Chatbot Project

Context, Flow and Script

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Chatbot Selection

A chatbot, also known as a chatterbot, is a software tool that conducts online chat conversations using text or text-to-speech rather than direct contact with a real human agent. We will be evaluating Domino's Pizza “Chat with Dom” Chatbot.

Goals

The primary function of the chatbot is to assist customers in easily ordering Domino's menu options. We want to ensure customer satisfaction by creating a simplistic, straight forward design that carries out the intended user's needs.

Rhetorical Context

Human Side

o What is the business of the organization that runs the chatbot?

- The business we chose for our chatbot is Domino’s Pizza. Domino’s is a delivery/carryout chain that offers pizza, pasta, chicken, and other side dishes.

o Who is the chatbot intended for?

- The chatbot is intended for users that wish to place a food order online or on the Domino’s application. More specifically, the chatbot is intended for those that do not wish to speak to a customer service representative over the phone. The chatbot is intended for users who prefer a step by step ordering process with specific options to choose from.

o What goals does the user expect to accomplish with the chatbot?

- The chatbot allows customers to interact with a digital assistant by helping them place an order, reorder a previous order, or track an order all from the comfort of their home. Users expect an easy process to carry out their needs when placing an order. In addition, the user anticipates to browse the menu and locate a nearby store.

- What motivates the user to use the chatbot?
    - Users are motivated to use the chatbot for an effective and efficient process of carrying out their user-specific tasks. The user does not need to leave their house to order pizza, and they can review the menu before placing their order.
- What are some expectations the user might have?
    - Users will expect the chatbot to include all possible options with simplicity. They will expect to search for specific products, get information on products and promotional discounts, order food, make a payment, and be able to check their order status for a recent order in process. Further, the user may anticipate the chatbot to be available 24 hours a day.
- What worries, if any, does the user have?
    - The user may worry that they will not be able to carry out a specific task, or that they will be left without a solution. If they are left without a solution, the customer will have to go through more steps to speak to a customer service representative. They might anticipate that using a chatbot will be time consuming and may encounter technical issues using the chatbot. They might also consider that the chatbot may not adhere to their accessibility needs, such as a spoken/written language.
- What is the physical and social contexts of use?
    - Social: users will interact with the chatbot with a laptop or a mobile device. They will need to have internet access, such as WiFi or cellular network. In addition, they will use Domino's website or mobile application.
    - Physical: users will vary by location; Domino's is a worldwide chain in over 90 international markets. Most users will be at their home location or a friend/family's house, and some will be at work. Organizations and school districts will use Domino's for special events, large or small.

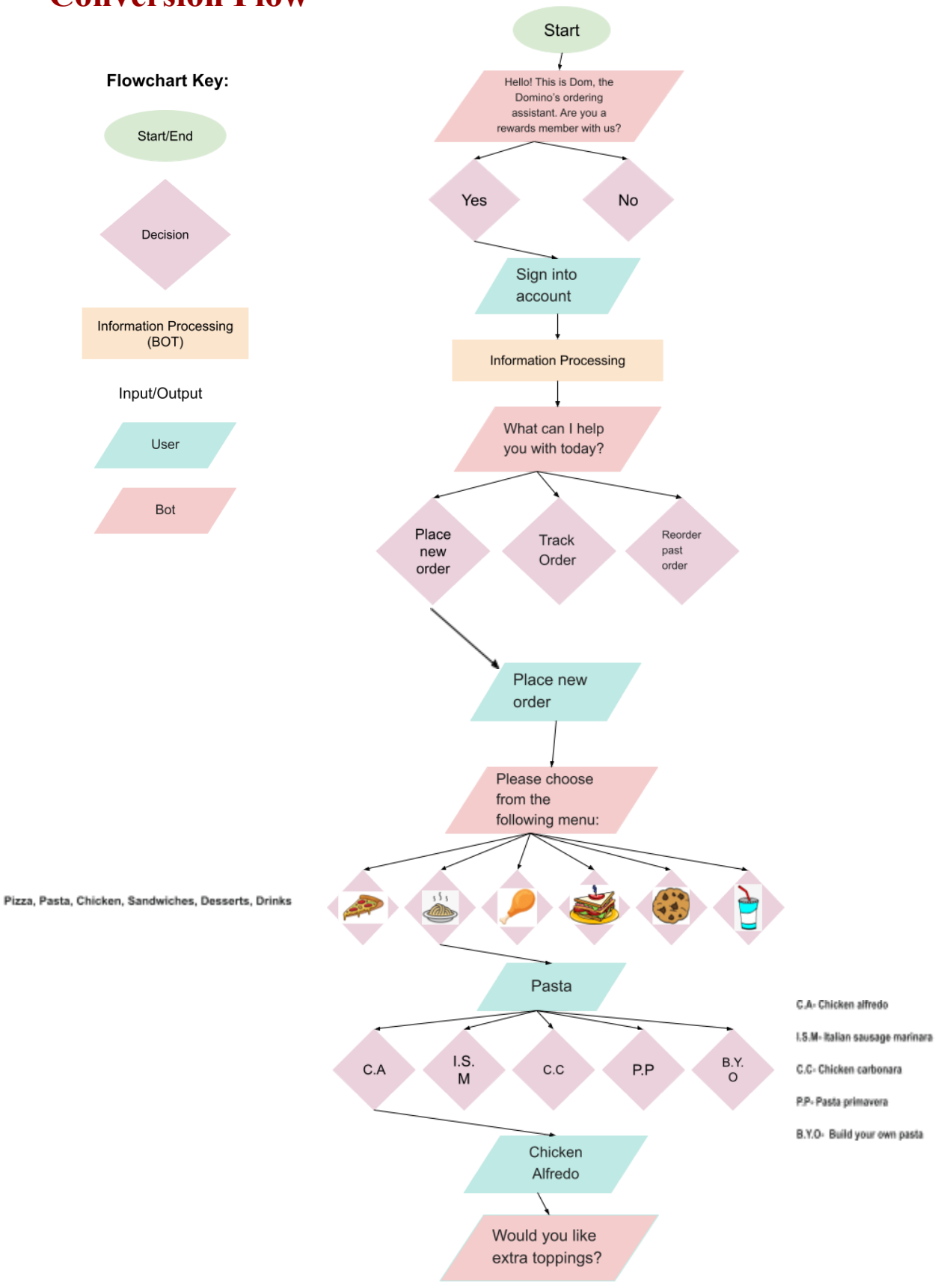
Chatbot Side

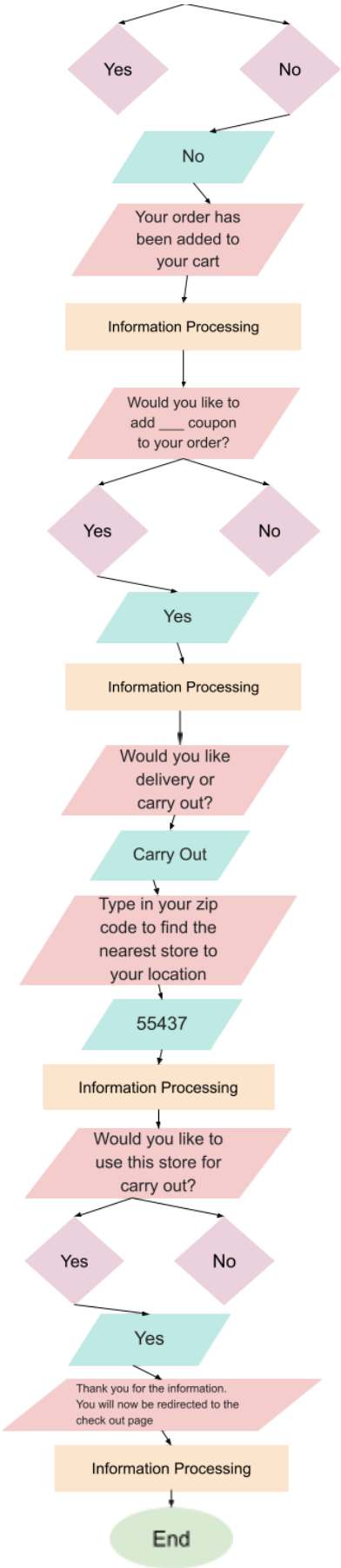
- What can the chatbot do or not do?
    - The chatbot can carry out user tasks, such as placing an order, tracking an order, or reordering a past order. The chatbot can give the user options to choose from and allows the user to type in a message of their own. The chatbot cannot give the

user recommendations, personalization of conversations, and understand user-specific language, such as grammar, verbiage, tone, slang, etc.

- What does the chatbot know already?
    - The chatbot knows the user is trying to accomplish a goal. They know the types of inquiries a user might ask and basic language cues to communicate with users.
- What must the chatbot ask and tell?
    - The chatbot must ask users if they would like to place an order or how they can help. If the chatbot is having issues understanding the user's needs, they must give a variety of pathways to choose from. If the issue persists, they must ask if the user would like to connect with a customer service representative at a local store. The chatbot must make their options clear and let the user know that they can choose from their list of options or type their own message.

Conversion Flow




Yes
No
No
Your order has been added to your cart
Information Processing
Would you like to add ___ coupon to your order?
Yes
No
Yes
Information Processing
Would you like delivery or carry out?
Carry Out
Type in your zip code to find the nearest store to your location
55437
Information Processing
Would you like to use this store for carry out?
Yes
No
Yes
Thank you for the information. You will now be redirected to the check out page
Information Processing
End

Script

BOT: Hello! This is Dom, the Domino's ordering assistant. Are you a rewards member with us?

BOT: Yes or No

USER: *selects Yes*

BOT: Sign into account

SERVER: *directs user to sign in page*

BOT: Place new order, track order, or reorder past order

USER: Place new order

BOT: Please choose from the menu: Pizza, Pasta, Chicken, Sandwiches, Desserts, Drinks

USER: Pasta

BOT: Chicken alfredo, Italian sausage marinara, Chicken carbonara, Pasta primavera, Build your own pasta

USER: Chicken alfredo

BOT: Would you like extra toppings? Yes or no

USER: No

BOT: Your order has been added to your cart

SERVER: *automatically adds chicken alfredo to cart*

BOT: Would you like to add ___ coupon to your order? Yes or No

USER: Yes

SERVER: *adds coupon code to cart*

BOT: Would you like delivery or carry out?

USER: Carry out

BOT: Type in your zip code to find the nearest store to your location

USER: *types in zip code*

SERVER: *automatically finds nearest Domino's store*

BOT: Would you like to use this store for carry out? Select Yes or No

USER: Yes

BOT: Thank you for the information. You will now be redirected to the check out page

SERVER: *sends user to check out page*