



Black Panther | 2018

Her | 2013

Iron Man | '08, '10, '13



Griot, Black Panther | 2018



Samantha, Her | 2013



Jarvis, Iron Man | '08, '10, '13







Amazon ALexa



Google Assistant



Samsung's Bixby

VUI Module, HCDD 340, Fall 2022

# Designing Conversationals Agent for Voice User Interfaces (VUI)

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### Outline

#### Class 1

- 1. Introduction to conversational agents
- 2. Conversational Design Process and guidelines
- 3. Prototype a conversational agent
- 4. Evaluating a speech interface design

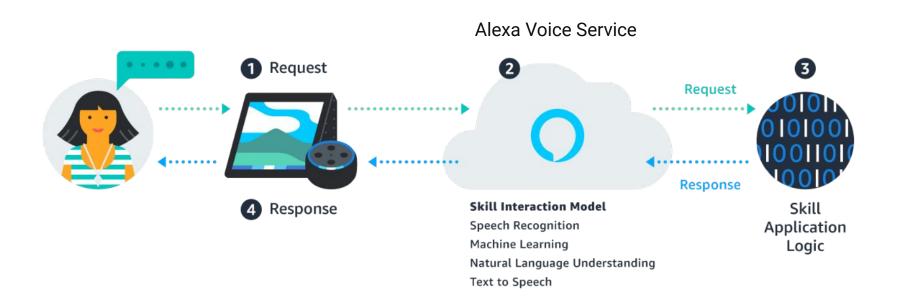
### Class 2

 Design, prototype, and evaluate a conversational agent to support cognitive restructuring

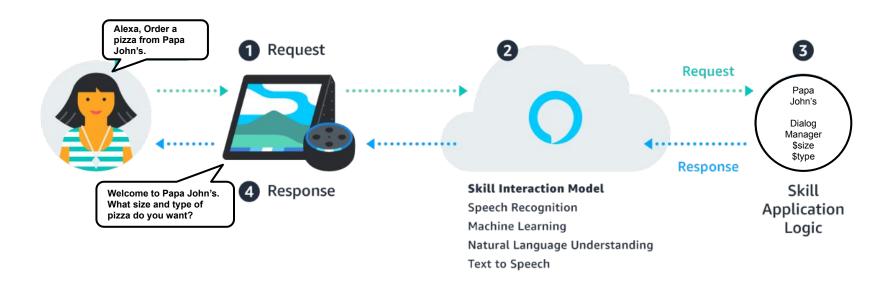
# What are Conversational Agents (CAs)?

Software application that allows users to interact with technology in a natural human-to-human-like conversation by means of <u>speech</u>.

### **How Conversational Agents Work?**



### **How Conversational Agents Work?**



### Anatomy of a Voice Command

Intent	Utterance	Entities or Slots		
The objective of the voice interaction	How the user phrases a command	The required or optional variables to fulfill the intent		
Order Pizza	I want a pizza I want to order a pizza I want to order a large pizza	Size (Large) Type (Pepperoni)		

"Alexa, ask Fitbit how many steps I've taken this week?"

Intent: get step count

"Alexa, ask Fitbit how many steps I've taken this week?"

Utterance, **Entities** 

"Alexa, set timer for 15 minutes."

"Alexa, set timer for 15 minutes."

Utterance, Entity

### **Conversational Design Process**

- 1. Write out a script (Start with role playing & write it the way you'd say it.)
- 2. Develop a conversational flow
- 3. Prototype (e.g., Voiceflow)
- 4. Evaluate (e.g., SASSI questionnaire)

Conversational Design Process

# 1. Write out a script

### Conversational Design Guidelines

- Use confirmations and feedback
- Keep Track of Context
- Handle errors gracefully
- Use conversation markers
- Support Repeat, Help and other universal commands
- Support disambiguation
- Interactions should be time-efficient
- Present simple set of options
- Avoid repetitive phrases

### Use Confirmations and Feedback

#### DO

Agent: How are you feeling today, Cathy?

Cathy: Well, pretty good today, I guess.

Agent: Thank you for sharing that with me. How did you

sleep last night?

Cathy: Not so great.

Agent: Sorry to hear that.

#### **DON'T**

Agent: How are you feeling today, Cathy?

Cathy: Well, pretty good today, I guess.

Agent: How did you sleep last night?

Cathy: Not so great.

Agent: Thank you for answering the questions. Bye!

## **Keeping Track of Context**

#### DO

User: Ok Google. Who was the 16th president of the United States?

Agent: Abraham lincoln was the 16th president of the United States.

User: How old was he when he died?

Agent: Abraham lincoln died at the age of 56.

User: Where was he born?

Agent: Hodgenville, KY

User: What is the best Mexican restaurant there?

Agent: Mexicali is the best rated Mexican restaurant in

Hodgenville, KY

#### **DON'T**

User: Ok Google. Who was the 16th president of the United States?

Agent: Abraham lincoln was the 16th president of the United States.

User: How old was he when he died?

Agent: Abraham lincoln died at the age of 56.

User: Where was he born?

Agent: Hodgenville, KY

User: What is the best Mexican restaurant there?

Agent: Lupitas Mexican Restaurant is the the best rated

Mexican restaurant near you

### Handle Errors Gracefully

#### DO

Alexa: Please tell me your flight number, and I'll look up the reservation.

User: Uhh...576782

Alexa: I'm sorry, I don't recognize that. Your flight number is three digits long and follows the letters UA.

User: Oh, that! It's 375.

Alexa: Thank you. Getting your reservation...

#### **DON'T**

Alexa: Please tell me your flight number, and I'll look up the reservation.

User: Uhh...576782

Alexa: I'm sorry, I don't recognize that. Please tell me your flight number, and I'll look up the reservation.

### **Use Conversation Markers**

#### DO

Alexa: I'll be asking you a few questions about your health. First, how many hours of sleep did you get last night?

User: About seven.

Alexa: Good job. and how many servings of fruits and

vegetables did you eat yesterday?

User: Maybe four

Alexa: Got it. last question—were you able to take your

medication last night?

User: Yes

Alexa: All right. That's it for now. I'll talk to you again

tomorrow. Goodbye.

#### **DON'T**

Alexa: How many hours of sleep did you get last night?

User: About seven.

Alexa: How many servings of fruits and vegetables did you

eat yesterday?

User: Maybe four.

Alexa: Did you take your medication last night?

User: Yes

Alexa: Goodbye.

### Support Repeat, Help and other Universal Commands

#### DO

Agent: Today's trivia question is: Which of these artists holds the records for most Grammys won in a lifetime: a. Michael Jackson; b. Alison Krauss; or c. Georg Solti?

User: Uh, could you repeat that?

Agent: Sure! Today's trivia question is: Which of these artists holds the records for most Grammys won in a lifetime: a. Michael Jackson; b. Alison Krauss; or c. Georg Solti?

#### **DON'T**

Agent: Today's trivia question is: Which of these artists holds the records for most Grammys won in a lifetime: a. Michael Jackson; b. Alison Krauss; or c. Georg Solti?

User: Uh, could you repeat that?

Agent: Sorry, I didn't get that.

## **Support Disambiguation**

### DO

User: Call Cindy, please.

Agent: OK. Cell phone, or home phone?

User: Cell phone.

Agent: Calling Cindy, cell phone...

#### **DON'T**

User: Call Cindy, please.

Agent: OK. Calling Cindy, home phone.

User: No no no no.

### Interactions Should be Time-Efficient

#### DO

Agent: What is your complete address?

User: Pennsylvania ave, Washington, DC 20009.

Agent: I heard you say 1600 Pennsylvania Ave . Is

that correct?

User: Yes

#### **DON'T**

Agent: What is your street address?

User: 1600 Pennsylvania avenue

Agent: What city?

User: Washington

Agent: What state?

User: DC

Agent: And what is your zip code?

User: 20009

### Present Simple Set of Options

#### DO

User: Alexa, ask My Trip Planner how many items are left on my packing list.

My Trip Planner: You have 8 items left to pack: Flip flops, bathing suit, beach towel. Do you want hear more?

#### **DON'T**

User: Alexa, ask My Trip Planner how many items are left on my packing list?"

My Trip Planner: You still need to pack flip flops, bathing suit, beach towel, sunscreen, sunglasses...

User: Alexa, stop.

### **Avoid Repetitive Phrases**

#### **First Time**

User: "Alexa, tell My Tutor to play today's lesson."

Agent: "Okay, playing today's lesson."

#### **Next time**

User: "Alexa, tell My Tutor to play today's lesson."

Agent (Variation 1): "This is going to be fun! Enjoy today's lesson."

Agent (Variation 2): "Welcome back! Today's lesson is great!"

Agent (Variation 3): "Playing today's lesson now. Have fun!"

## Conversational Design Guidelines

#### **Learn More:**

https://developers.google.com/assistant/conversation-design/welcome

https://developer.amazon.com/en-US/docs/alexa/alexa-design/get-started.html

Designing Voice User Interfaces. Cathy Pearl

Conversational UX Design. Robert J. Moore, Raphael Arar

## WHO-5 questionnaire

Please indicate for each of the five statements which is closest to how you have been feeling over the last two weeks. Notice that higher numbers mean better well-being.

Example: If you have felt cheerful and in good spirits more than half of the time during the last two weeks, put a tick in the box with the number 3 in the upper right corner.

Over the last two weeks	All the time	Most of the time	More than Half of the time	Less than half of the time	Some of the time	At no time
I have felt fearful and good spirits	5	4	3	2	1	0
I have felt calm and relaxed	5	4	3	2	1	0
I have felt active and vigorous	5	4	3	2	1	0
I woke up feeling fresh and rested	5	4	3	2	1	0
My daily life has been filled with things that interest me	5	4	3	2	1	0

The raw score is calculated by totaling the figures of the five answers. The raw score ranges from 0 to 25, 0 representing worst possible and 25 representing best possible quality of life. To obtain a percentage score ranging from 0 to 100, the raw score is multiplied by 4. A percentage score of 0 represents worst possible, whereas a score of 100 represents best possible quality of life.

# Script Example: WHO-5 questionnaire

Sample dialogs
Alexa, assess my wellbeing.
Hi there, welcome to the WHO-5 questionnaire. I am here to assess your wellbeing. Please answer each of the five questions on the scale of 0 to 5. 0 being at no time, and 5 being all of the time.
Over the last 2 weeks, how often have you felt cheerful and in good spirits?
Four
Good to hear that. And, how often have you felt calm and relaxed?
Five
Awesome. How often have you felt active and vigorous?
Five
Fantastic. How often have you woken up feeling fresh and rested?
Four
Finally, tell me How often have you felt that your daily life has been filled with things that interest you?
Five
Awesome. Your answers indicate that you have a good quality of life. Keep it up!

### Conversational Design Process

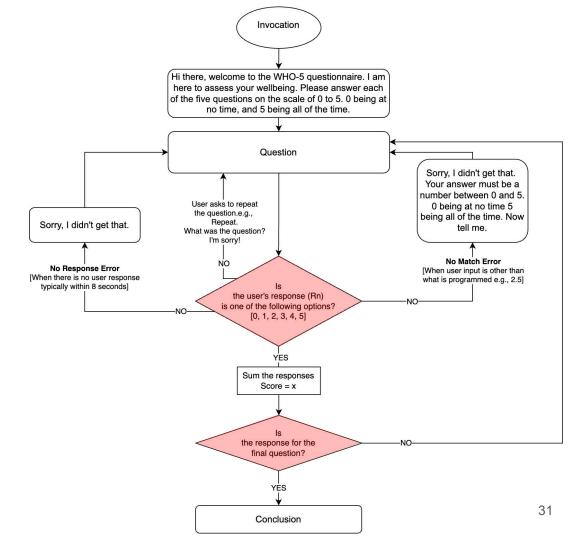
# 2. Develop a Conversational Flow

- Outline alternate paths and decision trees
- Outline behind-the-scenes decisions the system logic will have to make
- Outline how the agent will help the user (error handling)

### **Conversational Flow**

Turn	Flow	Sample dialogs		
User	Invocation	Alexa, assess my wellbeing.		
WHO-5	Preamble	Hi there, welcome to the WHO-5 questionnaire. I am here to assess your wellbeing. Please answer each of the five questions on the scale of 0 to 5. 0 being at no time, and 5 being all of the time.		
WHO-5	Q1	Over the last 2 weeks, how often have you felt cheerful and in good spirits?		
User	R1	Four		
WHO-5	Q2	Good to hear that. And how often have you felt calm and relaxed?		
User	R2	Five		
WHO-5	Q3	Awesome. How often have you felt active and vigorous?		
User	R3	Five		
WHO-5	Q4	Fantastic. How often have you woken up feeling fresh and rested?		
User	R4	Four		
WHO-5	Q5	Finally, tell me How often have you felt that your daily life has been filled with things that interest you?		
User	R5	Five		
WHO-5	Conclusion	Awesome. Thank you for answering the questions. You seem to have a good quality of life. Keep it up!		

# Conversational flow (WHO-5 questionnaire)

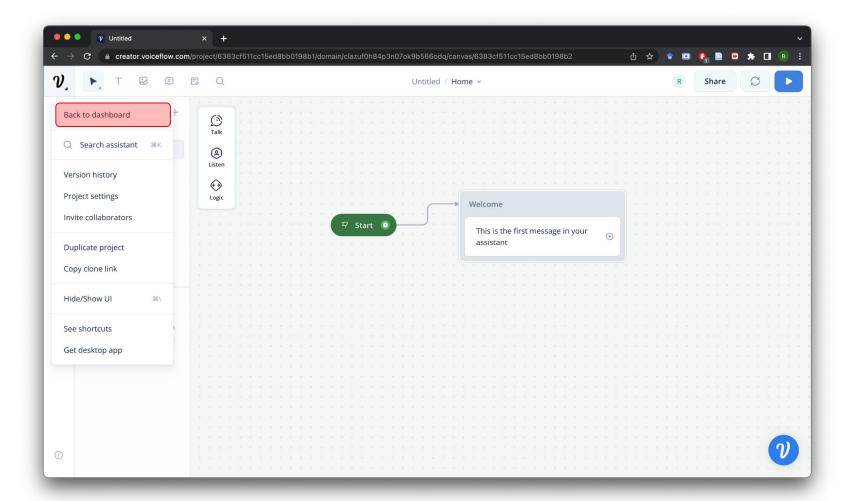


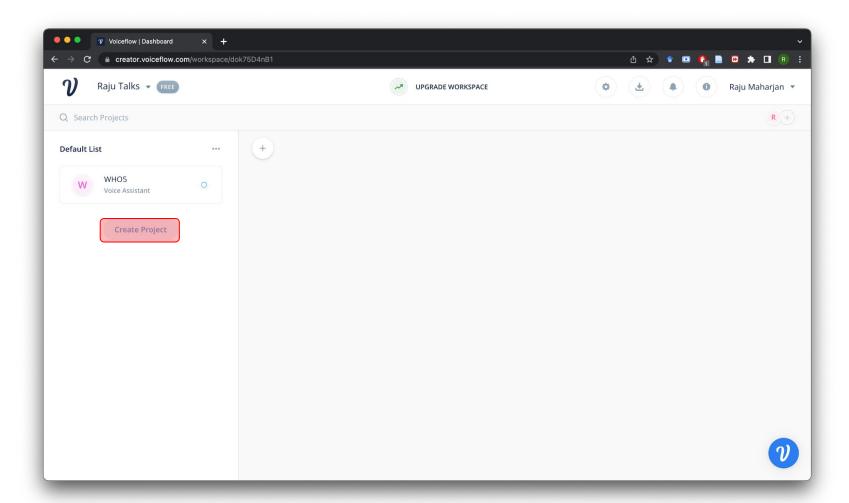
### Conversational Design Process

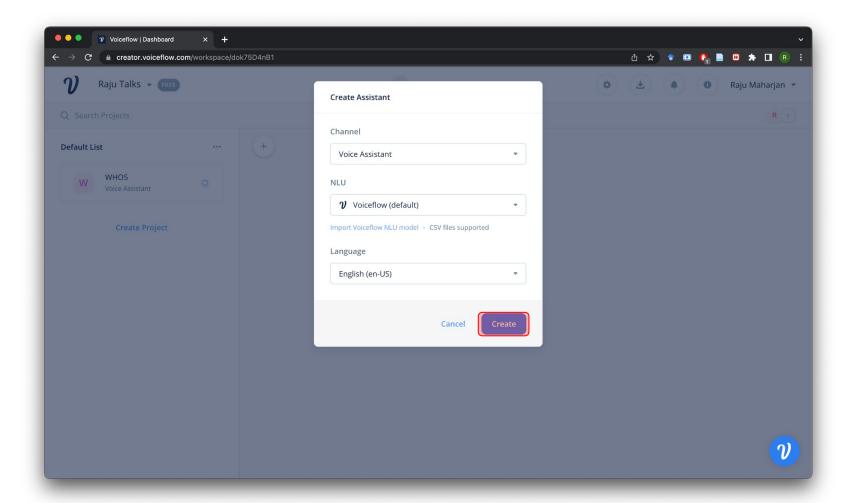
### 3. Prototype

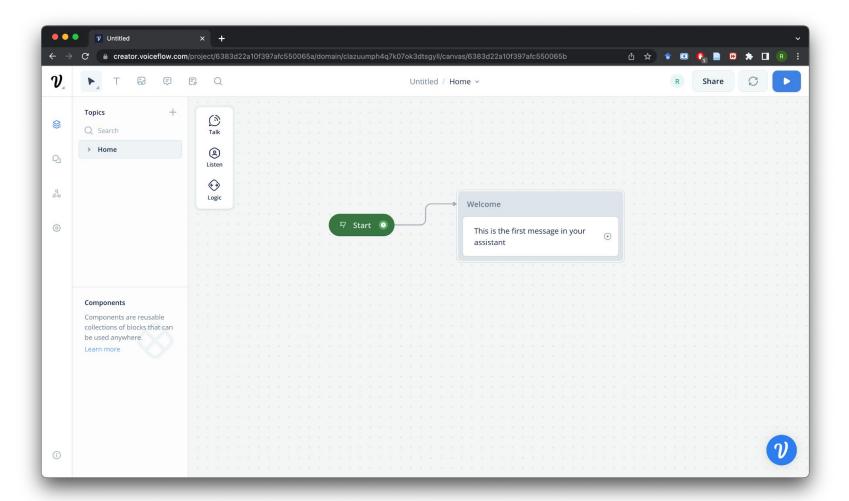
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- Create an account or log in using your Google or Facebook account
- How to design using voiceflow?
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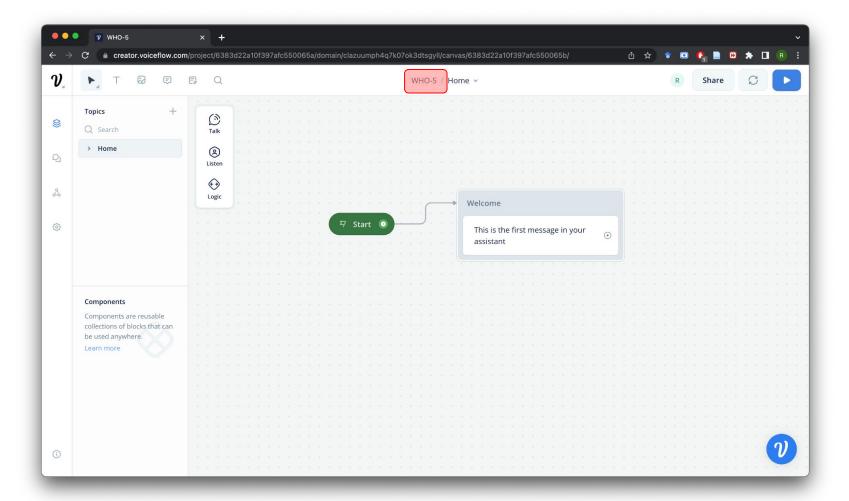


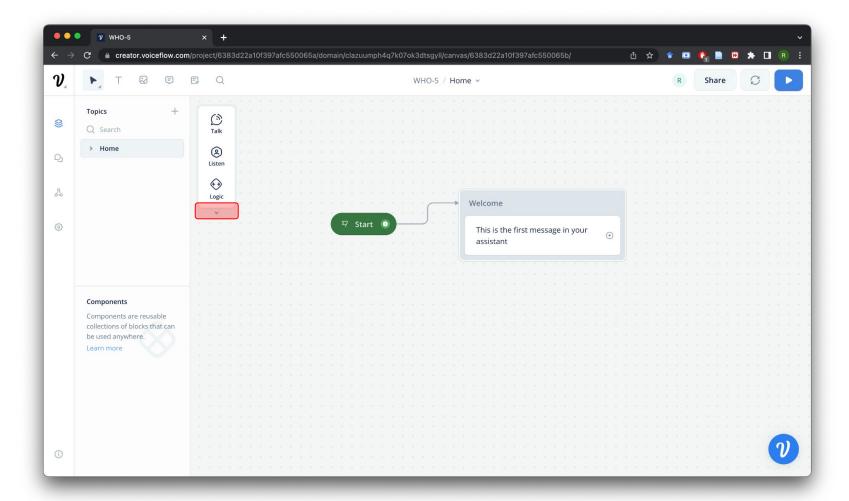


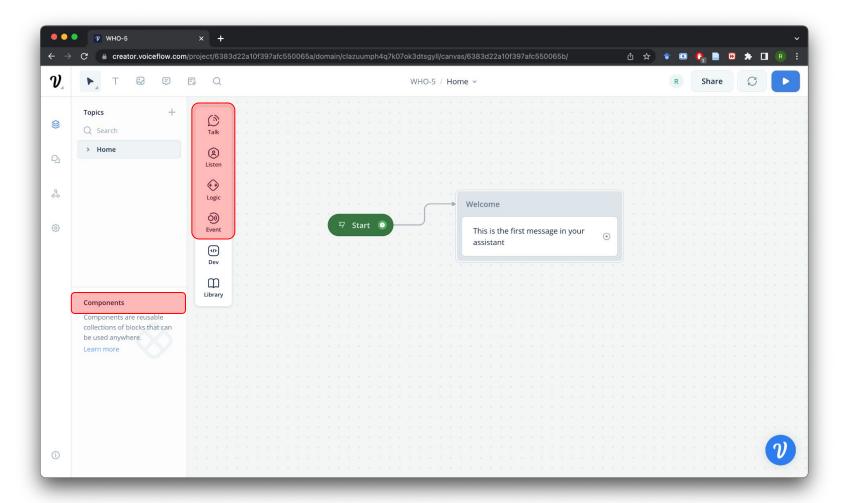


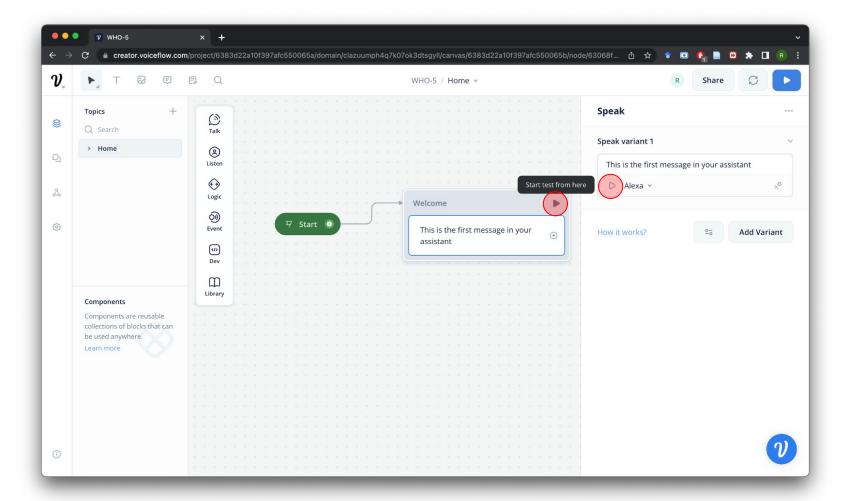


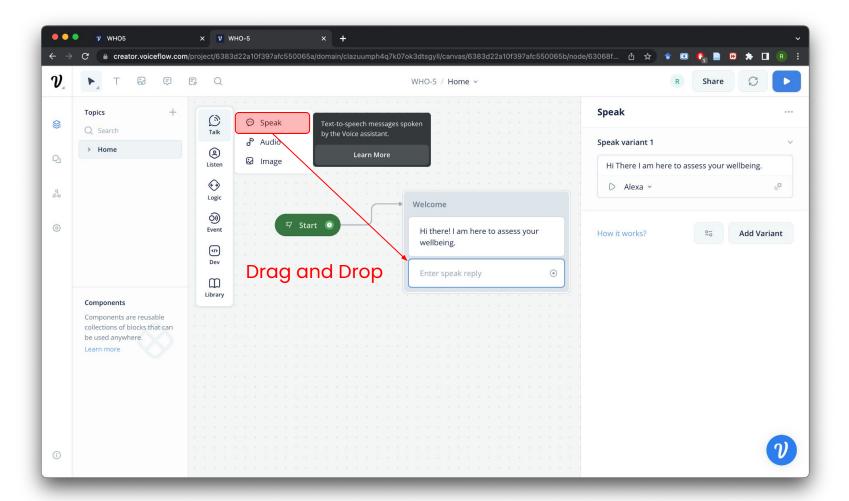


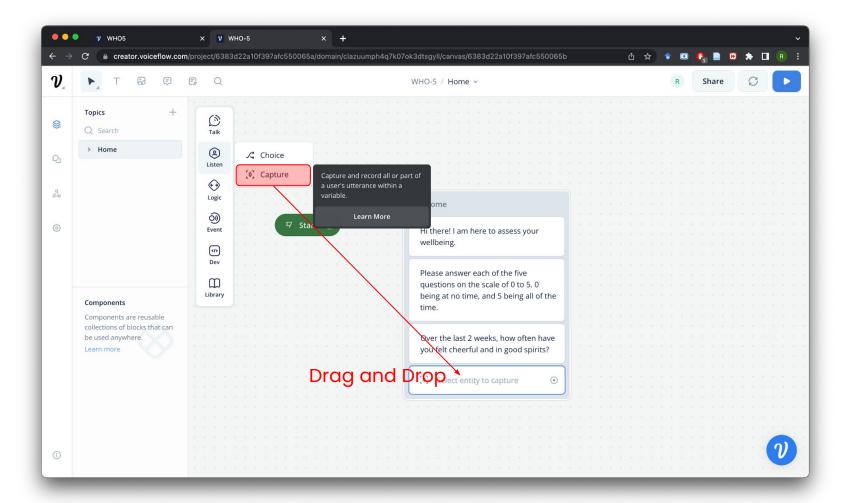


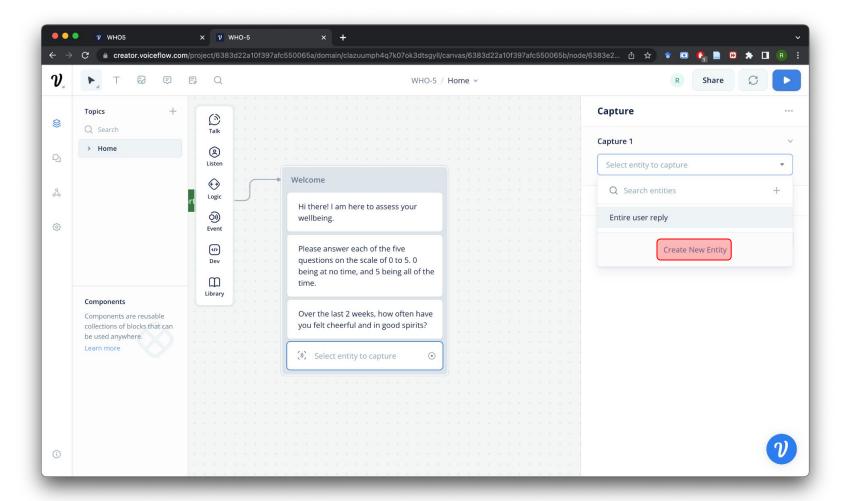


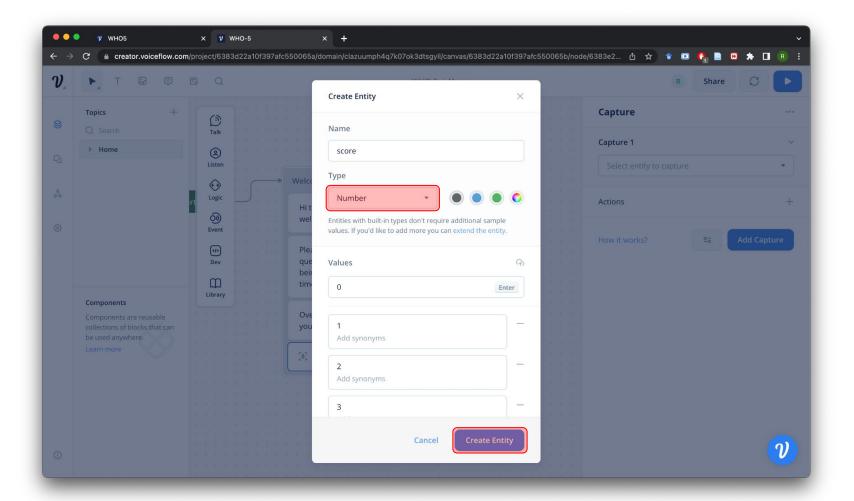


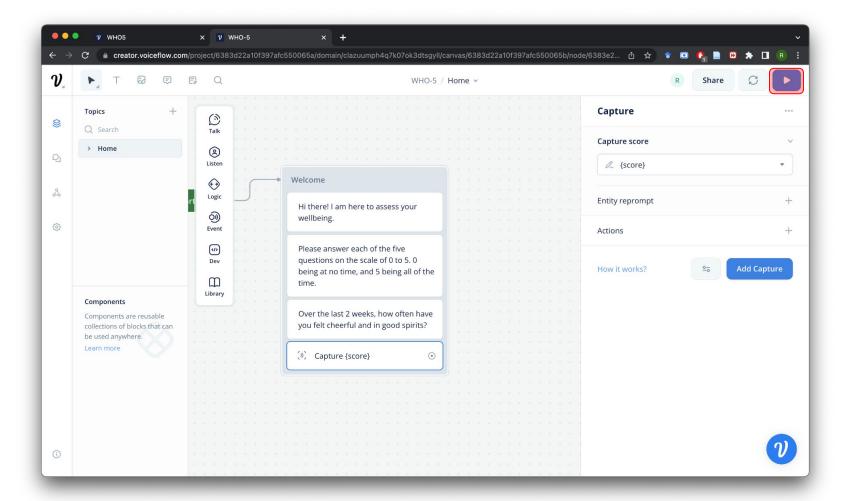


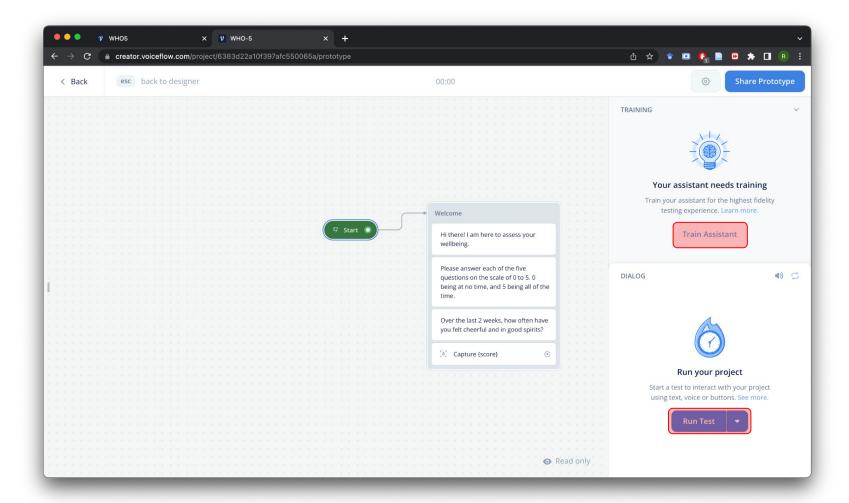


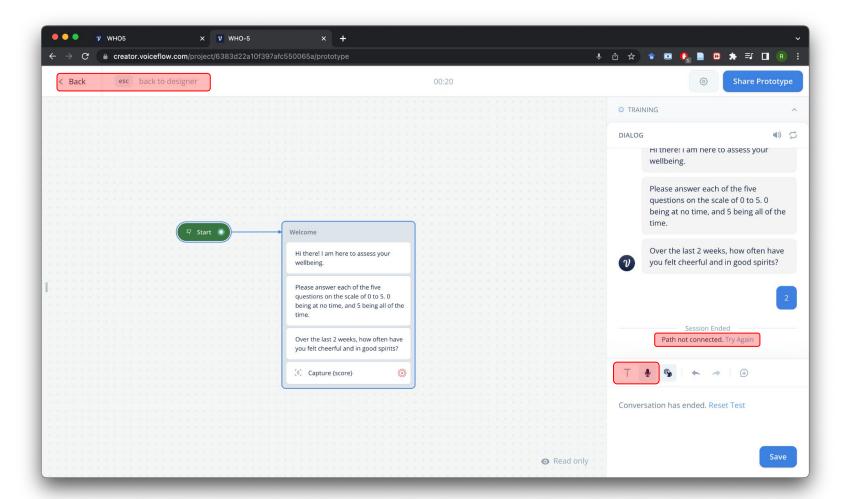


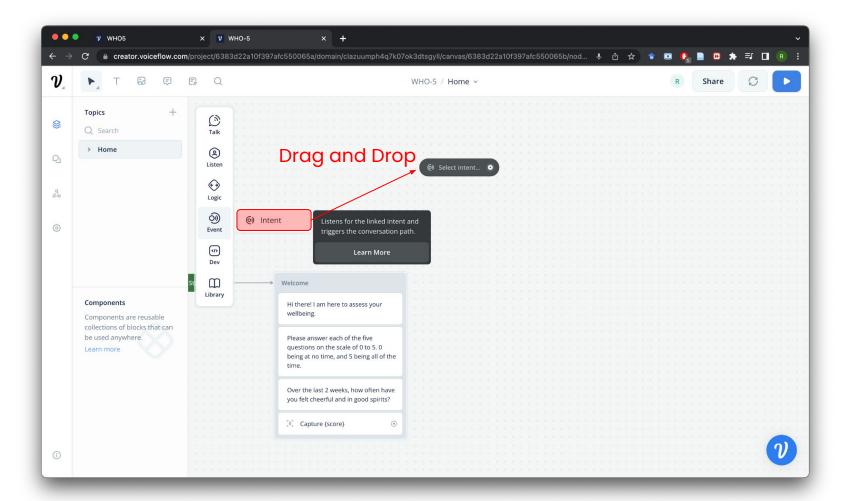


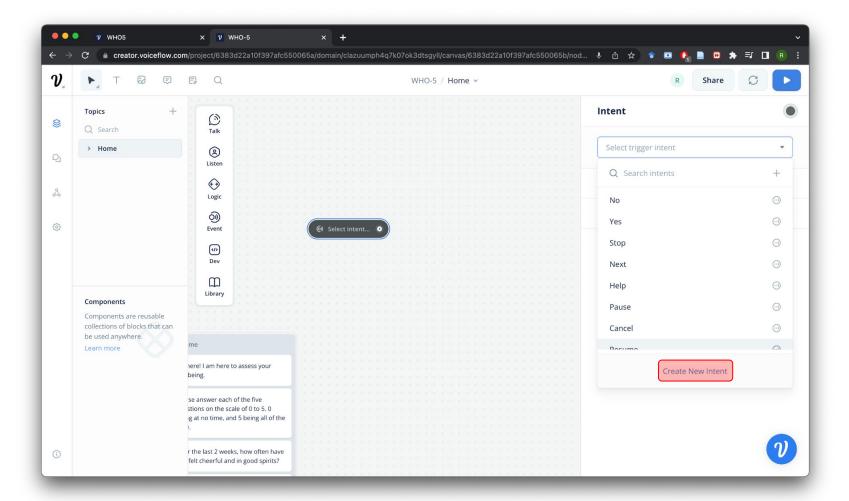


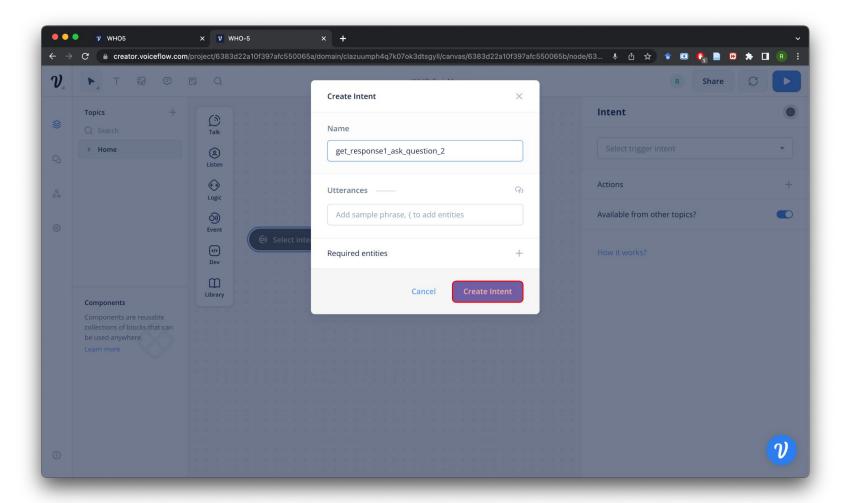


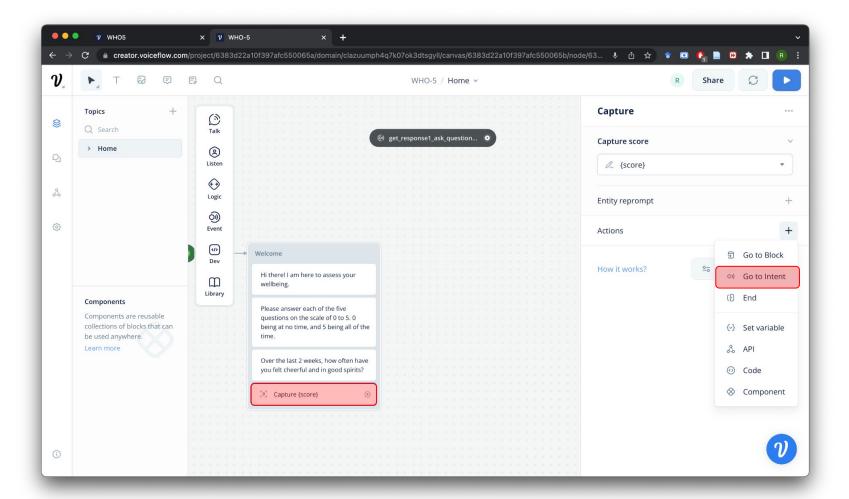


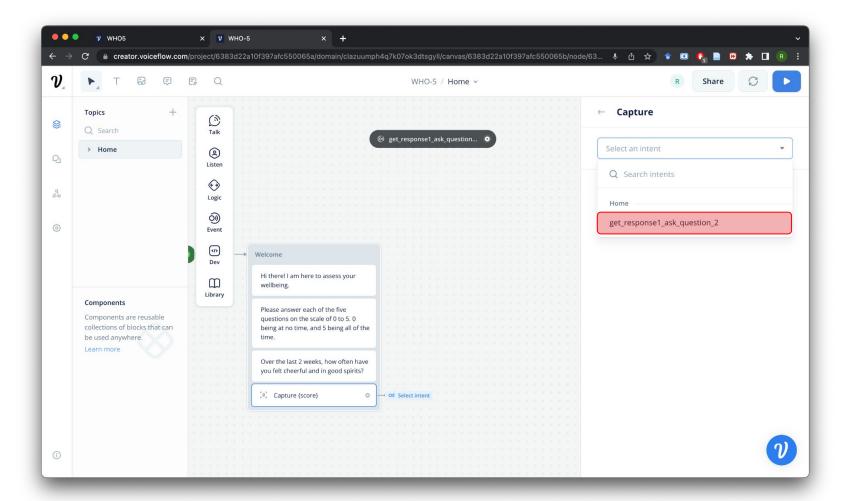


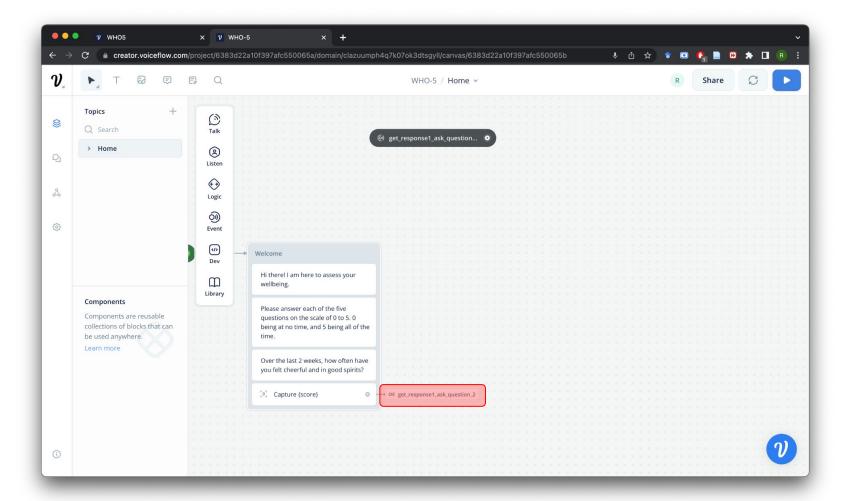


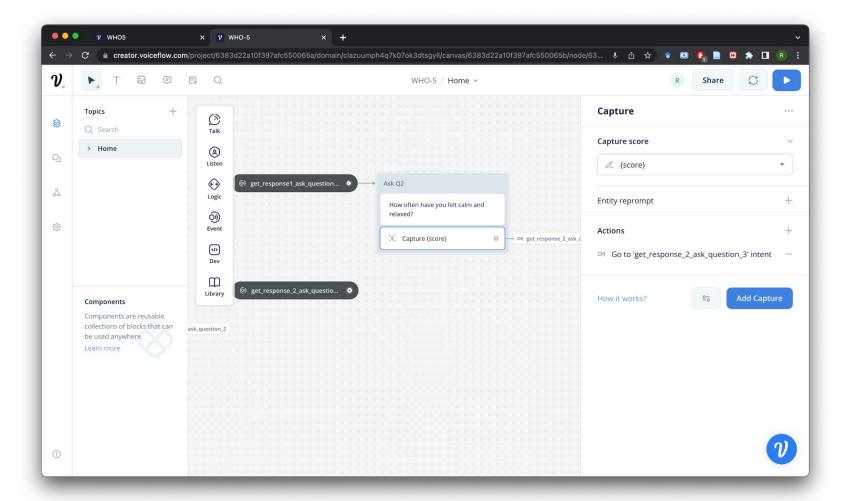


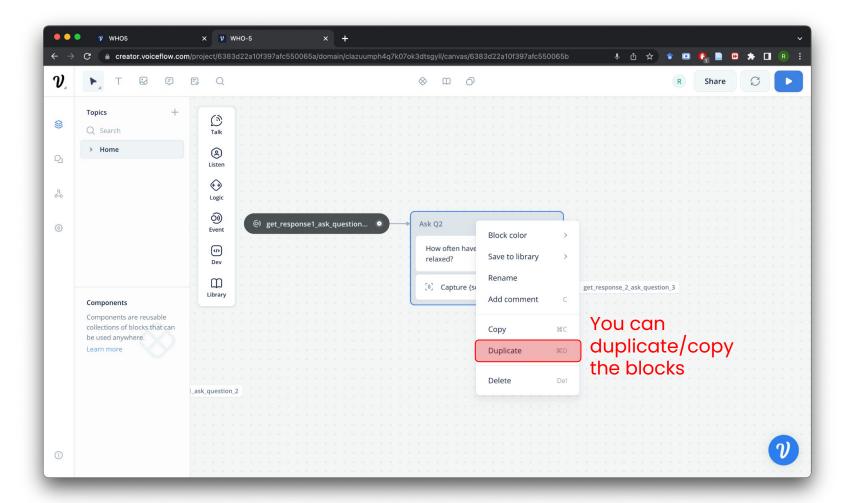




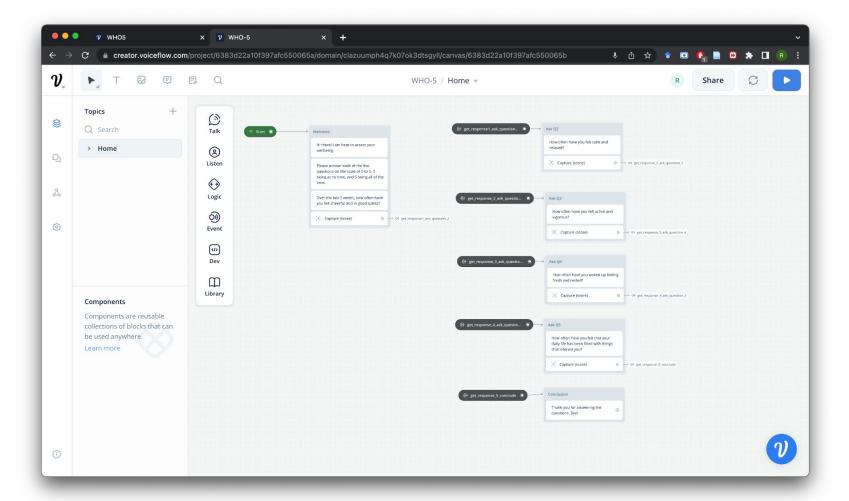








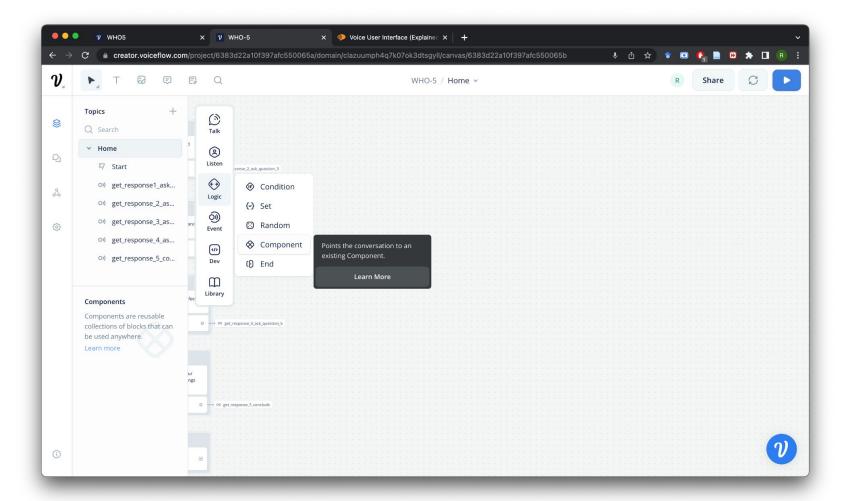
Create rest of the flow, train the assistant, and test it.

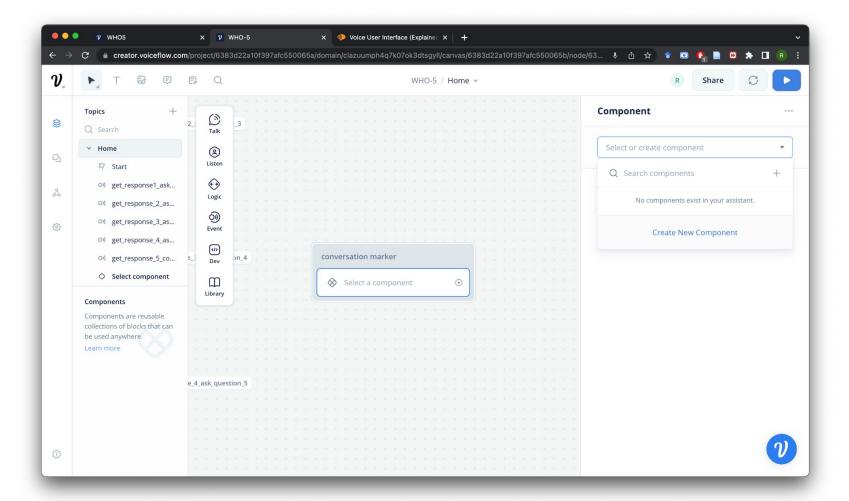


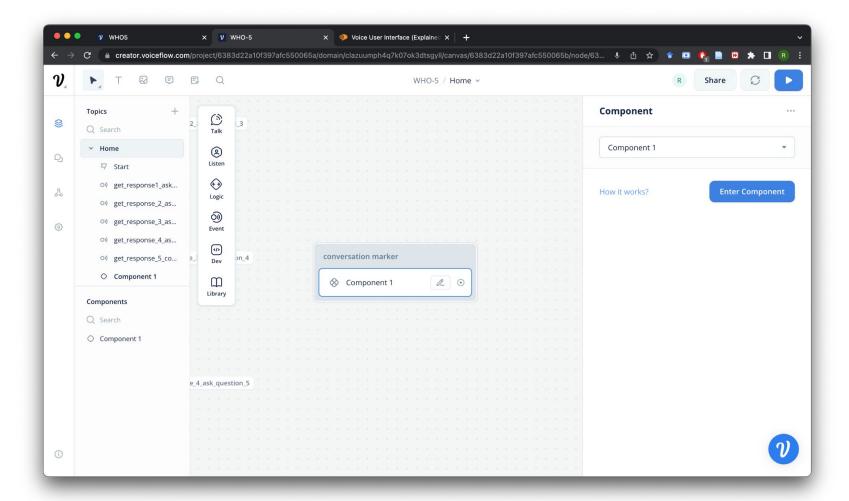
Implementing a design Guideline

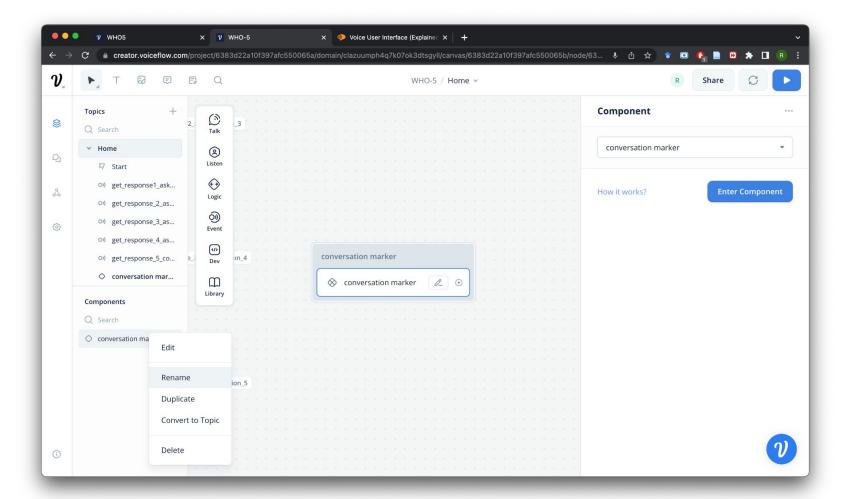
## **Use Conversation Markers**

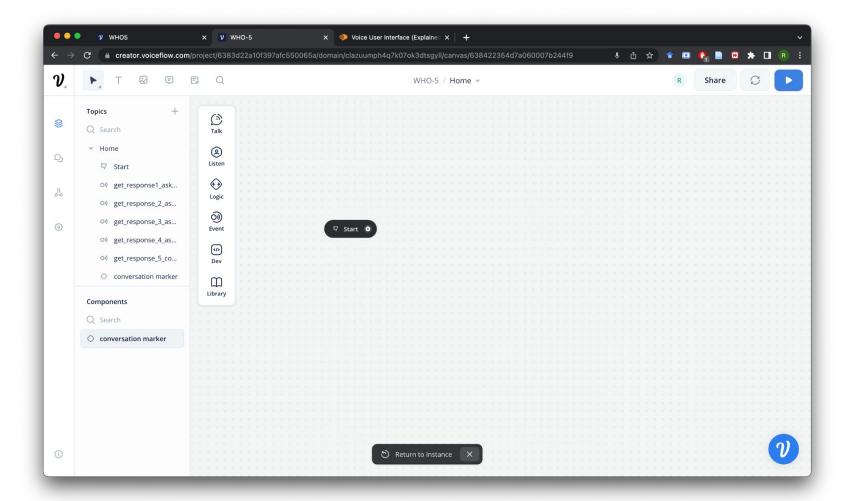
Let the user know that the agent hears and understands them. E.g. use acknowledgements and feedback: "Thanks," "got it," "okay," "great," and "sure".

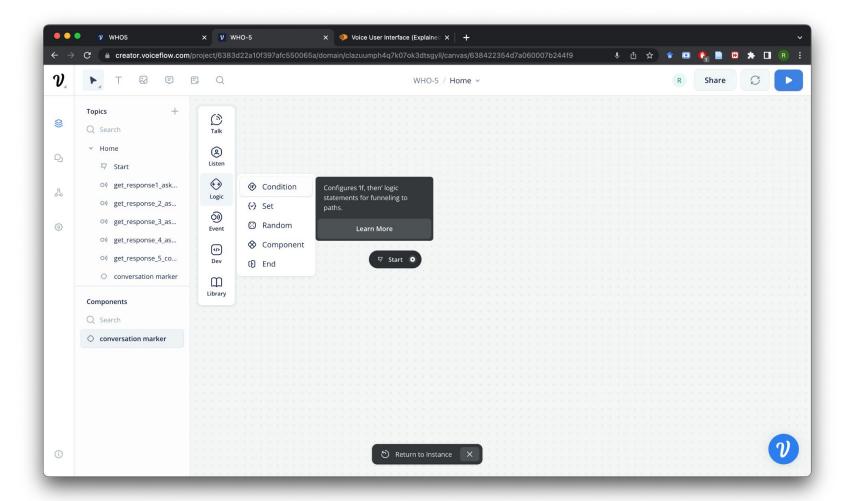


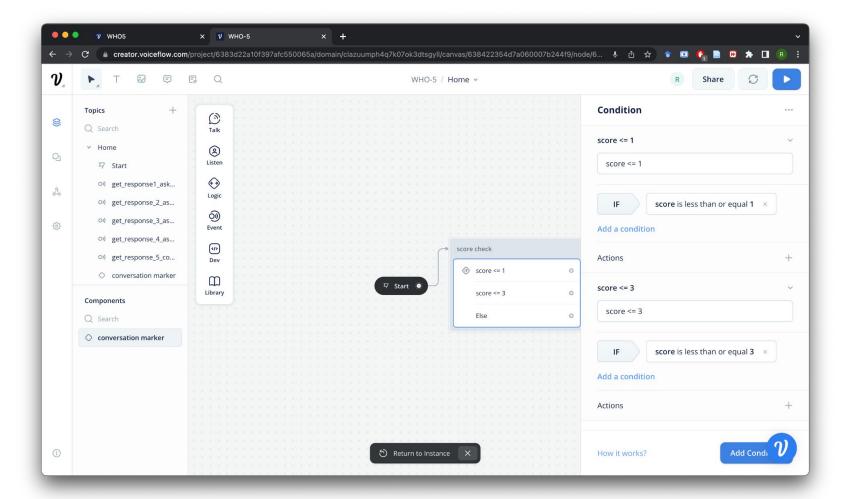


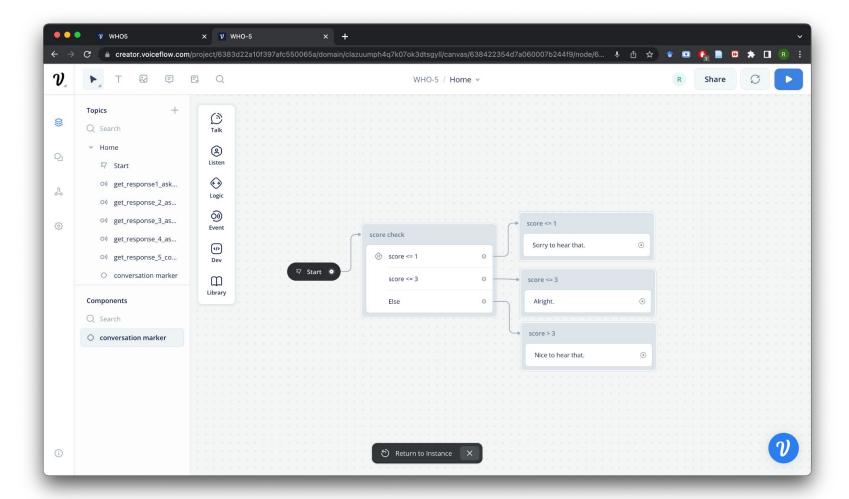


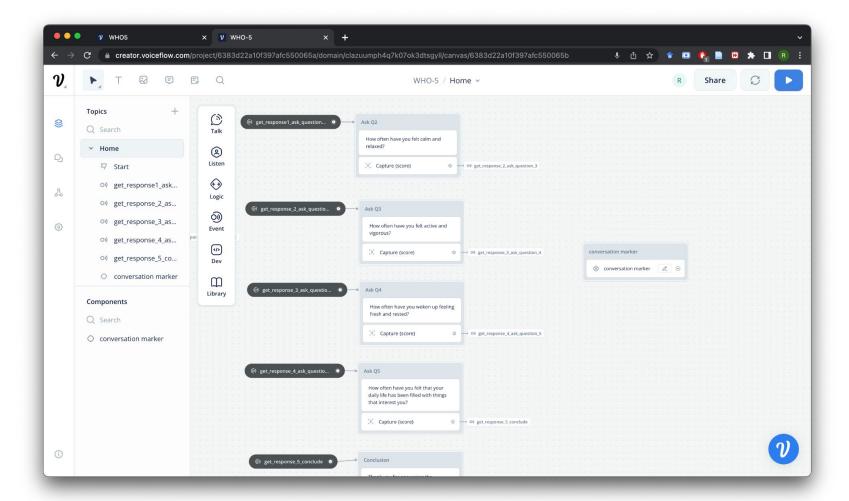


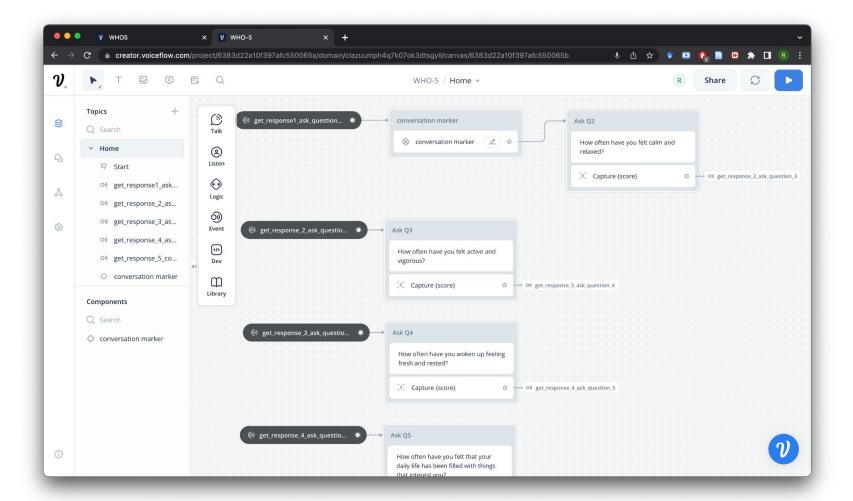


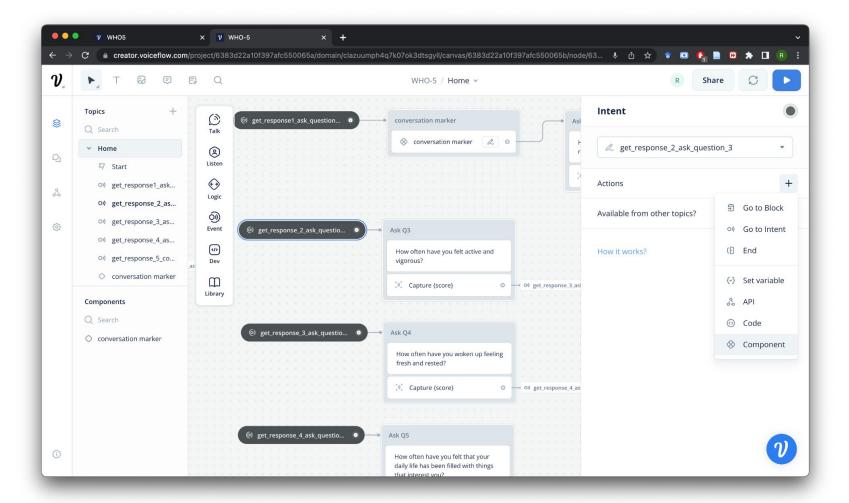


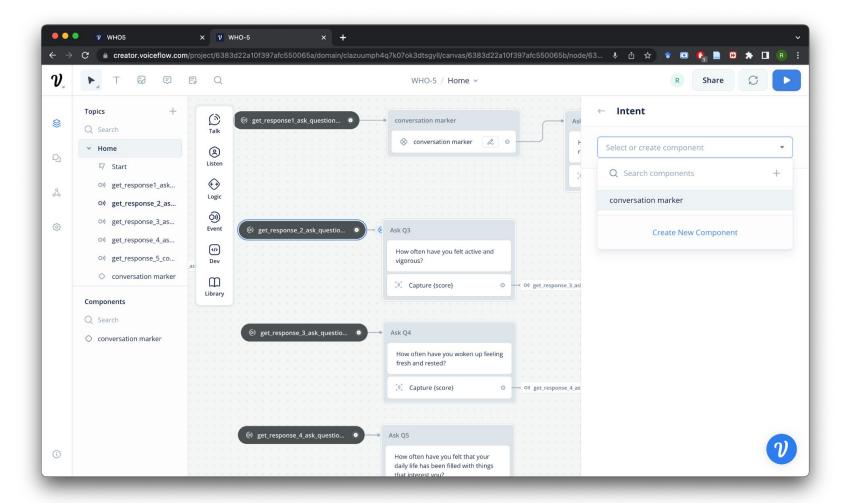


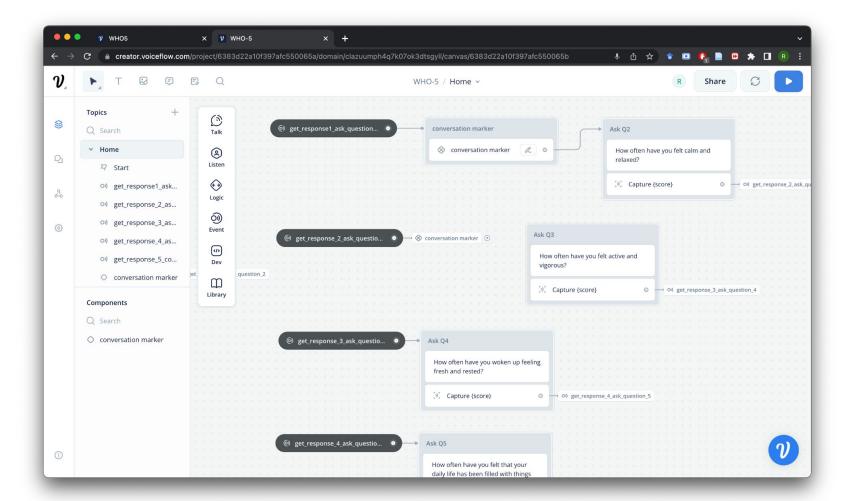


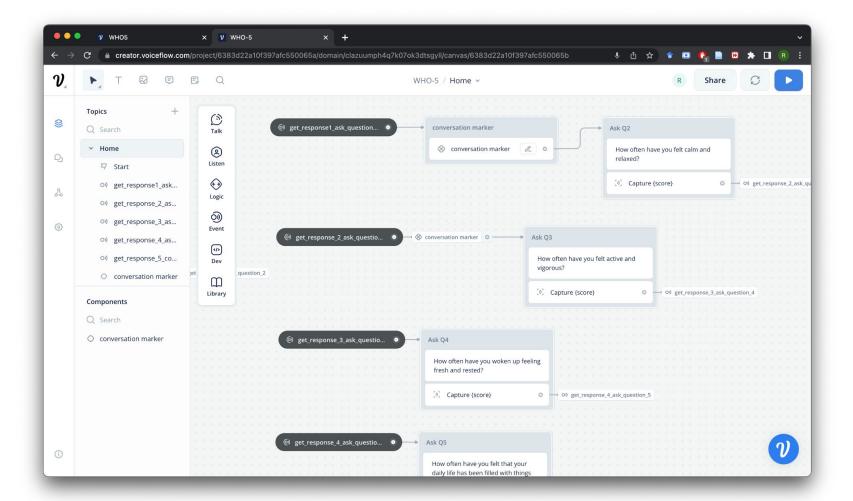


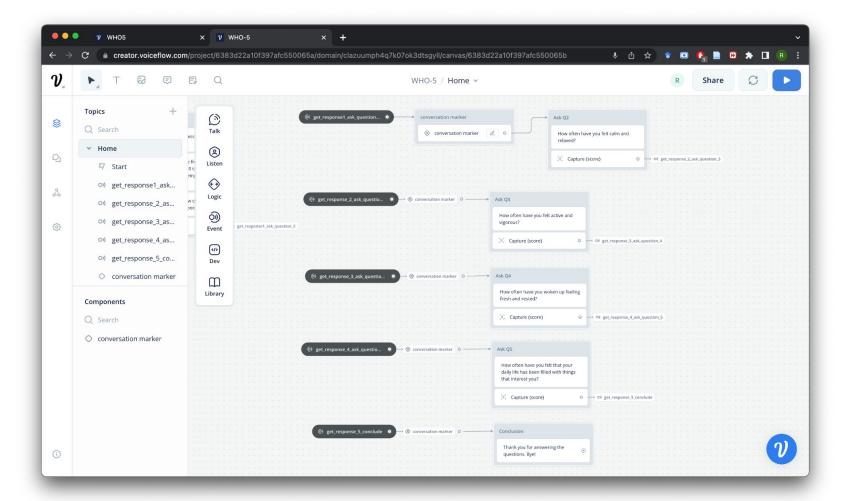






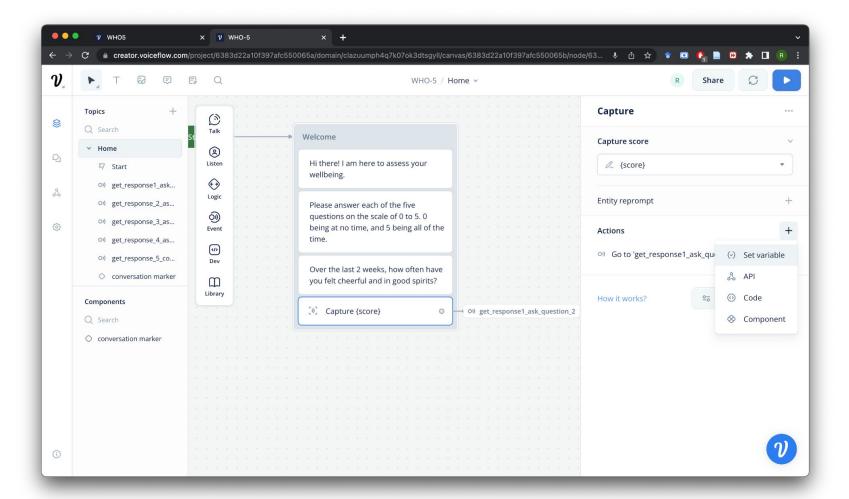


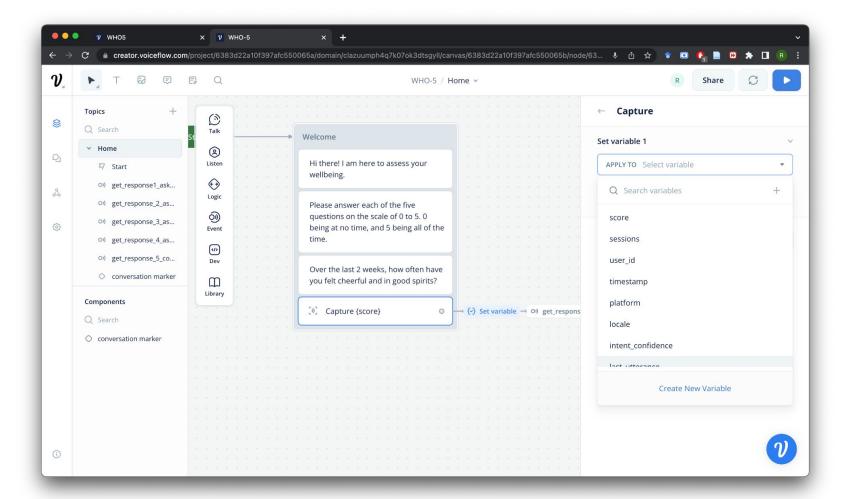


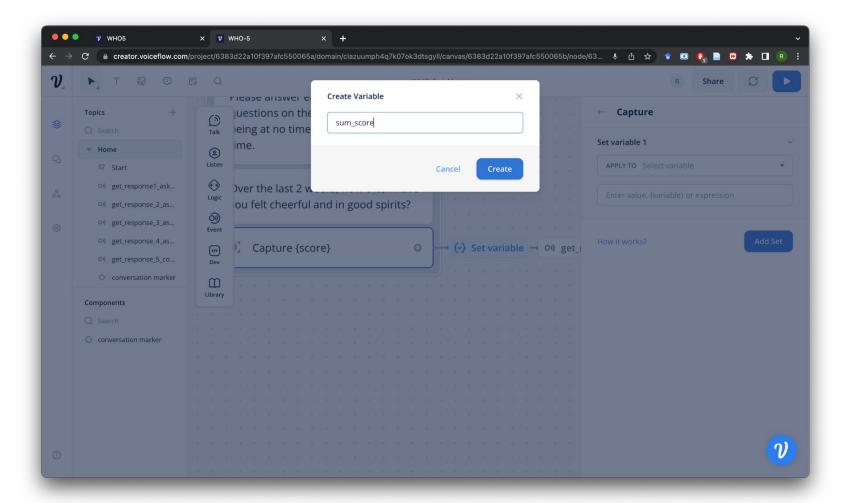


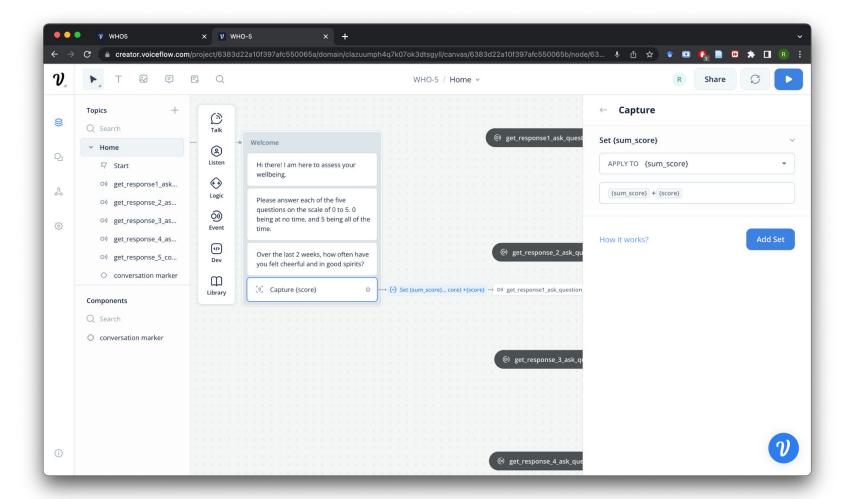
## Calculating user's wellbeing

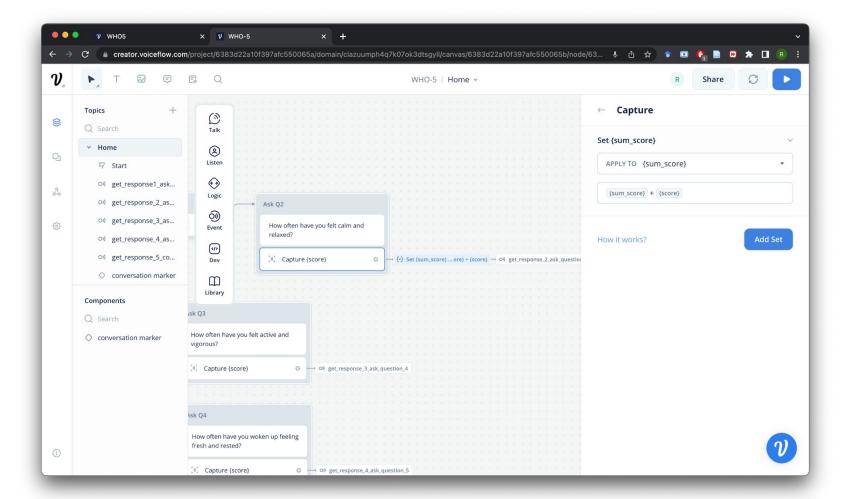
- Store user's responses in a variable
- Sum them up
- Present the score at the end of the conversation

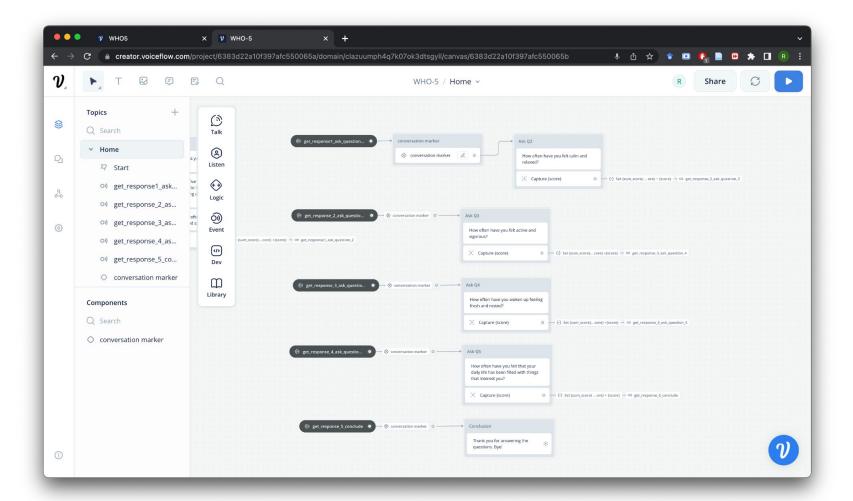


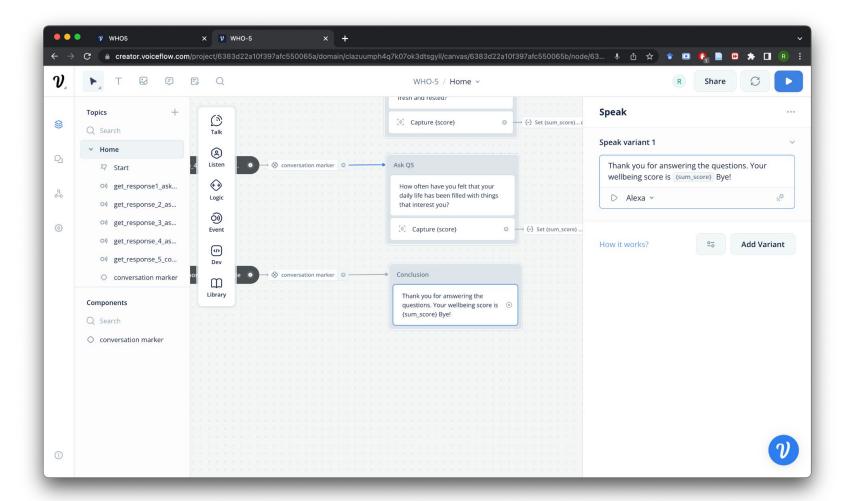












### Activity:

Translate the wellbeing score {score\_sum} to something meaningful and present it at the end of the conversation.

E.g.

- If score\_sum <= 10 = You need to improve your quality of life.</li>
- If score\_sum <= 20 = You have a good quality of life. But you can do better.</li>
- If score\_sum >20 = You have an excellent quality of life. Keep it up.

Conversational Design Process

### 4. Evaluate

# Subjective assessment of speech system interfaces

### (SASSI Scale)

https://bura.brunel.ac.uk/bitstream/24 38/3077/1/SASSI%20Paper%202000. pdf

		Strongly disagree	Disagree	Slightly disagree	Neutral	Slightly agree	Agree	Strongly agree
System Response	1. The system is accurate.	0	0	0	0	0	0	0
	2. The system is unreliable.	0	0	0	0	0	0	0
	3. The Interaction with the system is unpredictable.	0	0	0	0	0	0	0
	4. The system didn't always do what I wanted.	0	0	0	0	0	0	0
	5. The system didn't always do what I expected.	0	0	0	0	0	0	0
Accuracy	6. The system is dependable.	0	0	0	0	0	0	0
	7. The system makes few errors.	0	0	0	0	0	0	0
	8. The interaction with the system is consistent.	0	0	0	0	0	0	0
(	9. The interaction with the system is efficient.	0	0	0	0	0	0	0
Likeability -	10. The system is useful.	0	0	0	0	0	0	0
	11. The system is pleasant.	0	0	0	0	0	0	0
	12. The system is friendly.	0	0	0	0	0	0	0
	13. I was able to recover easily from errors.	0	0	0	0	0	0	0
	14. I enjoyed using the system.	0	0	0	0	0	0	0
	15. It is clear how to speak to the system.	0	0	0	0	0	0	0
	16. It is easy to learn to use the system.	0	0	0	0	0	0	0
	17. I would use this system.	0	0	0	0	0	0	0
(	18. I felt in control of the interaction with the system.	0	0	0	0	0	0	0
(	19. I felt confident using the system.	0	0	0	0	0	0	0
C#:	20. I felt tense using the system.	0	0	0	0	0	0	0
Cognitive	21. I felt calm using the system.	0	0	0	0	0	0	0
	22. A high level of concentration is required when using the system.	0	0	0	0	0	0	0
(	23. The system is easy to use.	0	0	0	0	0	0	0
Annoyance {	24. The interaction with the system is repetitive.	0	0	0	0	0	0	0
	25. The interaction with the system is boring.	0	0	0	0	0	0	0
	26. The interaction with the system is irritating.	0	0	0	0	0	0	0
	27. The interaction with the system is frustrating.	0	0	0	0	0	0	0
	28. The system is too inflexible.	0	0	0	0	0	0	0
Habitability	29. I sometimes wondered if I was using the right word.	0	0	0	0	0	0	0
	30. I always knew what to say to the system.	0	0	0	0	0	0	0
	31. I was not always sure what the system was doing.	0	0	0	0	0	0	0
	32. It is easy to lose track of where you are in an interaction with the system.	0	0	0	0	0	0	0
Speed -	33. The interaction with the system is fast.	0	0	0	0	0	0	0
	34. The system responds too slowly.	0	0	0	0	0	0	<b>84</b>

### Assignment

Following the design process, prototype a conversational agent for cognitive restructuring and evaluate it using SASSI scale.

#### Tasks

- Come up with at least 3 alternatives for each user utterance and agent's prompts on the example conversation
- Develop a conversation flow diagram with situations where users are likely to say something off-script and come up with ways to redirect the conversation to the original script
- 3. Create a prototype using voiceflow
- Let another group members evaluate the agent using the SASSI scale

Cognitive Restructuring				
Agent	How are you feeling right now.			
User				
Agent	Tell me about the situation that made you feel so.			
User				
Agent	What goes through your mind when you think of that situation?			
User				
Agent	Is there an evidence that supports this thought?			
User				
Agent	Is there an evidence that doesn't supports this thought?			
User				
Agent	Considering the evidence you provided for and against the thought you have, can you come up with an alternative thought that is more positive and share that with me?			
User				
Agent	With the alternative thought, how do you feel now?			
User				