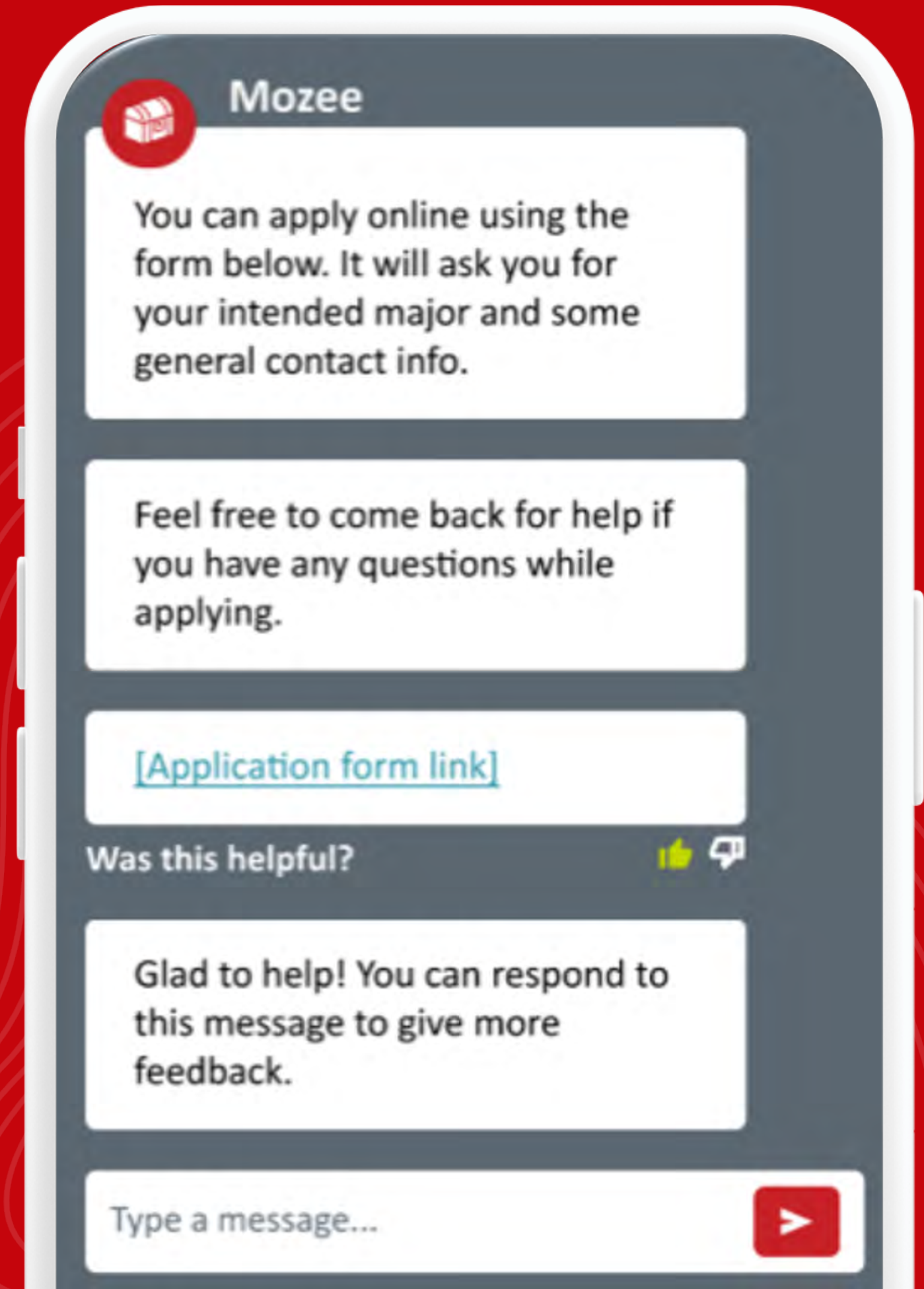
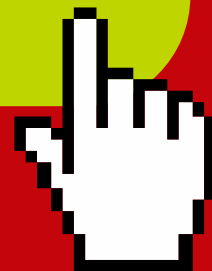


Mozee

MSOE Chatbot

Let's go →



Meet the team



UX Designer

Debra Nygren



Figma Specialist

Kayla Yakimisky



UX Researcher

Olivia Eldredge

Agenda

1

Use Cases

Why did we make Mozee?

2

Chatbot Personality

Behind the bot's personality

3

User Journey

Mapping our users' interactions
with Mozee

4

Design Process

How we iterated the bot over time and
tested with users

5

Demo

Walkthrough of final prototype

6

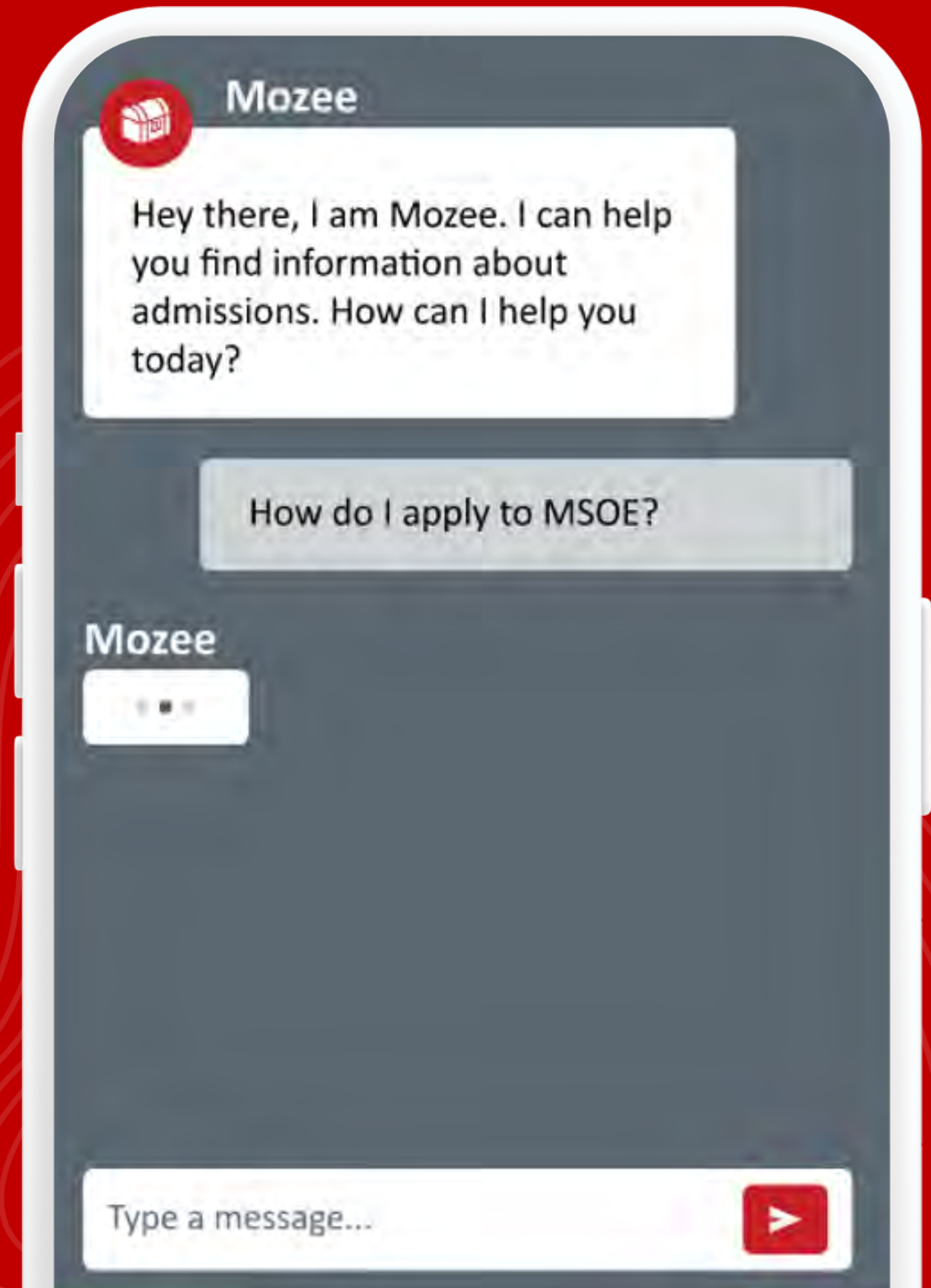
Summary

Advantages of the prototype and time
for questions

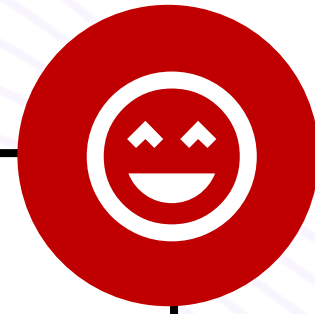
1

Use Cases

Why did we make Mozee?

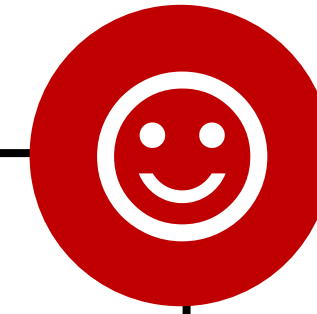


Use Case Overview



Happy Path

Prospective student learns how to apply to MSOE



Error Path

Prospective student is exploring/ does not know what they want help with



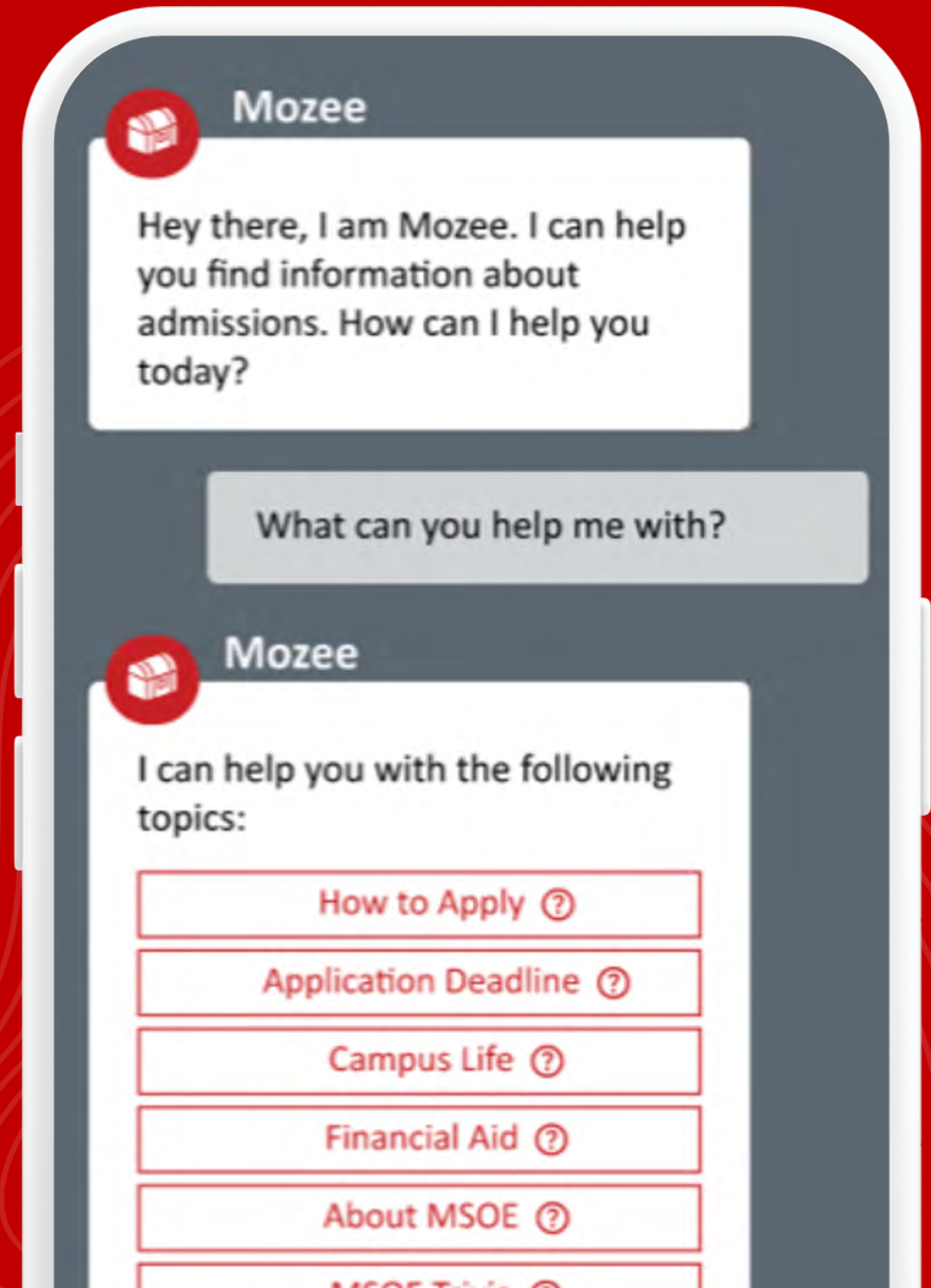
Dead End

Prospective student wants to bully the chatbot and not get real feedback

2

Chatbot Personality

Behind the bot's personality



Personality Overview

Key Characteristics

Compassionate

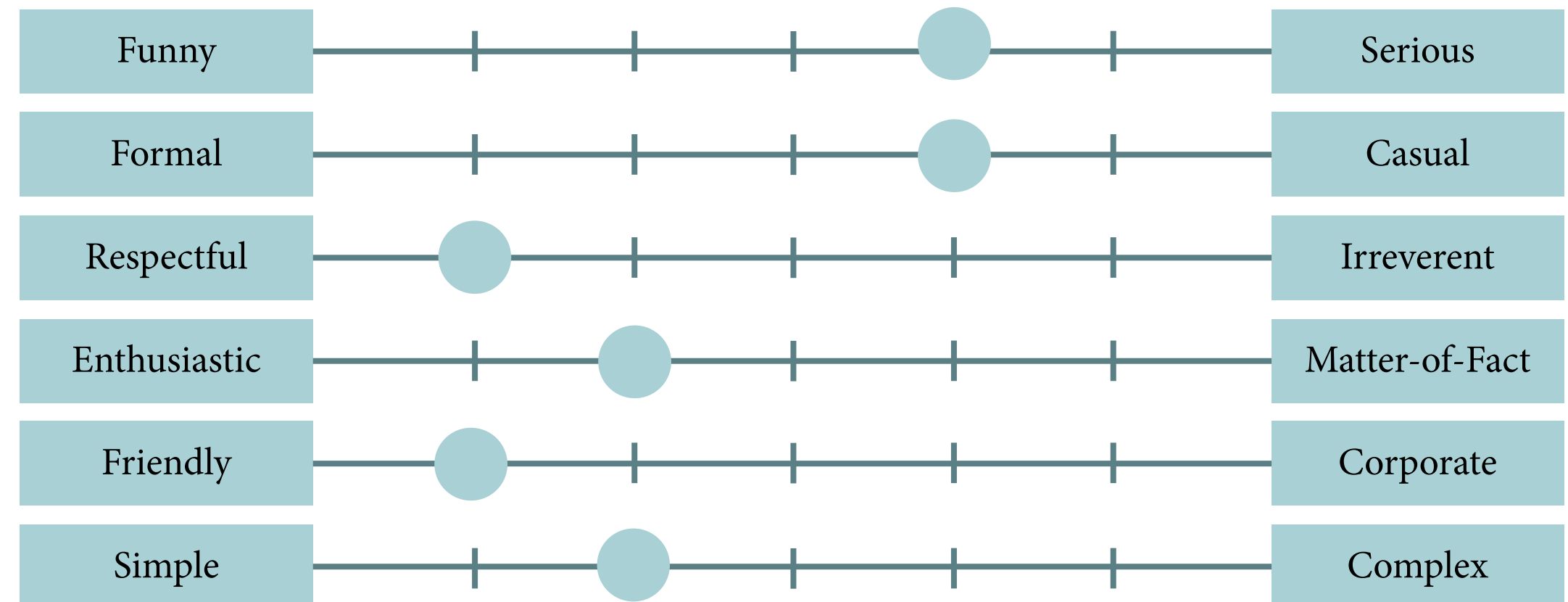
Easygoing

People Pleaser

Nonjudgmental

Confident

Tone



Key Behaviors

Links to more info

Give the user a short answer, then tell them where on the MSOE site to find more info if needed

Chunking

The bot will deliver information in shorter bursts of text

Help

Have an open-ended question, but will provide a list of options it has answers to if requested

Human Handoff

Sometimes the bot will recognize that a human can provide a better answer and will provide a point of contact

Validation

Bot will say "Great question!" Or something like that will help users feel confident

Persona Rationale

Personality

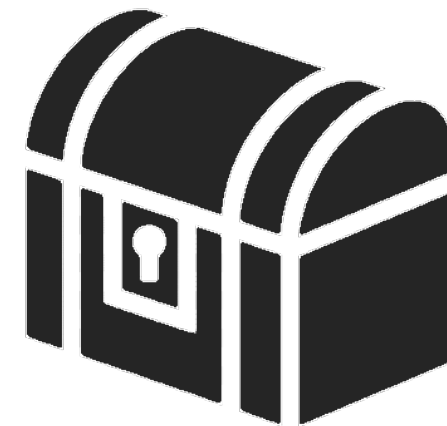
Users don't like using chatbots with an overly compensating personality

Users would rather talk to a person if available

Name and Icon

Avoid gender stereotyping

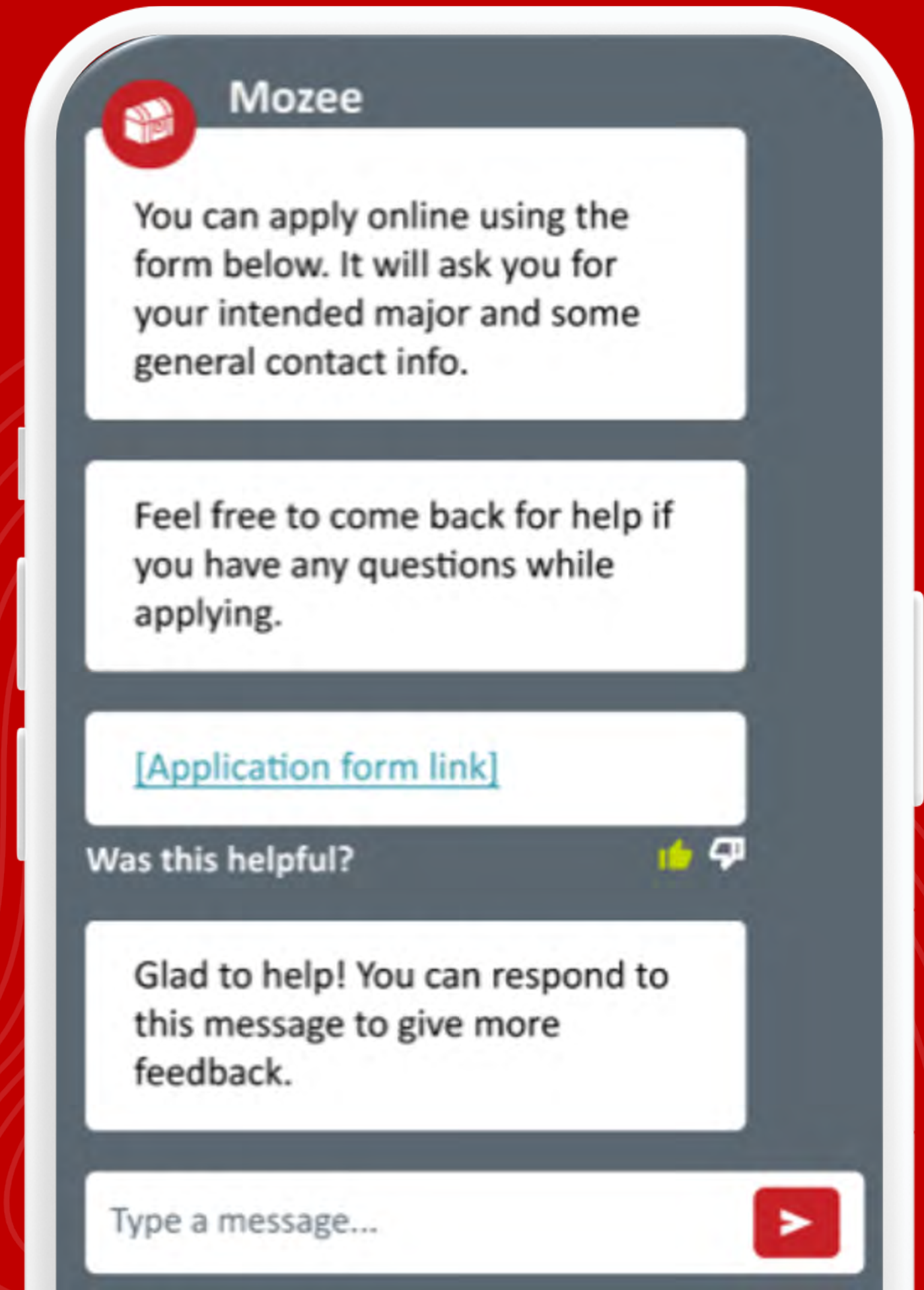
Non-human avatar



3

User Journey

Mapping users' interactions with Mozee



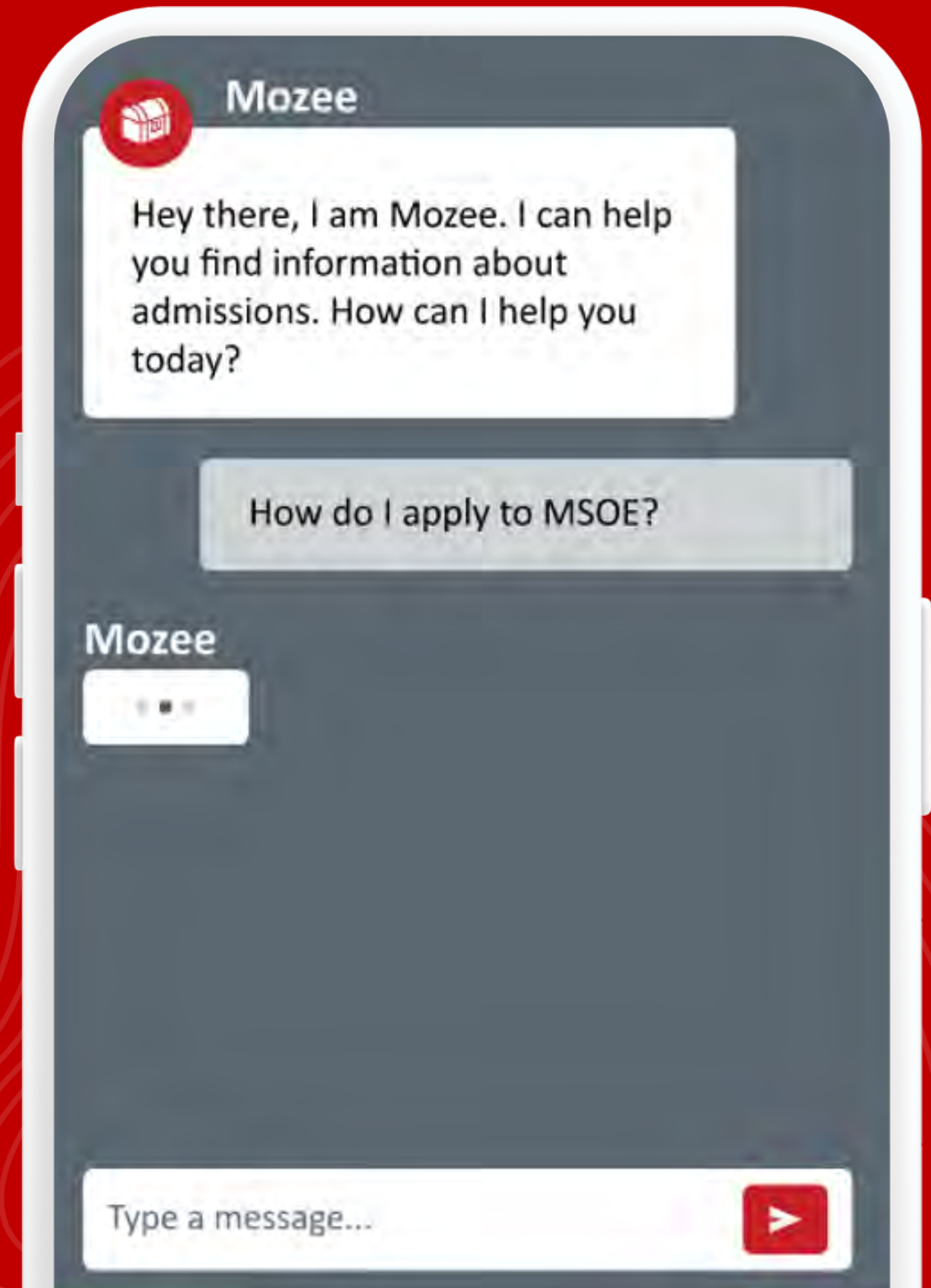
User Journey Map

	DISCOVERY	ENGAGEMENT	GATHERING INFO	RESPONSE	CLOSURE	FEEDBACK
USER ACTIONS	Opens the website, scrolls on the main page	Opens the chatbot and sees the intro message	Asks the bot a question, like how to apply to MSOE	Reads the bot's response and clicks on the links it provided	User done looking at the application process	User clicks the feedback button and types a response
GOALS & EXPERIENCES	Want to figure out how to apply	Determine if the bot will be helpful or not	Clearly communicate my question to the bot in a way It can understand	Get an UNDERSTANDABLE response to the question about applying	Leave the site	Give feedback to hopefully improve the bot
FEELINGS & THOUGHTS	"Oh, I think this site has a chatbot, that's the little circle in the lower right of the screen"	"Let's see if the bot can answer my question well"	"I hope this will get me the answer I'm looking for"	"Alright, cool. This answered my question fast and easy!"	"Great! that was easier than I expected with the help of the chatbot!"	"I want to let the bot creators know that the bot was very helpful!"
PAIN POINTS	Unsure where to start looking on the webpage; Might not find the button for the chatbot	Negative past experiences from unhelpful chat bots	Bot might not understand user question	Bot might not give an understandable response	User may not get closure in an error path	User might have left the site before they see the option to give feedback
OPPORTUNITY	Have chatbot open when the user first opens site to give a message, then minimize to not take space	Make it easy to learn more about how to engage with the bot for hesitant users	Give menu options for help instead of having to type your own question	Anticipate next questions / steps of the user	Encourage user to return later or tell their friends about the bot	Have the bot prompt the user to give feedback

4

Design Process

How we iterated the bot over time
and tested with users



Design Process

1.

**Chatbot and guerilla
user research**

2.

**Use case and
personality
identifications**

3.

**Mapped out
user journey**

Design Process

4.

Convo flow rev 1

Based on individual drafts

5.

Convo flow rev 2

Based on peer feedback

- Asking for feedback
- Different shapes and colors
- Simple link to form

6.

Convo flow rev 3

Based on sentiment analysis

- Question icons on menus
- Condensed Mozee's response
- Close the conversation stronger

Design Process

7.

1st touchpoint with client

11/03 over MS Teams

- Received feedback from client and instructor



8.

Prototype rev 1

Based on convo flow rev 3

- Clickable prototype in Figma

9.

2nd touchpoint with client

11/10 over MS Teams

- Received feedback from client and instructor



Design Process

10.

User testing

Cognitive walkthrough

- 5 interviews with target users

11.

Prototype rev 2

Based on peer, user, client, and instructor feedback

- Bot “thinks” in between repeated chats
- Reduced wordiness
- Doesn’t use “Raider”

12.

3rd touchpoint with client

11/17 over MS Teams

- Received feedback from client and instructor



Design Process

13.

Prototype rev 3

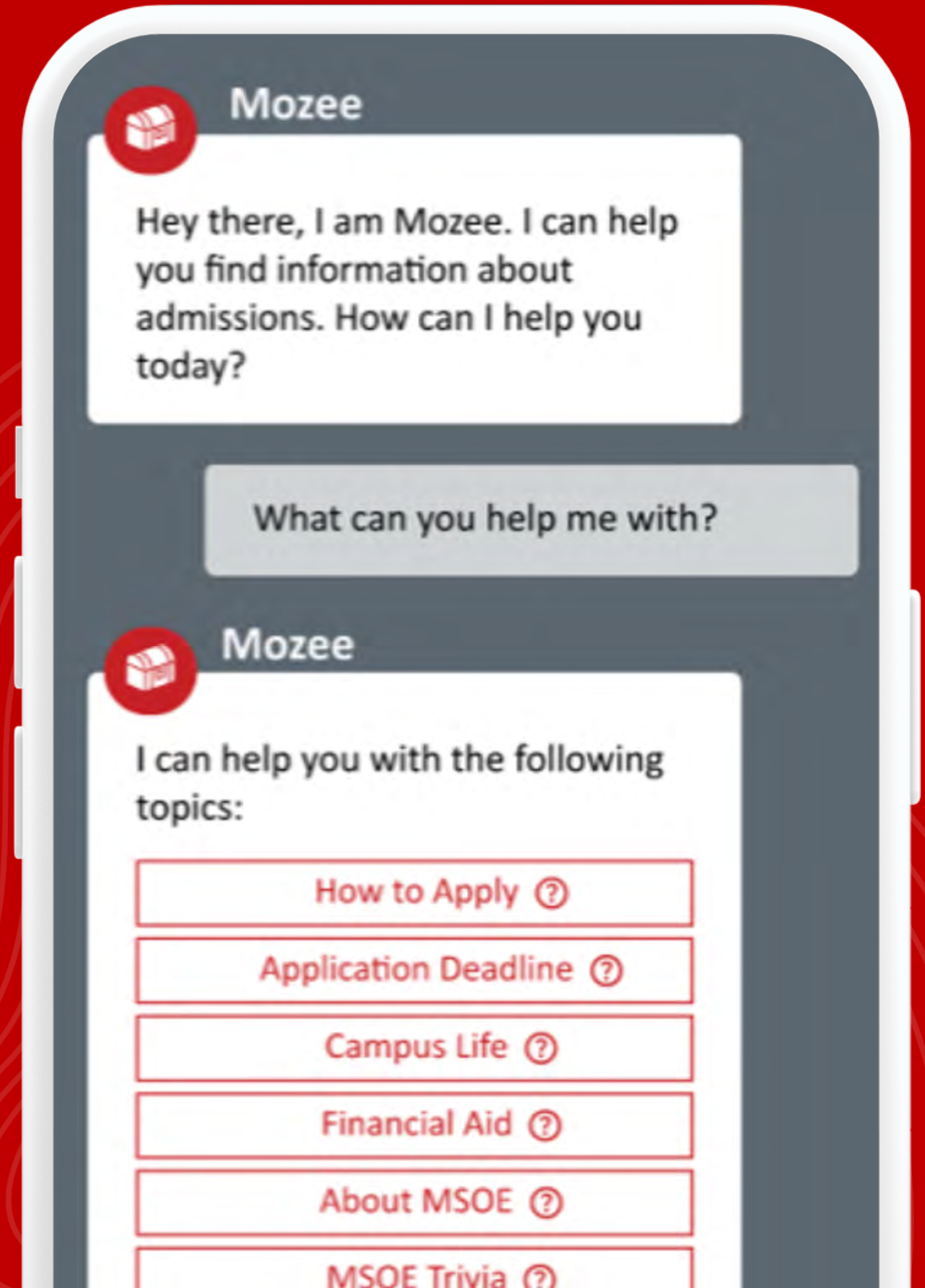
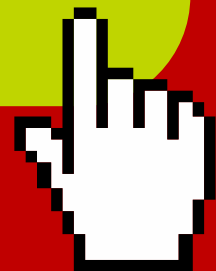
Based on client and instructor feedback

- Icon background is now red
- Mozee sends separate chats in chunks
- Says “goodbye” once certain

5

Demo

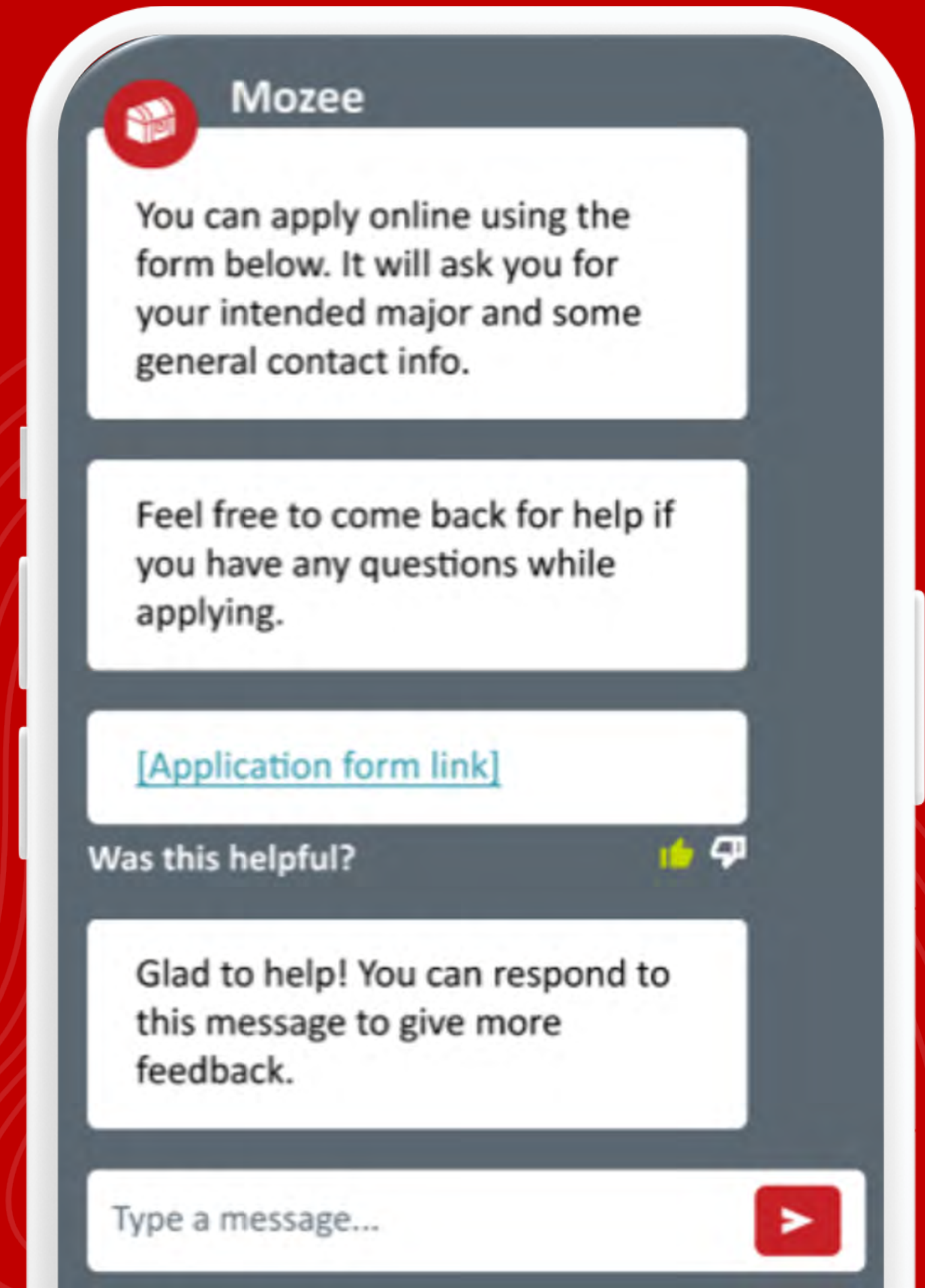
Let's go →



6

Summary

Advantages to the client



Summary



**Easy to use:
User tested**



**Users get
help 24/7**



**Reduces load
on human staff**



**Aligned w/
brand tone**

Please Consider Mozee

