

# **Advanced Conversational Interface Design**

Course Brochure





*We are a professional organization dedicated to the advancement of conversational AI technologies through thought leadership, knowledge sharing and by bringing best talent and businesses together.*

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**3 years**

of conversational AI workshops, lectures, events, product development and community building

**2493+**

members from all around the globe, equal split between Design, Engineering, Product and Research

**100%**

by practitioners for practitioners. Our community is platform agnostic and not influenced by sponsors or investors





## Meet our team



**Guy Tonye**  
Software Engineer,  
Founder

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Guy has a wealth of experience with building and bringing to market successful products. He is dedicated to growing engineering talent in the world and helps practitioners advance their careers.



**Polina Cherkashyna**  
Product Manager,  
Founder

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Polina's core competency is product strategy and growth, she also holds several Cambridge Certificates in teaching methodologies and helps make every course session efficient for our students.



**Tim Bettridge**  
Product Designer,  
Founder

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Tim is a futurist, technologist and an experienced conversation designer. He leads our Civic Lab and brings a practical lense to this course through small group assignments and individual project work.



## About this course

This course was developed for practitioners, who already have experience with conversation design and would like to deepen and systematize their knowledge, as well as for professional Product Designers and UX Designers, who would like to transition into this new field.



## Step-up your career

This live cohort course is structured in a way, that will help you get hands-on experience designing conversations, build your portfolio and get in front of your future employers. Each week's readings, lectures, workshops and home assignments will take you one step closer to your capstone project presentation.



# Optimized for remote learning

We developed this course using the latest teaching methodologies, which will help all types of learners gain deep knowledge and maintain it long-term. We also utilize a set of online tools, which ensure efficient remote collaboration.

Each week includes:

- ★ Upfront readings and videos
- ★ In-person interactive lecture
- ★ Small group work on a practical assignment
- ★ Personalised practical home assignment
- ★ In-person reviews and feedback



# Course Syllabus (1/2)

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## Week 0

### Onboarding and Introductions

- 0.1 What to expect in this course.
- 0.2 The course tools and tech stack.

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## Week 1

### Conversational AI Essentials

- 1.1 Quick overview of past, present and strategic future of conversational interfaces.
- 1.2 Present industry landscape: Chatbots, Voice assistants, Hearables, Wearables, Spatial Computing (AR,VR,XR).
- 1.3 Machine learning basics: NLP, NLU, NLG.
- 1.4 Platforms: Alexa Skills & Google Actions.
- 1.5 Tools: Miro, Voiceflow, Bot Society, Google Action console, and the Alexa developer console.

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## Week 2

### Identifying Opportunities & Early Validation

- 2.1 Uncovering user needs.
- 2.2 Identifying Opportunities.
- 2.3 Ideation (Divergent thinking activities).
- 2.4 Concept Evaluation (Discussion around product impact / effort sizing & group dot voting).
- 2.5 Hypothesis driven validation: Identifying risks, designing tests & refining value proposition.
- 2.6 Rapid prototyping: Personality design, sample dialogs, 'wizard-of-oz' testing, concept development.

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## Week 3

### An Intro to Key Ethics & Accessibility Considerations

- 3.0 Chatbots for children: Ethical considerations.
- 3.1 Recognizing exclusion: Finding for who the conversational experience is broken.
- 3.2 Define belonging: Equity, Inclusion, and Diversity.
- 3.3 Inclusive Personas: Define and build an inclusive persona.
- 3.4 The power of participatory design and co-creation: Tactics and techniques.



# Course Syllabus (2/2)

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## Week 4

### Design Principles, Best Practices and High Fidelity Prototyping

- 4.1 Discoverability and navigation: How to make users understand what to do and be consistent in navigating through dialogue.
- 4.2 Grice's Cooperative Principle and maxims of conversation.
- 4.3 Applied: Best practices of CUI design.
- 4.4 Conversation repair: Mitigate the current frustrating experience of conversational interfaces.
- 4.5 High fidelity prototyping & usability testing.

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## Week 5

### Multimodal Hybrid Interfaces, New Applications & Advanced Techniques

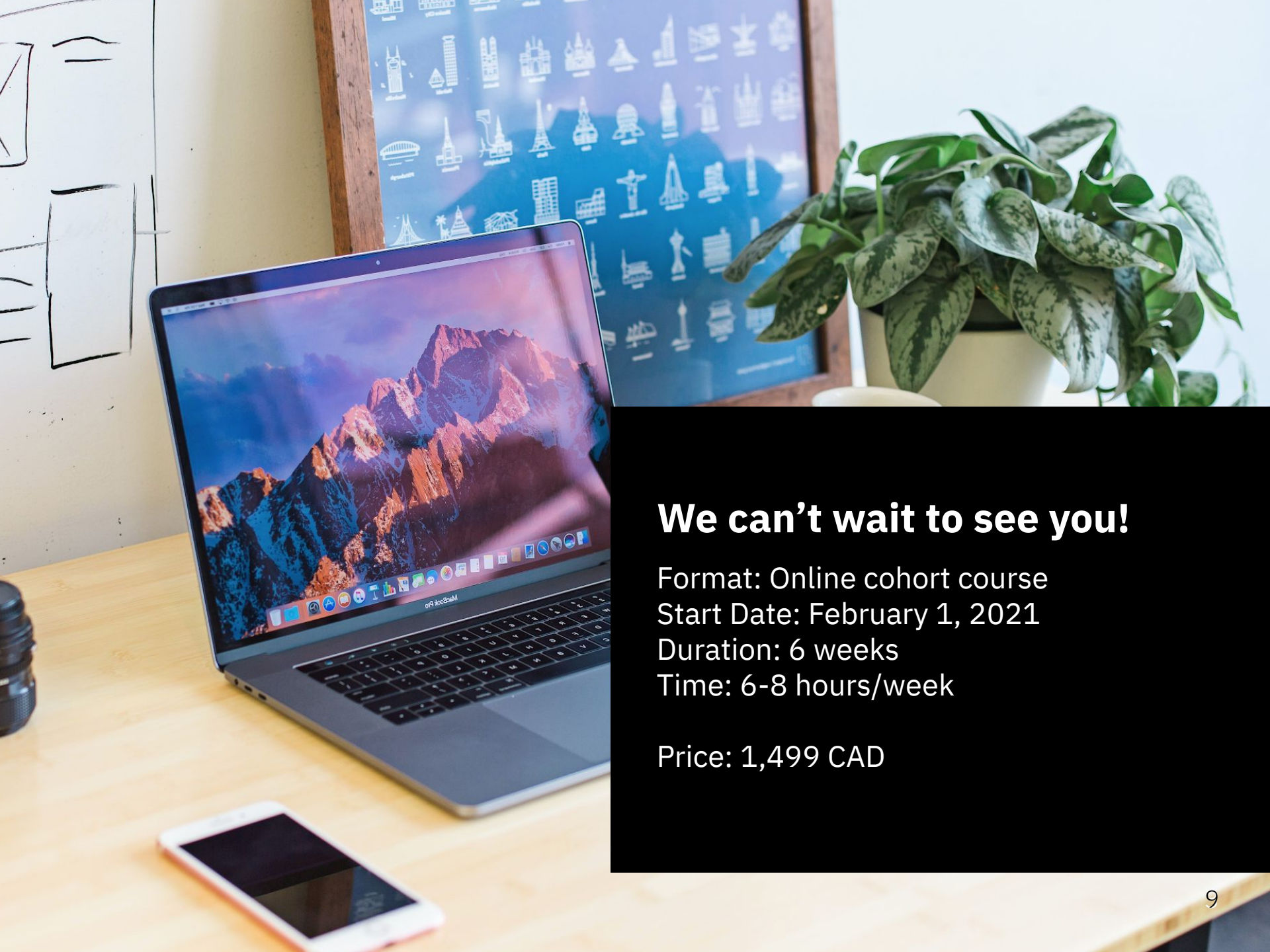
- 5.2 Location & Context: intro into; on-the-go use cases, the importance of location context (the current and future states), and on-the-go design considerations.
- 5.1 Multimodal Interfaces: intro; car infotainment, smart displays & hybrid mobile-to-speaker interactions.
- 5.3 Multimodal: Build with screen and location capabilities in the user journey.
- 5.4 Designing for virtual and augmented reality: The other on-the-go assistant.
- 5.5 AI-assisted design: Include recommendations, prediction, and analysis for more personalized interactions.
- 5.6 An intro to open-domain conversational AI.

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## Week 6

### Team concept presentation & design critique

- 6.1 All teams present their concept and get mentor review and peer feedback.
- 6.2 Closeout celebration and certificates awards ceremony.



## **We can't wait to see you!**

Format: Online cohort course

Start Date: February 1, 2021

Duration: 6 weeks

Time: 6-8 hours/week

Price: 1,499 CAD



# Enroll today!

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