

Presentation

Christoph Süess

Chatbots Usability - Dos and Don'ts

Abstract:

More than twenty-five years ago the first web pages popped up in the internet. The process to deploy a web site was rather technical and topics like usability and user experience did not get a lot of attention. This changed a lot. Nowadays is all about user-centered design.

With chatbots the history repeats itself. The first chatbots were created by programmers who were fascinated by the technical possibilities. But how can we develop user-friendly chatbots?

In this presentation Christoph Süess will explore popular Swiss chatbots related to different industries such as banking, insurance, tourism and mobility. Join the talk, take a look at chatbot conversations and experience smart and less clever practices. Learn how wording, dialogue structure, fallback strategies, the use of quick answers and other techniques can impact the user experience.

This talk will arm you with a bag of tips and tricks to build chatbots which boost the user engagement, which appear intelligent and trustworthy and that help you reach your business goals.

Biography: Christoph Süess is a software engineer and the cofounder of the swiss based software company Paixon. He completed his studies in computer science at the university of applied sciences of Rapperswil in 2011. After several years as a software engineer he co-founded Paixon. Paixon develops custom softwares such as web applications and mobile apps. Since 2017 the company implements chatbots for various Swiss companies and shares its knowledge in workshops and seminars.

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