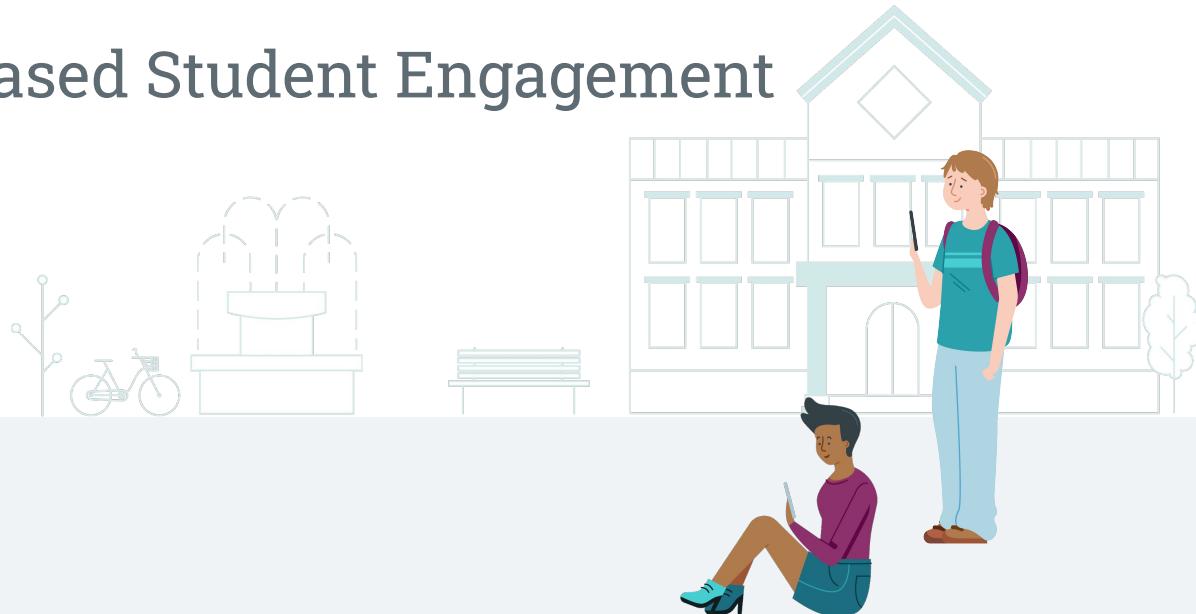


Campaign & Script Best Practices

Principles for Increased Student Engagement



What is Conversational UX Design?

Conversational UX Design is a field at the intersection of User Experience Design and Conversational Analysis.

User Experience Design



Creating Meaningful & Relevant Experiences



Understanding Usability & Functionality

Conversational Analysis



Decoding Conversation Conventions

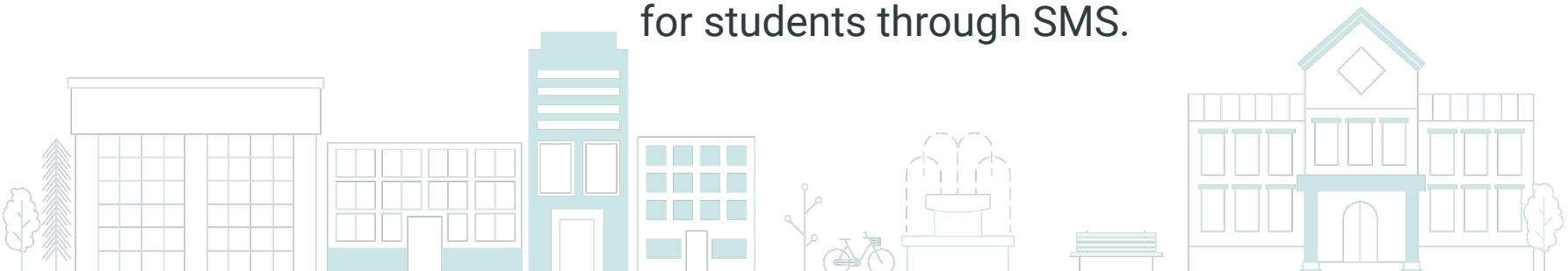


Classifying Sociolinguistic Interactions

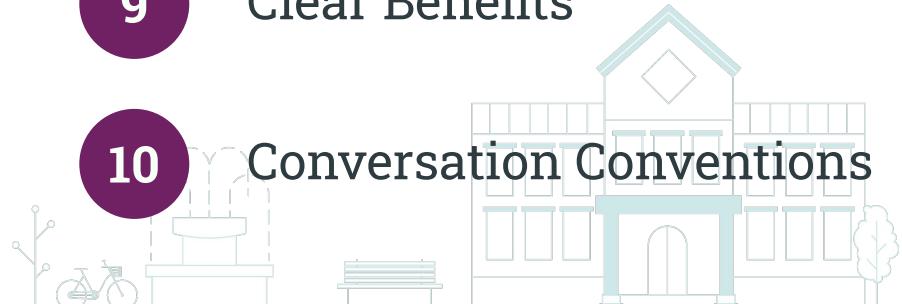
Our Principles

Navigating **conversation-design** is hard, but it remains a necessary component of chatbot development.

These principles will help designers and developers alike in producing **novel, engaging, and meaningful** experiences for students through SMS.



- 1 Have Purpose
- 2 Just In Time
- 3 Brief And Casual
- 4 No Rhetorical Questions
- 5 Keep It Accessible
- 6 Chatbot Emotions
- 7 Ask, Don't Assume
- 8 Check Availability
- 9 Clear Benefits
- 10 Conversation Conventions



1

Have Purpose

What's the desired outcome?



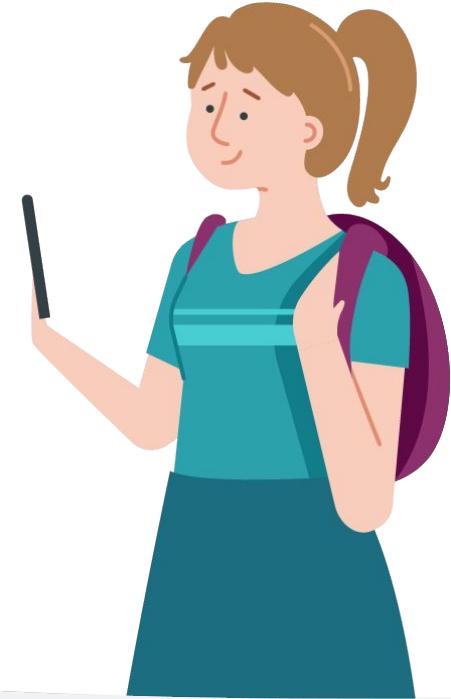
Have Purpose: Intentional Campaigns

- **Explicit goals** or expected outcomes should be clear in messaging.
- **Informative content** helps establish and build trust.
- **Meaningful examples** can increase understanding of expected outcomes.
- **Helpful resources** support the value of campaign content.

2

Just In Time

What time is the right time?



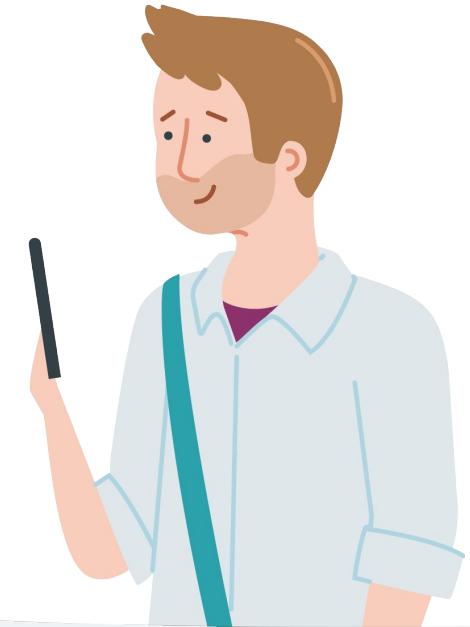
Just In Time: Yielding High Engagement

- **Plan effectively** around academic milestones and course requirements.
- **Timely information** leads to major spikes in engagement.
- **Spark behavioral change** with “just-in-time” interventions.
- **Increase perceived value** by using relevant and helpful information.

3

Brief And Casual

What kind of conversation is this?



Brief And Casual: Inherently Informal

- **Character limit** restricts messages to 160 characters or less.
- **Short and sweet** messages create a friendly, familiar tone that is well received.
- **Restrict formalities** and opt for more informal communication.
- **Less than 3** messages in sequence per campaign to avoid fatigue.

No Rhetorical Questions

Which questions work best with SMS?



No Rhetorical Questions: Aim for Answers

- **Asynchrony** makes it hard to determine what questions to answer.
- **Wait for a response before asking additional questions.**
- **Limit questions** to one question per message.
- **Provide context** before questions to help students formulate answers.

5

Keep It Accessible

Do emojis and gifs have universal meanings?



Keep It Accessible: Achieve Understanding

- **Message intent** should be clear, regardless of presence of media.
- **Supplement** messages with media, rather than replace words.
- **Simplicity** rather than complexity leads to comprehension.
- **Emoji meaning** varies, so carefully research each to avoid problematic usage.

Chatbot Emotions

Who am I talking to?

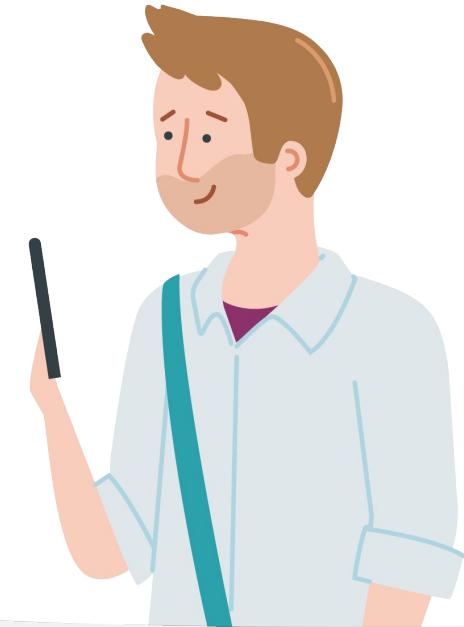


Chatbot Emotions: Establishing Persona

- **Careful not to assuming universal student experiences when crafting chatbot opinion.**
- **Share thoughts** on topics and events to increase interest and engagement.
- **Sympathetic responses** help build student-chatbot relationships.
- **Chatbot self awareness** can be emphasized to foster student disclosure.

Ask, Don't Assume

Do I know how they feel and what they think?

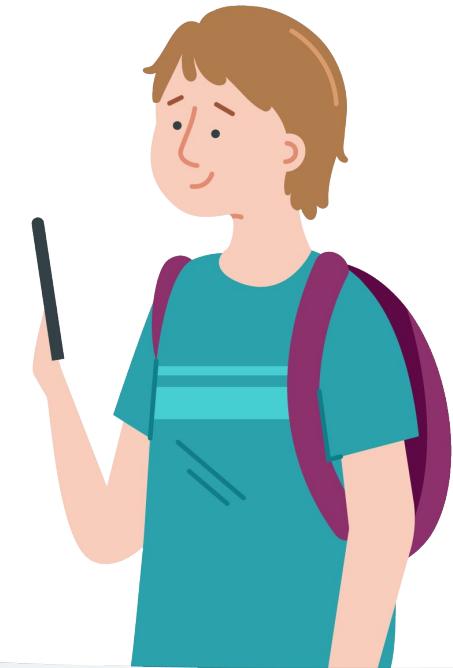


Ask, Don't Assume: Interrogating Assumptions

- Asking for student input helps increase student investment and interest in content.
- Establish trust with students by letting them know their input is valued.
- Blanket statements and generalizations risk alienating students.
- Improve insight by using multiple choice or open response questions to gather detailed response information.

Check Availability

Is now a good time for this communication?



Check Availability: Conversational Courtesy

- **Respecting** student time and availability leads to higher response rates.
- **Getting access** to student time leads to prolonged engagement from the student.
- **Create opportunities** to interact with students on a deeper level.
- **Conversation etiquette** that mimics human-human interaction.

Clear Benefits

Why should anyone care about this message?

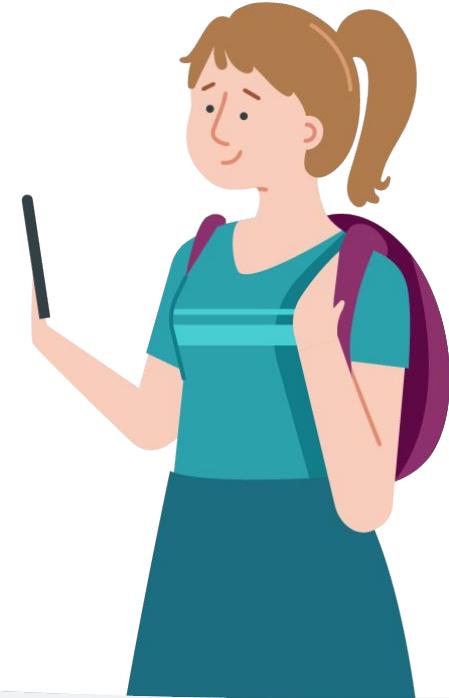


Clear Benefits: Actionable Incentives

- **Including benefits** or incentives increases student engagement.
- **Providing** valuable information in the campaign content builds student trust in chatbot communication.
- **Be explicit** about what the incentive or benefit is, and why its of value to the student.
- **Give an example** of incentive or benefit early in the campaign to help students persist through campaign.

Conversation Conventions

What makes this a conversation?



Conversation Conventions: Interaction Expectations

- **Openings and closings** provide clear indications of the start and end of discourse.
- **Give feedback** by acknowledging responses, regardless of the type of response received.
- **Take turns** in the discourse to ensure conversational flow, and encourage student interaction with chatbot.
- **Encourage interaction** by reminding students they can ask questions any time.

Putting Into Practice: Balancing Principles

- **Consider the context** of your campaign - achieve what principles you can without sacrificing readability, information digestion and campaign intent.
- **Choosing between principles** is bound to happen, and is expected. If you're being brief and casual, it isn't always possible to include robust openings and closings, or give students opportunities for feedback. Weigh your options carefully based on what your goal is.
- **Avoid over-application** by examining which principles are core to your campaign and which might be supplementary. Remember, the principles are guides, not rules.
- **Try different combinations** of the principles to see what works best for your students and what produces the best results.

Examples: Putting It All Together

Have Purpose: A single message includes intent and question for the student, keeping the content concise.

Brief & Casual: Lingo-isms and informal terms are another great way to save space.

Hey!👋 Just wanted to check-in & see if you'd checked out any of the student orgs or events on-campus. Have ya attended any events?👀 {Pls reply in 1 msg}

PROMPT

Open text input

Gotcha!👋 It's holiday season so don't forget to keep an eye out for cool holiday-centric events on campus! They're sure to be a blast!

No Rhetorical Questions: The question indicates that a response is expected, and includes directions for responding.

Examples: Putting It All Together

Check Availability:

Students who respond in the affirmative are more likely to persist through the campaign.

Ask, Don't Assume:

Checking student perceptions creates opportunities for improvement.

Hey **First Name**, do you have a sec to chat? {Pls reply Yes or No}

Y Yes

Cool! I just wanted to check-in & see how you're doing 😊 How is your semester going & how are you feeling about college? {Pls reply in 1 msg}

Conversation Conventions: Opening message acts as a greeting and signals the start of an interaction.

Congrats **First Name** !! 🎉 you've officially been in college for a month! What an exciting journey!

Journeys are a great time to reflect, and I've got a fun activity to help you reflect on your best self! Whaddya say, wanna try it? {Say yes or no}

Y Yes

Heck yes! This is going to be great. There are 4 questions that you'll need to answer before the end of the day (⏰ anyone?) I promise it won't take long!

Examples: Putting It All Together

Clear Benefits: First message introduces the student to topic of the campaign and makes it clear why it's useful.

Keep It Accessible: Each message uses media sparingly and to supplement the text content, not replace it.

I know it's crazy but you're already a couple weeks into the semester! So, time to start building good organizational habits to help you stay on track 🙌

Try reviewing your class syllabus 📚 It's got valuable information on study topics, HW deadlines & exams.

Make a calendar to keep you on track , or set reminders for yourself and you'll be golden. You've got this!



Just In Time: Providing guidance for student at the time of intervention, regardless of student response, is essential to establishing a strong connection with the student.

Ready to get started? Want to learn more?

www.AdmitHub.com

