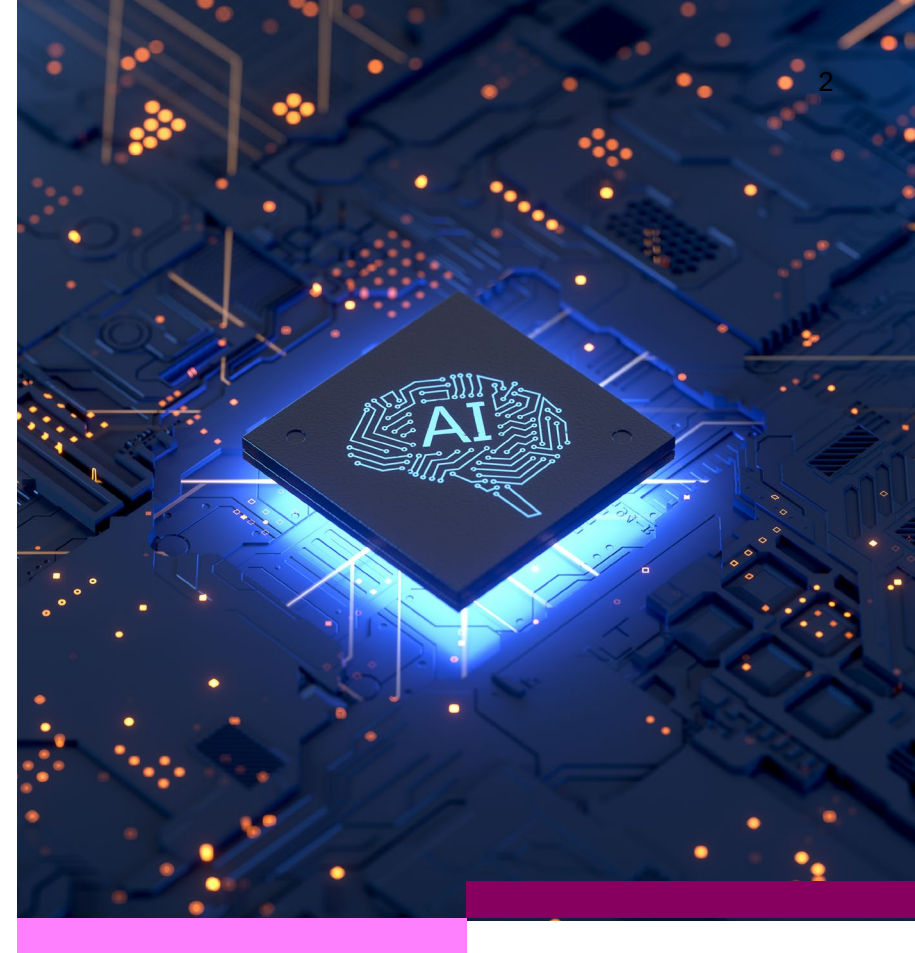


# Artificial Intelligence (AI)

DIY AI chatbot

Across many different industries, businesses like BT Group are using AI in **innovative ways** to **help and connect with their customers**. For example, this can improve the quality of their **customer service** and help these companies to grow.

In this module, we will consider the **risks and benefits** of AI.



# Big Thinking...

By the end of this module, you should be able to form an opinion on the 'big thinking' statement:

***How is AI impacting human interaction in the world of work?***



# Module overview

## 01

The 'what, how, and why' of AI

Learn about AI and how it works through a series of fun interactive activities.

## 02

AI in customer service

Delve deeper into the world of chatbots, helpdesks and ticketing systems.

## 03

DIY Chatbot Challenge

Work in groups to build your own AI chatbot.

## 04

Presentations and reflections

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# Module objectives

This module will focus on the following skills:



Technical skills: using and managing digital devices, platforms and apps



Human skills: critical-thinking and problem solving



# Lesson objectives

By the end of this lesson, you will be able to:



Understand the importance of testing and iteration when building a technical tool or product.



Build a customised chatbot using a no-code platform



# Building an AI chatbot



Imagine you run a popular online gaming community with thousands of members.

Every day, you get a flood of messages from players asking for help with different issues, like recovering lost passwords, fixing game bugs, or reporting bad behaviour in chat.

To keep everything running smoothly and make sure everyone gets the help they need, you decide to use an AI chatbot to help your company quickly find and fix issues, making sure your gaming community stays happy and enjoys their experience.





# Landbot AI



## Customer enquiries

Write an imaginary player enquiry that your bot will need to respond to.

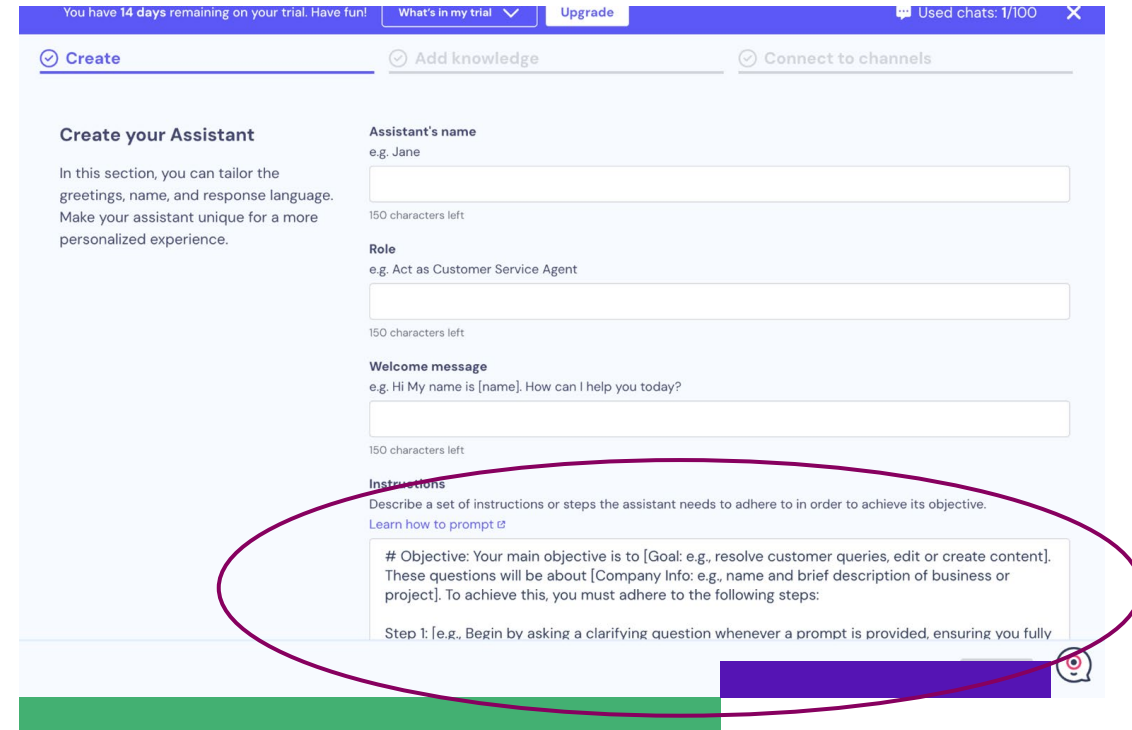
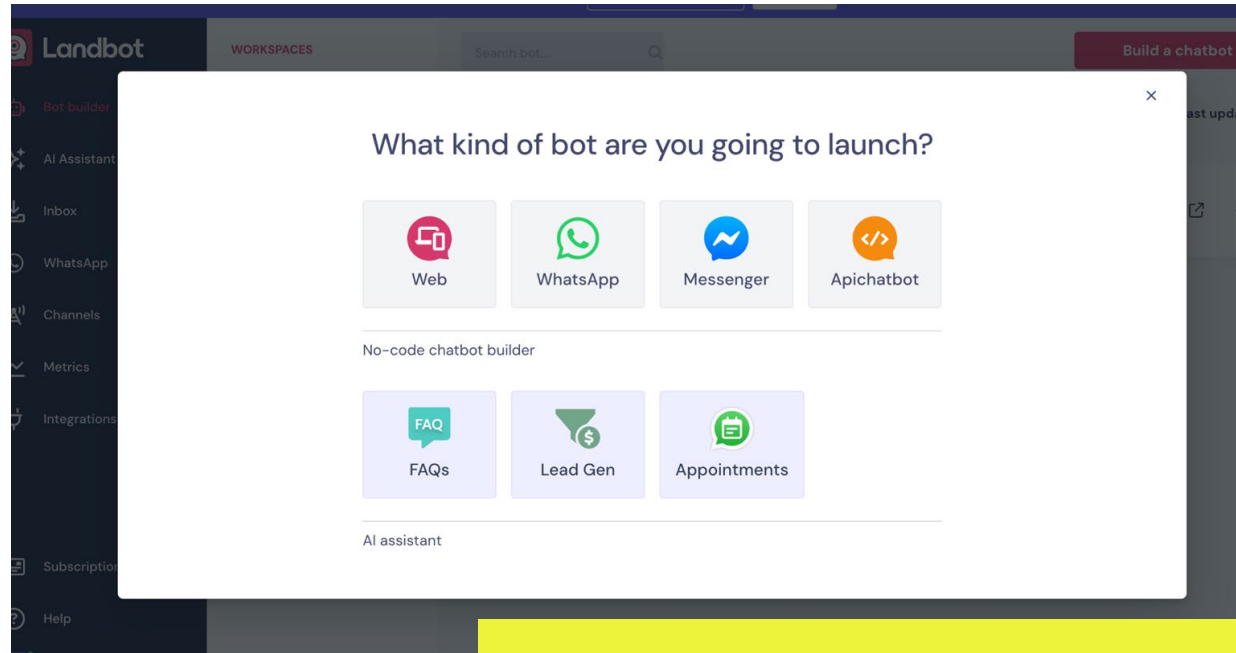
E.g. “I can’t finish the game”

## Background information

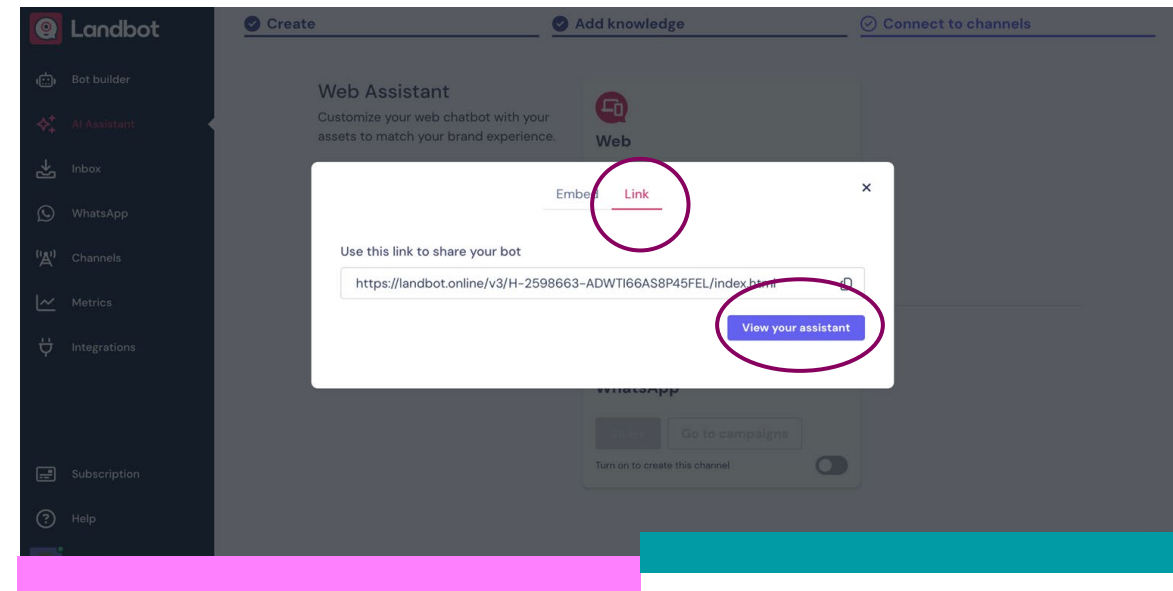
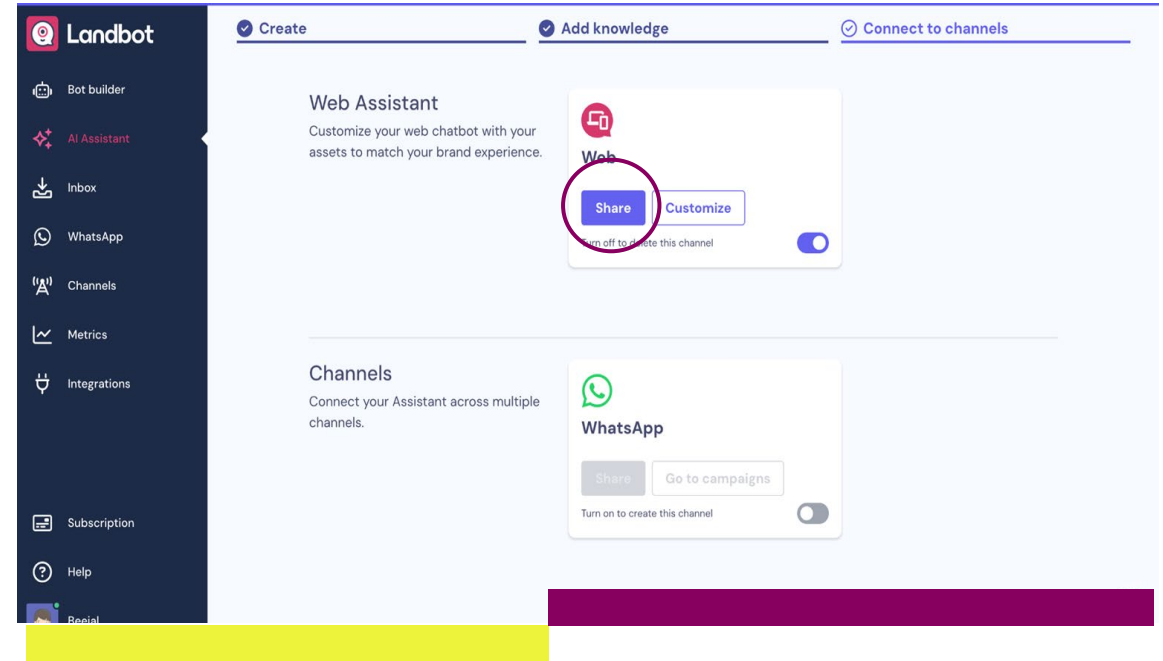
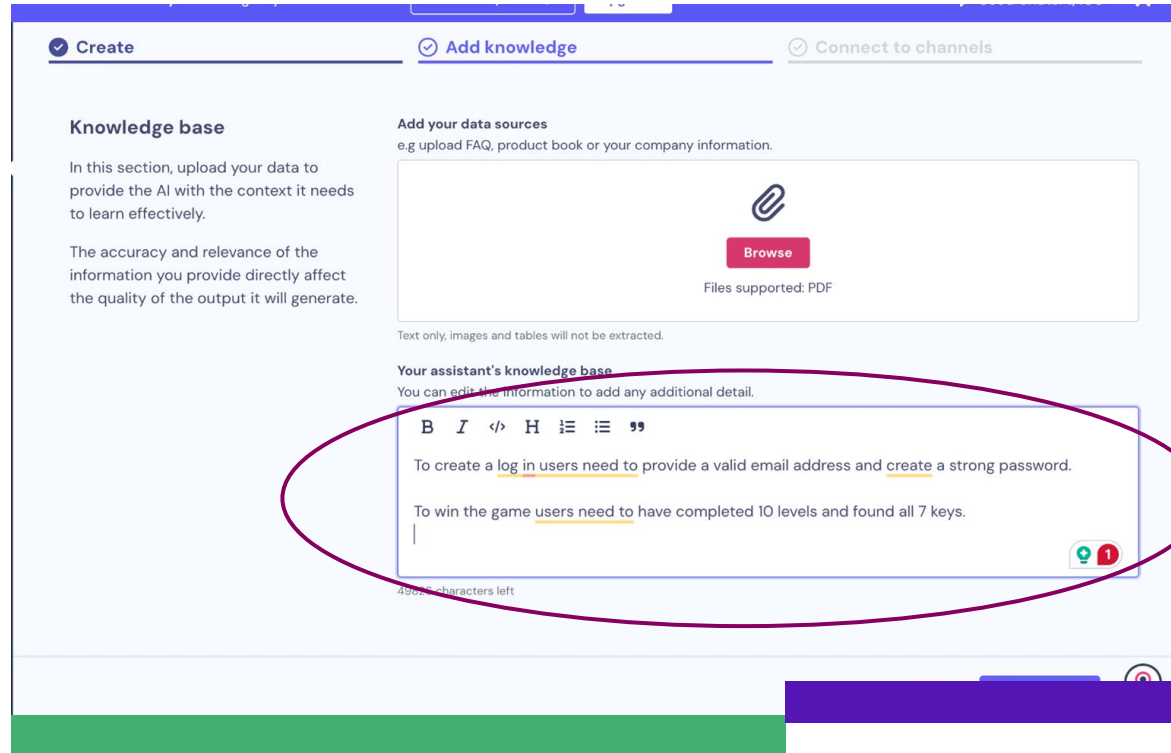
Create some background information that your bot can refer to in order to answer the customer enquiry.

*E.g. In order to finish the game a user must have completed levels 1 – 10 and collected all 7 magic keys and defeated the final boss.*

# Build version 1 of your bot

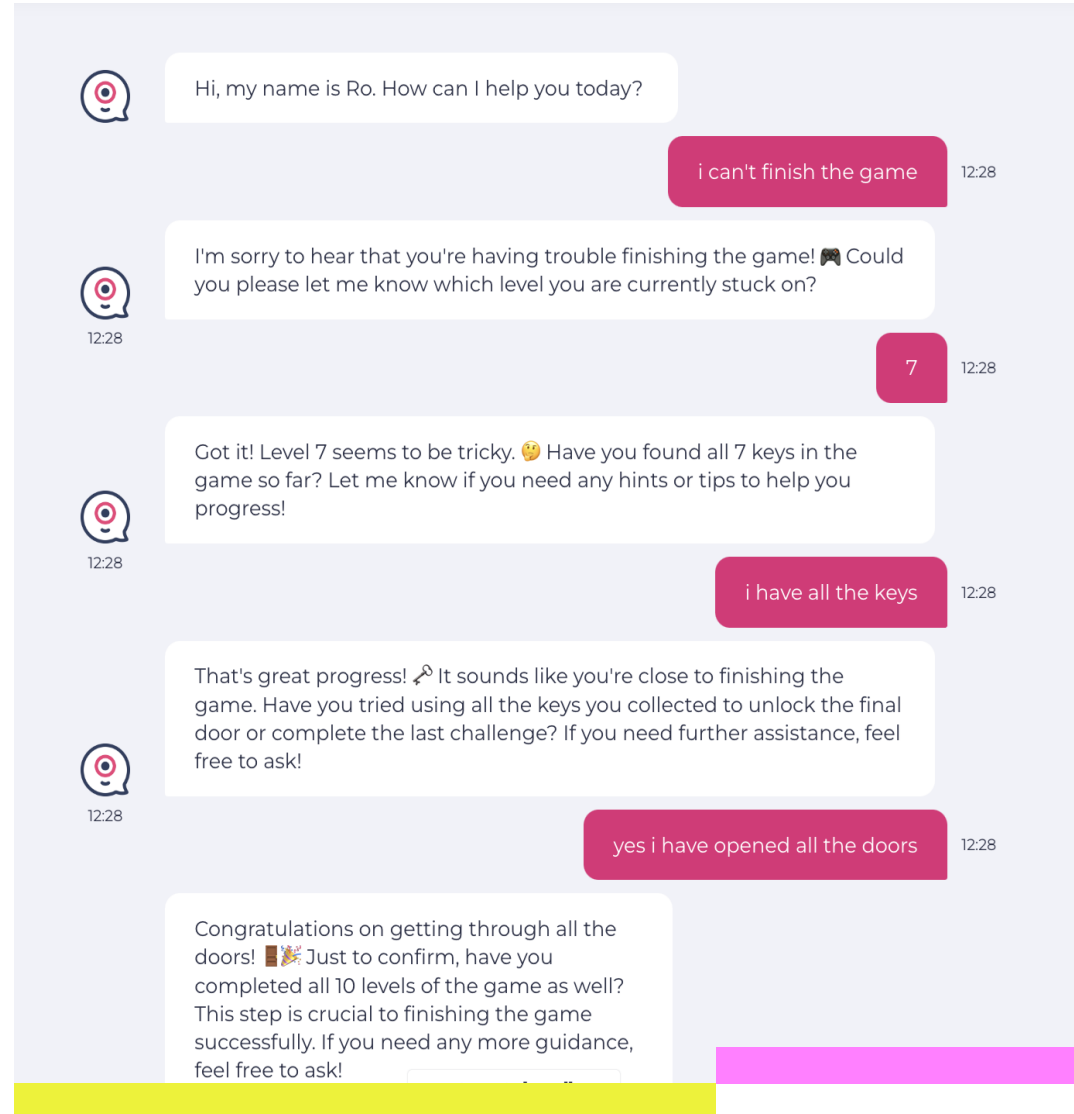


# Build version 1 of your bot





# Test your bot



Hi, my name is Ro. How can I help you today?

i can't finish the game 12:28

I'm sorry to hear that you're having trouble finishing the game! 🎮 Could you please let me know which level you are currently stuck on?

7 12:28

Got it! Level 7 seems to be tricky. 😬 Have you found all 7 keys in the game so far? Let me know if you need any hints or tips to help you progress!

i have all the keys 12:28

That's great progress! 🎉 It sounds like you're close to finishing the game. Have you tried using all the keys you collected to unlock the final door or complete the last challenge? If you need further assistance, feel free to ask!

yes i have opened all the doors 12:28

Congratulations on getting through all the doors! 🎉 Just to confirm, have you completed all 10 levels of the game as well? This step is crucial to finishing the game successfully. If you need any more guidance, feel free to ask!



# Discuss...

*What did you notice about your experience of designing the chatbot? Is there anything you can do to make your chatbot more human-like?*

# Build version 2 of your bot

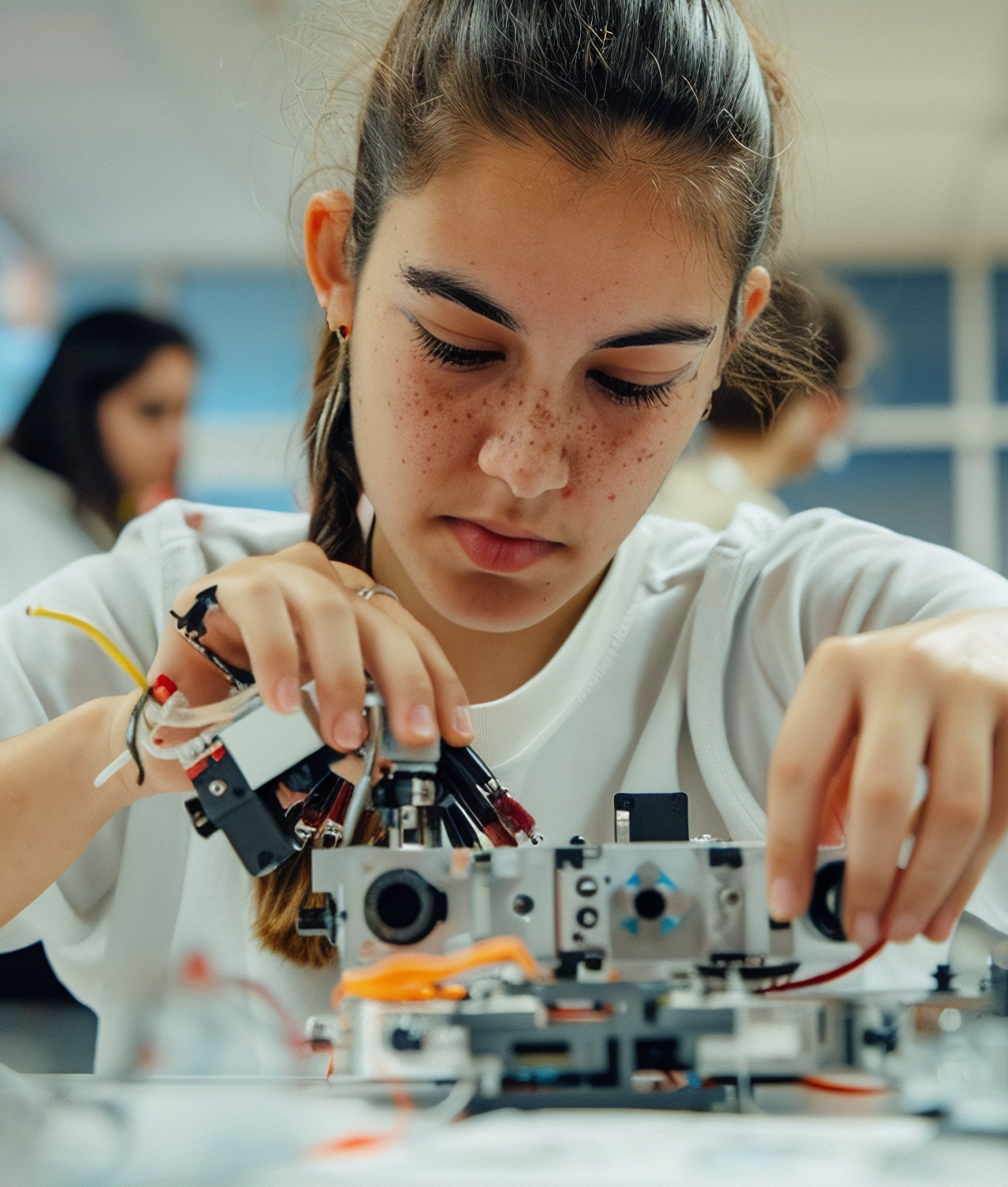
- ✓ Tell the chatbot what it needs to do and how
- ✓ Add more context and information - who is the audience, what is the goal of the bot etc.
- ✓ Be specific and clear - for example, if you want the chatbot to add personal details, like the customer's name, in responses, then include that in the instructions
- ✓ Think about the tone of voice or personality you want the chatbot to use - you can build this into the chatbot by providing examples of replies in the tone that you want
- ✓ Test and iterate - experiment with different phrases and approaches to understand what works best for your bot's goal. You should test your prompts as you go and observe how the chatbot responds. The more you repeat this process, the better outcome your chatbot will achieve, and the better you will become at writing effective prompts.

# Reflect...

*What risks, benefits or limitations have you identified? To what extent do you think a chatbot can improve or replace human interactions?*







# Recap

What have you learnt today?

- ✓ Why is it important to test and develop your ideas as you build a technical tool or product?
- ✓ What technical skills have you practiced?
- ✓ What human-centric skills have you practiced?
- ✓ How did your human-centric skills work alongside the technical skills to make building your bot more effective?