Dot Dot Bot

if your business could talk
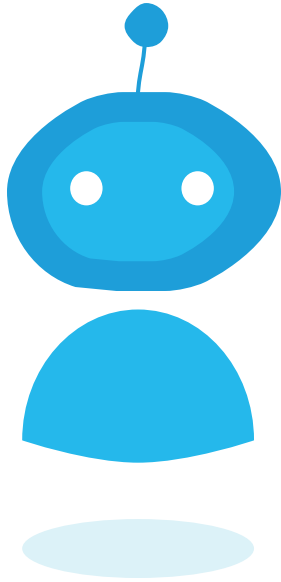
SAP

Welcome to

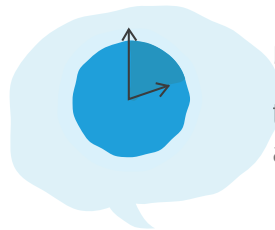# Dot Dot Bot

By **SAP** AppHaus

Dot Dot Bot is a hands-on creative collaboration tool that will help jump-start your chatbot design and development process to establish the foundation of your bot.

Dot Dot Bot is built on *3* principles:

1 Fast, Fun Activities
to build momentum and creativity

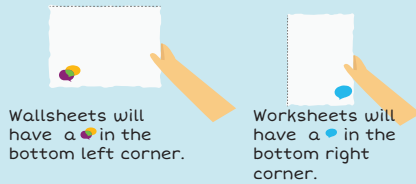**2** User-First, Rather than Data-First Mentality
to drive value and success

3 Active Collaboration
for a shared vision and alignment

☑ What you need

☐ 2.5 hours

☐ Sharpies and pens for all participants

☐ Timer

☐ Post-its (6 packs)

☐ Tape

☐ A room with large blank walls or space for movable white boards

☐ Chairs and writing surfaces

☐ Interest in using a chatbot for your business or organization

☐ 4-6 people (ideally on a project team, who have different perspectives and areas of expertise)

How to set up Dot Dot Bot

Print out pages

Wallsheets will have a 🟣 in the bottom left corner.

Worksheets will have a 🔵 in the bottom right corner.

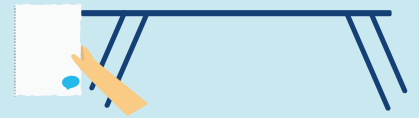Print out all pages in this PDF, preferably in color.

Page sizes: 8.5x 11

Tape the wallsheets on the wall

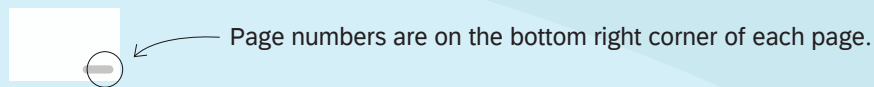Flip the sheet over and place a small roll of tape on the back of the page.

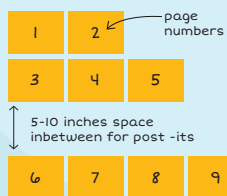Tape sheets on wall following the recommended set up below:

Place Worksheets on table

See recommended set up of worksheets below:

Recommended set up of wallsheets

Page numbers are on the bottom right corner of each page.

Zone 1

1	2	← page numbers

3	4	5

5-10 inches space inbetween for post -its

6	7	8	9

Zone 2

10	11
12	13
14	15

Zone 3

18	19	24	28
20	21	25	29	30
	22	26	
	23	27	31	32

5-10 inches space inbetween for post -its

Wrap up

35	36
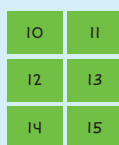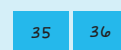
Recommended set up of worksheets

For the worksheets, place on table until instructions on the wallsheets instruct you to do so.

Page numbers are on the top right corner of each page.

Portrait of a User Instructions (1 page)

16

Dancing Dialogue Instructions (1 page)

33

Wrap up Decision tree (6 copies)

37 ← page numbers

Portrait of a User Worksheets (6 copies)

17

Dancing Dialogue Instructions (6 copies)

34

Documentation Worksheets (4 pages)

38-41
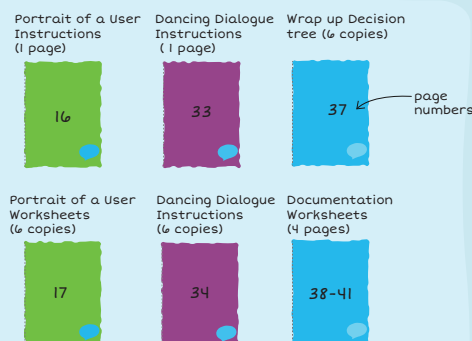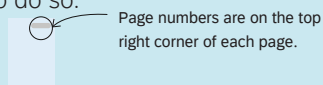
Let's get started!

1 Set up the room with wallsheets, worksheets and other materials, following instructions on the previous pages.
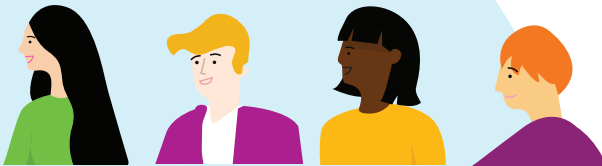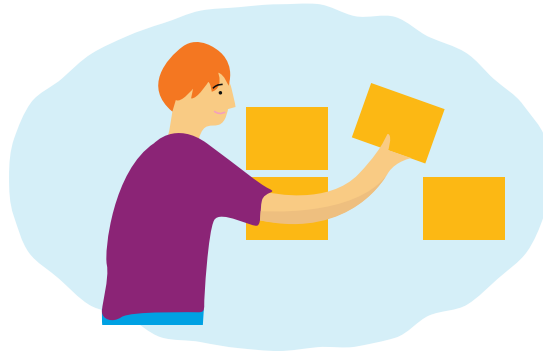
2 Gather your group of 4-6 people

3 Whoever is holding this book should read the following aloud to the group

Tip: To keep everyone on the same page, read intro aloud.

4 Assign a time keeper

Look for symbols for time keeping of each activity.

5 Read the Introduction
(aloud to everyone)

In this session you will craft your bot's scope, understand the user who will interact with the bot you create, and start thinking about the conversations your bot might have.

You may not start building your bot tomorrow, but the proceeding activities in Dot Dot Bot will help give you the foundation to build a strong bot experience.

6 # The Kickoff

Address the 2 following questions with your group.

Why did we decide to use and complete Dot Dot Bot?

Does everyone else in this group agree on this goal or reason for doing this activity today?

There are 3 zones

zone 1

Scope

1

zone 2

User

2

zone 3

Prototype

3
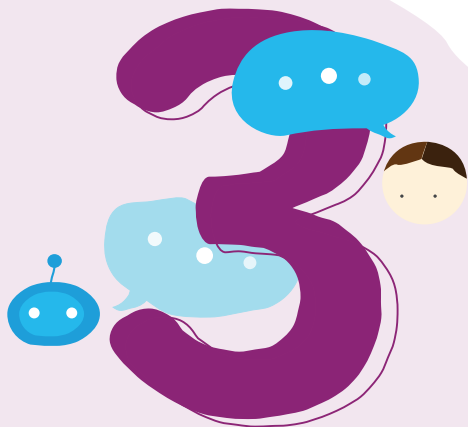
6 Turn to the wallsheets

7 Start by reading the first sheet

ZONE 1

Scope

In this zone, you will define and align on what you are building, for whom, and why.

🕐 **Total Recommended Time:** 30 Min.

Zone 1: Scope

Page 1

Read aloud the instructions on the sheets and work from zone 1 through wrap up as a team.

1

zone 1

Scope

wallsheets

ZONE 1
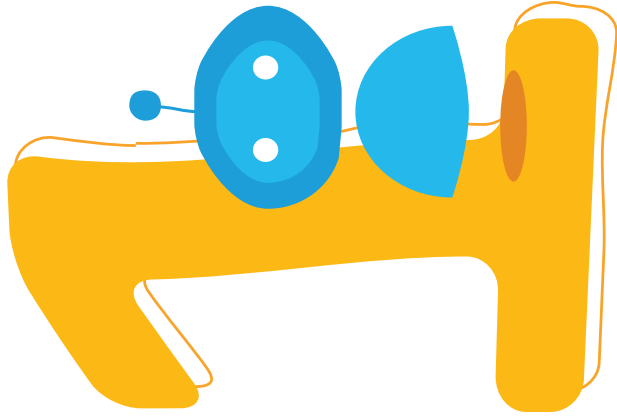
Scope

In this zone, you will define and align on what you are building, for whom, and why.

Total Recommended Time: 30 Min.

Part 1

Understanding Motivations

Instructions

Ideate. Discuss. Select.

1. For questions 1-4, set the timer to 1 minute.

2. Each participant should silently answer each question on an individual post-it note.

3. Once the timer goes off, each participant shares aloud their response and posts it to the area below the posters.

4. The group should briefly discuss the answers—you can set a timer to 3 minutes or just let the conversation flow as needed.

5. After discussing, decide or vote on the most representative post-it, or create a hybrid, and place it in the space provided.

Question 2

🕐 **1** Min.

How would we know if we were successful?

💡 **Tip:** Think about how will we measure our success.

place chosen answer post-it here

Question 1

🕐 **1** Min.

Who would be using our bot?
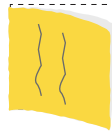
place chosen answer post-it here

Place post-its in area below this poster.

Tip: A bot bridges user needs and company objectives.

Question 3B

🕐 **1** Min.

What does our business need a bot for?

place chosen
answer here

place chosen
answer here

Place post-its in area below this poster.

Question 3A

🕐 **1** Min.

What do our customers need a bot for?

Tip: Customers can be internal, external, paying, or not.

Question 4

🕐 **1** Min.

Given your answers to 3a and 3b, at the end of an interaction with this bot, what will the user have been able to accomplish?

💡 **Tip:** The answer to this question will become your bot's main function.

Place post-its in area below this poster.

Part 2: Prioritize

Instructions

Discuss the ideas from Question 4 and place them relative to one another on this 2-axis scale.

Tip: The goal is to compare the ideas on their perceived value to the business and its customers.

SAP

Value to Customer/User

High

Low

High

Value to Business

5 Min.

2 Min.

Select Idea

As a group, decide on one of these ideas to explore in today's workshop. It might not be the highest-value idea; it might be a "quick win".

Tip: Can't come to a consensus? Pick the one in the upper right of the chart.

place chosen answer here

Summary

2 Min.

As a group, compose a one-sentence description of what your bot will do.

place post-it answer here

Tip: You have now identified a use case to develop in today's workshop. You can always develop other use cases later.

User

wallsheets

ZONE 2

User

In this zone, you will work to understand the user's needs and their context for using the bot.

Total Recommended Time: 30 Min.

Part 1

Portrait of a User

Find and pass out the Portrait of a User Instruction and Activity Sheets. Each person should get one of each sheet. Follow the instructions to complete the activity.

Instructions

Total Recommended Time: 30 Min.

Draw.
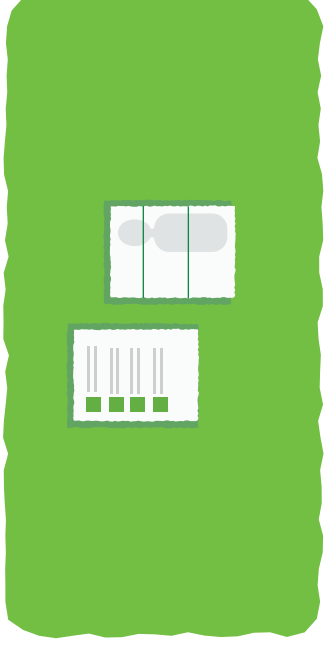
Part 2

Portrait of a User

Instructions

3 Min.

Discuss. Select.

Briefly discuss the portraits and select one portrait that you feel best represents your user. Add any elements from other portraits that are necessary to complete the user's story. This portrait will serve as your starting point in Zone 3.

Tip: This is just the first pass. When you move to design and development you will have more opportunities to define your target users.

Name of Chosen User

Part 3

Understanding Motivations

Instructions

Total Recommended Time: 10 Min.

Ideate. Discuss. Select.

1. For each question, set the timer to 1 minute.

2. Each participant should answer the question on an individual post-it note.
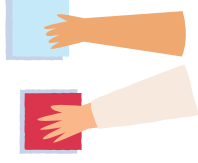
3. Once the timer goes off, each participant shares aloud their response and posts it to the wall.

4. The group should briefly discuss the answers—you can set a timer to 3 minutes or just let the conversation flow if needed.

5. After discussing, decide or vote on the most representative post-it, or create a hybrid, and place it in the space provided.

Question 2

🕐 **1** Min.

Where is your user when they are using the bot? **(Draw it!)**

place chosen answer here

Question 1

🕐 **1** Min.

What is the user's goal in the moment they decide to interact with the bot?

place chosen answer here

Place post-its in area below this poster.

Summary

2 Min.

Write a one-sentence summary describing the user you chose, the context they are in, and the reasons why you chose them.
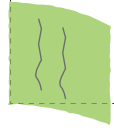
place chosen answer here

zone 2

User

worksheets
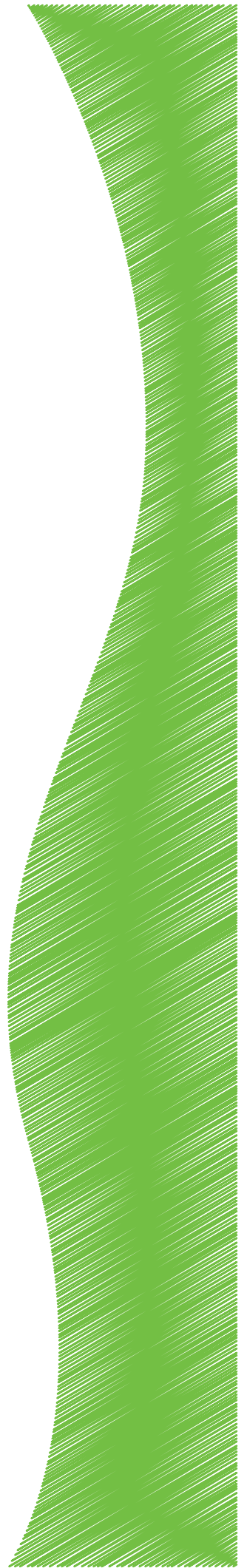
Portrait of a User Instructions
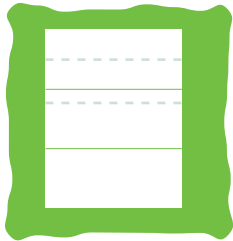
One Sheet per Person.

Everyone gets 1 page. On this page, you will use a relay-style format to draw your user head-to-toe. You will not be able to see what your teammates have drawn before you. That's good - the fun is in the surprise!
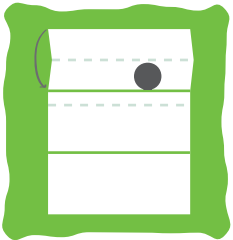
Draw then hide the head.

Each person draws the user's head. Fold along the dotted line to bring the top of the page to the first solid line hiding the head you drew.

2 Min.
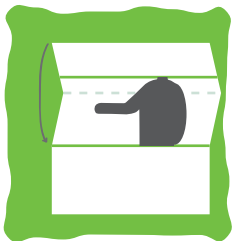
Draw then hide the torso.

Pass your sheet to the next person, who will complete the torso section. Again, bring the top of the page to the solid line (To hide the torso) by folding along the dotted line.

2 Min.
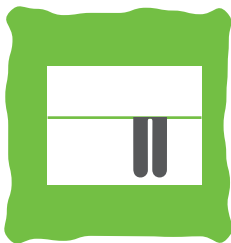
Draw the legs.

Pass your sheet to the next person, who will complete the legs section.

2 Min.
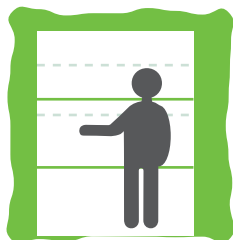
Reveal and share your sheet.

Open to reveal the composite user you have created as a group. Take a minute to marvel at the user's beauty. With the sheet you are holding in your hand, tell the group your users' story.

1 Min.

![SAP]

Portrait of a User Activity

Create a name for your user: _____

Player 1

Draw your user's head

Include personalized features.

🕐 **2** Min.

Player 2

Draw your user's torso

What are they wearing?

Holding? Doing?

🕐 **2** Min.

Player 3

Draw your user's legs

Where are they? What's in

the background? Add any

additional context.

🕐 **2** Min.

![SAP]

Portrait of a User Activity

Create a name for your user: _____

Player 1

Draw your user's head

Include personalized features.

🕐 **2** Min.

Player 2

Draw your user's torso

What are they wearing?

Holding? Doing?

🕐 **2** Min.

Player 3

Draw your user's legs

Where are they? What's in

the background? Add any

additional context.

🕐 **2** Min.

![SAP] # Portrait of a User Activity

Create a name for your user: _____

*Hide the head
by folding
along this line*

Player 1

Draw your user's head

Include personalized features.

🕐 **2** Min.

*Bring top of
page to here*

*Hide the torso
by folding
along this line*

Player 2

Draw your user's torso

What are they wearing?

Holding? Doing?

🕐 **2** Min.

*Bring top of
page to here*

Player 3

Draw your user's legs

Where are they? What's in

the background? Add any

additional context.

🕐 **2** Min.

*Open to reveal
your composite
user!*

*Tell the group
their story!*

SAP

Portrait of a User Activity

Create a name for your user: _____

Player 1

Draw your user's head

Include personalized features.

🕐 **2** Min.

Player 2

Draw your user's torso

What are they wearing?

Holding? Doing?

🕐 **2** Min.

Player 3

Draw your user's legs

Where are they? What's in

the background? Add any

additional context.

🕐 **2** Min.

Tell the group their story!

Portrait of a User Activity

SAP

Page 17

Create a name for your user: _____

Player 1

Draw your user's head

Include personalized features.

🕐 **2** Min.

Player 2

Draw your user's torso

What are they wearing?

Holding? Doing?

🕐 **2** Min.

Player 3

Draw your user's legs

Where are they? What's in

the background? Add any

additional context.

🕐 **2** Min.

Portrait of a User Activity

Create a name for your user: _____

Player 1

Draw your user's head

Include personalized features.

🕐 **2** Min.

Player 2

Draw your user's torso

What are they wearing?

Holding? Doing?

🕐 **2** Min.

Player 3

Draw your user's legs

Where are they? What's in

the background? Add any

additional context.

🕐 **2** Min.

*Tell the group
their story!*

3

zone 3

Prototype

wallsheets

ZONE 3

Prototype

In this zone, you will establish your bot's personality and start to create the conversation flows that become the foundation of your bot.
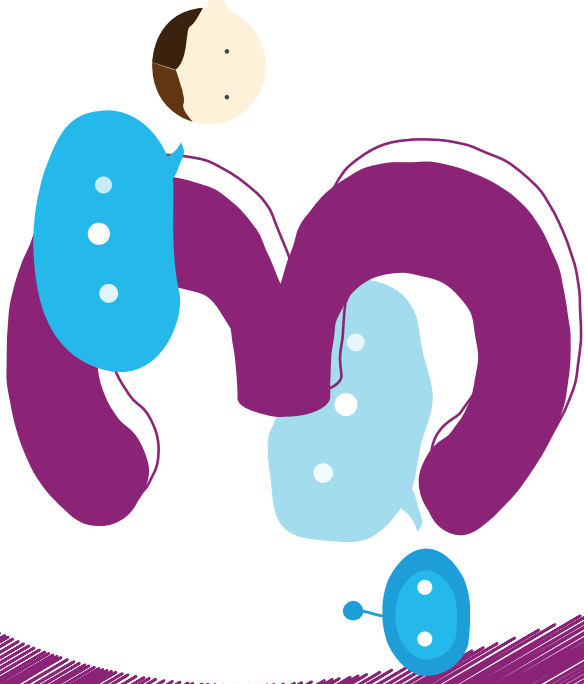
Total Recommended Time: 60 Min.

Part 1

Brainstorming Messages

5 Min.

Put yourself in ___name of selected user___'s shoes.

Brainstorm

3 Min.

You have 3 minutes to brainstorm messages the user might send to the bot to achieve their goal. Silently write as many messages (one per post-it) as possible. Set the timer and go!

Tip: Think broadly and consider: different needs the user may have, different ways the user will ask questions or make demands, or unexpected topics a user could bring up.

Place post-its in area below this poster.

Prototype

Part I
Grouping Your Messages

Total Recommended Time: 8 Min.

Share. Group. Label.

1. Once the timer's gone off, take turns reading your post-its aloud and sticking them to the wall. As everyone reads out their answers you can begin placing similar post-its together.

2. Group the post-its with similar topics on the wall or by moving them onto the Prototype Group pages. Aim for 6-7 groupings.

3. Label each Group with a title that describes the theme of the post-its contained in it.

Tip: If there are some post-it's that can't be grouped, create a "miscellaneous" or catch-all group.
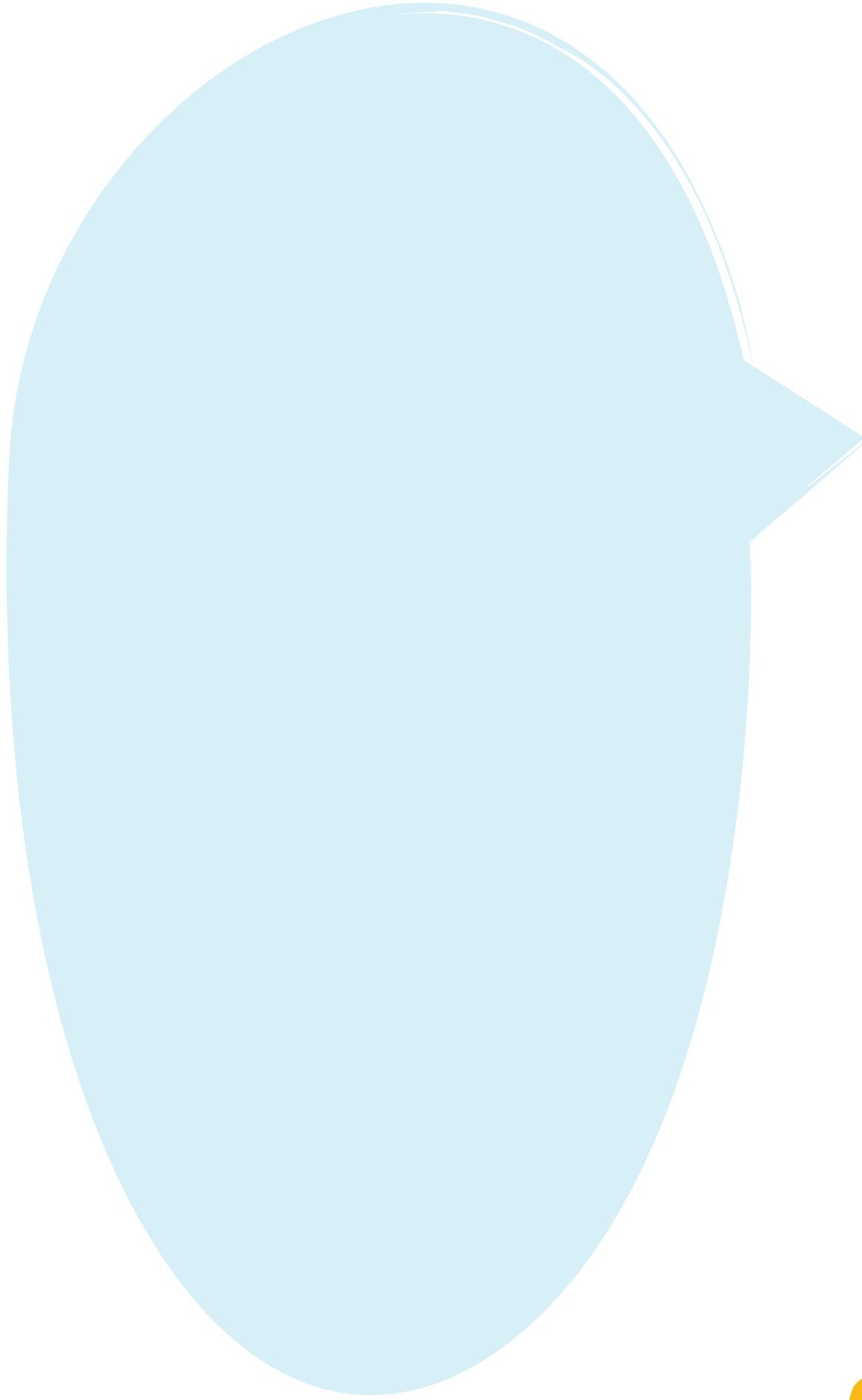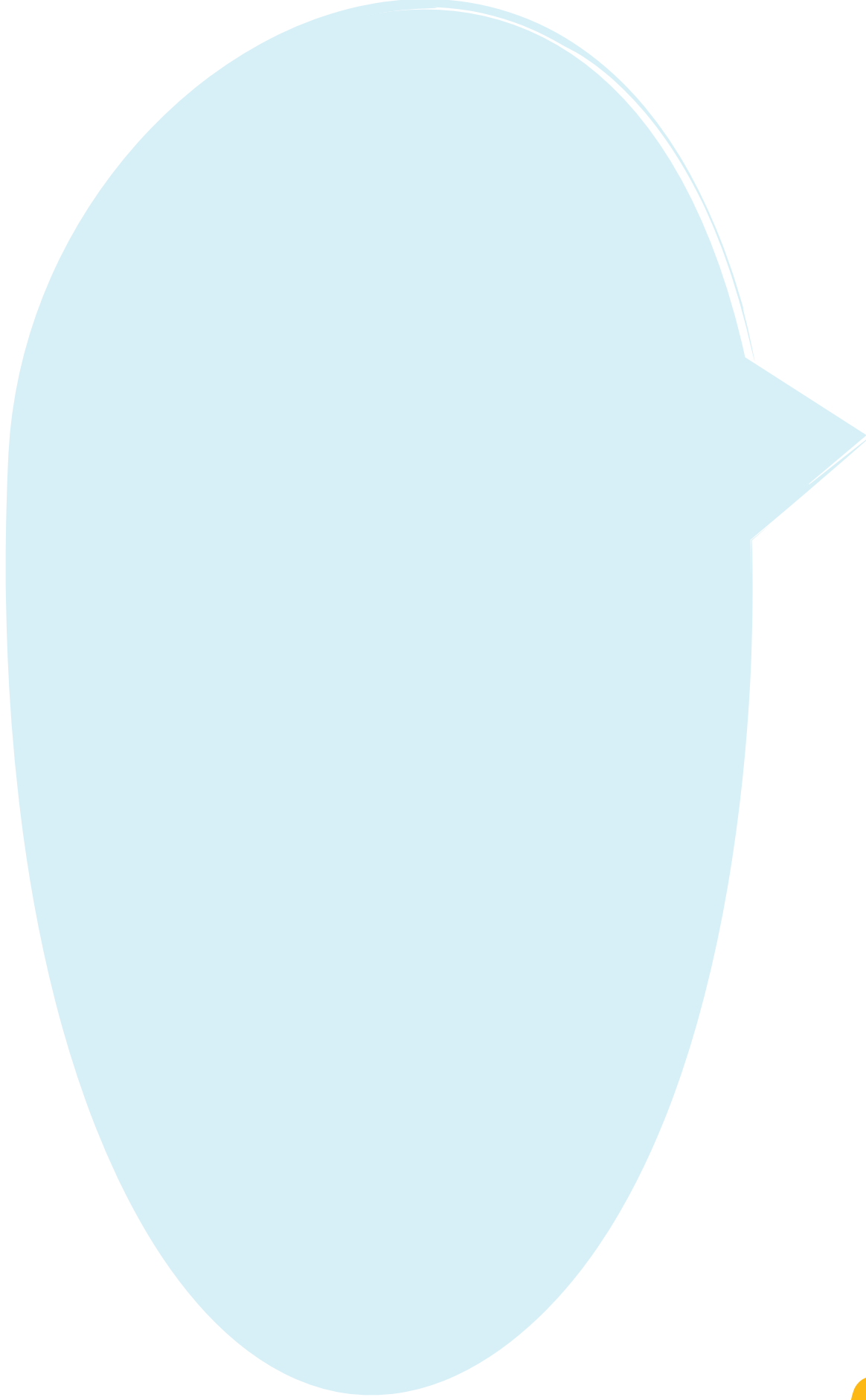
group name

User

group name

group name _____

User

group name
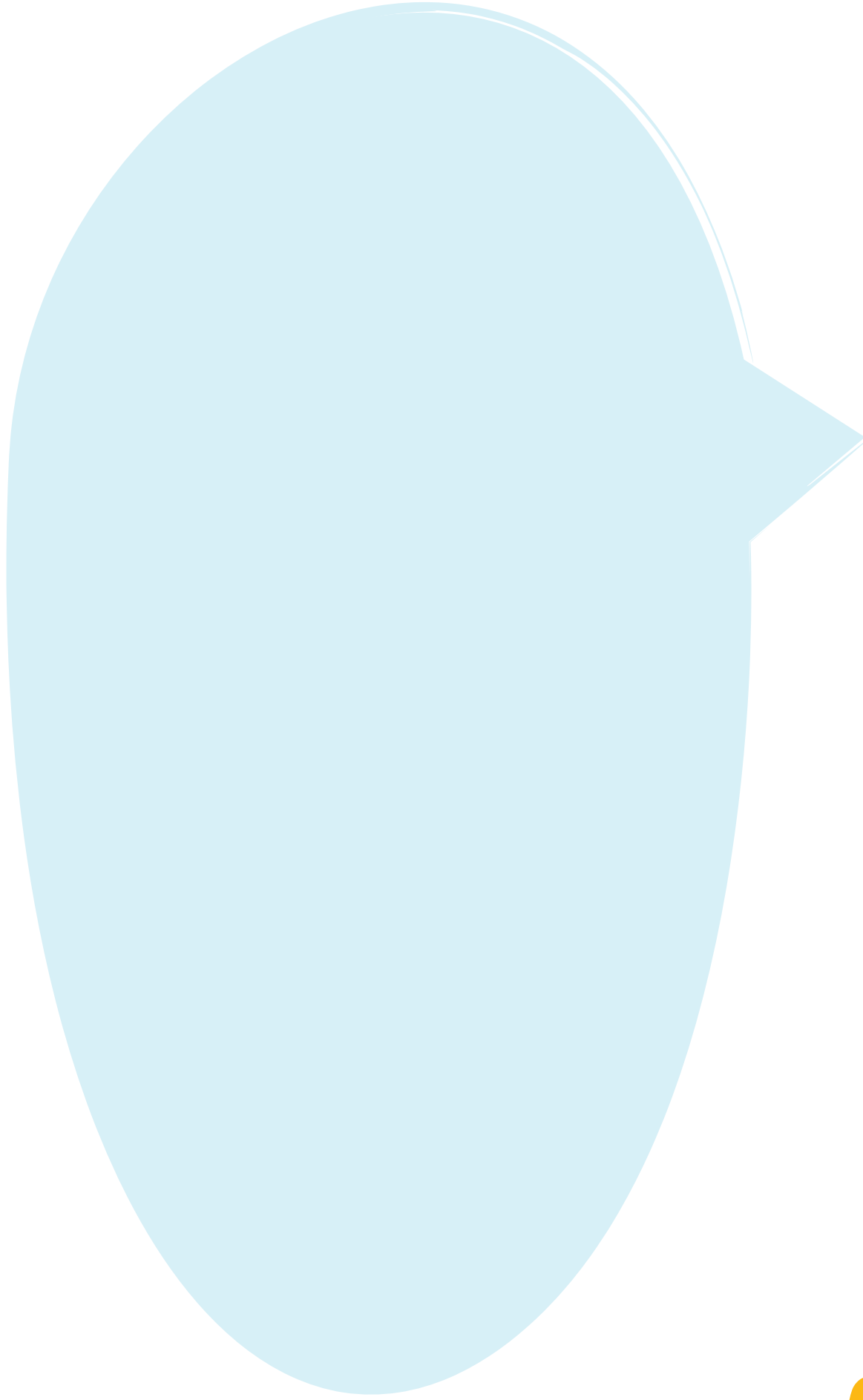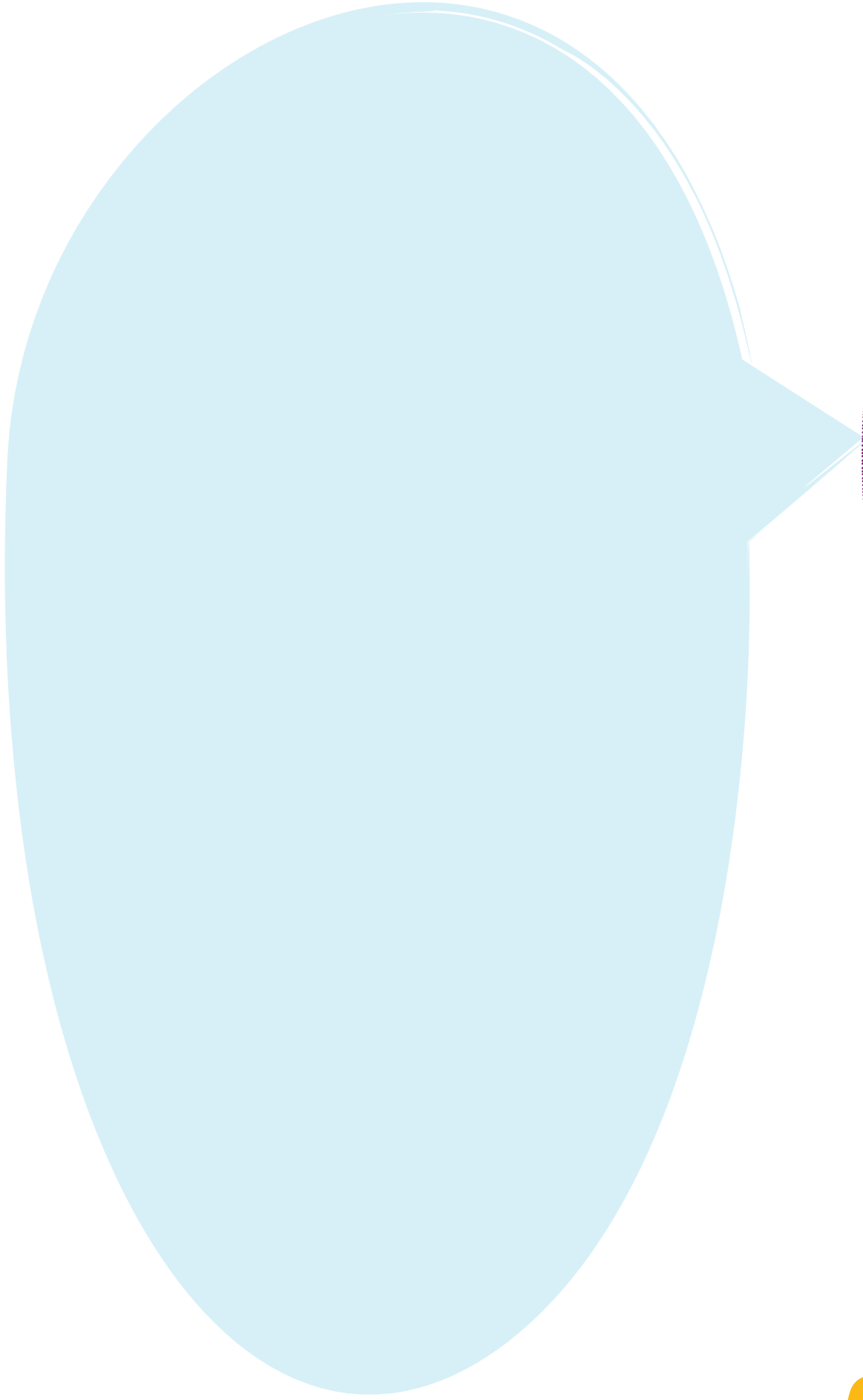
group name

group name

group name

User
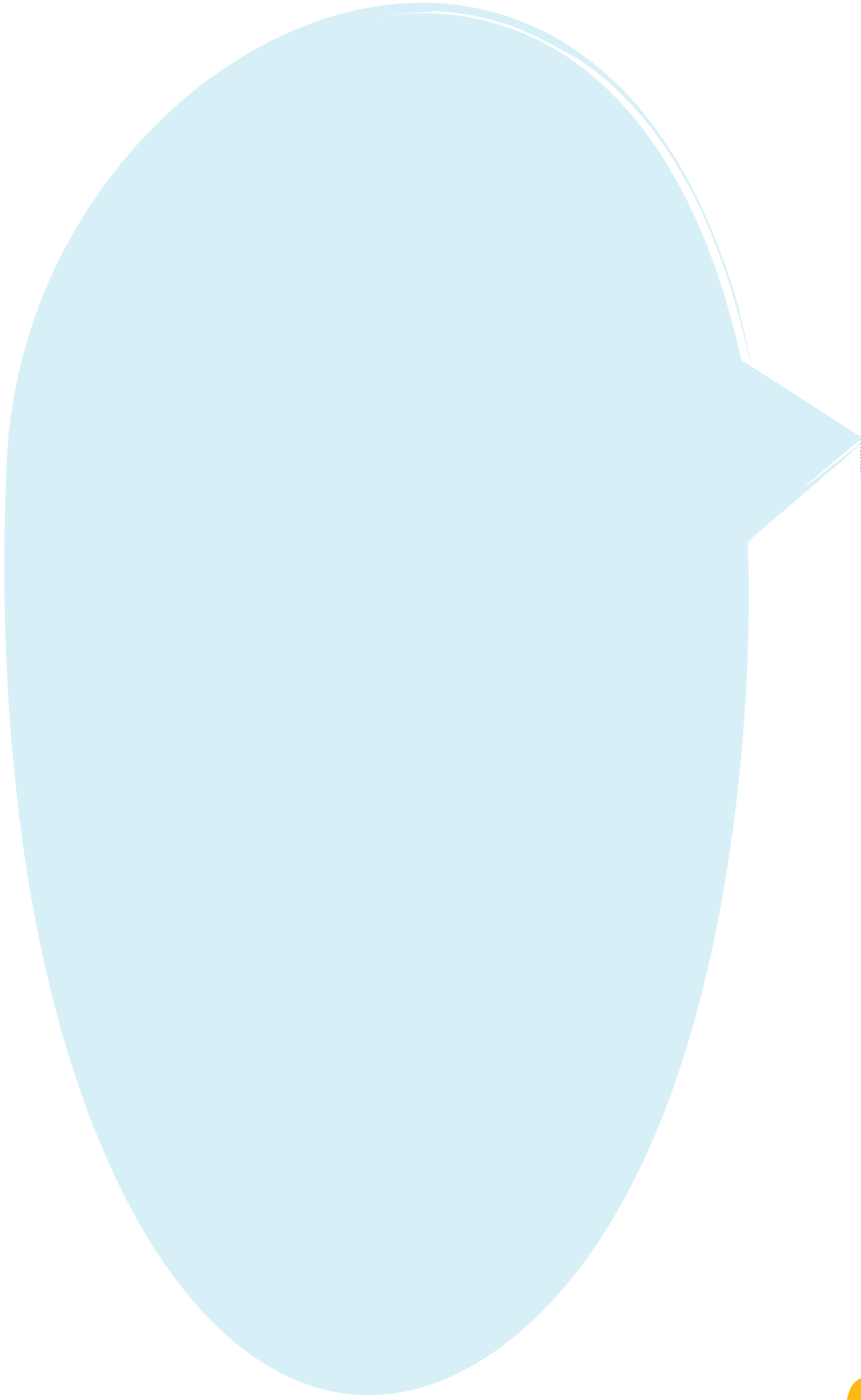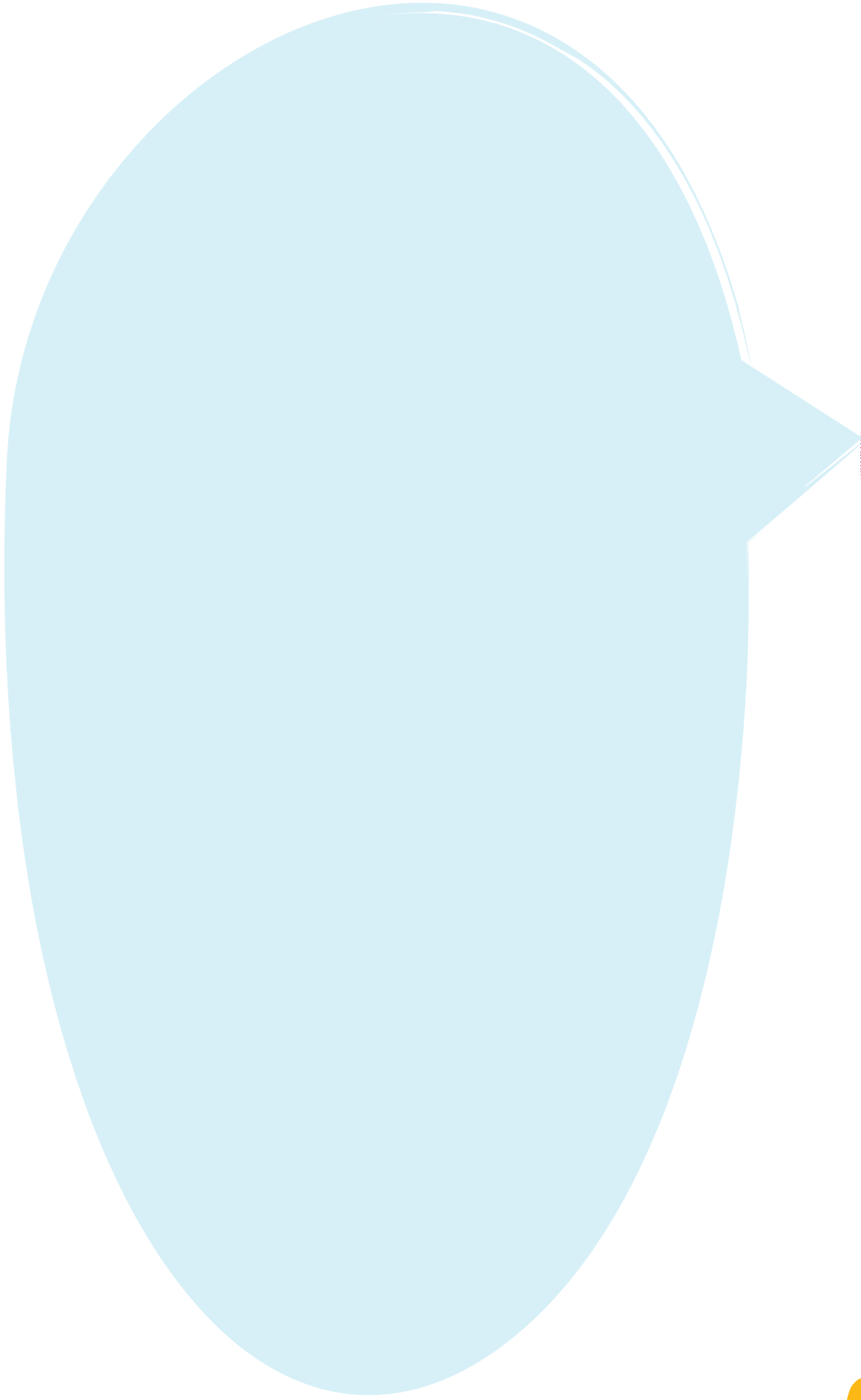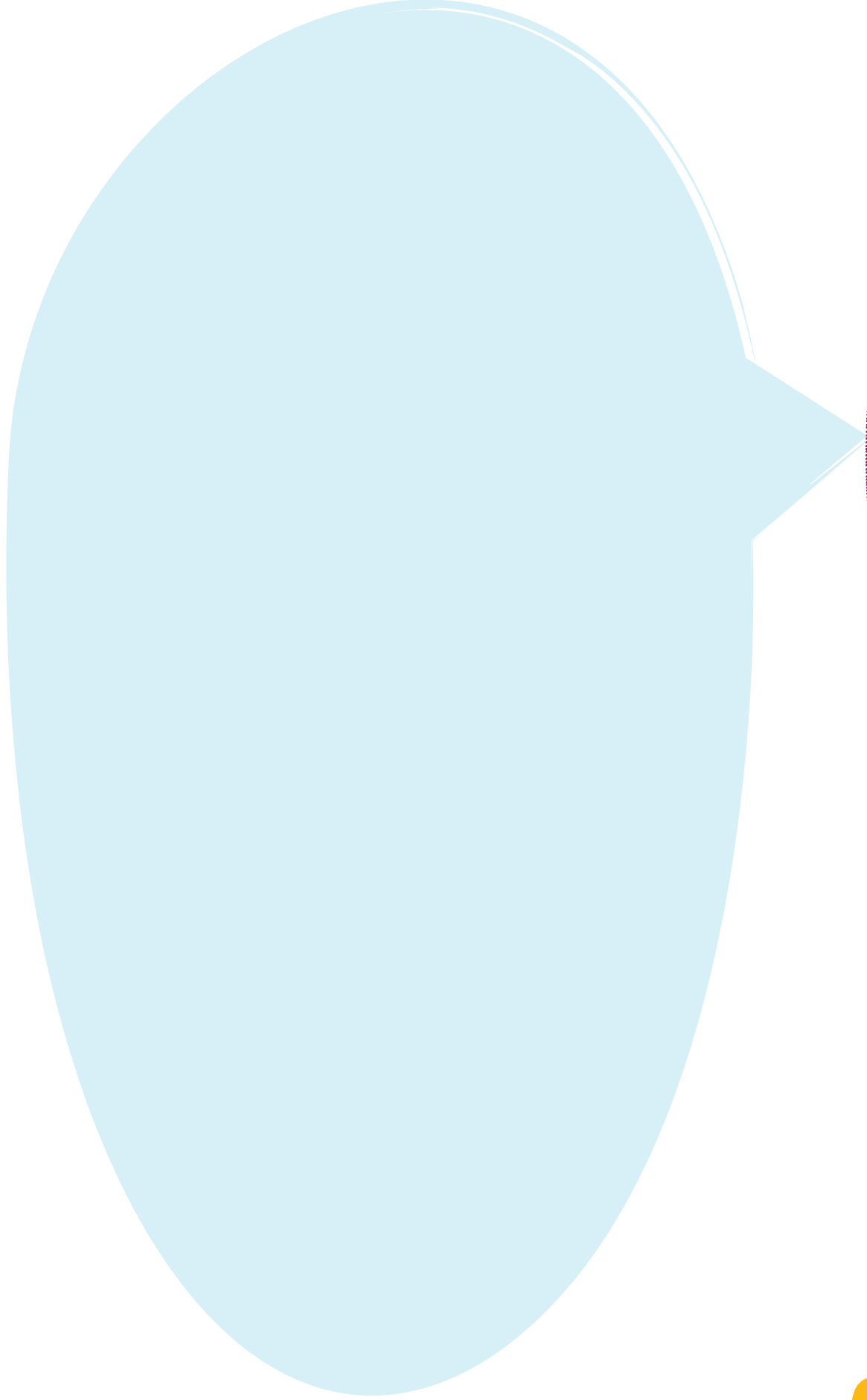
Bot Personality

Total Recommended Time: 8 Min.

1. For each question, set the timer to 1 minute.

2. Each participant should silently answer the question on an individual post-it note.

3. Once the timer goes off, each participant shares aloud their response and posts it to the wall.

4. The group should briefly discuss the answers—you can set a timer to 3 minutes or just let the conversation flow if needed.

5. After discussing, decide or vote on the most representative post-it, or create a hybrid, and place it in the space provided.

Question 2

🕐 **1** Min.

Use three adjectives to describe your organization/ company on its best day.

💡 **Tip:** Use 3 post-its per person and then create a composite post-it of 3 adjectives your group likes best.

Composite post-it of 3 adjectives your group likes best.

Question 1

🕐 **1** Min.

If your bot were a fictional character, who would it be?

💡 **Tip:** Yes, really, as in Mickey Mouse or The Terminator!

place chosen answer here

Place post-its in area below this poster.

Prototype

Summary

Recommended Time: 3 Min.

Taking inspiration from Questions 1 and 2, as a group, compose one sentence describing the tone and personality of your bot.

place post-it answer here

Question 3

3 Min.

What would a first greeting, introduction and brief explanation of the bot's function be?

Tip: Bots usually introduce themselves with a simple hello and introduction of their purpose, to help the user get started. i.e. "Hi! I'm the Dot Dot Bot bot, I'm here to help you design a bot! How can I help you?"

place chosen
answer here

User

zone 3

Prototype

worksheets

Part 3 – Dancing Dialogue

Total Recommended Time: 15 Min.

Write a chat.

Find and pass out the Dancing Dialogue Instruction and Activity Sheets. Follow the instructions to complete several conversations.

Dancing Dialogue Activity

1:30 min per message

1. **Take one** Dancing Dialogue sheet per person and **sit in a circle.**

2. **Look at the message groups.** Each person should pick one group created from Part 1 to prototype a bot conversation (Make sure the same group is not chosen twice). These groups of messages reflect different users' priorities that your bot may have to address in a conversation.

3. First, write the **bot greeting** from Question 3 into the first bot message on your worksheet.

4. Next, write the **initial request** from the user based on their priority (as reflected in the grouped messages).

5. **Pass your Dancing Dialogue sheet** to the person on your left, so everyone has a new conversation in front of them.

6. With the new conversation, read what has been written so far and **write the bot's response** in the next bubble. When you finish, pass it again.

7. **Continue passing the worksheets clockwise**, with each person building on the conversation as it arrives to them. Each pass should take under 2 minutes.

Tip: People will probably need more time as the activity progresses and they have to read more.

8. If you reach the end of the page and the conversation needs more content, **take the Dancing Dialogue sheet 2** to continue until the conversation reaches a logical conclusion.

7. Once everyone has finished, **read the resulting conversations aloud.** Bonus points for using different voices for the bot and the user!

Dancing Dialogue Activity

🕐 **2 min per message**

Create a conversation for _____ whose priority is _____.

Name of the user

Part 1 Prototype Group

Write your bot's greeting here.

Write your user's inital request here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Extra Dancing Dialogue Worksheet

Write your bot's greeting here.

Write your user's inital request here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Dancing Dialogue Activity

⏱ **2 min per message**

Create a conversation for _____ whose priority is _____.

Name of the user   Part 1 Prototype Group

Write your bot's greeting here.

Write your user's inital request here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Extra Dancing Dialogue Worksheet

Write your bot's greeting here.

Write your user's inital request here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Dancing Dialogue Activity

2 min per message

Create a conversation for _____ whose priority is _____.

Name of the user   Part 1 Prototype Group

Write your bot's greeting here.

Write your user's inital request here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Extra Dancing Dialogue Worksheet

Write your bot's greeting here.

Write your user's inital request here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Dancing Dialogue Activity

⏱ **2 min per message**

Create a conversation for _____ whose priority is _____.

Name of the user   Part 1 Prototype Group

> Write your bot's greeting here.

> Write your user's inital request here.

> Write the bot's response here.

> Write your user's response here.

> Write the bot's response here.

> Write your user's response here.

> Write the bot's response here.

Extra Dancing Dialogue Worksheet

Write your bot's greeting here.

Write your user's inital request here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

SAP

🕐 **2 min per message**

Create a conversation for _____ whose priority is _____.

Name of the user   *Part 1 Prototype Group*

Write your bot's greeting here.

Write your user's inital request here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Extra Dancing Dialogue Worksheet

Write your bot's greeting here.

Write your user's inital request here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

🕐 **2 min per message**

Create a conversation for _____ whose priority is _____.

Name of the user   Part 1 Prototype Group

Write your bot's greeting here.

Write your user's inital request here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Extra Dancing Dialogue Worksheet

Write your bot's greeting here.

Write your user's inital request here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Write your user's response here.

Write the bot's response here.

Wrap Up

wallsheets

WRAP-UP PART 1

Decision Tree

Determine and discuss next steps.

1. Find and distribute the Decision Tree Activity sheets.

2. Everyone silently complete the Decision Tree Activity.

3. Once everyone has followed the prompts, compare results. Did you all come to the same conclusion? What is the best next step?

WRAP-UP PART 2

Record outcomes.

Optional, but recommended.

1. Find the idea capture sheets for each zone. Divide and conquer or nominate someone to take responsibility for recording outcomes.

2. Bonus! These sheets also have some learnings, tips and tricks to help you as you progress to the next steps in your project.

Wrap Up

worksheets

What should you do next?

Follow the path to help drive next steps.

Consider the prototype conversation you started:

START HERE

Did the conversation lead to the intended outcome defined in Zone 1?

Yes!

Not Quite

Was the conversation coherent?

Are the user's goal and the business objective aligned?

Yeah, the bot and the user were on the same page

There was quite a bit of miscommunication

No

Yes!

Was the original query too challenging for the bot?

Would you use this chat bot?

... Probably not

Would it have been better as...?

Yep.

Not exactly

Totally!

A human conversation

A website or app with navigation

It sounds like you're on the right track to development! Use the capture sheets to record the outputs and then digitize your prototypes in Excel or with a tool like Botsociety.

The task you have set your bot is likely a challenging one--consider conducting user research to understand your users' needs more deeply and then compare that with the data you have available to see if you can deliver. The SAP AppHaus can help you with this.

It sounds like your scope is right, but your conversation went off the rails. Ask someone else to read your conversation and decide if its a fluke or if there was a fundamental problem.

There might be a better solution for you than a chat bot. Take a step back and re-consider your objectives and consider your options.

Discuss with your team. Explain what outcome you reached, and what you believe the next step should be.

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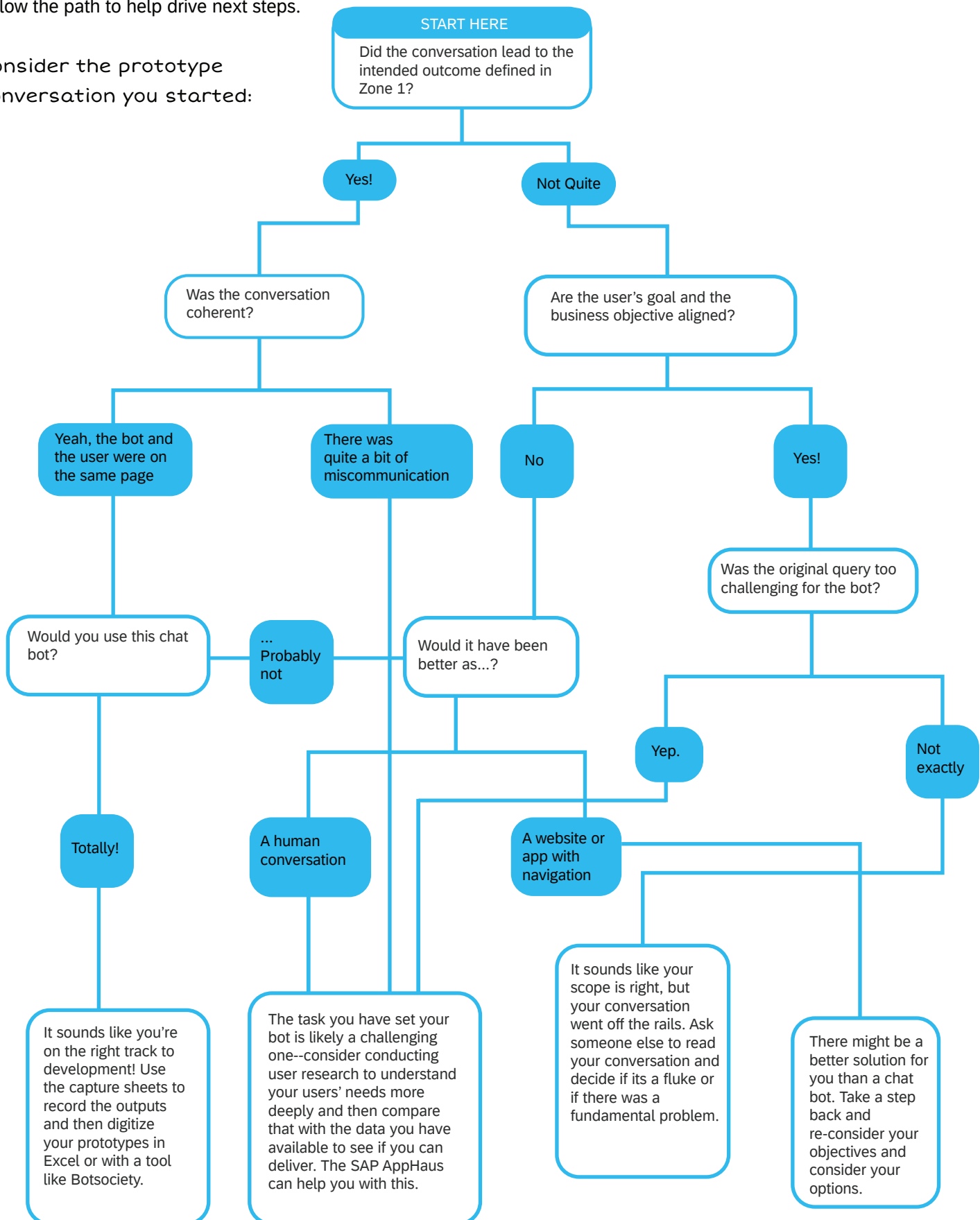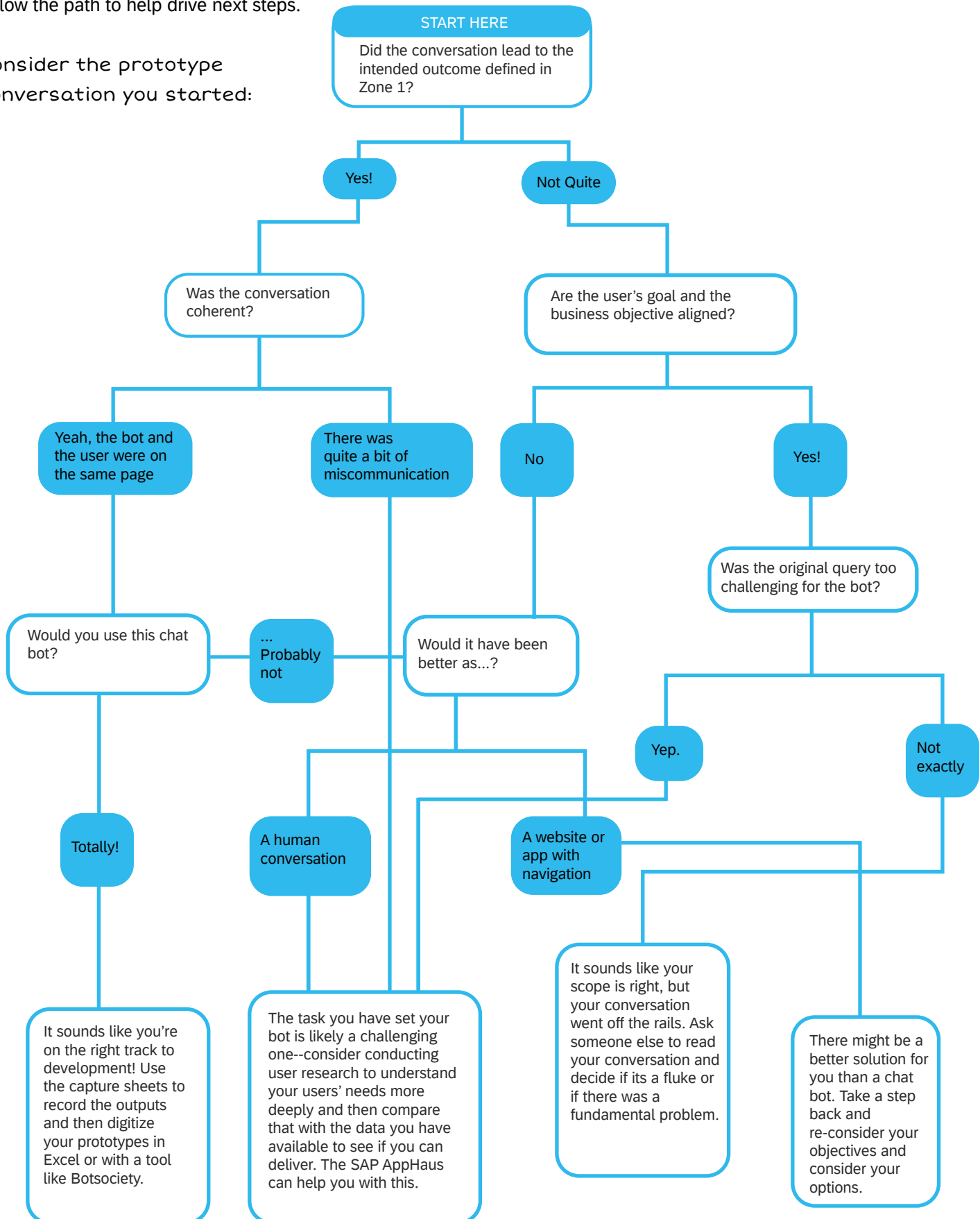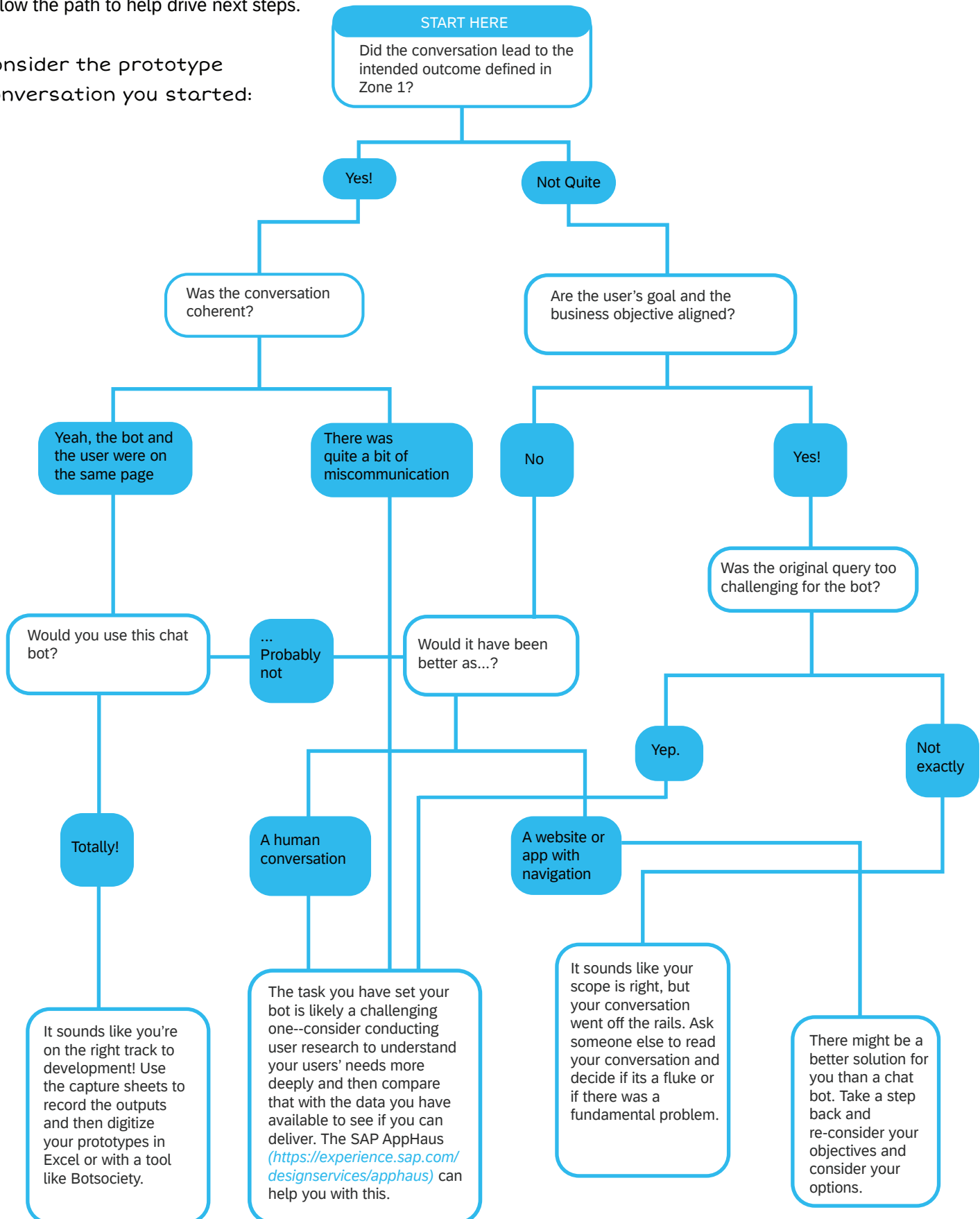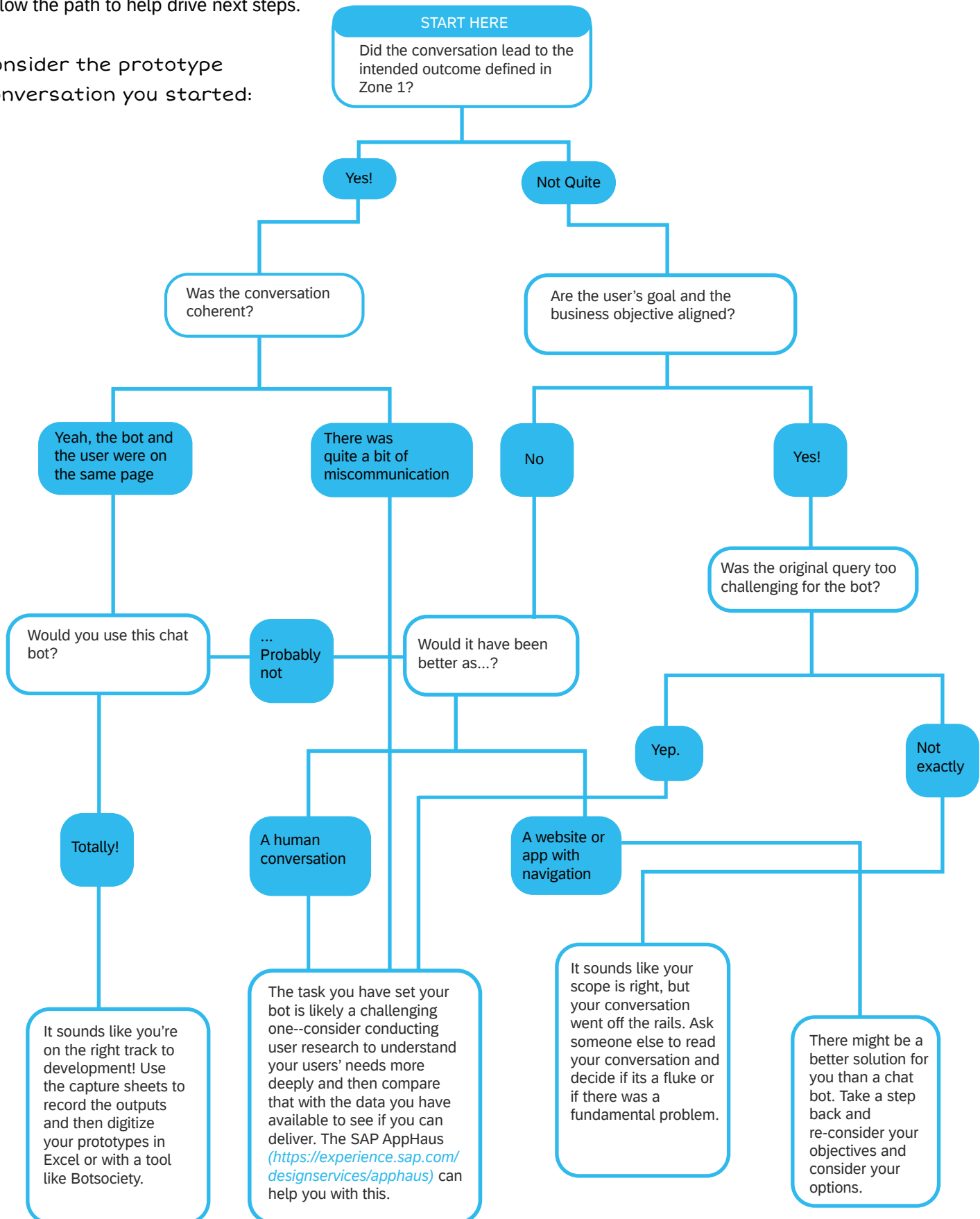## What should you do next?

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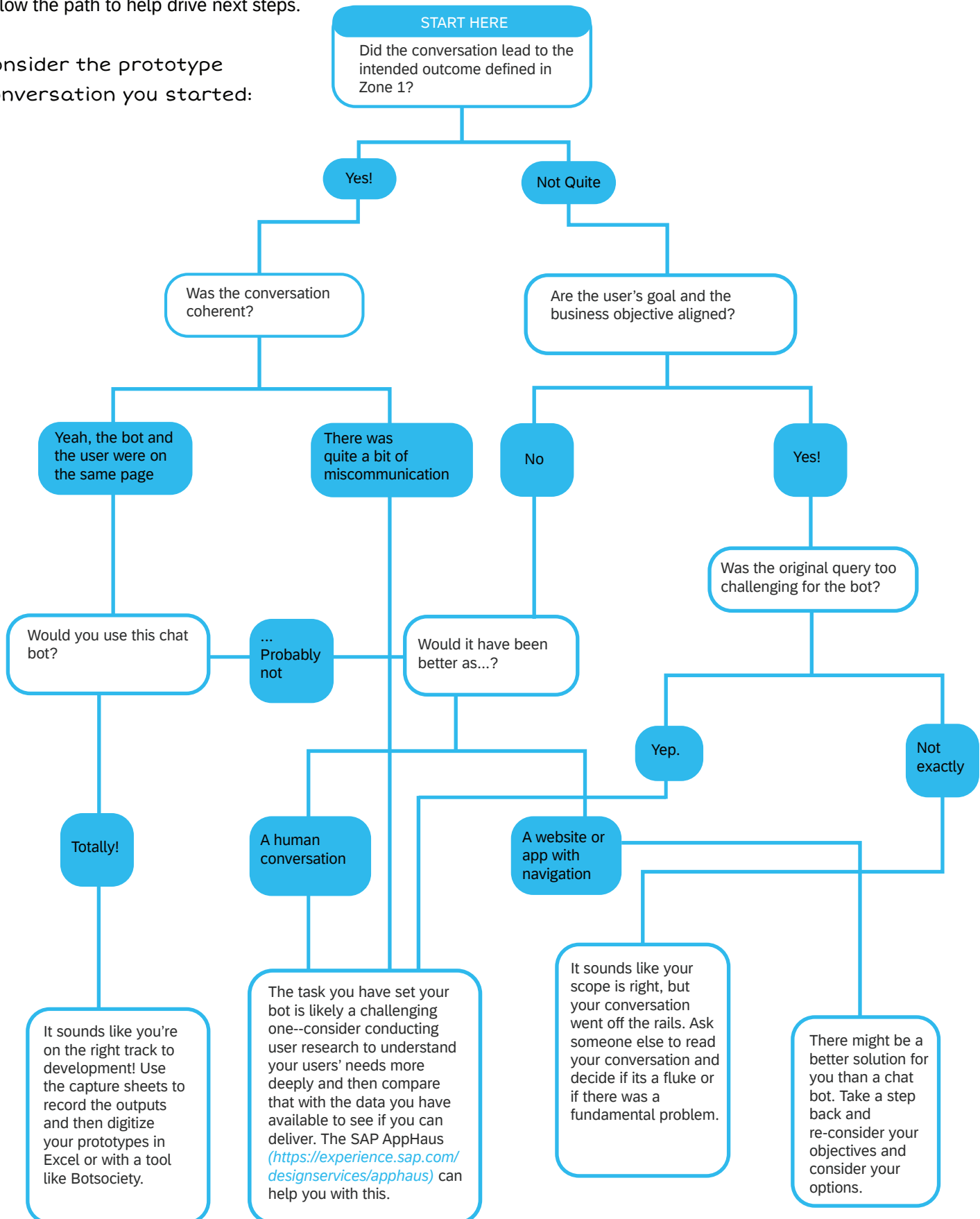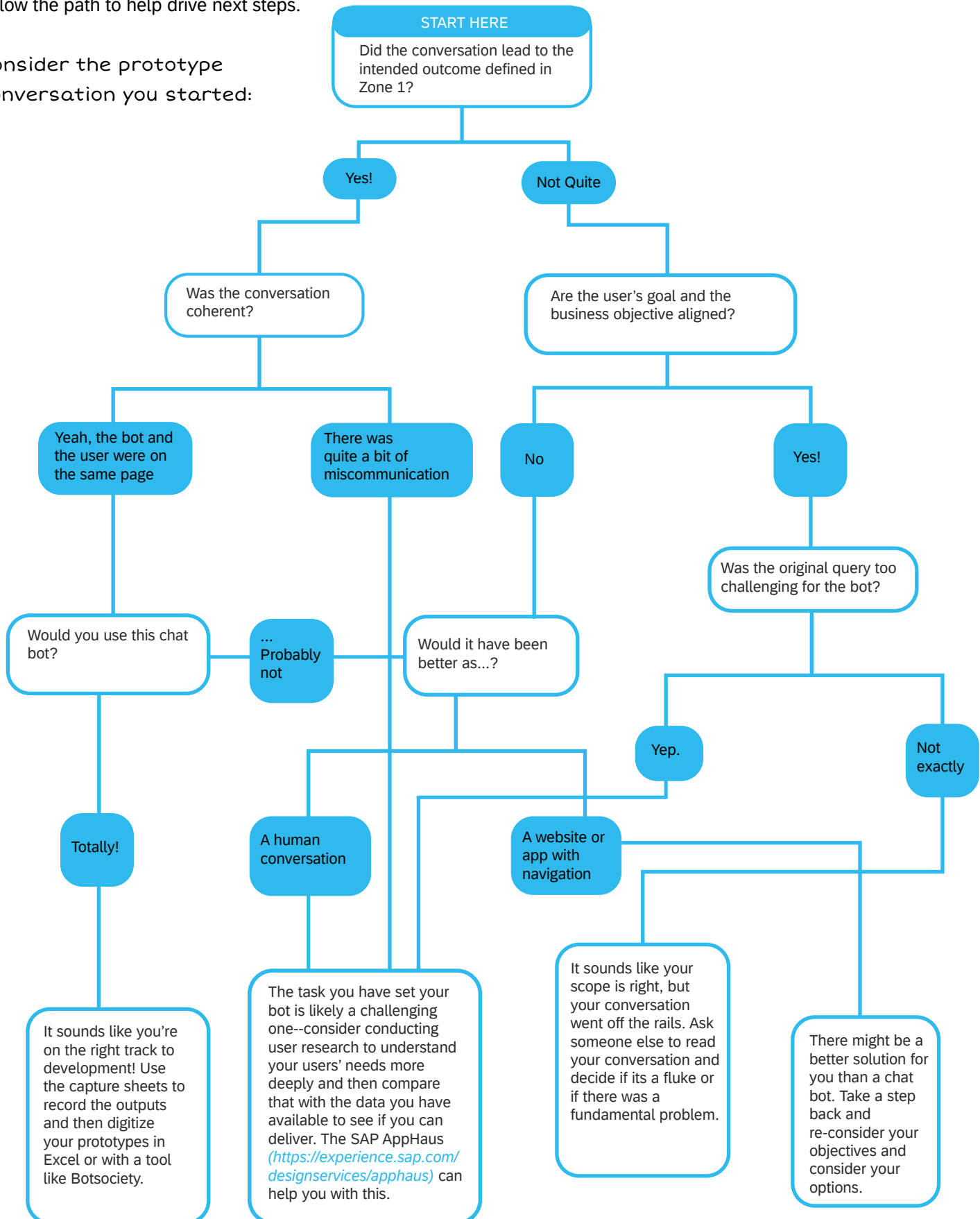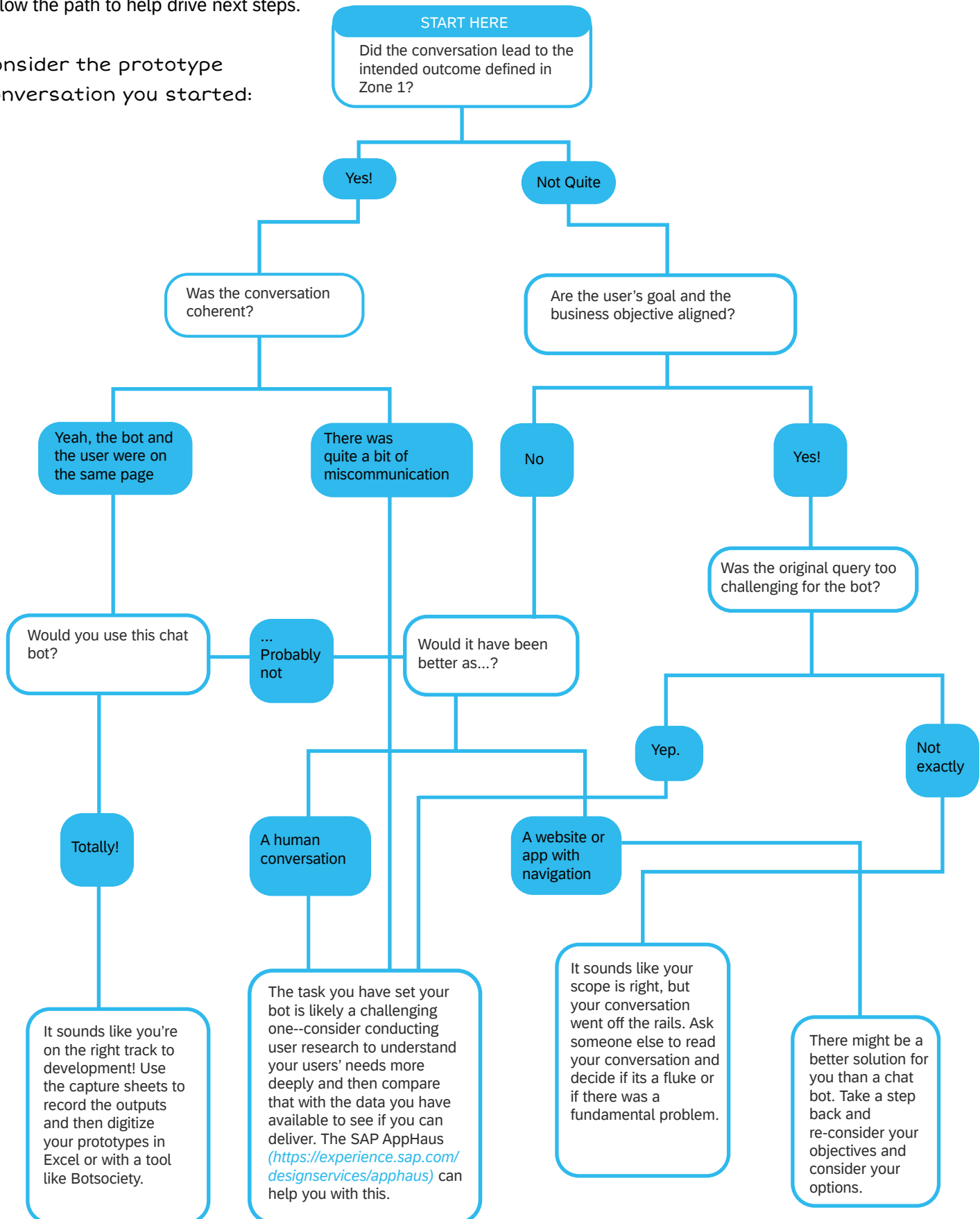
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Documentation worksheets

*optional but recommended

SAP

ZONE 1

SCOPE

Idea Capture & Bot Design Principles

Question 1
Who would be using the bot?

Knowing who your user is can help you clarify how your bot can provide that person value.

Idea Selected:

Question 2
How would we know if we were successful?

What does success look like? Every decision you make during the bot's design should be aligned to this vision.

Idea Selected:

Question 3a
What do our users need a bot for?

As you design your bot, you'll need to consistently keep both internal and external priorities in mind.

Idea Selected:

Question 3b
What does our business need a bot for?

Question 4 + Prioritazaion Exercise
Given your answers to 3a and 3b, at the end of an interaction with this bot, what will the user have been able to accomplish?

You may find that a true MVP requires several functionalities or use cases. This one will simply be a starting point.

Idea Selected:

Other top priority areas:

One-sentence description of what your bot will do:

PORTRAIT OF A USER
Idea Capture & Bot Design Principles

Portrait Exercise
What were the attributes discussed that best represented your users?v

Attributes discussed:

Question 1
What is the problem the user is facing in the moment they decide to interact with the bot?

The reason we care so much about the user is because each person who uses the bot will have different needs and therefore a different interaction with the bot. We recommend doing targeted user research as an add-on to dot dot bot. The AppHaus can help with that.

Idea's discussed:

Question 2
Where is your user when they are using the bot?

The location and situation in which a user interacts with the bot has an impact on how they communicate with it. Will they be rushed? Leisurely? Confused? Demanding? What will their tone be? What does the user's frame of mind mean for the design of your bot and it's personality?

Idea Selected:

PROTOTYPE
Idea Capture & Bot Design Principles

Part 1
Brainstorming messages

You just created a small pool of potential bot interactions. To develop an effective bot, you will need to create a pool of hundreds of potential user queries. This is because a bot can only have a conversation based on information it has already been taught.

Part 2
Grouping your messages

These grouped messages are building blocks for different message paths your bot could be required to follow.

Potential conversation paths:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Part 3
What does the bot need?

This will be the starting point for a technical feasibility assessment. Understanding the data needs and systems requirements of the bot will be necessary for your development team.

Part 4

This starts to capture the personality the bot will have with the user. Consistent tone is key for creating an authentic and engaging bot.

Question 1

If your bot were a fictional character, who would it be?

Question 1 Idea Selected:

Question 2 Idea Selected:

Question 2

Use three adjectives to describe your organization/company on its best day.

Given responses how would you describe bot personality?

PROTOTYPE
Idea Capture & Bot Design Principles
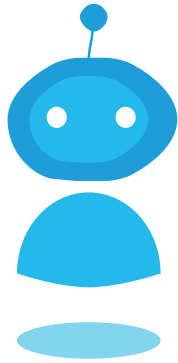
Part 5
Bot Greeting

The bot's verbal guidance is the only guidance the user will get. The way your bot introduces itself is a proxy for its overall personality.

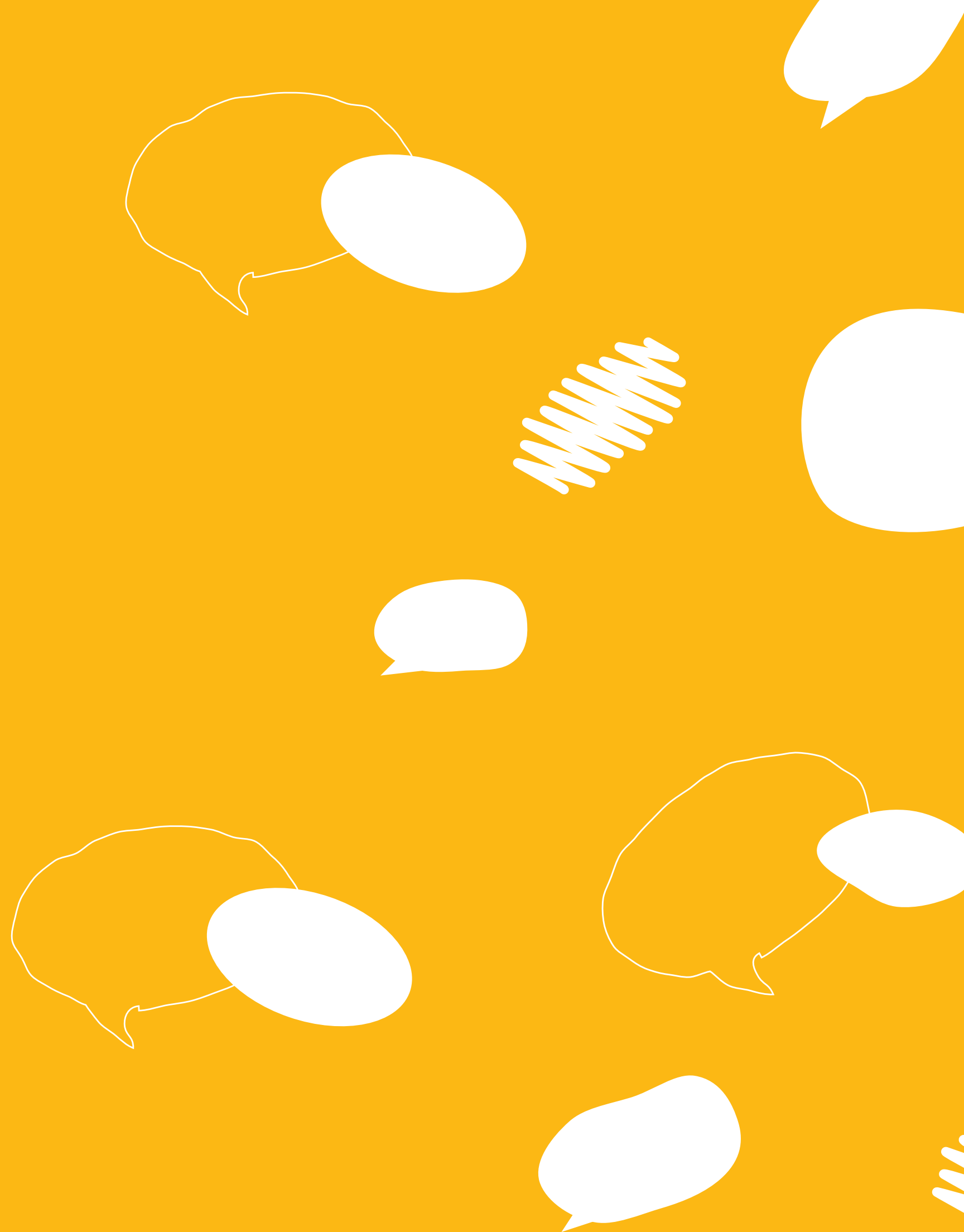**Bot Greeting Selected?**

Part 6
Dancing Dialogue

These conversations will serve as examples of what the bot might be tasked with responding to.

Dot Dot Bot is the first step to creating a delightful, valuable bot for your users.
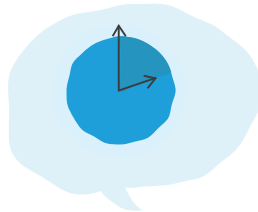
from the AppHaus

Dot Dot Bot is an analogue, hands on collaborative method for teams who want to use a chatbot to solve a challenge but don't know how to start.

User-First
to drive value and success

Fast, Fun Activities
to build momentum and creativity

Active Collaboration
for a shared vision and alignment

In dot dot bot you will craft your bot's scope, understand the user who will interact with the bot you create, and start thinking about the conversations your bot might have.

You may not start building your bot tomorrow, but the proceeding activities in Dot Dot Bot will help give you the foundation to build a strong bot experience.

In this box are all the core materials you need to complete Dot Dot Bot.