

Bot Development Canvas

Designed by

Designed for

Date

Version

Objective

Describe your bot's objective using S.M.A.R.T. terminology.

- Specific
- Measurable
- Achievable
- Relevant/Realistic
- Time-Bound

User















Describe two of your users' demographics, technographics, motivations, frustrations and influencers.

Inclusions

What will be part of the project.

Channels

What channels are you planning to use and what are their addresses.

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User intentions

Describe what your users want to achieve using the following structure:
"As a <channel> user I want to <objective> so that <reason>."

Exclusions

What will not be part of the project.

Explore budget

What is the financial benefit if the bot's objective is achieved.

Expectations

On a scale of one to five set the expectations you have for the characteristics of your bot, following the expectations framework.

Understanding
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Answering
□□□□

Navigation
□□□□

Error handling
□□□□

Intelligence
□□□□

Data

Where will you get the required data, and what datapoints do you need from your users.