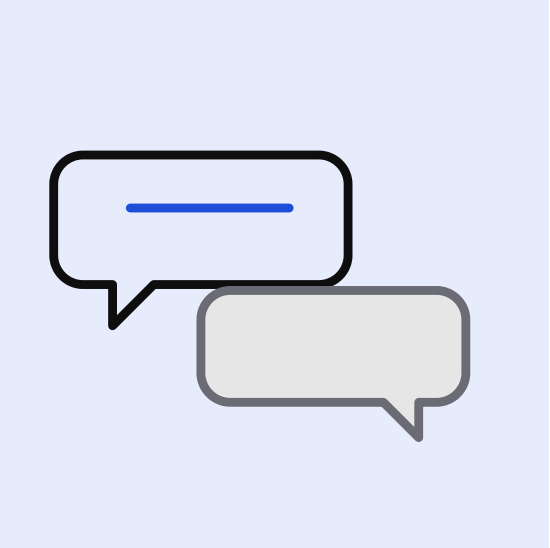
Discipline

Conversational design

Designs how a person converses with a system, by voice or in writing, as in voice assistants and chatbots, drawing on how conversations between people are organized.



In Spanish

Diseño conversacional

Origin

Conversation analysis applied to assistant design (Moore and Arar, 2019)

What it deals with

Talking is natural for people, but many assistants can't follow a conversation: they don't understand clarifications, repetitions or changes of topic.

Principles

Turns and sequences

A conversation is organized in pairs, such as question and answer, that can be expanded.

Repair

Let people ask for repetition, clarify or correct.

A few basic actions

What the person can always do: repeat, ask for help, go back or exit.

Applications in design

✓ Use it like this

Write sample dialogues and read them aloud before designing the flow.

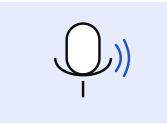
✗ Avoid

Designing a menu disguised as a conversation.

👁 Don't fall for it

Plan what happens when the system doesn't understand: it will happen more often than you think.

Especialidad

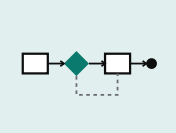


Specialty

Voice UX

Designs interfaces that are used by speaking, with no screen or almost none.

Methods and tools



Artifact

User flow

The step-by-step path a person follows to complete a task in a product.



Method

Role playing

Acting out a future situation with simple objects to come up with and test a product or service.



Method

Wizard of Oz

Testing a system that doesn't exist yet, with a hidden person acting as the machine.



Method

Usability testing

Watching real people attempt tasks with the product to find out where they get stuck.

Connections

Builds on

- Cognitive psychology
- Cognitive load

Related to

- Interaction design
- AI design
- Multimodal interaction

Authors and works

2019	**Robert J. Moore and Raphael Arar**	Applied conversation analysis to assistant design and proposed a framework with reusable patterns.

Sources

Original sources

- Moore, R. J., & Arar, R. (2019). Conversational UX design: A practitioner's guide to the natural conversation framework. ACM. View source (https://doi.org/10.1145/3304087)
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