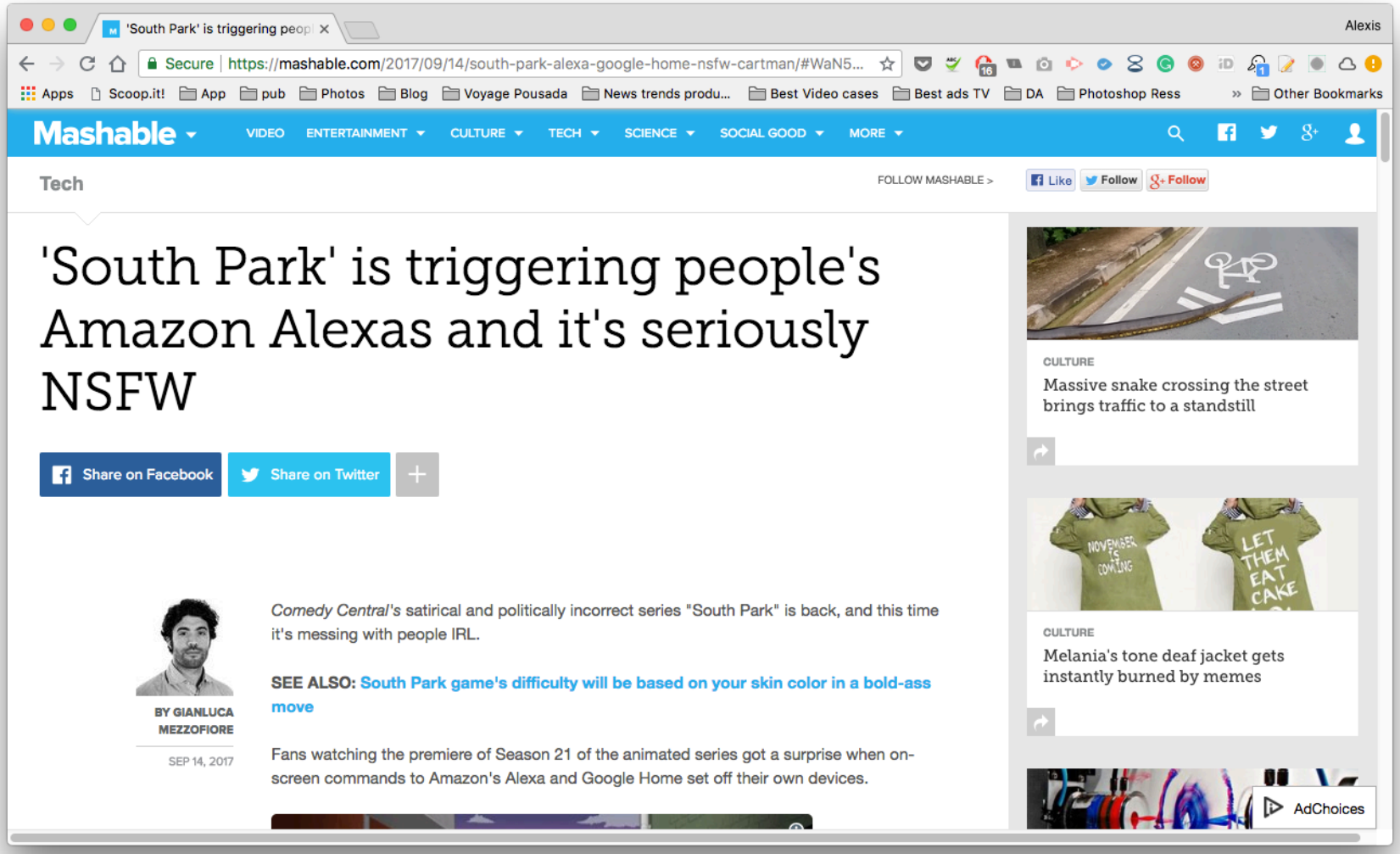
Not anticipating errors.

Mistakes can also happen in writing or with pronunciation.

Our brain usually do the job in filling the gap, but in such case your system should propose its interpretation



Making irreversible choices.



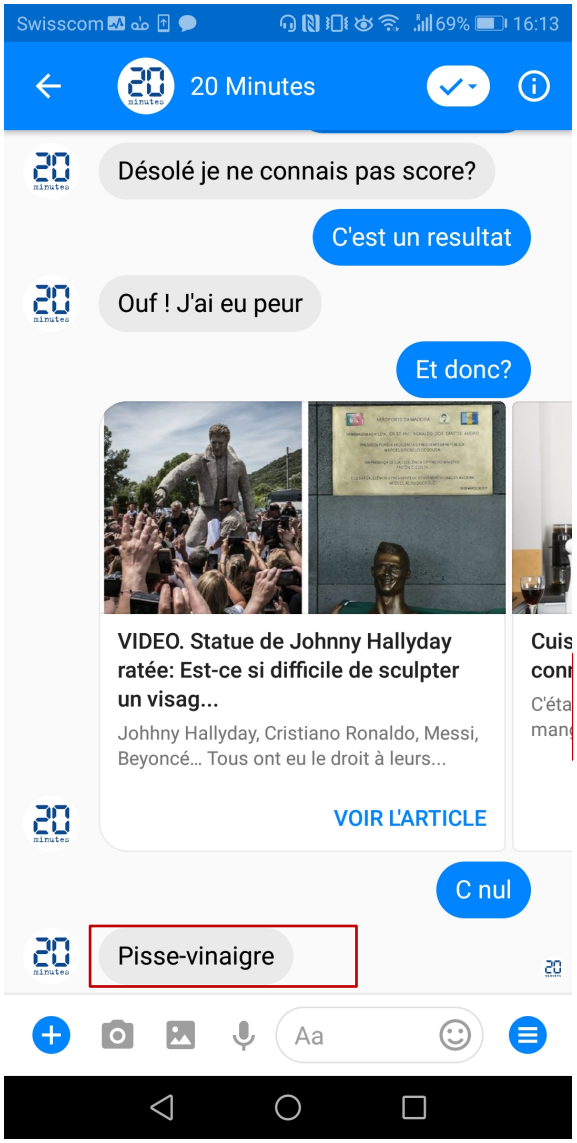
I am sure no users & designers expected Alexa to buy things from someone speaking at it on the TV.

Not knowing where the limit is.

These new interfaces will rely heavily on the development of their own personality.

However, before they can be great, they will be like babies making mistakes because they haven't been told the basic rules of respect.

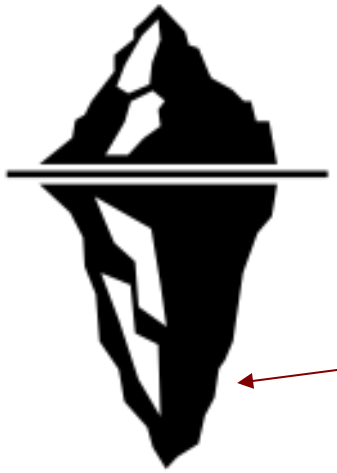
Even in a conversation we are still not buddies.



*pisse vinaigre = bad tempered

Thinking you know the context.

What you are designing



The context

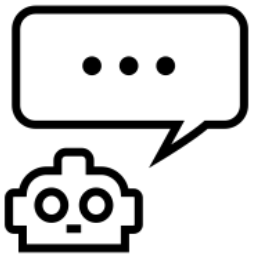
This is what happens.

Link: https://www.youtube.com/watch?v=J3lYLphzAnw&t=2s

You need to be holistic in your approach.

(and subtle)

New ways to interact.



Chatbots

Limited space

Each platforms use a specific visual language & environment

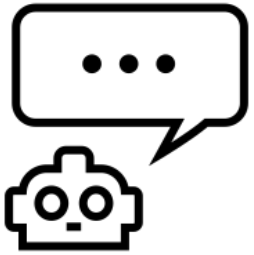
Dealing with errors

Human processing time

Which specific language people use search / answers / Abbreviations

What is the right level of personality

New ways to interact.



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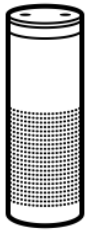


Voice interface

Nothing visual to show

Dealing with errors

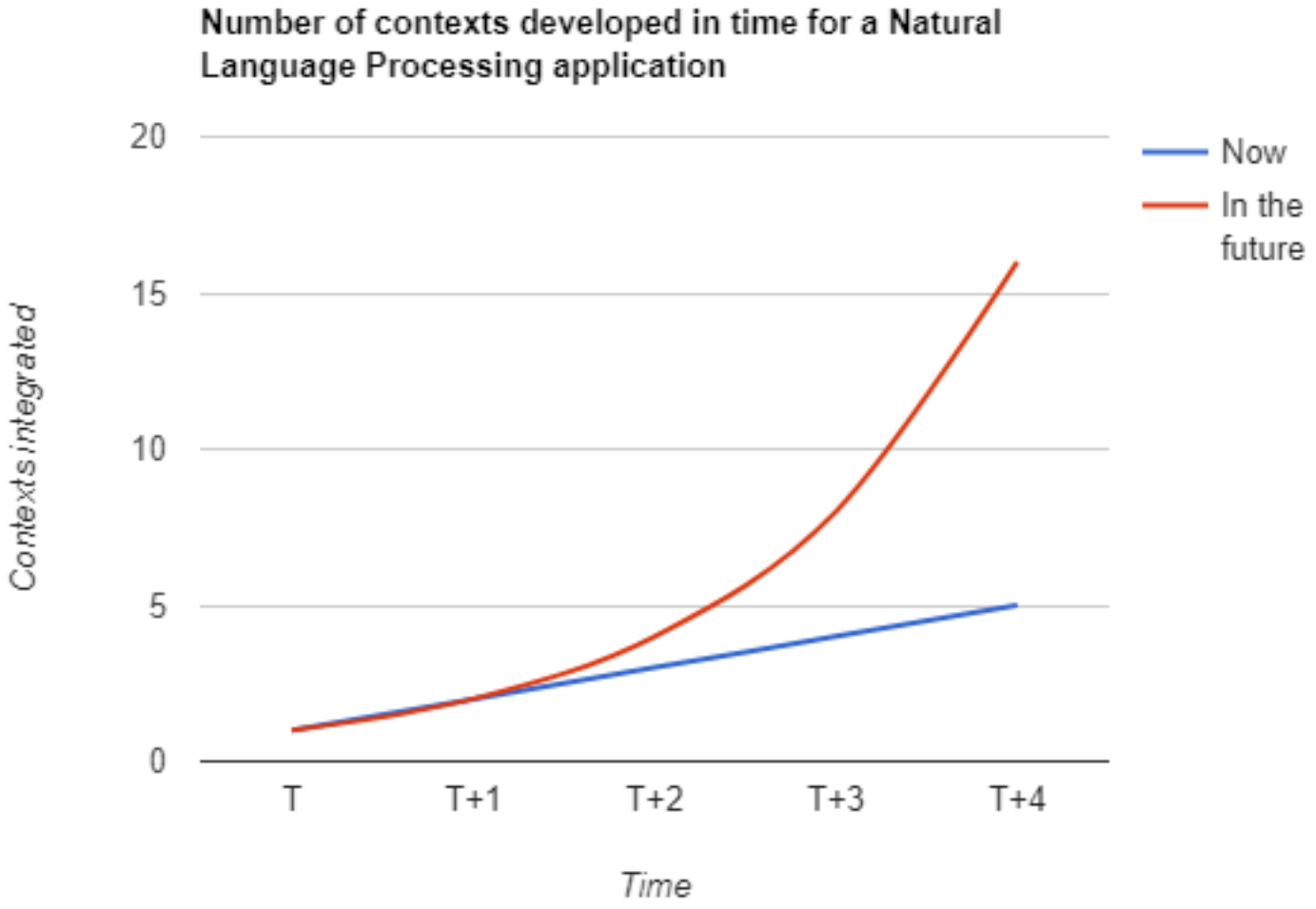
Adapt to specific pronunciation

Human processing time

Detect difference of tone and respond accordingly to it

Show different state *(Thinking vs talking)*

But it will only get better.



Source

TELONO
user experience

Questions?

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