

MU V2 Exploration Areas

Visual components

ANIMATION

Animation is the motion that is used to direct attention and convey meaning.

- HMW use animation to encourage users to read the bot messages.
- HMW use animation to add delight to the MU experience?

COLORS AND THEME

The colors and theme determine the look and feel of the app.

- HMW make MU look more modern and inviting?

ICONOGRAPHY

Extra visuals to assist with clarity and meaning.

- HMW use iconography to better clarify touchwords?
- HMW use iconography to add delight to the MU experience?

Interactions

USER INPUT

These are the methods in which a customer can express their intent.

- HMW use multiple input methods to allow the customer to communicate in the way that they want to?
- HMW use customized input methods to properly capture the action being taken?

BOT OUTPUT

These are the methods in which the bot displays or asks for information.

- HMW present information in a way that conveys the most meaning?
- HMW present information that allows the customer to have confidence that an action was taken?
- HMW present a redirect option so that the customer has clarity on whether or not they want to go there?

NAVIGATION

How are users able to traverse the app? How do they escape dead ends or start over?

- HMW allow users to easily start over or go back when needed?
- HMW allow users to easily return to MU if needed when redirected?

PERSONALIZATION

This is how the bot presents options and information that are curated and unique to the user.

- HMW present personalized and curated information and options to the user?

FEEDBACK

This is how the user or the bot assesses the user's frustration levels.

- HMW allow the user to indicate that they have had a good or bad time with the bot?
- HMW assess the users frustrations level throughout their experience?

INGRESS

This is the experience the customer receives before entering the bot.

- HMW educate the customer, in the ingress, of the bot's capabilities and interaction methods.

SYNCHRONICITY

Should Customer Service messaging be one long conversation (like talking to a friend)? Or should it be individual sessions?

- HMW educate the customer on the value of asynchronicity?
- HMW assess the value of one conversation vs multiple sessions?

HANDOFF TO HUMAN

This is how the customer is transitioned from bot to human and back.

- HMW easily transition from bot to human?
- HMW transition back to the bot after a CSA chat?

MODALITY & PLATFORMS

This is how MU manifests on mobile vs desktop platforms.

- HMW we make MU optimized for desktop platforms?

Branding

ONBOARDING

This is the way that we educate the user on how to use the platform.

- HMW educate the customer, in onboarding, of the bot's capabilities and interaction methods.

IDENTITY

This is the bot identity that the customer communicates with.

- HMW create a bot identity that delights the customer?

PERSONALITY (VTP)

This is the voice, tone and personality that the bot identity will communicate with.

- HMW use language to emulate human-like characteristics, like reassurance and empathy?