



Conversational Interfaces: Principles of Successful Bots, Chatbots, Messaging Apps, and Voice Experiences

By Mariya Yao

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Conversational Interfaces: Principles of Successful Bots, Chatbots, Messaging Apps, and Voice Experiences By Mariya Yao

Conversational Interfaces covers the evolution of messaging platforms like SMS, Facebook Messenger, Apple iMessage, Slack, Kik, and WeChat and how to create successful bots, chatbots, and messaging apps for each platform.

Messaging apps are the new browsers and chatbots are the new websites. All major tech titans -Facebook, Apple, Google, and Amazon - as well as many brands and businesses have embraced conversational agents as a revolutionary way to deliver services and connect with audiences.

Yet 40% of a typical chatbot's users only interact a single time. Much of the churn is due to lack of focus, limited understanding of natural language, and a poorly designed conversational interface.

Conversational Interfaces teaches businesses, entrepreneurs, and product designers how to succeed by applying principles of successful bots and messaging apps. The reader will learn how to:

1. Clarify business and brand goals for chatbots. Define an overall brand strategy and compelling persona to narrow the scope of your chatbot.
2. Understand which use cases suit conversational and messaging platforms and which are better left to websites, regular apps, or human staff.
3. Bring a chatbot's or brand's personality to life through compelling writing, a rich backstory, social relevance, and rich visual assets.
4. Write adaptive copy that works around current limitations of natural language processing and AI technologies.
5. Utilize engagement techniques from oral communication traditions, storytelling, screenwriting, and rhetoric to create emotional and sticky user

experiences.

6. Design notifications and re-engagement efforts to be seamless and not spammy.
7. Employ social and viral features of messaging platforms to improve the communal utility of chatbots and grow their user base.
8. Combine open-ended input / output with the lightweight UI features in Messenger, iMessage, Kik, WeChat, and other messaging platforms to blend spatial, temporal, and conversational affordances.
9. Optimize bot and messaging app design for brand equity, growth, and revenue.

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Editorial Review

About the Author

Mariya Yao is Head of Design & Engagement at TOPBOTS.com, a media and marketing firm specializing in chatbots and conversational apps for brands and businesses. She's partnered with Fortune 500 companies and Silicon Valley startups to launch conversational experiences on SMS, Facebook Messenger, Slack, and Amazon Echo.

From her professional position, Mariya possesses a unique bird's eye view on how brands and businesses can use conversational technologies to streamline user engagement, establish brand equity, and grow revenue. Her learnings are captured in *Conversational Interfaces* to help readers create successful chatbots and other messaging experiences.

Users Review

From reader reviews:

Veronica McFadden:

The book *Conversational Interfaces: Principles of Successful Bots, Chatbots, Messaging Apps, and Voice Experiences* can give more knowledge and also the precise product information about everything you want. Why must we leave a good thing like a book *Conversational Interfaces: Principles of Successful Bots, Chatbots, Messaging Apps, and Voice Experiences*? Wide variety you have a different opinion about publication. But one aim that will book can give many facts for us. It is absolutely right. Right now, try to closer together with your book. Knowledge or information that you take for that, you are able to give for each other; you could share all of these. Book *Conversational Interfaces: Principles of Successful Bots, Chatbots, Messaging Apps, and Voice Experiences* has simple shape however you know: it has great and massive function for you. You can appear the enormous world by open up and read a book. So it is very wonderful.

Mary Stockton:

The particular book *Conversational Interfaces: Principles of Successful Bots, Chatbots, Messaging Apps, and Voice Experiences* has a lot of information on it. So when you check out this book you can get a lot of gain. The book was written by the very famous author. Tom makes some research just before write this book. This kind of book very easy to read you can obtain the point easily after scanning this book.

Janet Baltimore:

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coming to anyone of course your answer may unlimited right. Then do you try this one, reading ebooks. It can be your alternative with spending your spare time, the book you have read is Conversational Interfaces: Principles of Successful Bots, Chatbots, Messaging Apps, and Voice Experiences.

Julie Bailey:

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