

# Conversation Design: Response Enhancement

Conversation Designer: Neil Czeszejko

## 1. Context: A user asks for weather information

**User:** What's the weather like in London today?

**Virtual Assistant:** The weather in London is cloudy with a high of 15°C.

**Suggested Improvement:** The weather in London today is cloudy, with a high temperature of 15°C. Are you planning something special I can help with?

### Rationale

The first response gives the correct information but it could sound friendlier and more helpful. The suggested change adds "today" for context and includes a follow-up question to keep the conversation going. It also uses a friendlier tone to show a willingness to help.

By asking, "Are you planning something special I can help with?", the Assistant shows interest in the user's needs, providing the chance to offer more help. This makes the interaction feel less like a quick transaction and more like a back-and-forth, which creates a more personal and engaging experience.

## 2. Context: A user needs help resetting their password

**User:** How do I reset my password?

**Virtual Assistant:** To reset your password, please go to the account settings page and click "Forgot Password."

**Suggested Improvement:** To reset your password, head to the account settings page and click "Forgot Password." If you need further help, I'm here to guide you!

### Rationale

The tone in the original response is too formal ("please go"), which can create social distance and make the conversation feel impersonal. While the response

is technically correct, it doesn't prioritize making the user feel heard. The suggested change accounts for the possibility of frustration, reassures the user, and creates a friendlier response. Even small adjustments in punctuation can change the way a message feels and make a difference in how it's received.

### 3. Context: A user needs to book an appointment

**User:** Can I book an appointment for Friday at 3 PM?

**Virtual Assistant:** That time isn't available.

**Suggested Improvement:** Sorry, but Friday at 3 PM is fully booked. Would you like me to check for available slots earlier or later that day?

#### Rationale

The first response feels too blunt and doesn't give the user any other options or ask for more details, which can make the conversation feel like a dead end. The suggested change softens the tone, offers more choices, and makes the conversation feel friendlier and more helpful. It also creates a sense of collaboration, with both sides working together to solve the problem, and removes any awkward power dynamics.

### 4. Context: Repairing the conversation

**User:** number

**Virtual Assistant:** What was that?

**Suggested Improvement:** Sorry, I didn't catch what you meant by "number." Could you clarify?

#### Rationale

The first response works for requesting clarification, but it might come across as slightly dismissive or disengaged. It also doesn't specify which part of the message was unclear. The suggested change shows the Assistant is trying to understand and is asking for a clearer reference. With a bit more context, an understanding check would be the most effective form of conversation repair (e.g., "Do you mean your account number?").