

Conversation Design at Best Buy

My Role & Goals

My goal when designing strategies for chat platforms is always to craft conversational experiences that are natural and intuitive for users and are scalable across platforms to help users wherever they are.

While at Best Buy, one of my major projects was helping lead the migration from a rule-based chat platform to a Conversational AI platform (Google), and establish not only the bot's persona and voice, but define its purposes (what it was and wasn't) and build a content strategy of logically sound conversational flows, social conversation patterns, and intent and UI specifications that improved the entire user experience.

Program Strategy

Deep Dives & High Fives

I built strong relationships with product and business partners to determine business requirements - identifying which use cases would have the most significant impact, prioritizing those that affected the largest number of customers - or could make a significant difference for a smaller number of very loyal customers.

I also partnered with Research to establish content testing as part of usability studies; created CxD design principles and guiding actions to inform our work; and designed Voice & Tone, design process and Content UI strategy tools to help that work stay aligned and move forward.

Voice and tone guide that defined and aligned our main customer interaction use cases.

1

TRANSACTIONAL

Function: navigational, conformational

Tone: clear, concise

Context Examples: menus, actions

2

INFORMATIVE

Function: answer questions, provides details

Tone: straightforward, specific

Context Examples: option lists, suggested services

3

HELPFUL

Function: suggests options, provides clarity

Tone: friendly, confident

Context Examples: topic introductions, redirecting questions

4

RAPPORT

Function: relationship affirming, trust building

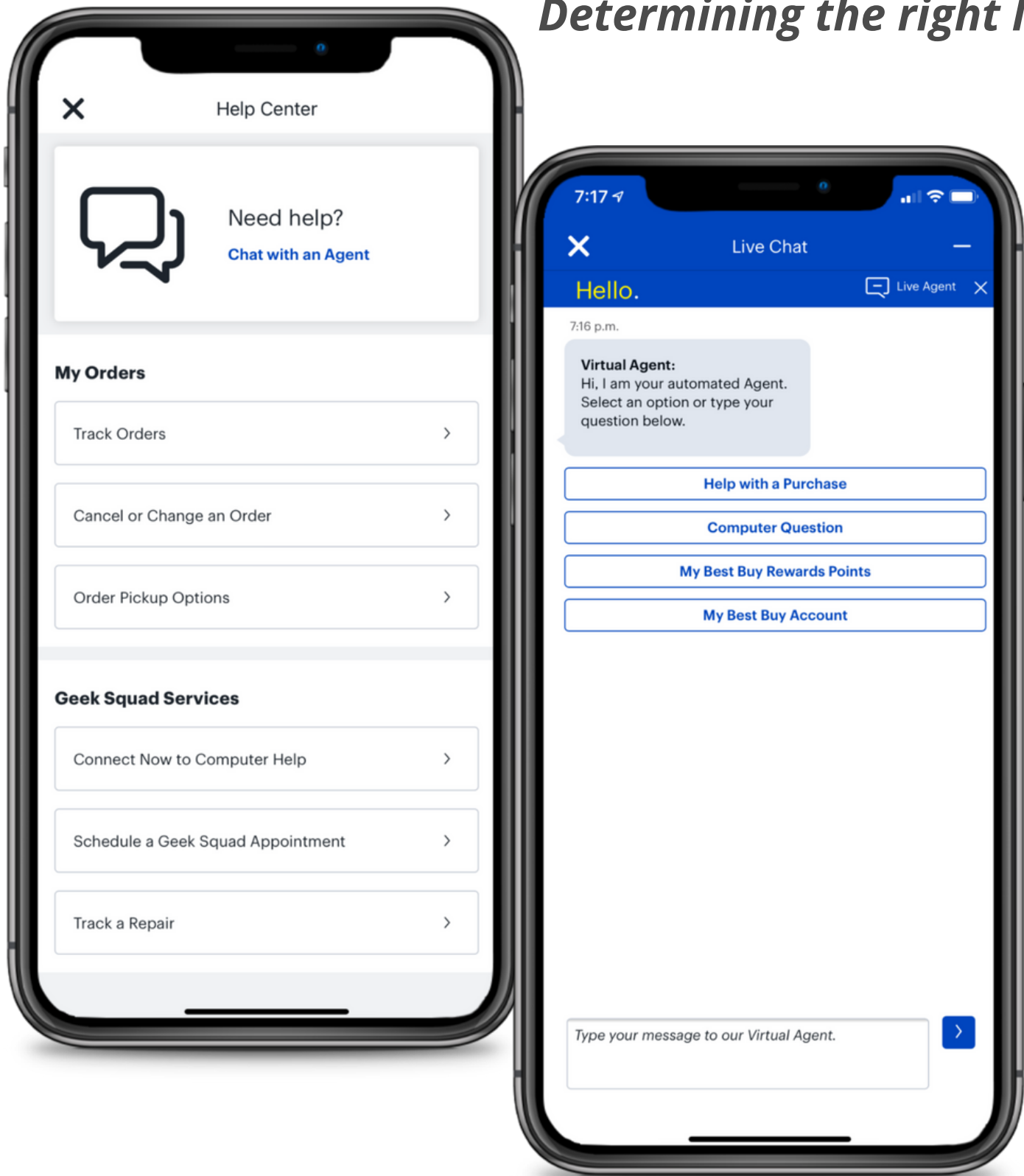
Tone: humor, empathy

Context Examples: greetings, closings, offers, apologies

Chatbot Persona

Make it more human. Kinda.

Before

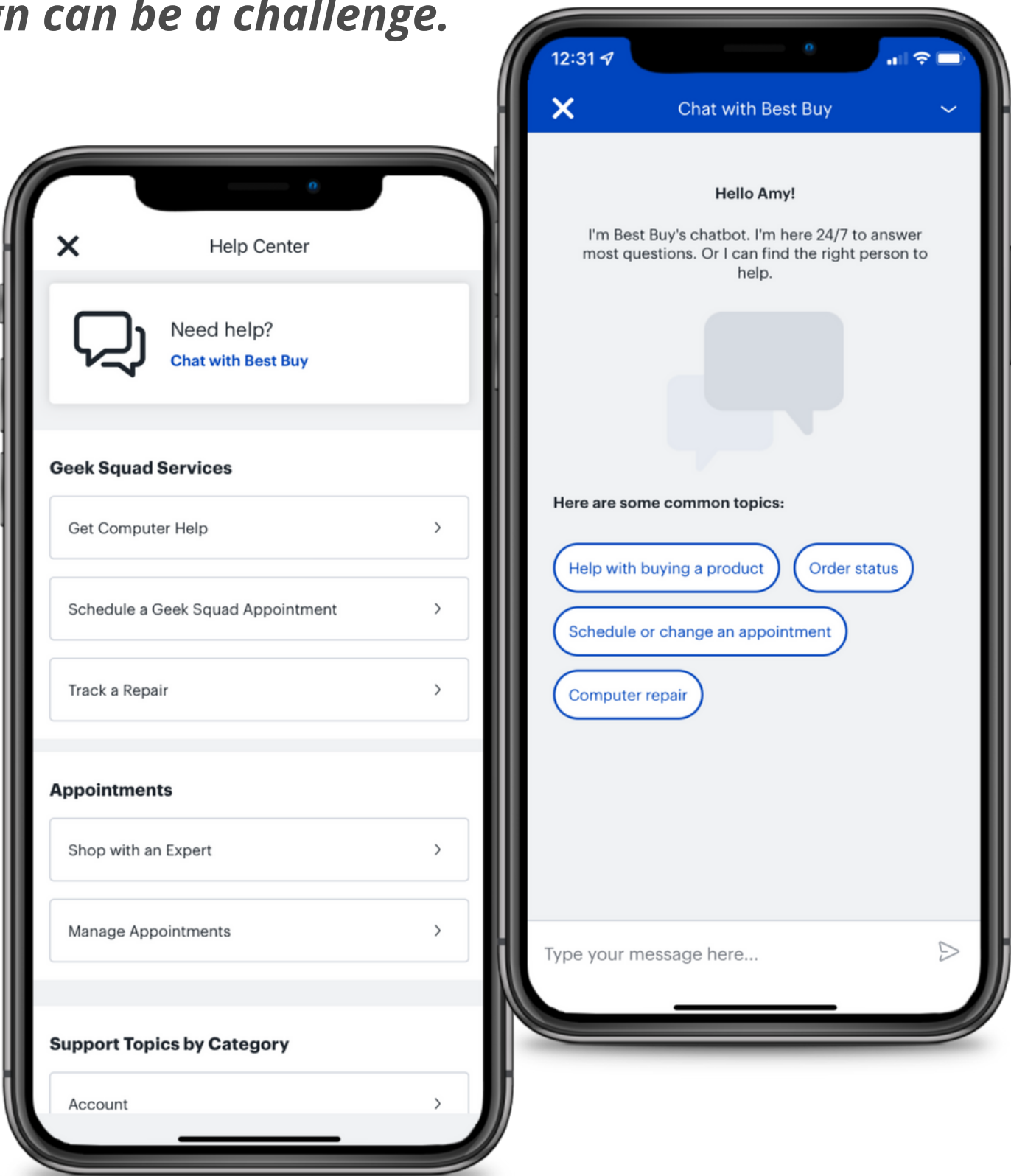


Determining the right level of affinity in nonhuman design can be a challenge.

After a deep research dive, I recommended Best Buy lean into its established brand value for customer service and bring the brand voice forward rather than humanize the chat experience.

Additional changes to the Bot's UI, combined with these brand-forward changes, delivered the lift the stakeholder teams were looking for - without giving it a name.

After



More Strategy

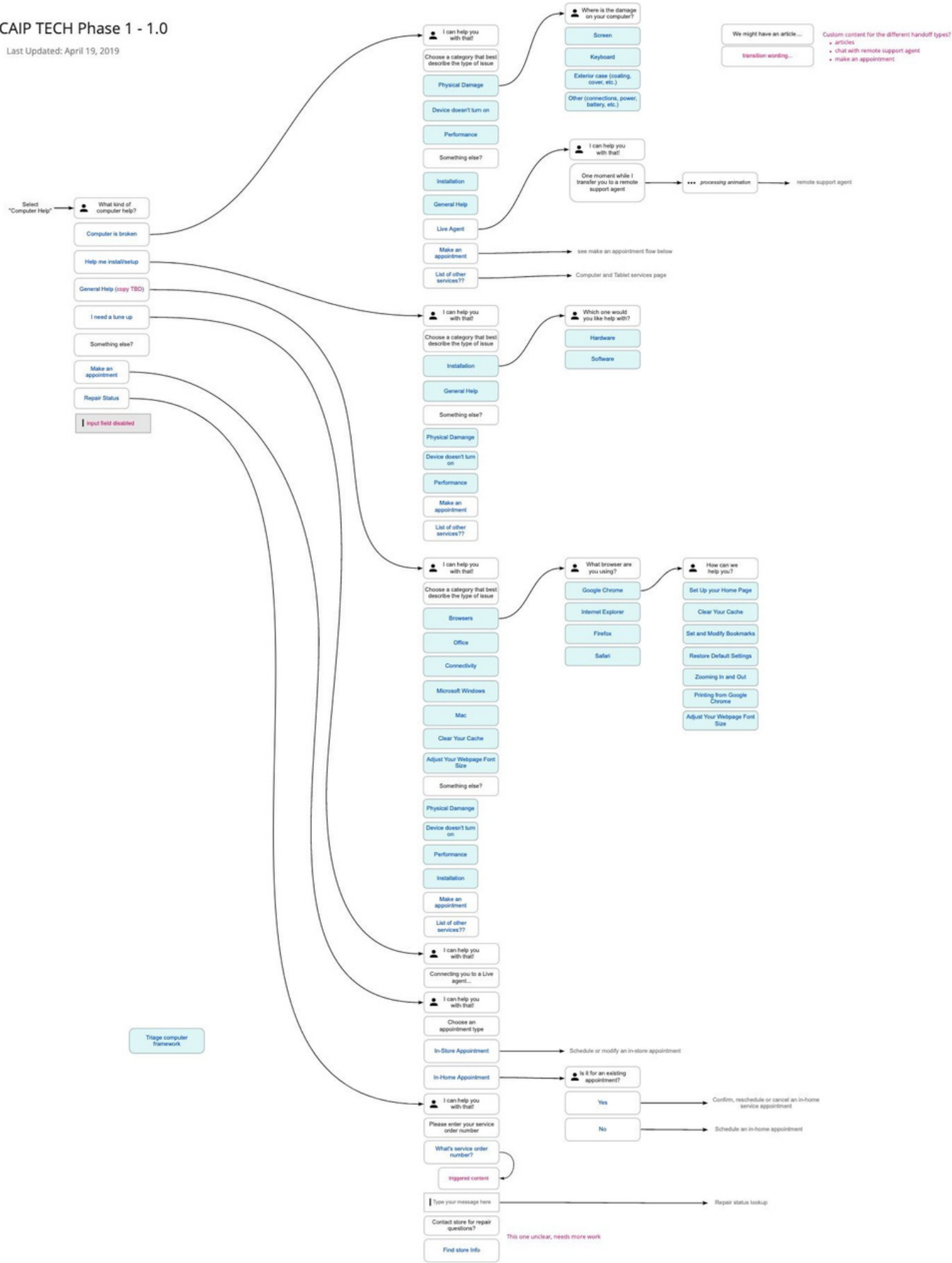
Tech Talk

In addition to reimagining our conversational flows, I also had multiple IVR integrations and customer self service interactions to integrate.

So I collaborated with engineering to understand the technical challenges and opportunities of our new platform - how did it 'learn', what were its limitations, were our API's connecting successfully etc.

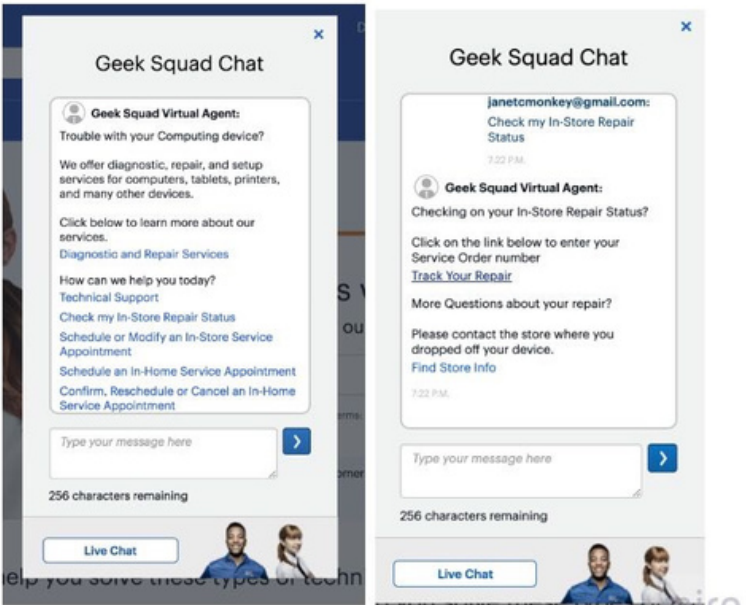
My team also built and delivered an 'intent' builder for our business partners to use, to facilitate faster and higher quality dialog requests into the content queue; established best practices for utterance analysis that considered the contextual and conversational quality of our responses along with our match rate; and designed and implemented voice-enabled onboarding to add Accessibility functionality to chat, among other features.

Lastly, I helped recruit and train additional conversational designers for the team.



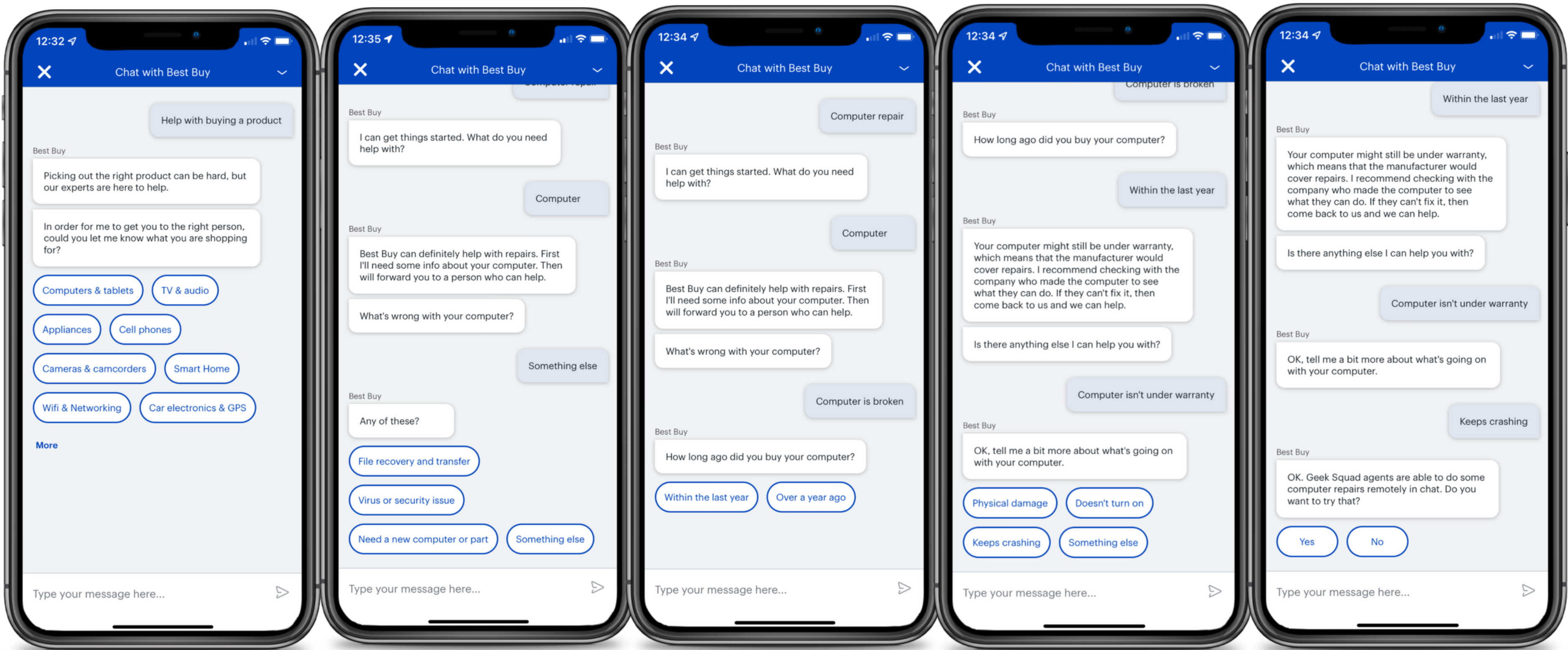
Bot Migration

For our transition from a basic chat platform to a Conversational AI platform, it required reviewing our entire intent structure and re-mapping dialog flows -- significantly improving customers' user experience, better meeting business goals and resolving many of our API integration and other technological limitations.



CAIP CHATBOT MIGRATION - CUSTOMER COMPUTER TRIAGE

Improved Customer Chat Experience



CAIP CHATBOT MIGRATION -
CUSTOMER COMPUTER TRIAGE

Dialog mapping for a chat-enabled device onboarding experience

A11y and generational research informed for usability and no 'dead-ends'

Voice Directed App Onboarding

Logic Flow

Pair LW Logic Flow

This is a logic flow. A logic flow is a visual map that represents a system. It's intent is to identify gaps in knowledge and collaborate on a shared understanding of what is needing in order to proceed.

It shows dev functionality restraints, required tasks, experience opportunities, and helps develop scope timelines.



NOT BETA

Check if bluetooth is on
skip if already on

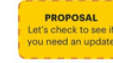
Possibly exploring
unable to pair

troubleshooting
options after beta



NOT FOR BETA
Troubleshooting c

- based on backend alerts
- will create flow separately at later time



Beta auto checks

Possible add
option to remind

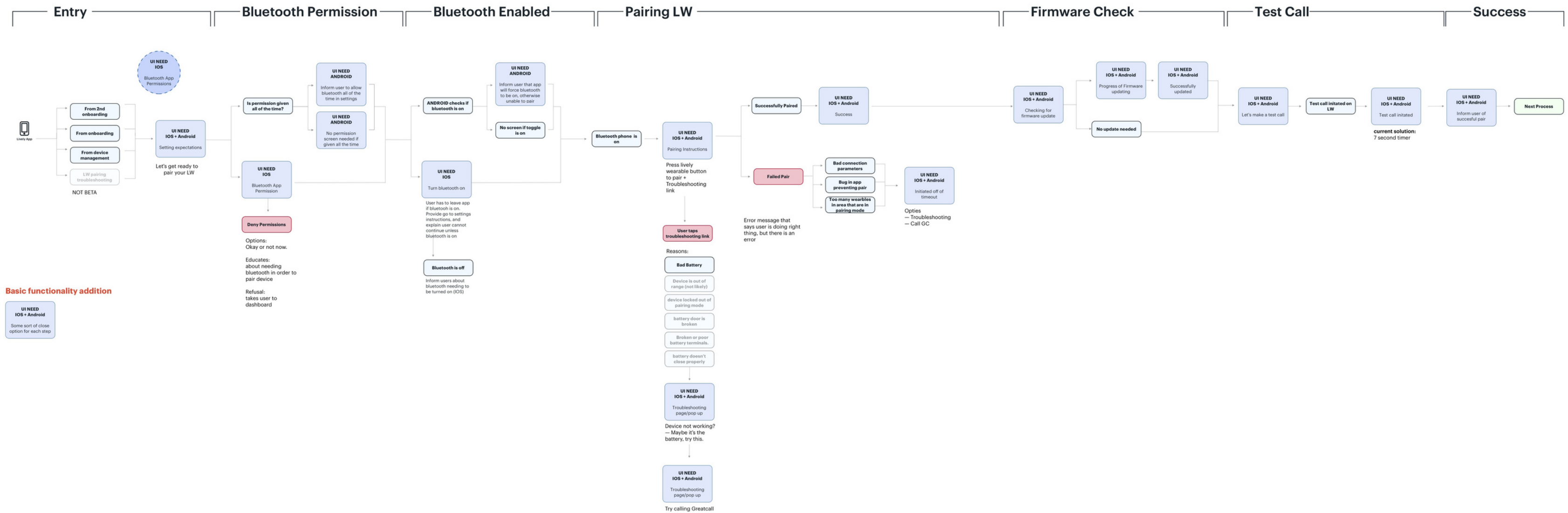
option to remind
user later after
beta

- Would a test call fail but the pair not fail?
- if so, what are those causes of test call failure but LW pairing success?



problem to solve

users need the ability to cancel a call in case it was done on accident



Basic functionality addition



Some sort of close option for each step

VOICE DIRECTED PRODUCT ONBOARDING - APP