

A close-up photograph of a person's hands holding a black smartphone. The phone's screen displays a social media post with a profile picture, a name, and some text. The background is blurred, showing what appears to be a person's shoulder and a white surface. The overall lighting is bright and soft.

CHATBOT PERSONALITY



WHAT IS THE GOAL OF A VIRTUAL ASSISTANT?

•
Why the bot?



WHAT IS YOUR TARGET AUDIENCE?

•
Who will most likely speak to your bot?



WHAT IS THE PERSONALITY OF YOUR VIRTUAL ASSISTANT?

•
VA design, temper, mood



VIRTUAL ASSISTANT'S TONE OF VOICE

•
VA answers, manners





Whoa, you've lost me! Could you re-phrase that please? Go easy on me. 🙌 🤔

Stop

Scarlet for me, I totally spaced there. Could you re-phrase that for me?

Stop it

Okay...

Running is what I'm most comfortable talking about. Check out some of the topics we can chat about below:

- Nutrition
- Motivation

Send a message...

Manage Subscriptions



manners, tone of voice



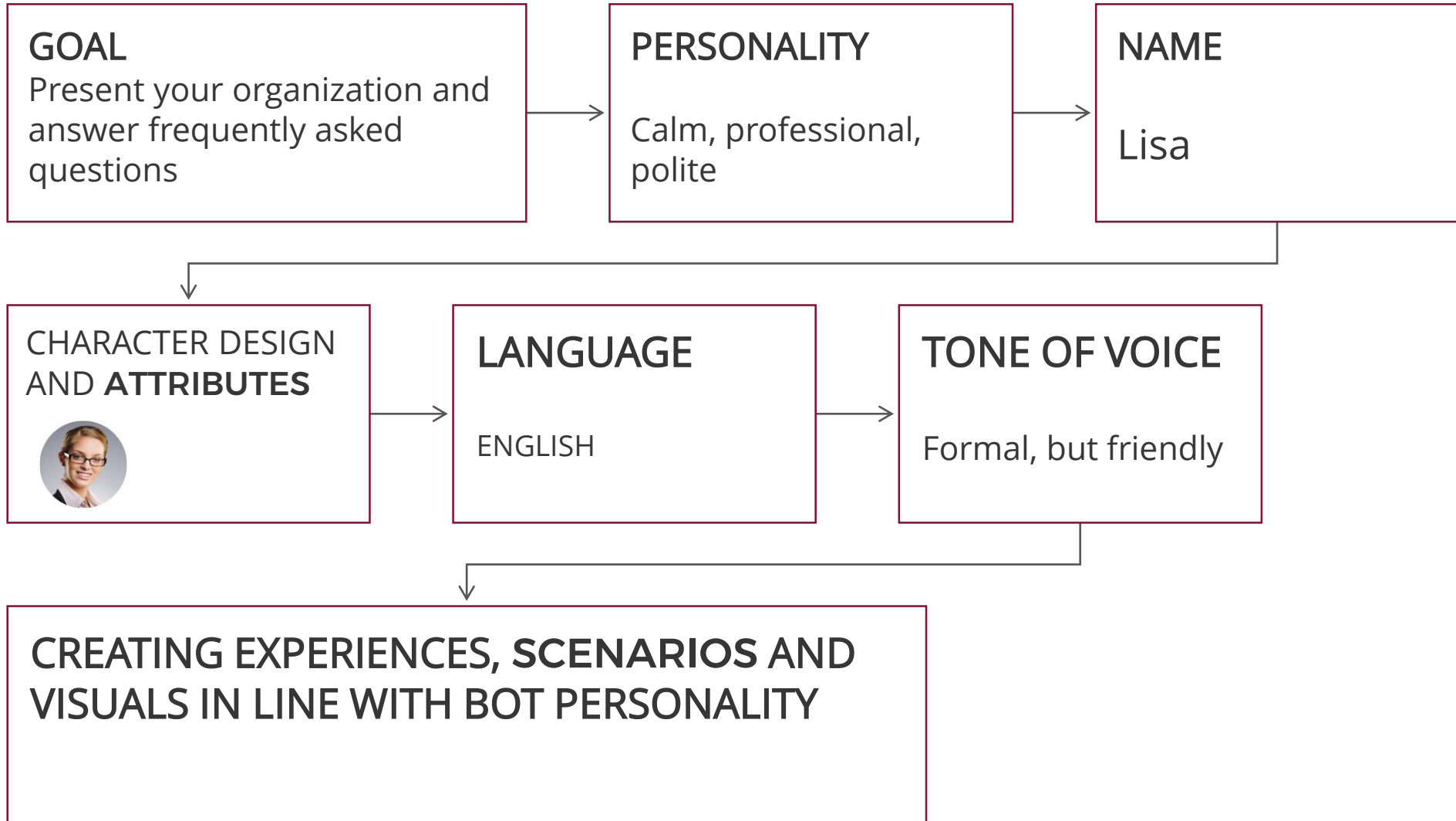
looking for clarification



admitting limitations



BOT PERSONA ELEMENTS - example

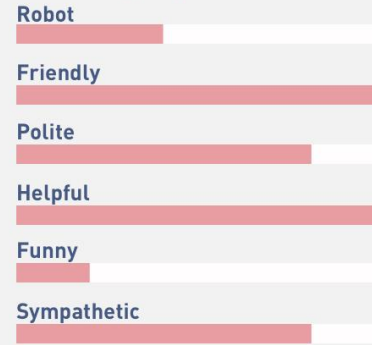


Movie Eva

Characteristics

-  Late 20
-  American accent
-  Master in Psychology, very knowledgeable
-  Very patient
-  Loves helping people

Personality Map



Example of Personality

“Having a hard time to decide what movie you want to watch today? Let me help you!”
“This one made me laugh, hope it will bring joys to you as well.”

Voice & Tone

When the user’s emotion is sad or angry, MovieBot will talk softly and show understanding. When user is happy or surprised, bot will be excited and delightful.

CHATBOT Personality Profile – It represents your brand after all.

AGE	35	GOALS	<ul style="list-style-type: none">Assist attendees with booking onto a conferenceAnswer conference related Q&AAssist customers with finding video and slide resources of sessions at previous conferences	PERSONALITY	   	TARGET USERS	The personality profile is designed to target the following user profiles. <ol style="list-style-type: none">Attendees of the conferenceNon attendees viewing videosExhibitors of a conference
OCCUPATION	Associate Agent	PAIN POINTS	<ul style="list-style-type: none">Lack of understandingRequest complexityUnclear expectations	CHARACTER	<ul style="list-style-type: none"><i>Experienced & Active</i><i>Helpful & Courteous</i><i>Straightforward & Urgent</i><i>Professional & Savvy</i>		
RESIDENCE	Manchester						
USER-LEVEL	lower-mid (~4 years)						
BIO	BitBot has a few years of experience under his belt when it comes to working with data. As an employee he can point to the right videos and resources by reacting quickly and professionally to attendees needs and requests.						



BIO

A short bio that captures the essence of the bot persona. Bio may include age, name, personal traits, experience, core values of the brand that inspires the bot persona. Main characteristics (professional, fun-loving, etc.)

My mission

Bots mission – may be inspired by brands mission, projects mission, or user

My vision

Bots vision on the work and value it will bring to company and customer

My core values

- 1.
- 2.
- 3.

VALUABLE LINKS

- Link to customer vocabulary
- Link to customer persona
- Link to the tone of voice examples



NAME

JOB DESCRIPTION

Short job description
Main goal of my position
Main tasks:

-
-
-

MY TONE OF VOICE

Describe the language for the chatbot using humanlike descriptions and real examples (Formal, Friendly, Optimistic, Informative, etc.)

Description: I inspire by examples, not glorification. I highlight product benefits through practical and rational arguments.

Example (if needed):

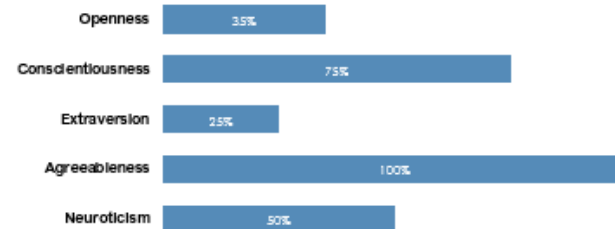
Description: I respect my customer and show that through formal language, so I do not tolerate grammatical errors and jargon in my answers, give answers in the logical order, they are short and concise.

Description: I encourage you to continue the conversation, but I do not push it.

For example, at the end of the conversation, I'll say, *Thank you for your interest. Is there another question?*

In conversations I avoid:

CORE PERSONALITY TRAITS



the template



ANSWERS

Personality is present in every stage of the conversation

BOT ANSWERS

Is the ID card a valid document?

- ✘ Amendments to the Regulations of the Cabinet of Ministers of 21 February 2012 No. 133 “Regulations regarding the state fee for a personal identification service of documents ’is appropriate and consistent with the European Union and also the idea promoted in Latvia that the identity card (eID) is considered on the basic identity document of each person.
- ✓ An identity card or electronic identification card is a person supporting document. In the territory of Latvia, an identity card may completely replace the passport.

How long it takes to get an answer?

- ✘ If you have send the aplication by post, you will recieve reply within seven days. Electronically submitted requests are answered with in three days.
- ✓ If you have sent the application by post, you will receive a reply within 7 days. Electronically submitted requests are answered within 3 days.

The use of clear and simple words and expression

Avoid foreign words, abbreviations, complicated texts.

Remember the grammar rules and consistency (chatty or professional)

BOT ANSWERS

Let's go to dinner? Marry me? Will you go to the cinema with me?

- ✗ Oh, my Huggy Bear, of course.
- ✓ Thank you. I'm busy at the moment.
- ✓ Thank you for your invitation. I will think.
- ✓ Thanks for the invitation! Possibly.

I'm not doing well today.

- ✗ That`s sad.
- ✗ Eh. Who`s feeling good anyways?
- ✓ To keep things running smoothly, I offer one of our services.

The answer must be professional, avoid familiarity.

The answers should lead the conversation in the **desired direction**, reminding the purpose of the bot.

BOT ANSWERS

Are you on Apple Street?

- ✘ Yes.
- ✓ Our address is Apple Street 1B.

Can I only pay with a card?

- ✘ No. In cash.
- ✓ You can pay for the services by card, cash, or bank transfer.

Do you have chocolate?

- ✘ Unfortunately, it seems to me that we only have three types, because the assortment was changed.
- ✓ We offer three types of chocolate.

Use full sentences.

Structure the sentences with the appropriate meaning, do not overwhelm the user.

BOT ANSWERS

Today is terrible outside.

- ✘ Yes, indeed.
- ✘ Agree on that.
- ✘ Sure. How may I assist you?
- ✓ We can talk about the organization`s services in all kinds of weather.

Use answers reusable for other weather conditions, such as «the sun is shining», «Oh, it is raining, again» etc.

Are you a human?

a few seconds ago [ADD](#)

B

Sure am! What made you think I wasn't?

in a few seconds

Humanlike **not human**

Are you a human?

a few seconds ago [ADD](#)

B

Beep boop. Nope, I'm your friendly chatbot assistant 🤖

in a few seconds



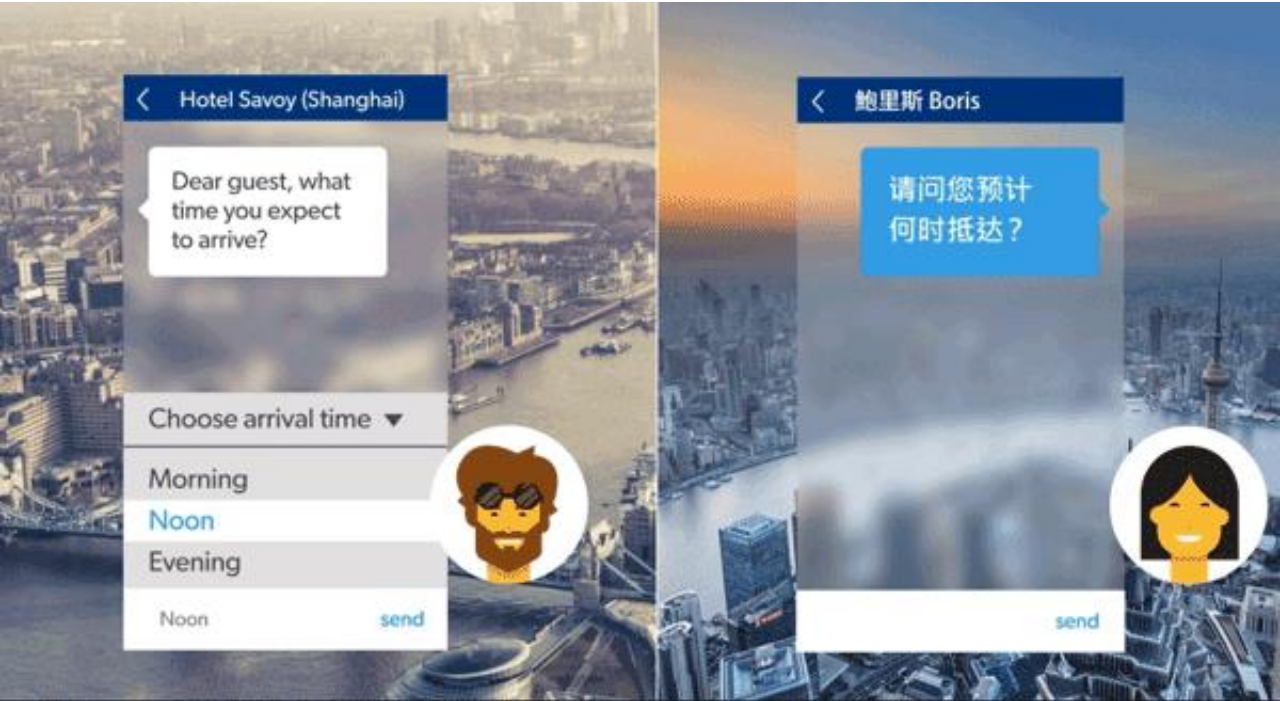
DESIGN





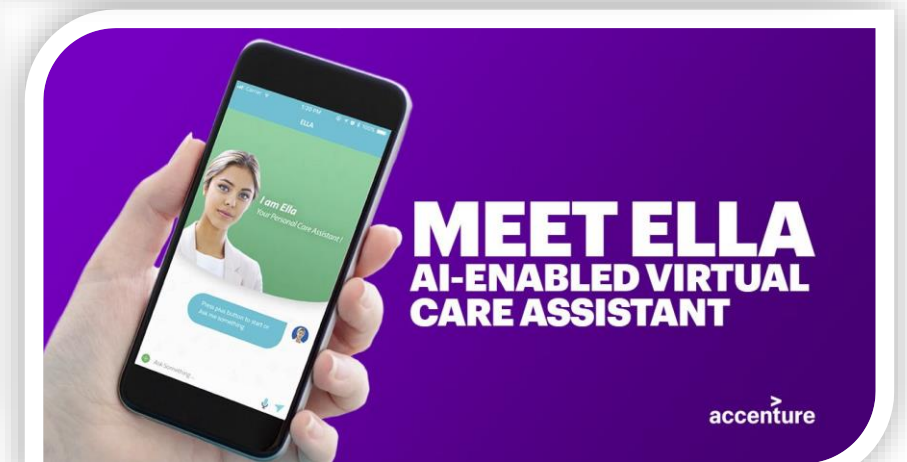
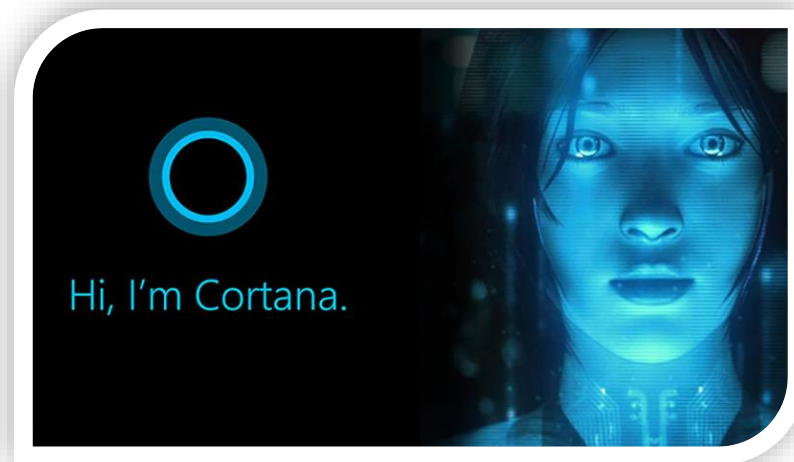
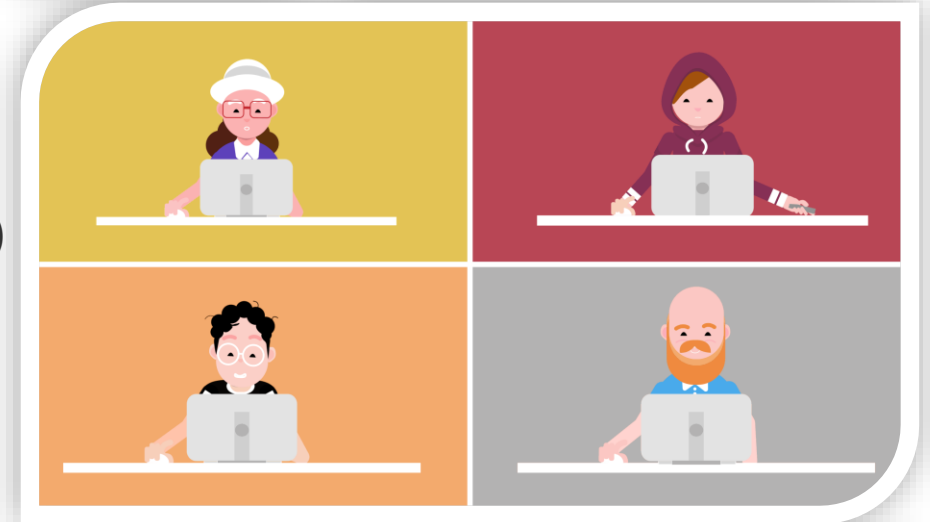
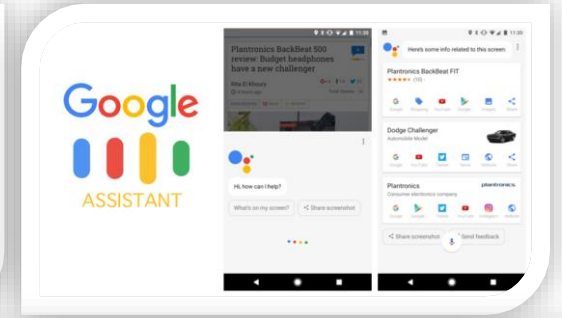
DESIGN MUST BE ALIGNED WITH BRAND IDENTITY OR CAMPAIGN STYLE GUIDELINES

Booking.com



TYPES OF CHATBOT CHARACTERS

1. A brand element **without** clear personality (as text/logo, Google, big corporations etc.)
2. An abstract character with **robot** personality
3. Existing **Mascot** (Cortana avatar from Halo game, campaign, events)
4. Persona character and **personality** (human, illustrated or animated, 3D, flat design, etc.)



EXAMPLE OF CHARACTER SET

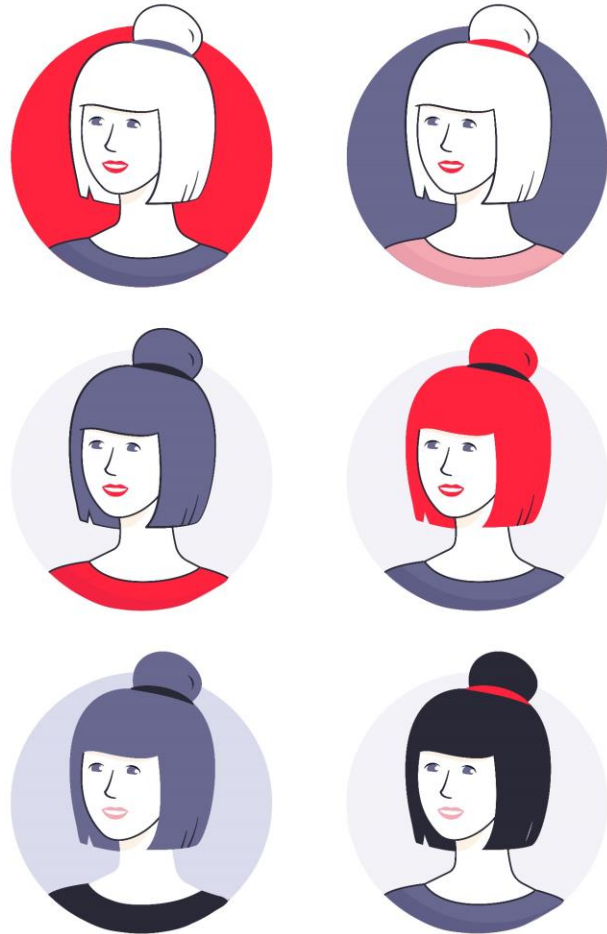
UNACHARACTER



EXAMPLES OF CHARACTER

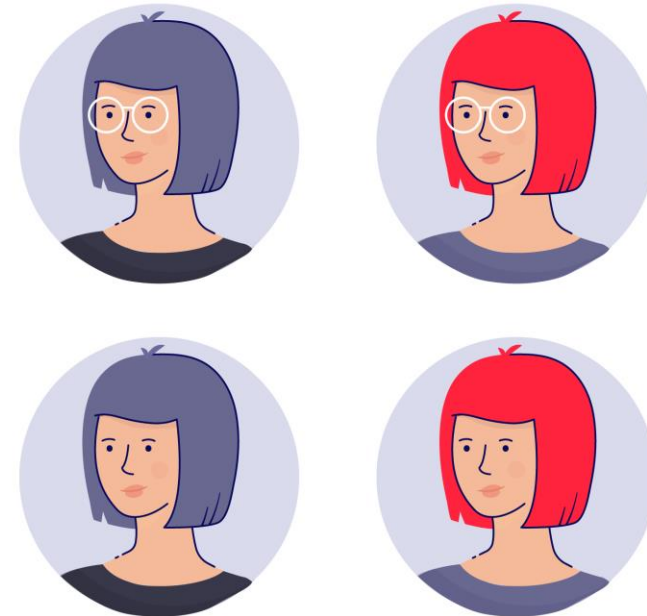
LATVIJAS BANKA
EIROSISTĒMA

01 MONA



LATVIJAS BANKA
EIROSISTĒMA

02 MONA



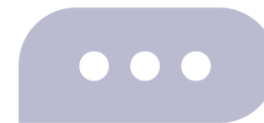
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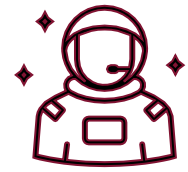
Final set

LATVIJAS BANKA
EIROSISTĒMA



Palīdzība





Thanks!