

Make it snappy

A content-led approach to conversational UI

Hello.

verizon
design



“Bill”
Recently paid bill

Sure! Here's your bill summary.

Your July bill is all set.

\$150.00
Paid on July 20

Current balance	\$0.00
Next bill estimate	\$145.00
Auto Pay scheduled	Aug 5

Anything else I can help you with?

“Bill”
Bill due, Auto Pay

Got it. Here's a summary of your bill.

Your balance for July:

\$165.00
Due on Aug 1

Auto Pay scheduled Jul 26

[View bill details](#)

What would you like to do?

“Make a payment”
Bill due

OK, here's your current balance.

\$143.00
Due on July 26

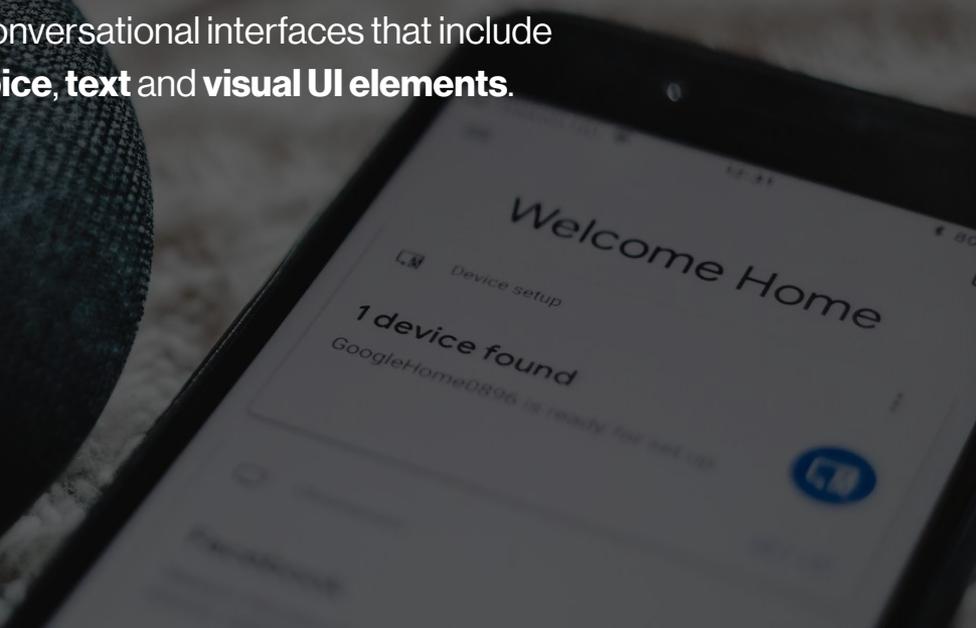
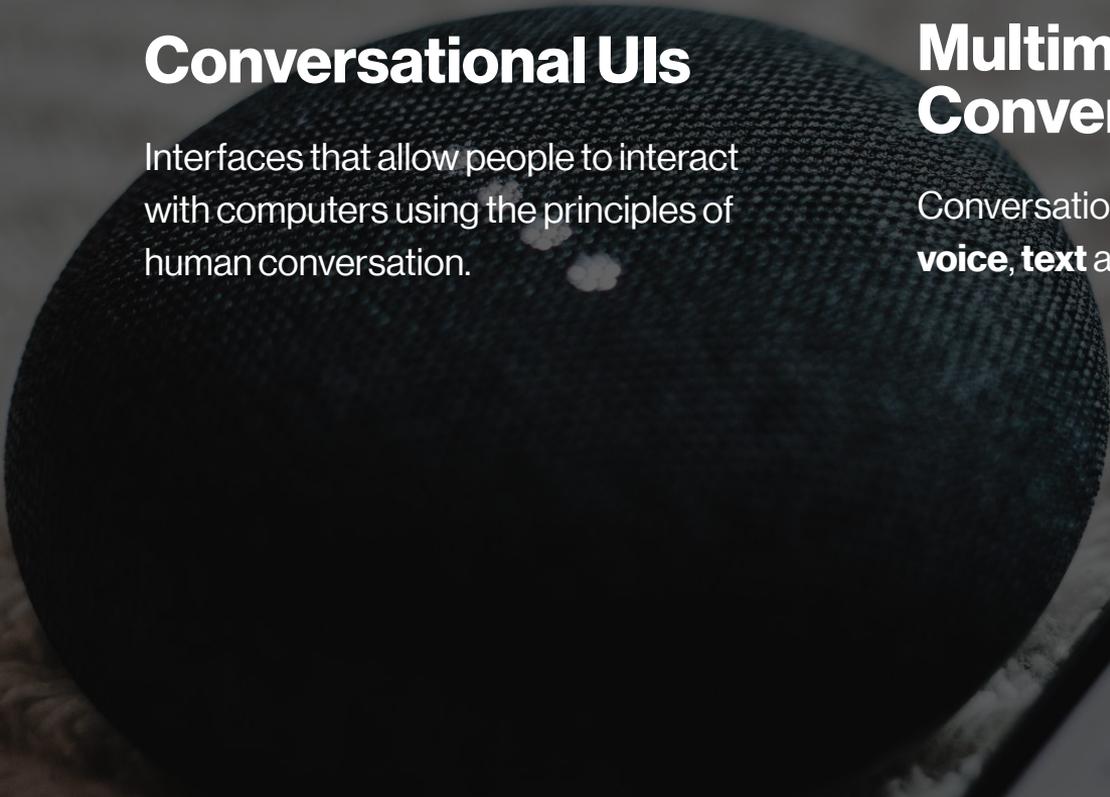
Would you like to make an instant payment of \$143.00 today, using card *1234?

Conversational UIs

Interfaces that allow people to interact with computers using the principles of human conversation.

Multimodal Conversational UIs

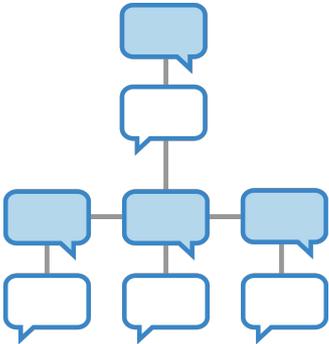
Conversational interfaces that include **voice, text** and **visual UI elements**.



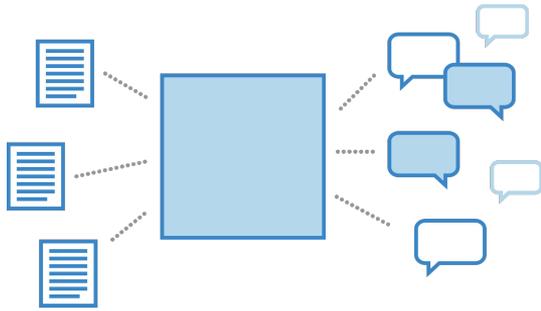
Conversational UIs aren't new.

**But Conversational Design is
still an **emerging discipline.****

Approaches to building dialog systems...

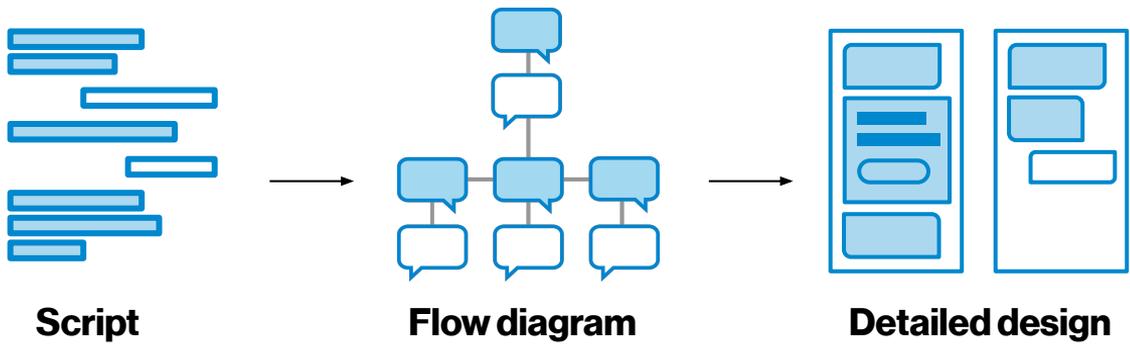


Handcrafted



Data-driven

The conversational design process tends to get reduced to a few steps.



Verbose responses
Inflexible experiences
Lack of traceability
Unwieldy documentation
Redundancy

Verbose responses
Inflexible experiences
Lack of traceability
Unwieldy documentation
Redundancy

How much would you like to pay?
You can make an advanced payment up to \$500 over your total balance. Please note that ATM and checking accounts can't be used for overpayments. You can enter a payment amount in the other amount field.

Verbose responses
Inflexible experiences
Lack of traceability
Unwieldy documentation
Redundancy

Pay \$30
towards my bill.

... Here's your account
balance summary. What
would you like to do?

Continue paying.

How much would
you like to pay?...

Verbose responses
Inflexible experiences
Lack of traceability
Unwieldy documentation
Redundancy

Thanks for choosing to submit your payment with me! All payments submitted are secure. Let's get started.

Here's your account balance summary.

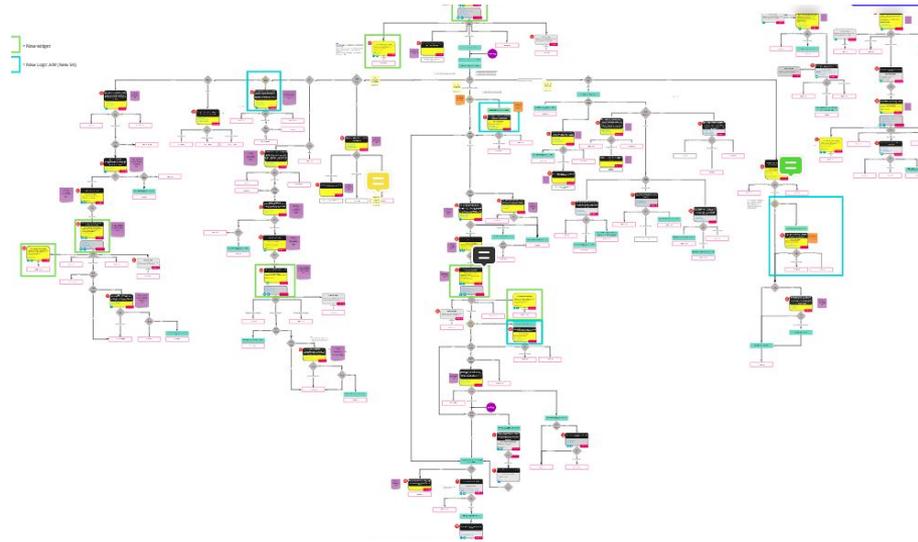
What would you like to do?

Was this a legal requirement?

Did it get added after high customer bounce rates?

...

Verbose responses
Inflexible experiences
Lack of traceability
Unwieldy documentation
Redundancy



Verbose responses
Inflexible experiences
Lack of traceability
Unwieldy documentation
Redundancy

Balance widget / 'View Bill' intent:

\$250.78

Due on 04/11/2021

Balance widget / 'Pay Bill' intent:

Balance Summary

Payment due date	Apr 11
Total balance	\$250.78
Current balance	\$250.78
Past due balance	\$0.00

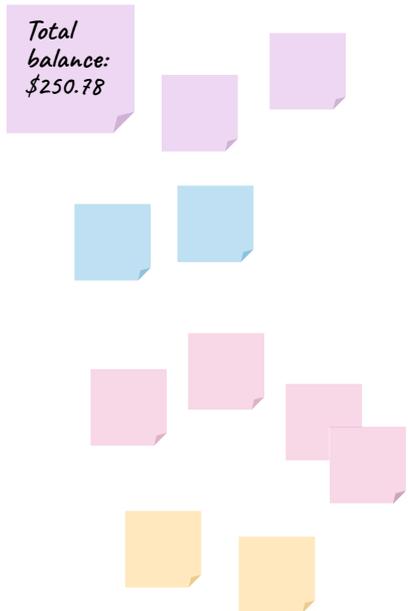
**How can we create relevant,
modular, and well-reasoned
conversational experiences?**

A thinking tool,
not a strictly defined method.

Focused on response creation,
not a fully end-to-end process.

Structured and thoughtful,
not a way to speed up process.

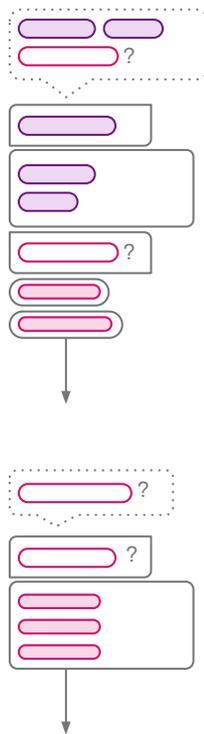
Generate potential content objects



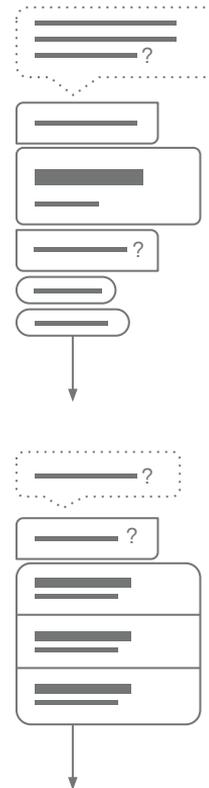
Prioritize



Choreograph



Draft content



How?

Let's start with some examples.

**“Alexa, ask Ambient Weather
what the outside temperature is.”**



**“Hey Google, what's the
weather?”**



What's different about them? Why?

Ambient Weather:

The outdoor temperature at Queens Plaza is 66 degrees. It feels like 66.

The outdoor humidity is 39%,
And the dew point is 40.3 degrees.

The wind speed is 0 miles per hour out of the west, with gusts up to 0 miles per hour.

There hasn't been any rain today.

The relative pressure is 29.96 inches and rising at 0.01 per hour.

The uv index is 0,
and the solar radiation is 31.2.

Google Assistant:

Currently in Queens its 23 and partly cloudy.

The forecast tonight is around 25 with a thunderstorm.

Breaking it down.

Current temp

Location The outdoor temperature at Queens Plaza is 66 degrees. It feels like 66.

Feels like The outdoor humidity is 39%,
And the dew point is 40.3 degrees.

Humidity The wind speed is 0 miles per hour out of the west, with gusts up to 0 miles per hour.

Dew point There hasn't been any rain today.

...

The relative pressure is 29.96 inches and rising at 0.01 per hour.

The uv index is 0,
and the solar radiation is 31.2.

Implicit time frame

Currently in Queens its 23 and partly cloudy.

Location

The forecast tonight is around 25 with a thunderstorm.

Current temp

Conditions

...

Taking a content-led approach allows us to better prioritize and organize what gets said.

How could this response be improved?

Context:

- "Pay my bill"
- Root query
- Has a balance
- Not past due

Thanks for choosing to make your secure payment with me. To get started, please choose one of the options below.

Thanks for choosing to submit your payment with me! All payments submitted are secure. Let's get started.

Here's your account balance summary.

What would you like to do?

Balance Summary

Payment due date	Apr 11
Total balance	\$250.78
Current balance	\$250.78
Past due balance	\$0.00

Continue paying

Cancel

How much would you like to pay?

How much would you like to pay? You can make an advanced payment up to \$500 over your total balance. Please note that ATM and checking accounts can't be used for overpayments. You can enter a payment amount in the other amount field.

\$250.78

Other amount

Generate potential content objects

Account info:

- Total bal: \$250.78
- Current bal: \$250.78
- Past due: \$0.00
- Due date: Apr 11
- Next bill estimate

Business process info:

- Confirm pmt is secure
- Max overpay: \$500
- Overpay method caveat
- Late payment options

Slots:

- Amount
- Full amount: \$250.78
- Custom amount: \$250.78
- Pmt method
- Trans date

Possible next actions:

- Set up auto pay
- View bill
- Pmt receipt
- Pmt history

Prioritize

Account info:



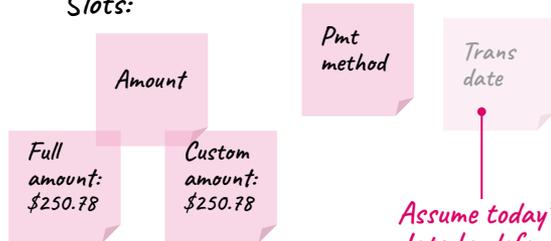
Don't display if current=total

Business process info:



Only add if customer enters overpayment

Slots:



Assume today's date by default; allow to edit if needed

Possible next actions:



Save these for end of flow

Choreograph

Info:

Acknowledgement

Billing info (preamble)

Balance: \$250.78

Due date: Apr 11

Next actions:

Prompt: amount?

CTA: Full amount, \$250.78

CTA: Another amount

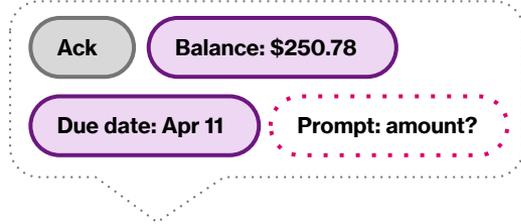
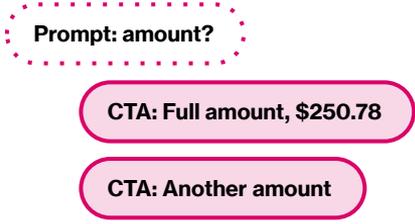


Choreograph

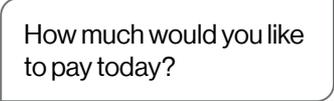
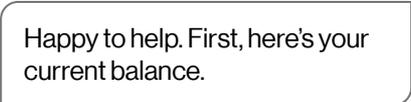
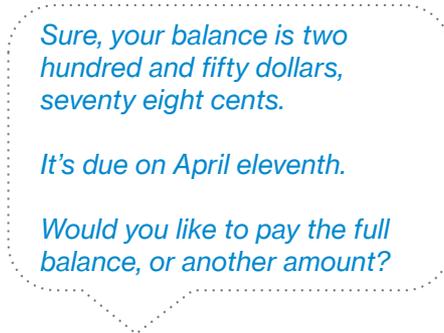
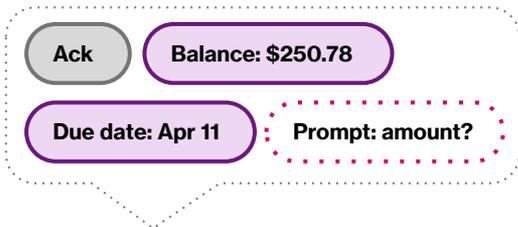
Info:



Next actions:



Draft content



Before + after

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Thanks for choosing to submit your payment with me! All payments submitted are secure. Let's get started.

Here's your account balance summary.

What would you like to do?

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How much would you like to pay? You can make an advanced payment up to \$500 over your total balance. Please note that ATM and checking accounts can't be used for overpayments. You can enter a payment amount in the other amount field.

\$250.78

Other amount

Sure, your balance is two hundred and fifty dollars, seventy eight cents.

It's due on April eleventh.

Would you like to pay the full balance, or another amount?

Happy to help. First, here's your current balance.

\$250.78

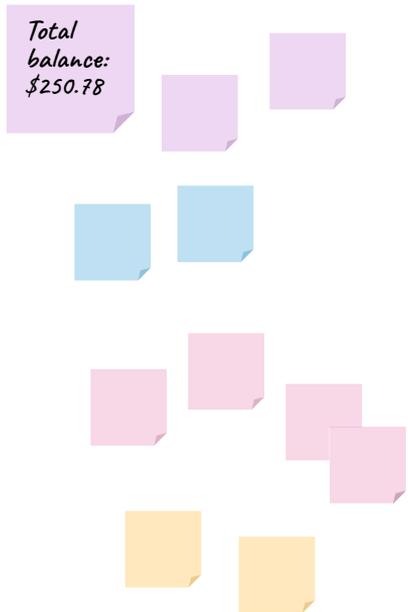
Due on Apr 11

How much would you like to pay today?

The full balance: \$250.78

Another amount

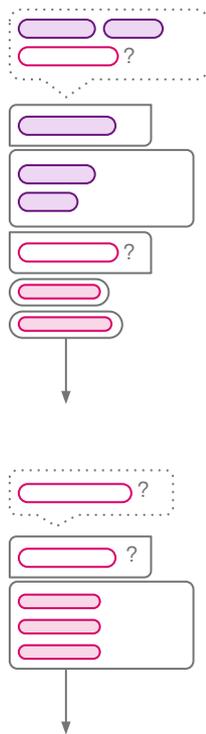
Generate potential content objects



Prioritize



Choreograph



Draft content

