

Scenario: Redesigned an AI conversational assistant for TD's Human-Centered Design Platform (HCDP), improving feature discovery and reducing support tickets

1. Project details

Role	UX Content Writer & Content Designer
Company	TD - Human-Centered Design Platform
Project Timeline	7 months
Focus	Conversational UX, AI Content Strategy
Team	Product Designers, DevOps, Project Manager, AI Engineers, Data Scientists, UX Writers, Business Analysts, Legal Counsel.

TD Human-Centered Design Platform is an internal ecosystem used by product teams to conduct research, manage design systems, and collaborate on user-centered digital experiences.

TD introduced an **AI conversational assistant** to improve platform usability and help users navigate the platform and access resources more easily.

2. The Problem

Despite the introduction of an AI assistant, users struggled to interact with it effectively.

Key problems identified:

- Users did not know what questions the chatbot could answer
- Users struggled to understand how to interact with the chatbot
- Responses were too technical and robotic
- The AI assistant frequently failed to guide users toward specific platform features or solutions
- Users abandoned conversations after 2–3 interaction
- Platform feature discovery remained low
- Support tickets related to navigation increased

3. Research Insights

Research Methods:

- Conversation log analysis
- Usability testing sessions
- Support ticket analysis
- Customer feedback analysis
- Content audit of chatbot responses

Key research insights:

- Users were unsure what questions the AI assistant could answer.
- Responses contained technical product language instead of user-friendly explanations.
- Chat flows lacked guidance and follow-up prompts.
- Users preferred guided conversations rather than open questions.
- Users struggled to navigate responses provided by the assistant.

Insight	Action
Users didn't know what to ask	Introduced guided prompts
Responses sounded robotic	Used conversational tone
Conversations lacked direction	Implemented structured flows

4. My Approach

I developed a **three-part conversational content strategy**.

i) Intent-Driven Content Architecture

I mapped the most common user goals to conversational flows.

Top intents included:

- discovering platform features
- finding documentation
- troubleshooting issues
- navigating through different tasks

This helped align the chatbot responses with real user needs.

ii) Guided Conversational UX

Instead of open-ended responses, I designed guided conversations that helped users navigate the platform.

The chatbot began offering:

- suggested prompts

- follow-up questions
- contextual recommendations

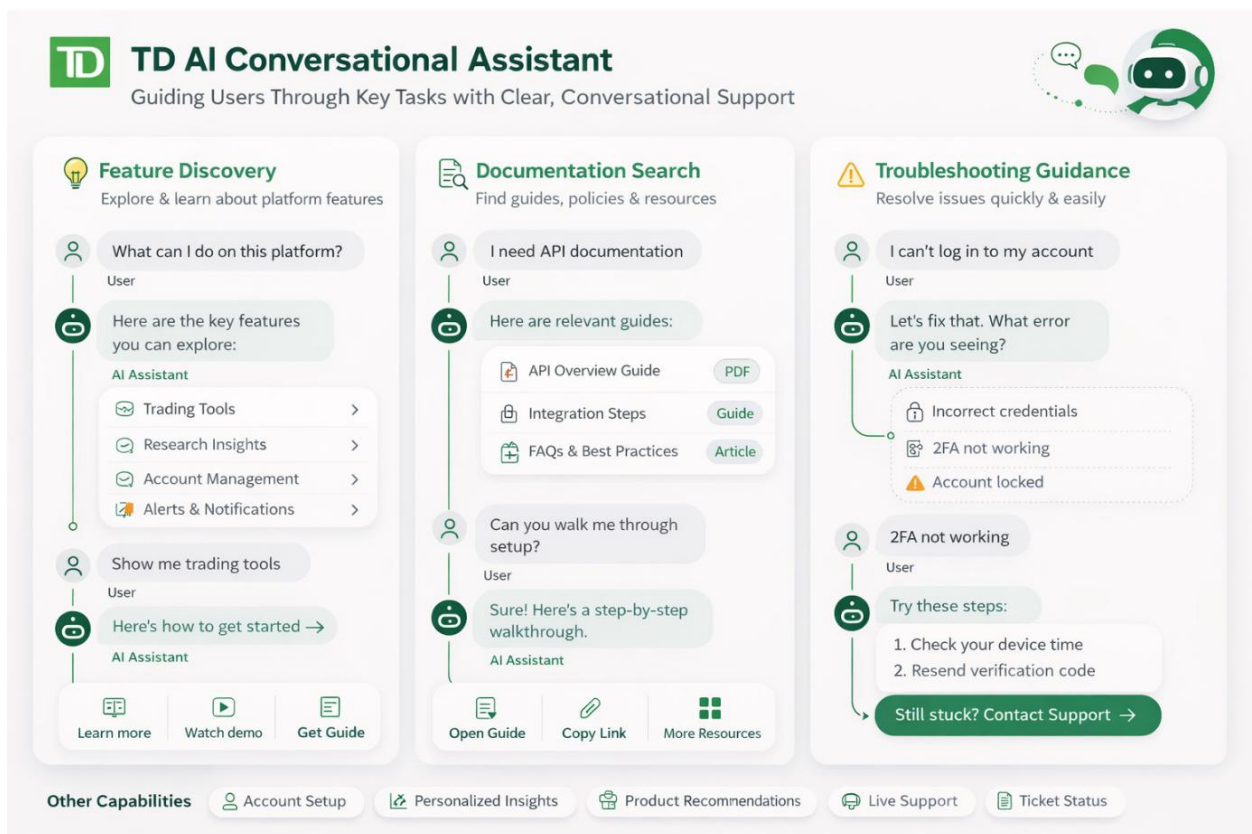
This reduced friction and improved clarity.

iii) AI Content Optimization

Working with AI engineers, I helped define:

- training phrases for intent recognition
- structured response templates
- fallback conversation patterns
- contextual prompts

This improved both AI accuracy and user experience.



5. Key Design Decisions

i) Guided Conversations Instead of Open Queries

- Early testing showed users didn't know what questions to ask the chatbot.
- To reduce friction, I introduced guided prompts and suggested questions that helped users quickly explore platform capabilities.

Impact:

Users engaged longer with the assistant and discovered more features.

ii) Conversational Tone Instead of Technical Language

- Initial responses used internal product terminology that confused users.
- I redesigned responses using plain language and conversational tone aligned with TD's content standards.

Impact:

Users understood responses faster and required fewer follow-up clarifications.

iii) Progressive Disclosure of Information

Instead of presenting long responses, the chatbot delivered information in small conversational steps.

Impact:

Improved readability and reduced cognitive load.

iv) Content Simplification

Complex financial and technical terminology was rewritten using plain language and conversational tone.

Example transformation:

Before:

Please initiate the documentation retrieval process.

After:

I can help you find the documentation you need.

What would you like to explore?

6. Content Transformation (Solution Screenshots)

Error Recovery

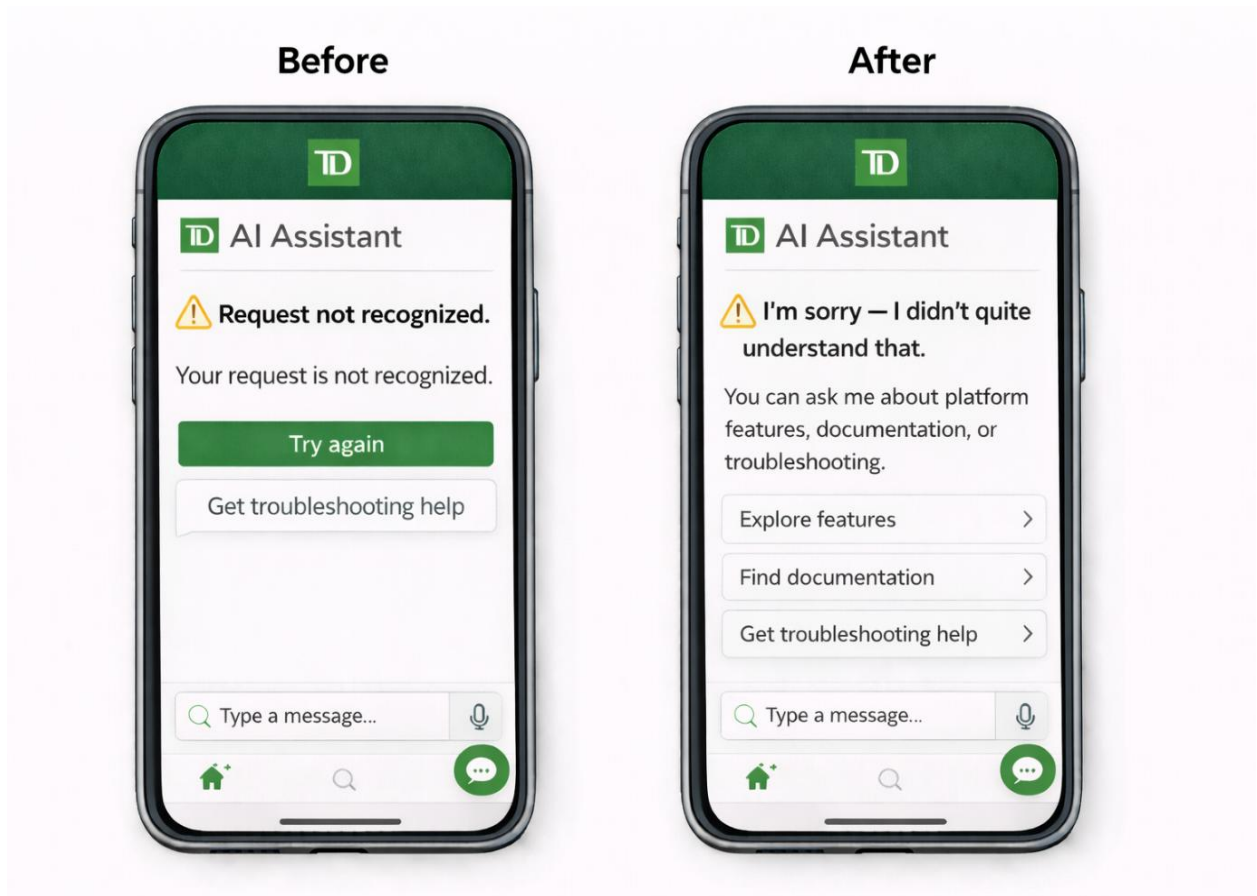
Before:

Request not recognized.

After:

I'm sorry — I didn't quite understand that.

You can ask me about platform features, documentation, or troubleshooting.

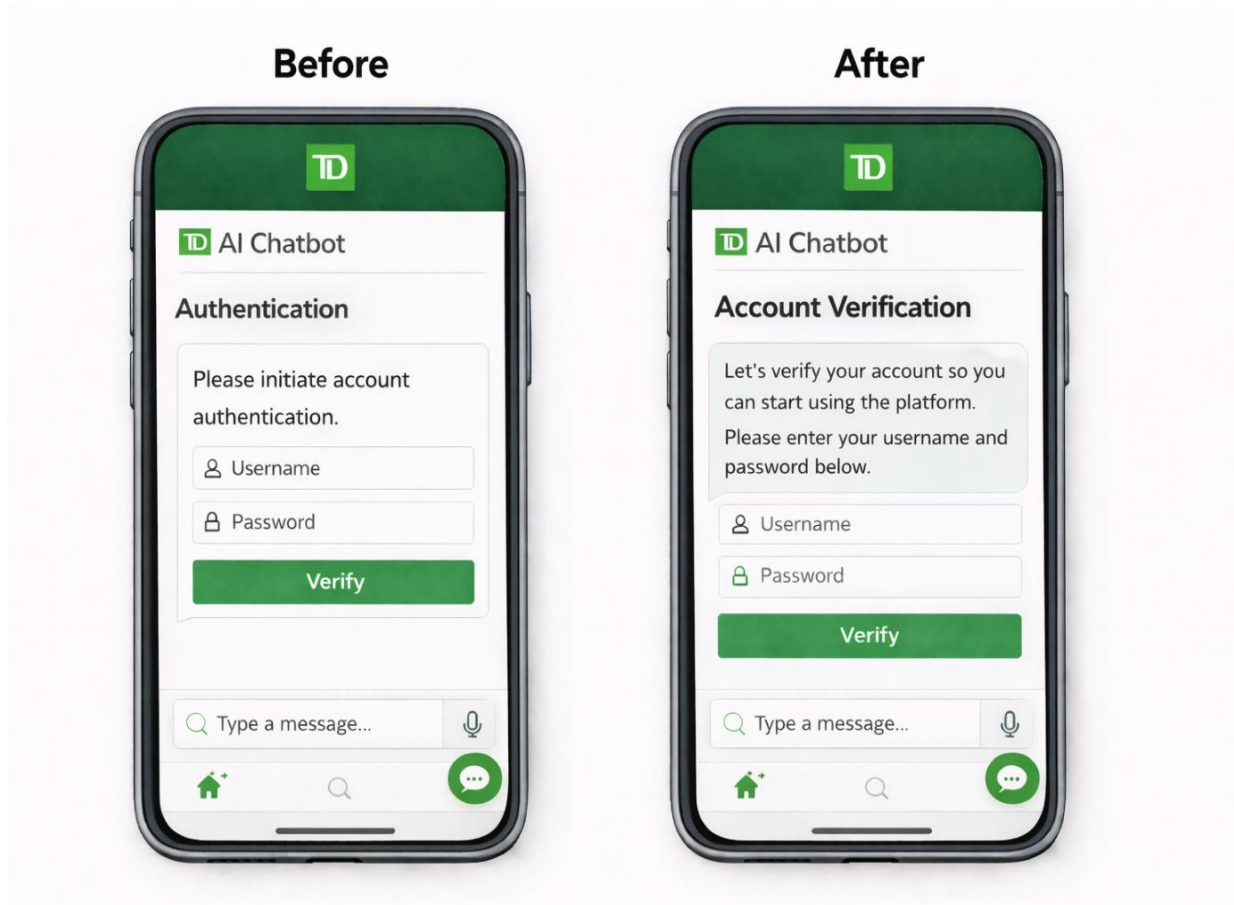


Before

Please initiate account authentication.

After

Let's verify your account so you can start using the platform.



7. My Contribution

- Led conversational UX and chatbot content strategy
- Designed AI dialogue flows and response frameworks
- Simplified technical content using plain language
- Collaborated with AI engineers to optimize intent recognition
- Delivered measurable improvements in product usability

8. Impact Metrics

Metric	Improvement
Successful chatbot interactions	+35%
Support tickets related to navigation	-28%
Feature discovery through AI assistant	+40%
User rating	+31% (from 2.8/5 to 3.7/5)

The chatbot became a primary discovery tool for the platform.