



CHATBOT PLANNING CHECKLIST

10 QUESTIONS TO ANSWER



There has never been a better time to start a conversational UI project. However its still vitally important to plan your project carefully.

Fill out our chatbot project checklist to start planning your project.

ANSWER THESE 10 QUESTIONS ABOUT YOUR CHATBOT IDEA

1. What is the purpose of your chatbot?

Why do you want to create a chatbot? What do you want the chatbot to do for your business and how will it achieve your business goals?

2. What are the key goals of your chatbot?

What are the main aims of your chatbot?

3. How will you measure your chatbot's success?

How will you determine the success of your chatbot? What will your Key Performance Indicators (KPI) be?

4. Who is going to use your chatbot?

Do you have a clear idea about who is going to use your chatbot?

5. Where will your chatbot be deployed?

Your audience should drive your chatbot platform choice if possible.

6. What will your chatbot do?

Consider what sort of functionality the chatbot needs to provide and most importantly the conversations it will be able to support?

7. Will the chatbot have a character?

Will the chatbot have its own persona, will it have a character?

8. How will the chatbot create value?

Think about the overall chatbot experience for users. How will the chatbot ensure that users come back?

9. How will people find the chatbot?

How are you going to drive people to find and use your chatbot?

10. How will you look after your bot?

How will you monitor the chatbots performance after its launch?

CONCLUSION

After working through these 10 questions you should be well on your way to understanding your chatbot concept. Now you can start thinking about building it!

At the Bot Forge, we **specialise in building custom chatbots with the most advanced technologies** so feel free to [contact us](#) if you want to discuss further.

Good luck with your chatbot project!

thebotforge

The Bot Forge are chatbot developers and AI specialists with 20 years coding experience.

We provide chatbot and AI consulting and development services.

We leverage and build on top of market leading technologies to make chatbots that can be used on your **Website, Messenger App or Voice-enabled platform.**

www.thebotforge.io
info@thebotforge.io

