

Bot Development Canvas

Designed by

Prefer Marketing Dept

Designed for

Retail Business -Selling Sports Gear

Date

Version

Objective

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

- Specific
 - Measurable
 - Achievable
 - Relevant/Realistic
 - Time-Bound
- In one year increase gross profit by 15% by increasing sales by having a better service offering*

User

Describe your users' demographics, frustrations, and influencers.

- Alexandra*
- 2 Children (10yo & 13yo)
 - Smartphone user
 - No time to go to store
 - Full time career
 - Likes to be active
- Simon*
- Smartphone user
 - Out door lifestyle
 - Hates shopping in store
 - Refined taste - due to specific needs
 - Social exercise (likes to play sport socially)

Inclusions

- What is included in the project.
- Customer complaint resolution
 - Product search
 - Complete transaction via chat
 - Delivery Updates

Channels

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

 <i>businessPage</i>	 <i>business.co.nz</i>	 _____
 _____	 <i>021 000 000</i>	 _____
 _____	 _____	 _____
 _____	 _____	
 _____	 _____	
 _____		

User intentions

Describe how you intend to achieve your business goals.

- As a <channel> user I want to <objective> so that <reason>.*
- As a user I want to be able to check the price of a product before I buy it
 - As a user I want to be able to complete a transaction so I don't have to spend time search through the online shop to buy
 - As a user I want to be able to request my delivery progress so that I know where my package is
 - As a user I want to recieve recommendations so that I know what products meet my needs best

Exclusions

- What is excluded from the project.
- Stock information
 - Returns processing

Explore budget

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

- = \$75,000 gross profit
- Decreased staff time
- = \$15,000
- Decreased returns
- =\$15,000
-
- = \$105,000 extra net profit

Expectations

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

- Understanding
☐☐☒☐☐ *Understands correct English*
- Answering
☐☐☒☐☐ *Answers with a range of text and images*
- Navigation
☐☒☐☐☐ *Users can navigate using basic questions and commands*
- Error handling
☐☒☐☐☐ *Provides a few options when erroring*
- Intelligence
☐☐☒☐☐ *Can remember basic features of a user*

Data

- What will you get the required data, and what datapoints do you need from the user.
- Name
 - Shipping address
 - Billing address
 - Payment
 - Phone number
 - Product database
 - Delivery tracking