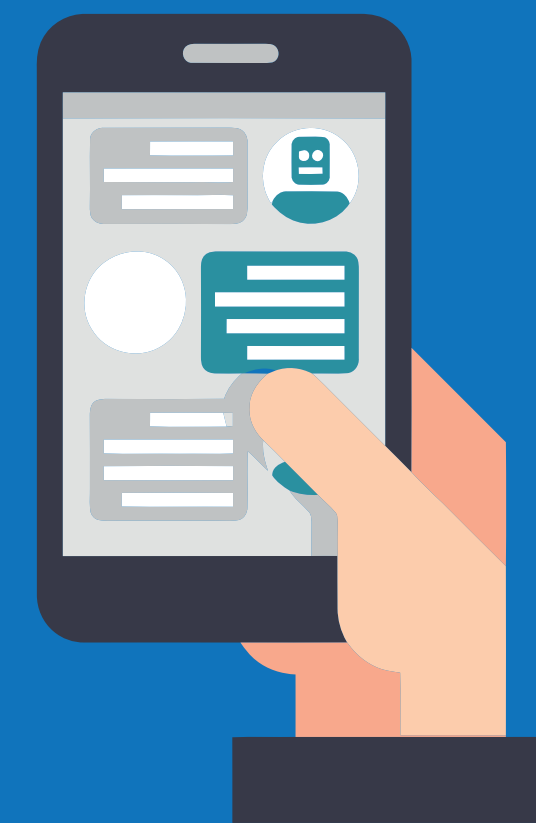


I AM CHATBOT

WELCOME TO THE FUTURE OF CHAT UI



ABOUT

Understanding Natural Language Processing and Chat UI through Résumé Chatbots - a medium that can help supplement, but not replace, a traditional résumé



PROBLEM SPACE

The average chatbot experience fails to deliver effective user experiences. The ability to automate repetitive tasks, provide on-demand service, and earn revenue through user retention appeals to many industries, but poor implementation often confuses users instead of empowering them.



CHATBOT BEST PRACTICES

FIRST INTERACTIONS

Most people have limited experience interacting with chatbots. It's important to understand that users typically will

- Skim or not read the introductory message
- Only occasionally follow instructions
- Lose interest in the event of an early dead-end
- Earn confidence in the first few messages with the chatbot

Based on these observations, Chatbots need to

- Initialize the conversations
- Provide guidance on how to interact with itself
- Include Button UI to reduce user error and build confidence
- Include personable error handling for damage control.

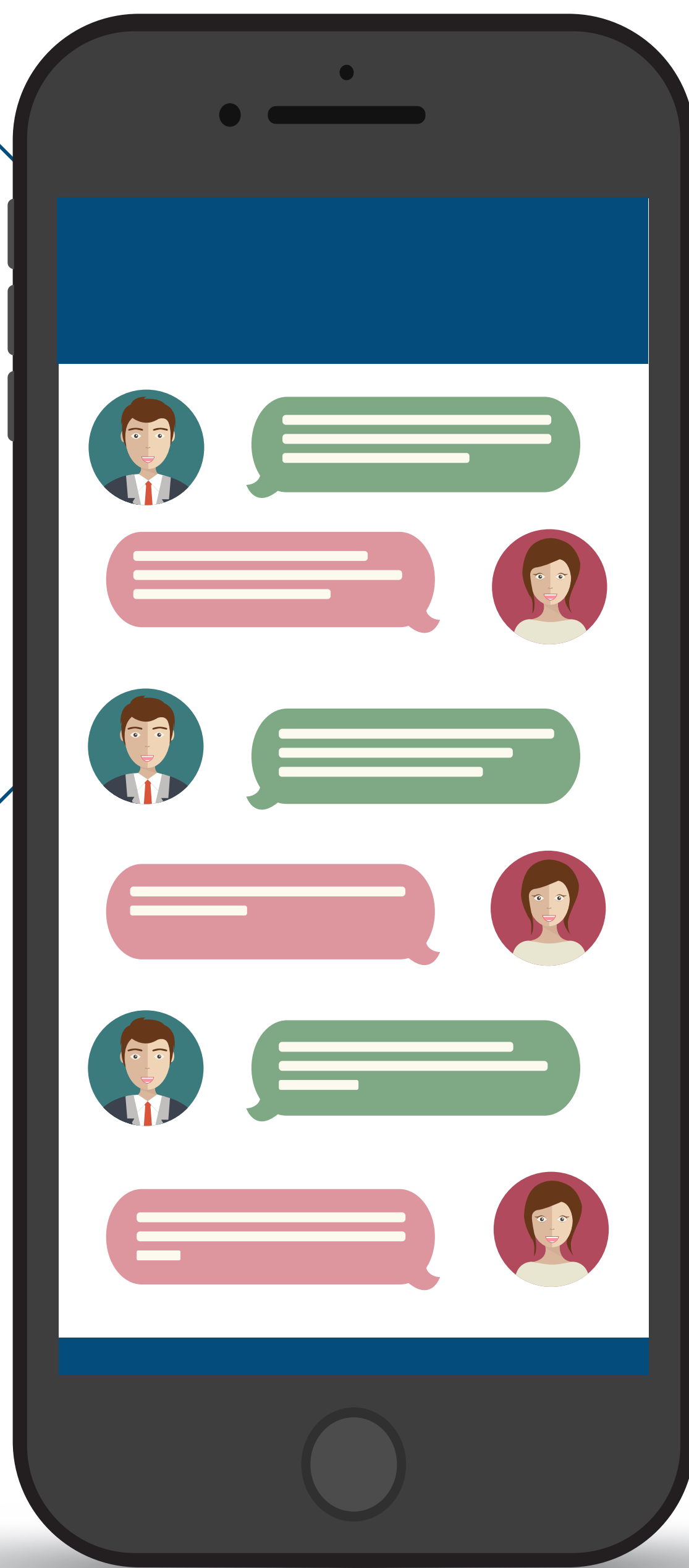
IN-DEPTH CONVERSATIONS

After the first few initial messages, users have a better understanding of how the chatbot operates and begins exploration. Based on all 13 usability test, the team made the follow observations on Chatbot use

- Users expect the chatbot to answer follow-up questions
- Users do not like to read detailed responses to their questions
- Users expect media integration

Based on these observations, Chatbots need to

- Include links, photo, videos, and other media to encourage further exploration
- Text-based answers should be limited to 1-2 sentences.
- Chatbots should have responses to potential follow-up questions to fulfill user's need for in-depth conversation.



TERMINATING CONVERSATIONS

Users typically do not interact with chatbots for more than 5 minutes at a time. Throughout our tests, we found that

- Users typically do not end the conversation with a termination message
- Users will stop interacting with the Chatbot once their goal for the conversation has been met
- Nudging or follow up messages from Chatbots to the user are received poorly

Based on these observations, Chatbots need to

- Avoid requiring users to terminate
- Understand that the conversation will often stop at a random point in the conversation tree
- Avoid incorporating "nudging" messages

METHODS

RESEARCH

1) HEURISTIC EVALUATIONS

To evaluate chatbots, our team conducted cognitive walkthroughs and heuristic evaluations of 3 different chatbots to understand where Chatbots are effective, as well as how they fail



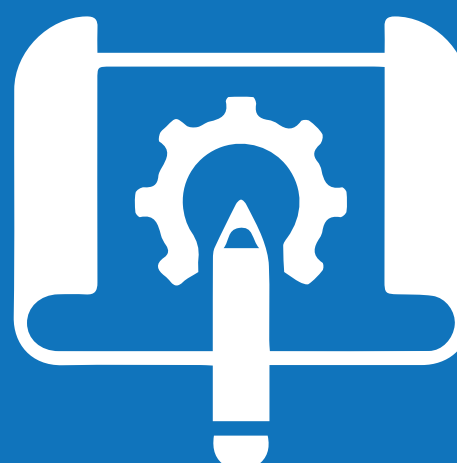
2) SEMI-STRUCTURED INTERVIEWS

We sat down with 6 participants – hiring managers, recruiters, and career coaches – to understand the hiring process and how we can incorporate their needs into our design

PROTOTYPING

1) FOUR RESUME CHATBOTS

In our first iteration the team created four Chatbots for a fictional UW senior Conner Myers. The chatbots varied in characteristics under four categories – Type of UI, Disclosure, Personality, and Initiation



TESTING & ITERATION

1) USABILITY TESTING 1.0

We conducted 8 usability tests with 8 unique participants, helping us understand what types of characteristics are most effective for Chat UI.

2) RESUME CHATBOTS 2.0

In our second iteration the team created two Chatbots for Conner Myers. Utilizing the information from Round 1, we narrowed finalized most optimal characteristics and focused on primary UI types and other minor adjustments.

3) USABILITY TESTING 2.0

We conducted 5 usability tests with 5 new, unique participants, revealing a core set of Chat UI practices

