

Foundations in Conversational Experience Design

Course Syllabus



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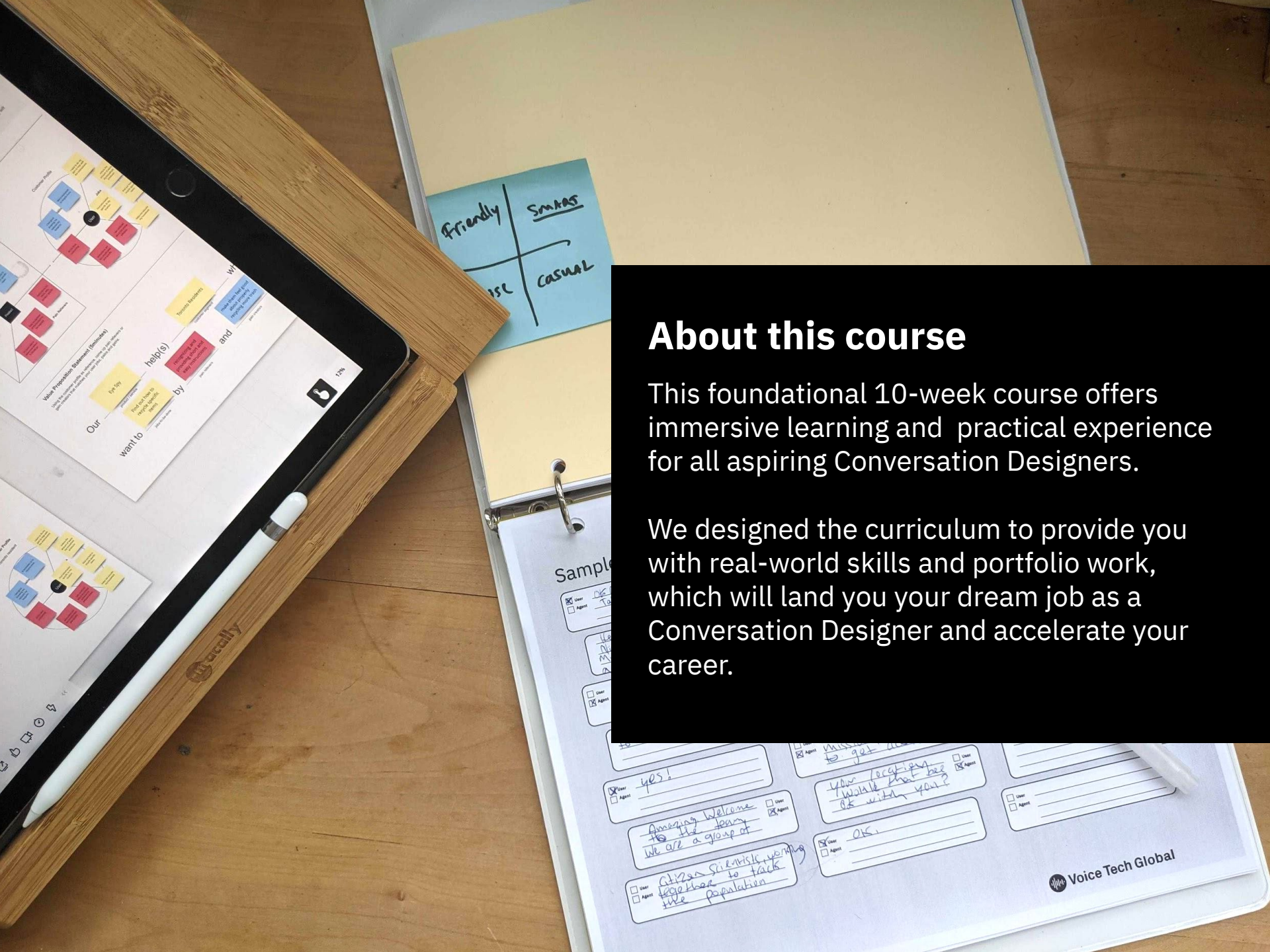
Detailed Syllabus

Week by week view of the course topics.



Course Overview

Objectives, Methodology, Week Structure



About this course

This foundational 10-week course offers immersive learning and practical experience for all aspiring Conversation Designers.

We designed the curriculum to provide you with real-world skills and portfolio work, which will land you your dream job as a Conversation Designer and accelerate your career.

Course objectives

Our vision is to create a certification program, which would be recognised by the major employers in the field and offer practitioners access to the latest techniques and best practices in Conversational Experience Design.



Real-world experience

Get hands-on with prototyping, design, testing, versioning and more.



Polished Portfolio

Design a unique and complex experience and build portfolio case study.



Employment Opportunities

Get in front of our network of industry leaders and improve your chances of landing a great job.

Guardrails

- This is a practical course and it requires carrying out multiple assignments in class and as homework. You should budget 10-12 hours per week to be successful in this program.
- This course is structured with focus on design thinking and the iterative product design process as applied to Conversation Design.
- Participant's won't learn to code as part of this course.
- This course is tool and platform agnostic.



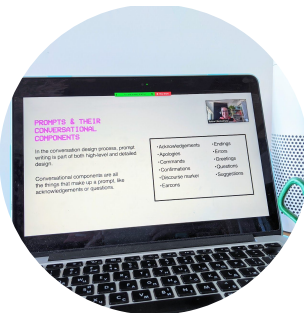
Week structure

The course runs over 10 weeks and each week is structured to reflect our teaching methodology.



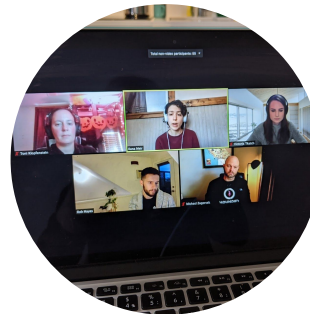
Preliminary readings

Are sent at the beginning of each week. This helps practitioners catch up on topics they may not be familiar with and helps reflective students feel more confident in live sessions.



Live Session

In a 3 hour session we cover all the key concepts through inductive tasks and group interactive activities.



Office Hours

One hour midweek session designated for participants, who have questions, missed a session, or otherwise need assistance.



Individual homework

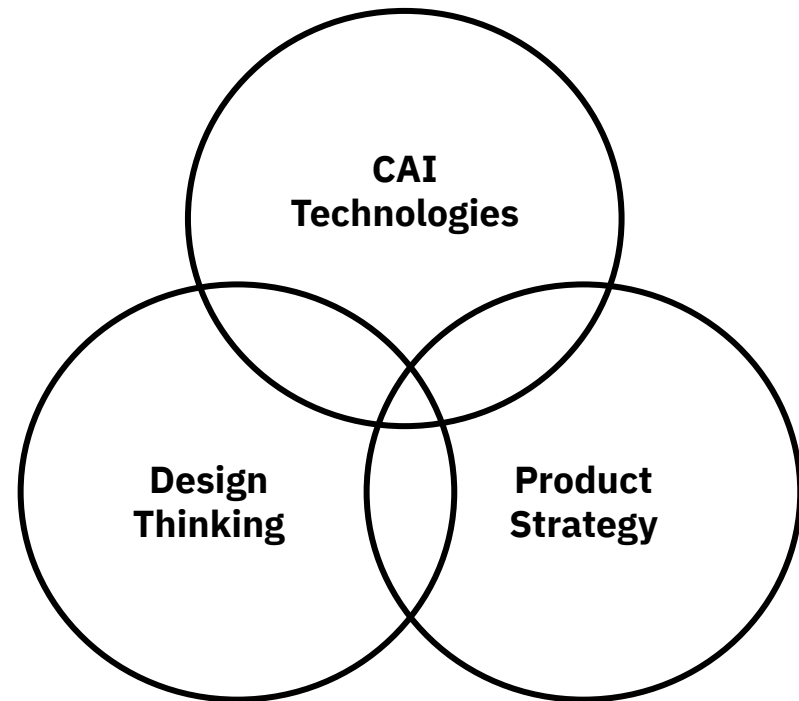
Each participant is assigned homework, which replicates the activities and techniques introduced in the live session but applied to their unique Capstone Project.

Product-first approach

We believe that successful design isn't possible without a cross-disciplinary approach, which puts product value first and is rooted in understanding user needs and jobs.

Key learning outcomes:

- Leveraging user research to define the right use cases for conversational experiences.
- Rapid prototyping for validation testing and continuous iteration.
- Working with engineering teams efficiently through the product design process.
- Crafting natural and compelling multi-turn dialog.
- Bringing your conversational interface to life through personality design and styling.
- Testing and evolving your experiences.



Capstone Project Approach

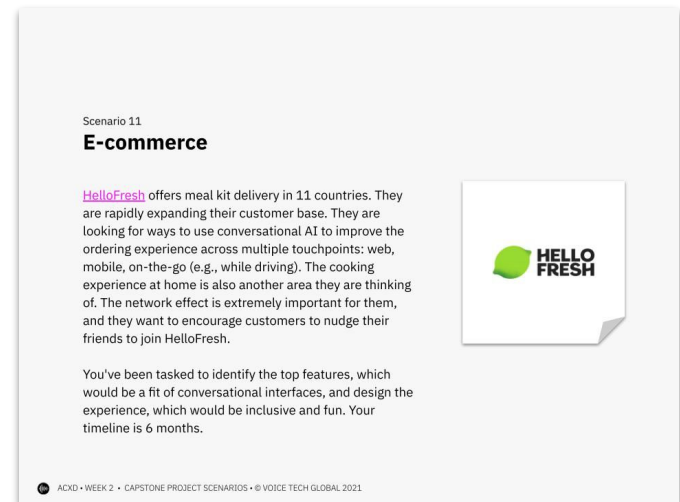
Certification Requirements

Capstone Project Scenarios

We designed a selection of Capstone Project scenarios letting each course participant select one unique case study to add to their portfolio and more importantly practice complex multimodal conversational experience design.

How we designed these project scenarios

- It's a well-known brand.
- The scenario includes a research dossier, which ensures you design your conversational experience starting with real user needs. .
- All scenarios can lead to a level of multimodality and require designing be both chat and voice interfaces.
- All scenarios are in the domains where we have partners, how are ready to provide feedback at the final readout.

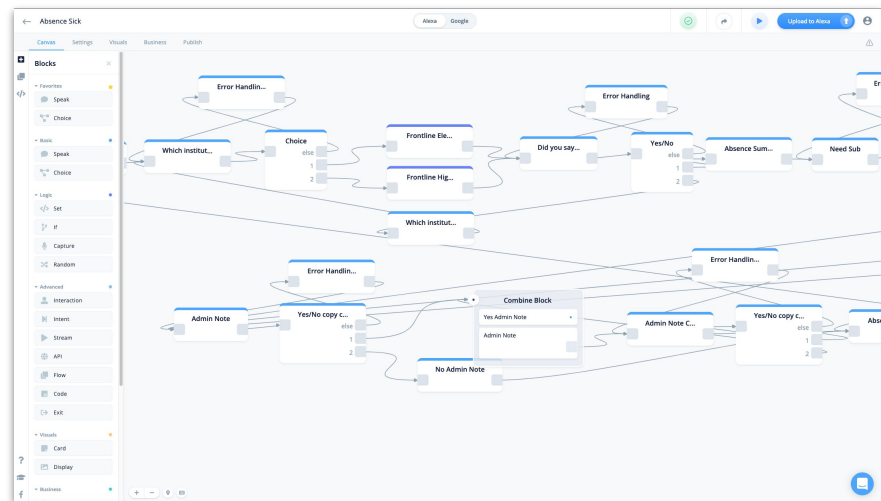


Certification Requirements

The final readout is a summary of the individual work each participant has carried out in the course of 6 weeks on their Capstone Scenario.

In order to obtain your certification, the Capstone Project must include:

- Conversation Flow Map, which demonstrates the happy path, conversation repair, onboarding, personality and styling.
- User testing insights & design iterations.
- Live or prerecorded demo.



Course Syllabus

Weekly Topics Overview

Course Syllabus (1/3)

Week 1

Understanding Conversational AI

- 1.1 What is conversational AI?
 - 1.2 A History of conversational interfaces
 - 1.3 The conversation designers role
 - 1.4 Understanding how ML works (intent, utterance, entity)
 - 1.5 First & third party applications (skill, action, chatbot)
 - 1.6 Hardware ecosystem - embodiments
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Week 2

CAI Product Development

- 2.1 End-to-end CAI product development
 - 2.2 Continuous validation and iteration
 - 2.3 The right fit for CAI?
 - 2.4 Finding and framing opportunities
 - 2.5 Competitive analysis & benchmarking
-

Week 3

Concept Generation & Development

- 3.0 How to write great ideation prompts
- 3.1 Concept generation
- 3.2 Evaluating your ideas
- 3.3 From napkin sketch to Shrek model, maturing your concept
- 3.4 The conversation canvas
- 3.5 Sample dialog writing & role-play

Course Syllabus (2/3)

Week 4

Prototyping: Low Fidelity

- 4.1 Why we prototype
- 4.2 What is design thinking?
- 4.3 Roleplaying and sample dialog writing
- 4.4 Wizard of Oz prototyping
- 4.5 Remote user testing

Week 5

Conversation Design Principles & Best Practices

- 5.1 Paul Grice and the co-operative principle
- 5.2 Best practices for voice user interface design
- 5.3 Best practices for chatbot design
- 5.4 IVR and the future of telephony integration
- 5.5 Multimodal, voice first design

Week 6

Personality Design

- 6.1 Personality and why it's important
- 6.2 The personality design canvas
- 6.3 Expressing with language and tone
- 6.4 Expressing visually
- 6.5 Expressing with sound
- 6.6 A styling framework

Week 7

Prototyping: High Fidelity

- 7.1 High fidelity prototyping
- 7.2 Testing for usability and accessibility
- 7.3 Onboarding to design tools
- 7.4 Understanding context, memory, onboarding, and discoverability



Course Syllabus (3/3)

Week 8

Deploy & Evolve

- 8.1 Engineering 101: versioning, language/localization, dynamic data, feasibility
- 8.2 Delivering a CAI product requirements document
- 8.3 Analytics and evolving your product with data
- 8.4 Performance improvement (feedback loop) and maintenance
- 8.5 Working with stakeholders

Week 9

Crafting your career trajectory

- 9.1 Portfolio
- 9.2 Volunteer roles, hackathon, civic technology efforts
- 9.3 Jobs market, roles
- 9.4 Take ACxD course, Mentorship programs
- 9.5 CxD Interview

Week 10

Capstone Project Presentations

- 10.1 All students present their concept and get mentor review and peer feedback.
- 10.2 Closeout celebration and certificates awards ceremony.





Apply today!