



Conversational Interfaces: Principles of Successful Bots, Chatbots & Messaging Apps

Mariya Yao

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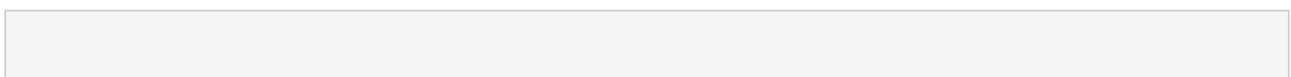
Conversational Interfaces: Principles of Successful Bots, Chatbots & Messaging Apps Mariya Yao
Conversational Interfaces covers the evolution of messaging platforms like SMS, Facebook Messenger, Apple iMessage, Slack, Kik, and WeChat and how to create successful bots, chatbots, and messaging apps for each platform.

Messaging apps are the new browsers and chatbots are the new websites. All major tech titans -Facebook, Apple, Google, and Amazon - as well as many brands and businesses have embraced conversational agents as a revolutionary way to deliver services and connect with audiences.

Yet 40% of a typical chatbot's users only interact a single time. Much of the churn is due to lack of focus, limited understanding of natural language, and a poorly designed conversational interface.

Conversational Interfaces teaches businesses, entrepreneurs, and product designers how to succeed by applying principles of successful bots and messaging apps. The reader will learn how to:

1. Clarify business and brand goals for chatbots. Define an overall brand strategy and compelling persona to narrow the scope of your chatbot.
2. Understand which use cases suit conversational and messaging platforms and which are better left to websites, regular apps, or human staff.
3. Bring a chatbot's or brand's personality to life through compelling writing, a rich backstory, social relevance, and rich visual assets.
4. Write adaptive copy that works around current limitations of natural language processing and AI technologies.
5. Utilize engagement techniques from oral communication traditions, storytelling, screenwriting, and rhetoric to create emotional and sticky user experiences.
6. Design notifications and re-engagement efforts to be seamless and not spammy.
7. Employ social and viral features of messaging platforms to improve the communal utility of chatbots and grow their user base.
8. Combine open-ended input / output with the lightweight UI features in Messenger, iMessage, Kik, WeChat, and other messaging platforms to blend spatial, temporal, and conversational affordances.
9. Optimize bot and messaging app design for brand equity, growth, and revenue.



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