Hi, I’m Tina. 
Your personal robot assistant.

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who’s talking?

Dima Ilieva
- conversation designer
- arts and writing enthusiast
- challenges addict

Ekaterina Mitova
- storyteller
- founder of the 1st BG robotics school
- inspiration and innovation seeker
what’s the goal today?

share experience and learnings
inspire & provoke you
try something new
have fun
let’s get real
users are evolving
conversational UI

conversation flow vs. artificial intelligence
chatbots in everyday life
the idea

hypothesis: is it worth adding conversational UI in a documentation?
the prototype

make it appealing
keep the conversation going
integrate it
but give her a heart

design the conversation
keep it robotic

before
after
put the idea to the test

how does conversational UI fit in a documentation platform?
how would users react?
would it bring value?
is it difficult to implement and maintain?
don’t fall asleep: some data
target audience

- age
- responsibilities
- gender

divided by

- product and documentation
- knowledge
- chatbot experience
test Tina

predefined tasks
success rate
compare Tina and standard approach
users’ reactions
users like

documentation structure
chatting with me only
send feedback
the *Build an App* tutorial
it’s intuitive
why users tend to like the idea even if they don’t like the prototype?
catchy appearance

blinking icon
outfit
name
easy-going
guided steps

- focus only on a specific task
- get user’s interest
- divide complicated procedures in simple tasks
to be improved

conversation fixes vs. artificial intelligence wishes
navigation

complicated buttons logic > Go back and Start all over

remove dead-ends
know the user

recognize user

persist conversations and preferences
evaluate search

bot search vs. Google/Bing search

search in a specific domain

how useful is the search result
specific scenarios

- apply the bot only where necessary
- troubleshoot information
- analyze user input
- tell the bot if a task is completed
- what to do if a task has failed
is it good for documentation?

- for beginners
- for prototyping
- for testing with users
how would users react?

women are more stubborn
developers don’t read
women developers need to have the task done
men developers are less patient with Tina
implement and maintain?

4 months to implement
difficult to debug
next steps

- add more writing options
- detect users
- persist conversations
- add voice control
- add troubleshooting information
take home

start with one area
keep it simple
be patient: it takes a lot of time
search option: as good as Google
conversational UI: easier for writers
questions?
resources

www.motion.ai
www.api.ai
www.medium.com
www.chatbotslife.com
www.digitalistmag.com
Your opinion is important to us! Please tell us what you thought of the lecture. We look forward to your feedback via smartphone or tablet under http://in25.honestly.de

or scan the QR code

The feedback tool will be available even after the conference!