Dot Dot Bot
if your business could talk
Welcome to

dot dot dot dot

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
- A room with large blank walls or space for movable white boards
- Sharpies and pens for all participants
- Chairs and writing surfaces
- Timer
- Interest in using a chatbot for your business or organization
- Post-its (6 packs)
- 4-6 people (ideally on a project team, who have different perspectives and areas of expertise)
- Tape
How to set up Dot Dot Bot

Wallsheets will have a □ in the bottom left corner.

Worksheets will have a ◊ in the bottom right corner.

Print out pages
Print out all pages in this PDF, preferably in color.
Page sizes: 8.5x11

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 3 4 5

5-10 inches space in between for post -its

Zone 2

10 11 12 13

14 15

Zone 3

16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32

5-10 inches space in between 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.

Portrait of a User (1 page)

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

Dancing Dialogue Instructions (1 page)

Wrap up Decision tree (6 copies)

Documentation Worksheets (4 pages)
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

1. **Scope**
2. **User**
3. **Prototype**
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

wallsheets
Scope

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

ZONE 1

Total Recommended Time: 30 Min.
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 1

Who would be using our bot?

Place post-its in area below this poster.

Question 2

How would we know if we were successful?

Tip: Think about how will we measure our success.

Zone 1: Scope
**Question 3A**

What do our customers need a bot for?

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

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**Question 3B**

What does our business need a bot for?

**Tip:** A bot bridges user needs and company objectives.

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Place post-its in area below this poster.
Question 4

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.
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.
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.
Summary

2 Min.

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

Tip: You have now identified a use case to develop in today's workshop. You can always develop other use cases later.
zone 2
user
wallsheets
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

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.

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.

Ideate. Discuss. Select.
Question 1

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

Question 2

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

Place post-its in area below this poster.
Write a one-sentence summary describing the user you chose, the context they are in, and the reasons why you chose them.
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.
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.]

Open to reveal your composite user!

Tell the group their story!
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.

Open to reveal your composite user!

Tell the group their story!
Create a name for your user: __________________________

**Player 1**

Draw your user’s head
Include personalized features.

Player 1:

**Player 2**

Draw your user’s torso
What are they wearing?
Holding? Doing?

Player 2:

**Player 3**

Draw your user’s legs
Where are they? What’s in the background? Add any additional context.

Player 3:

Open to reveal your composite user!

Tell the group their story!
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.

Open to reveal
your composite
user!

Tell the group
their story!
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.

Open to reveal your composite user!

Tell the group their story!
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.

Open to reveal your composite user!

Tell the group their story!
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

Put yourself in ___name of selected user____’s shoes.

Brainstorm

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.
Part 1  
Grouping Your Messages

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
Part 2
Bot Personality

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 1**

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

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

**Question 2**

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.

Place post-its in area below this poster.
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.
Question 3

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?”
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.
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

Create a conversation for ____________________ whose priority is ________________________.

Write your bot's greeting here.

Write your user's initial 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.

Write your user's response here.

Write the bot's response here.

continue on other side...
Extra Dancing Dialogue Worksheet

Write your bot's greeting here.

Write your user's initial 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.
Create a conversation for ____________________ whose priority is _____________________.

Write your bot’s greeting here.

Write your user’s initial 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.

Write your user’s response here.

Write the bot’s response here.

continue on other side...
Write your bot’s greeting here.

Write your user’s initial 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.
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 initial 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.

Write your user's response here.
Create a conversation for ____________________ whose priority is ____________________.

Write your bot’s greeting here.

Write your user’s initial 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.

Write your user’s response here.
Create a conversation for ____________________ whose priority is ____________________.

Write your bot's greeting here.

Write your user's initial 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.

write the bot's response here.
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 initial 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.

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:

Discuss with your team. Explain what outcome you reached, and what you believe the next step should be.
Discuss with your team. Explain what outcome you reached, and what you believe the next step should be.
What should you do next?
Follow the path to help drive next steps.

Discuss with your team. Explain what outcome you reached, and what you believe the next step should be.
What should you do next?
Follow the path to help drive next steps.

Consider the prototype conversation you started:

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

- Did the conversation lead to the intended outcome defined in Zone 1?
  - Yes!
  - Not Quite

  - Was the conversation coherent?
    - Yeah, the bot and the user were on the same page
    - There was quite a bit of miscommunication
  - Are the user’s goal and the business objective aligned?
    - No
    - Yes!

  - Was the original query too challenging for the bot?
    - Yes.
    - Not exactly

- Would you use this chat bot?
  - Totally!
  - ... Probably not

- Would it have been better as...?
  - 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 (https://experience.sap.com/designservices/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 it’s 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.
What should you do next?
Follow the path to help drive next steps.

Consider the prototype conversation you started:

Discuss with your team. Explain what outcome you reached, and what you believe the next step should be.
What should you do next?
Follow the path to help drive next steps.

Consider the prototype conversation you started:

Discuss with your team. Explain what outcome you reached, and what you believe the next step should be.
What should you do next?
Follow the path to help drive next steps.

Consider the prototype conversation you started:

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

*optional but recommended
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?

Other top priority areas:

Question 4 + Prioritization 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:

One-sentence description of what your bot will do:
**Portrait Exercise**

What were the attributes discussed that best represented your users?

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 its personality?

Idea Selected:
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
Question 1
If your bot were a fictional character, who would it be?

Question 1 Idea Selected:

Question 2
Use three adjectives to describe your organization/company on its best day.

Question 2 Idea Selected:

Given responses how would you describe bot personality?
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.

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.