



Conversation Design Creative Playbook

Creative ideas on how to design conversations

Introduction:
Conversational
Design

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01

Introduction:

Conversational Design



Conversation design is as direct as it gets.

Conversation, as defined in the Oxford dictionary, is

 con·ver·sa·tion

/ˌkʌnvərˈsɑːʃ(ə)n/

noun

a talk, especially an informal one, between two or more people, in which news and ideas are exchanged.

"she picked up the phone and **held a conversation** in French"

Similar: discussion talk chat gossip tête-à-tête heart-to-heart ▼

A conversation is interactive. It is an exchange of words, talks, or ideas between two or more participants. It doesn't have to be strictly verbal. A conversation exchange can be in the form of texts or chats — any back and forth of ideas.

So what is Conversation Design?

Conversation design **is about mimicking human interaction — as close and natural to it as possible to make it engaging.** It is about providing a pleasant and informative user experience, happening between a conversational agent or chatbot and the consumer.

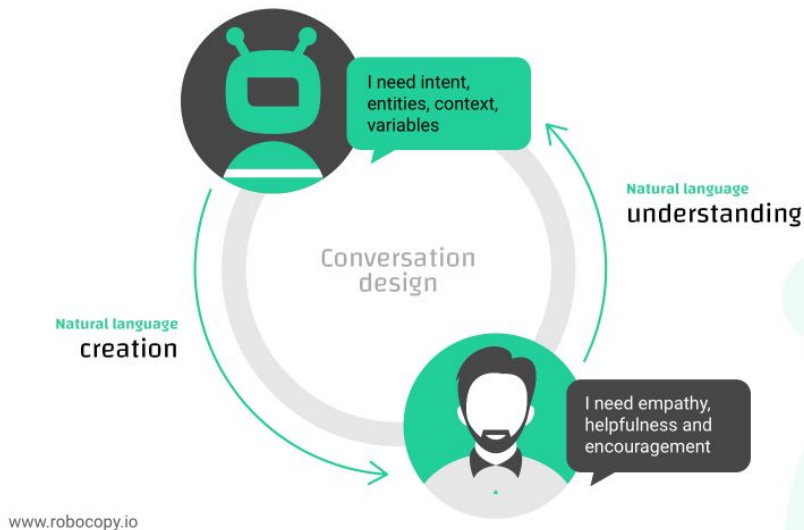
Conversation flow is crucial, as it may make or break the conversation. All aspects of the customer journey should be covered, identified, and predicted. Simply put, conversation design should be able to predict whatever's going to be asked next — and give answers or options to choose from.



**Designing
conversational bots
is different from
designing apps for
mobile and web.**

Why should we care about Conversation Design?

- **Bots need structured data**, so we need to influence users and ensure they give input that the bot can understand.
- **Humans need empathy**, so we need to write dialogue that's helpful, natural, and persuasive.
- We should know **what conversation element to use** in a given situation.



02

Design Strategies



Define the experience first

- Determine your goals
- Decide what you want people to do
- Plan how you'll evolve



→ external journey (rational)

→ Internal journey (emotional)



Conversation vs GUI (Graphic User Interface)

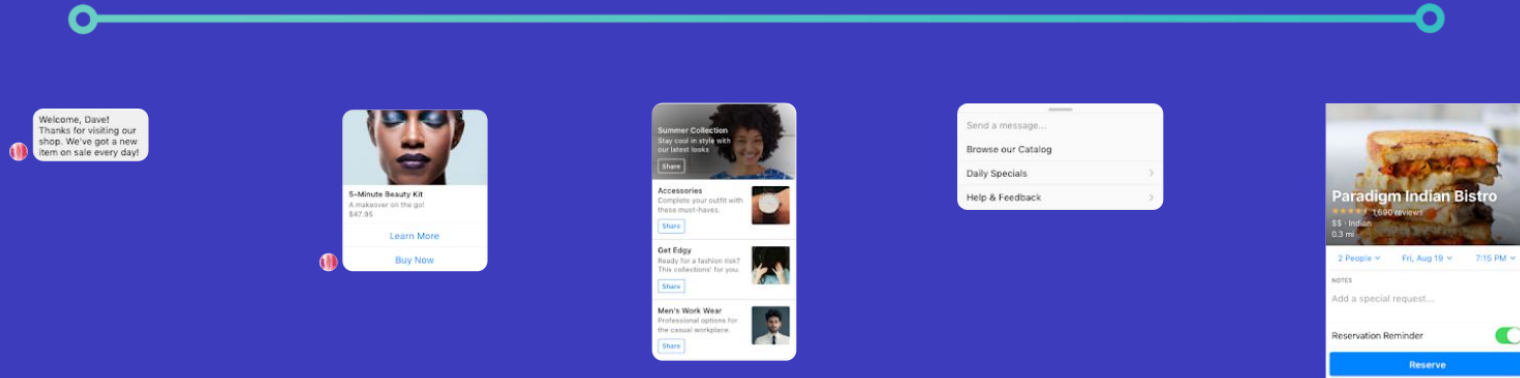
familiar
human
simple
fluid

Messenger Platform Component Spectrum

visual
powerful
interactive
direct

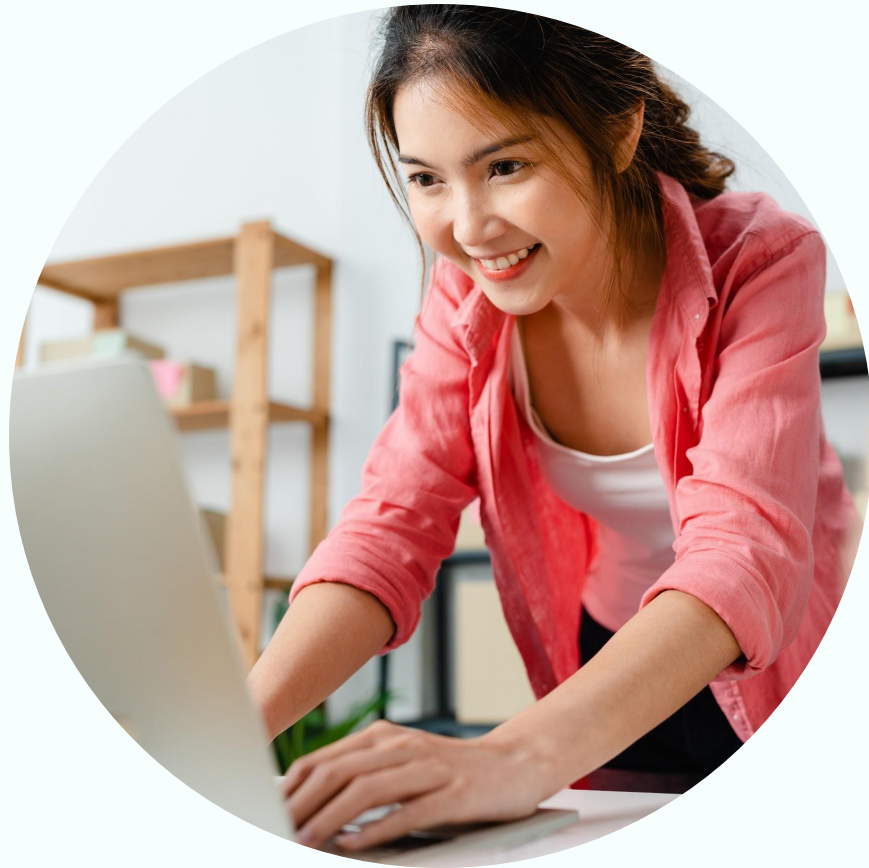
conversation

GUI



03

Design Principles





Be Brief

Most people will use the bot via a mobile device - distractions abound.

Expect interruptions.

Keep interactions short. When not possible, consider how to maintain and re-establish context.



Avoid Modality

Modal state = when the bot is expecting a specific response.

i.e. What if the bot asked a follow-up question and the user was interrupted? Or what if the user typed a response that is unrelated to the question?

Keep exchanges brief and always bring the bot to its usual state.



Mix

Conversation and GUI

(Graphic User Interface)

Know when a text message, a button, a picture, or even a video is appropriate.

Consider what will create the most straightforward, intuitive experience.

The answer lies somewhere in the middle. Combine conversational and UI interactions.



Observe Conversational Norms

Be deliberate about language, voice, length, and speed.

Be clear about what is happening.

Avoid creating a jarring or confusing experience.



Embrace Structure

Typed responses may be valuable, but they can be tedious for people interacting with the bot.

Structured responses like buttons and quick replies will help the bot process input better.

Tap when possible. Type when it's absolutely necessary.



Be

Predictable

Provide confirmation when processing.

Use read notifications and typing indicators to let users know that something is happening.

Do not change what you deliver, or when, without consent.



Notify with Care

Not every message needs a push notification. Increase the impact of your notifications by being deliberate.



Fail

Gracefully

When the bot doesn't understand, ask for clarification. Better yet, highlight a course of action.

Treat each failure as feedback, and remember people will often respond to your bot in unexpected ways.



Do Not Create a Separate Entity

Tie your bot to your official Facebook page.

This will allow users to easily find it and feel confident that they will be talking to your business.

04

Language and Persona

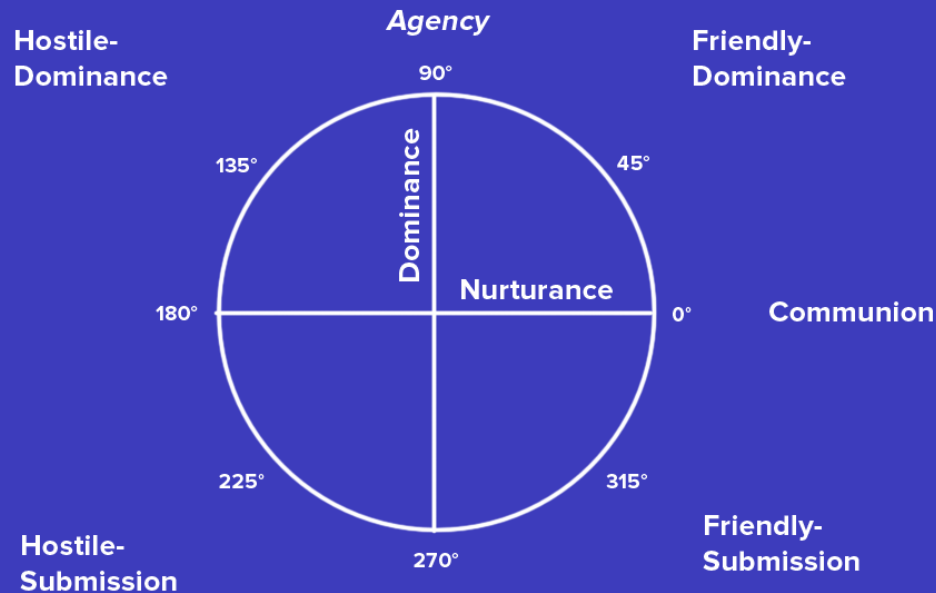




Create a bot persona

Before you can design a successful conversation for a chatbot or voice assistant, you need to figure out how your bot should talk.

A good persona creates a productive human-bot relationship. It makes for a good experience and also helps recognize intents better.



Language and voice

Preserve Your Voice

- Do rely on familiarity.
- Do not create a new personality.

Set Expectations

- Do let people know how often the bot will reach out or respond.
- Do not imply that the bot can do things that it can't.

Provide Context

- Do confirm actions people take.
- Do not keep people waiting.



05

Writing Interactions





Create a List of Keywords

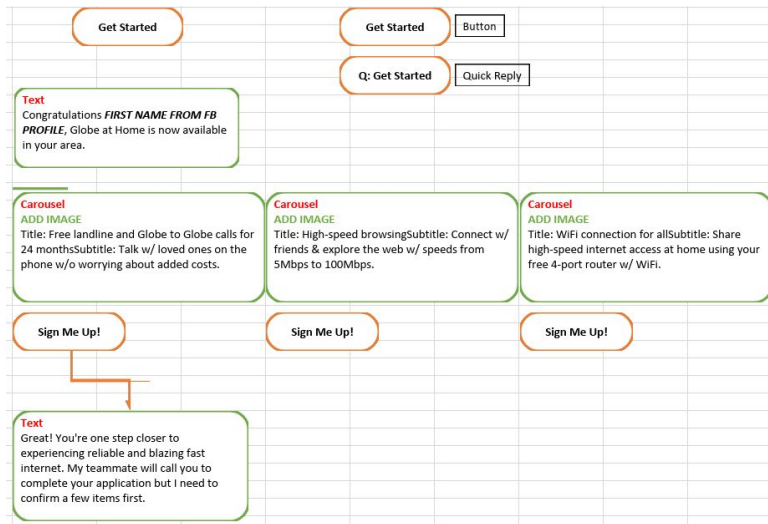
What terms are associated with your brand? What vernacular do people use to talk about or to you? Identifying all possible language triggers and variations can define the help commands, prompts, and responses you build.

- Think global when developing this list.
- Do not makeup words, introduce new terminology, or use slang.



Map out interactions

- Center what you write around intent.
- Write multiple versions of each message.
- Do not make your conversations one-sided.
- Do not use standalone questions.



06

Tips for Sounding Conversational



Sounding conversational

Use active voice.

- “Breaking news is delivered by CNN” is not as clear, short or simple as, “CNN delivers breaking news.”

Use contractions.

- Can’t vs cannot

Standardize usage of the first and second person.

Check your grammar.

Be thoughtful about punctuation.

Consider your tone

Writing is best when it is authentic and relatable.

Website	Email	Messenger
<p>Your order has been processed. This is a summary of your purchase</p> <ul style="list-style-type: none">• Running shoes• Cashmere sweater <p>We will update your account when these items have shipped.</p>	<p>We received your order. Your purchase includes:</p> <ul style="list-style-type: none">• Running shoes• Cashmere sweater <p>A confirmation email will be sent once this items have shipped.</p>	<p>Thanks for your order! We'll let you know when your running shoes and cashmere sweater have shipped.</p>

07

Conversation Components



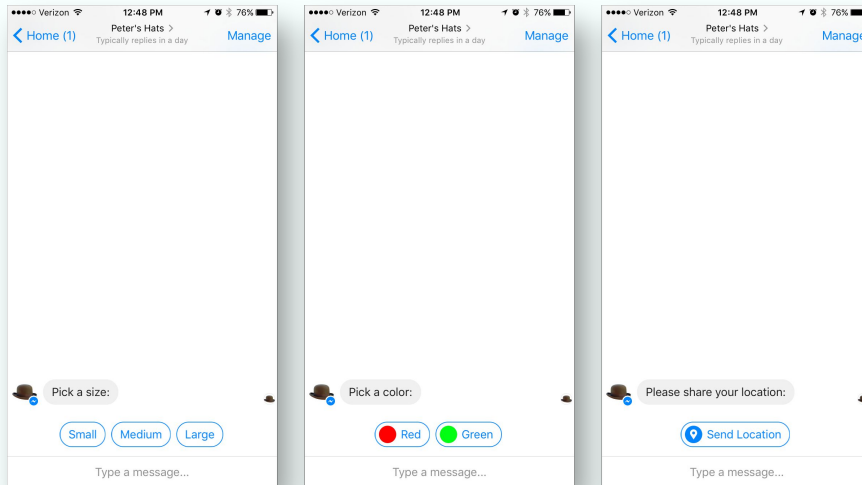
Quick Replies

Quick replies provide a way to present a set of up to **13 buttons** in-conversation that contain a **title** and optional image, and appear prominently above the composer. You can also use quick replies to request a person's location, email address, and phone number.

Limits:

- Max number of Quick Reply Buttons: 13
- Button Title = 20 characters limit

Source: Quick Replies - Facebook for Developers



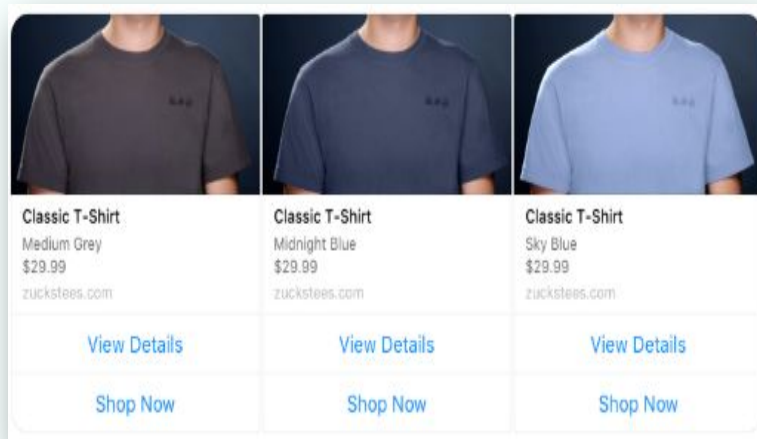
Carousels

Carousel is a simple structured message that includes **a title, subtitle, image, and up to three buttons**. It is displayed in a horizontal manner in the message thread.

Limits:

- Max Carousels = 10
- Title & subtitle = 80 characters limit
- Max Buttons = 3
- Carousel button title = 20 characters limit

Source: Quick Replies - Facebook for Developers



- Carousel image =
 - 1.00 height ; 1.91 width
 - Must not exceed 80 kb in file size
 - PDF or JPG format

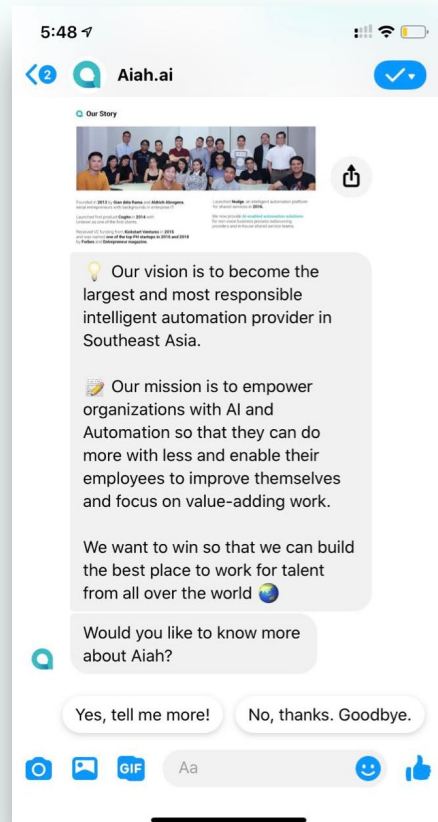
Messages

It is simply the texts that are sent out by the bot to the users. A message may also be an attachment like audio, image, video and files.

Limits:

- Text Message Limit: 2000 characters limit
- Image Message: JPG or GIF format

Source: Generic Template - Facebook for Developers





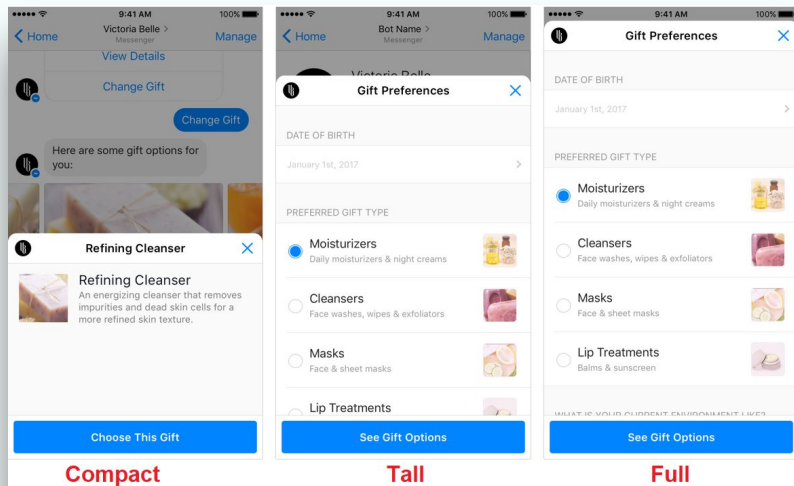
Webview

The Messenger Platform allows you to open a standard webview, where you can load webpages inside Messenger. This lets you offer experiences and features that might be difficult to offer with message bubbles, such as picking products to buy, seats to book, or dates to reserve.

Limits:

- Button Title: 20 characters limit
- Web URL: Must use HTTPS protocol and Must be auto-layout to mobile view

Source: [Generic Template - Facebook for Developers](#)



You can open the webview with any of the following:

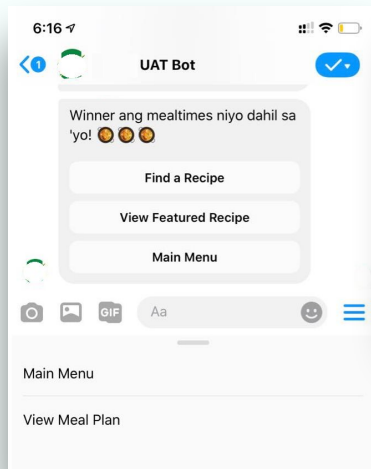
- The persistent menu
 - A URL button inside a message, including the carousels and button template.

Persistent Menu

The persistent menu allows you to have an always-on user interface element inside Messenger conversations. This is an easy way to help people discover and access the core functionality of your Messenger bot at any point in the conversation.

You can open the webview with any of the following:

- The persistent menu
- A URL button inside a message, including the carousels and button template.



Limits:

- Button Title: 20 characters limit
- Web URL: Must use HTTPS protocol and Must be auto-layout to mobile view

Source: [Quick Replies - Facebook for Developers](#)

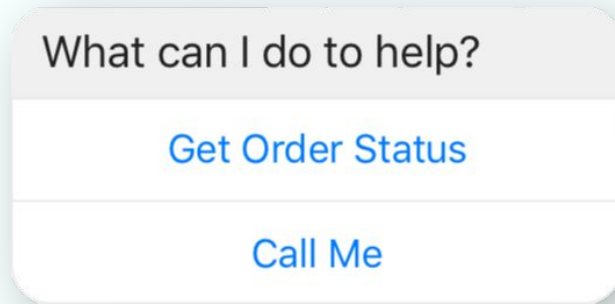


Button Template

The button template sends a text message with up to three attached buttons. This template is useful for offering the message recipient options to choose from, such as pre-determined responses to a question, or actions to take.

Limits:

- Text Message Limit: 640 characters limit
- Buttons: Max of 3 buttons



09

Pointers for Building Bots on Studio/Commerce





Sounding conversational

Prioritize the actions that you want users to take.

- When deciding on the order of carousel cards and buttons, put the ones that you want users to use the most in the first position. If you want to limit or discourage users from taking an action, put it last. For example, if you want to promote a sale, you can make your sale card the first item in your main menu carousel. And if your social media team isn't equipped to handle a lot of live conversations, you may want to set agent handoff as the last option in your main menu carousel.

Make switching flows easy.

- Always include back buttons and other navigation options to go to related flows/items so that users can explore the bot's features freely without getting locked into any flows.

Always provide the next step.

- Unless the user has been handed off to an agent, you should always ensure that they have buttons/quick replies to interact with. By doing so, you can keep users from getting stuck and relying on the fallback to get the conversation going again. Even if a user reaches the end of their journey and the bot says goodbye, give them the option to open the main menu again.



Sounding conversational

Use conversational language in buttons and quick replies.

- Instead of using generic labels like the ones on website UIs, try using sentences and conversational phrases as much as possible within the 20-character limit. Let's say that your carousel card leads to featured promos. Instead of a button that says, "Promos" or "On Sale," you can use a button that says, "Show me your promos!" Doing so will make the interaction feel more like a conversation.

Check your grammar.

Be thoughtful about punctuation.

08

Key Takeaways



Conversation design aims to improve the overall user experience of the consumers. In this day in age, quick replies to queries are important more than ever. There are so many distractions online, that quick fallouts are abundant. A good conversation design helps brands quickly introduce their products and services. **It helps brands analyze and evaluate the needs of the consumers — what they want, what they don't want, and everything in between.**

But the ultimate goal of a good conversation design is to **make the experience enjoyable while securing sales.** Design an engaging conversation, and see your imminent brand growth.

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