

Appendix 1

Purpose

Based on our observations, we have decided that our purpose with the chatbot design is to construct a use-case where we investigate and explore the frustrations from a user who seeks to find information about a lost delivery. We want to emphasise how the chatbot is programmed to answer to specific input and how a user can get locked in a sequential interaction. The main scenario is that the user does not get the help they need, and finds the chatbot to be unintuitive.

How we designed it

We specified three outcomes that would not benefit the user in our case: fraktalternativer, svindelforsøk and åpningstider. The user's goal is to get information about a lost delivery, and since this is not an option we assume that it would be a frustration point. From there, our goal was to make the user try to find their way around the three questions to get the answers they seek. We also included ambiguous options to create more frustration for when the user tries to navigate through the chatbot (liten, litt større, størst) to see how the language affects the users understanding but also causes confusion. At the end of the interaction, the chatbot has not fulfilled its purpose. At this point the user will be so frustrated by the interaction that they will wish to seek guidance from a real customer advisor.

Discussion

Our key concern is being aware of the bias that may occur when the designers choose the specific prompts. What the designers assume to be the users needs, might not be exactly what they need from the chatbot. This could mean that the interaction with the chatbot could become unfruitful for the user in terms that they are unable to get the help they want.

We have experienced under testing of the chatbot software that it was immensely slow due to how it handles cookies in the web-browser. To work around this, we had to delete cookies to reset the chat sequence, and later on we started using incognito-browsing mode. This also translates to in-real-life situations, where we cannot expect that a user knows how to work around this to reset their progress with the chatbot.

Another issue we experienced is that the chatbot does not give proper feedback to which alternative they have pressed, and that an option can be selected several times from the save message. This means that if a user clicks several times on one button (due to frustrations from that the bot takes a long time to answer) that the user will be prompted with the same dialogue several times in a row.