

# Foundation Worksheet

What is the problem you're solving?

What is the goal of your experience?

What medium/platform are you using?

i.e. Voice Only, Voice & Screen, Text Only, Multi-modal

Who is your audience?

What is the ideal (happy) path?

i.e. Welcome Message > How can I help you? > [bank transaction] > Confirmation > [balance check] > Done

What information do you need?

i.e. {name}, {date}. {bank account}. {confirmation}

How will you get the information?

i.e. User response, type, API, Integration etc.

How will you handle errors or (repair) paths?

i.e. How will you handle wrong answers, or help information

What's your context?

i.e. Where, when & how will they use your app?

# Foundation Worksheet: Pizza Ordering

What is the problem you're solving?

Wait times to order a pizza are too long, causing customers to turn away without placing an order. We're losing potential sales.

What is the goal of your experience?

Create an on-demand experience that speeds up the ordering process & records/pushes customer orders to our internal system.

What medium/platform are you using?

Amazon Alexa, Google Assistant  
Voice & Text

i.e. Voice Only, Voice & Screen, Text Only, Multi-modal

Who is your audience?

Any resident in the delivery area can use the pizza assistant, so adding local terminology is acceptable. The audience can vary in age, so the assistant needs to be approachable and helpful for everyone.

What is the ideal (happy) path?

Customers open the voice app, select "place an order" and answer with their preferred {size} {type} {delivery method} & {location}. After placing their order, they receive a confirmation from their device that their order has been placed and the order is sent to the pizza ordering system. Their order is saved for future preferences.

i.e. Welcome Message > How can I help you? > [bank transaction] > Confirmation > [Balance check] > Done

What information do you need?

{name} {size} {type} {delivery method}  
{location}

i.e. {name}, {date}, {bank account}, {confirmation}

How will you get the information?

1. Intents & slots: user response
2. Suggest location based on device

i.e. User response, type, API, Integration etc.

How will you handle errors or (repair) paths?

1. Help Flow > sample flow to retell what is possible with the app
2. Cancel Order > reset order flow
3. Reprompts > 2 reprompts + fallback
4. Error Message > indication of error

i.e. How will you handle wrong answers, or help information

What's your context?

Usage window: Dinner / Late (5-12am)  
Location: based on their device (via Amazon or Google Location)  
How: single order for multiple people, payment accepted via text authorization

i.e. Where, when & how will they use your app?

For more, check out

# The Guide to Conversation Design



[share.voiceflow.com/guidetocxd](https://share.voiceflow.com/guidetocxd)