



# Chatbot Report 2018

*(Updated July 2018)*

Current landscape of how people create chatbots and how users expect to interact with them.

This report comprises several surveys results collected during the first half of 2018. The goal of these surveys was to understand better the process of creating a chatbot, the roles involved during the journey, and assess the ways users interact with our chatbots, and what expect them from those interactions.

Our mission at NAIZ (naiz.chat) is to improve the ways we interact with our chatbots. The truth is that chatbots mostly fail at those interactions, so we should assess and improve how we design and create these experiences. And you know, *“the definition of insanity is doing the same thing over and over again, but expecting different results”*.

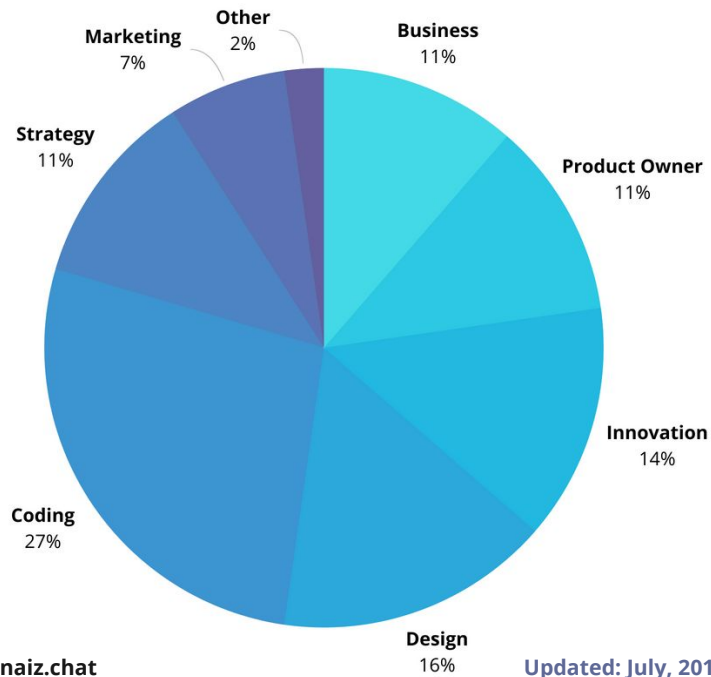
We want to thank all of you who participate in the surveys, in social media or on our site, and we hope these insights are useful for all the community.

**The NAIZ team**  
*naiz.chat*

# Creating chatbots

## Teams and tools

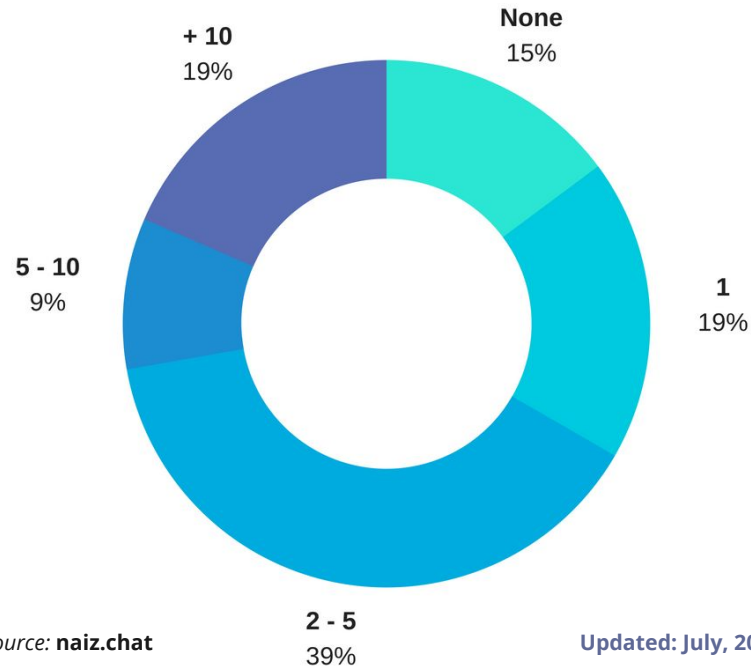
## Chatbot creators skills



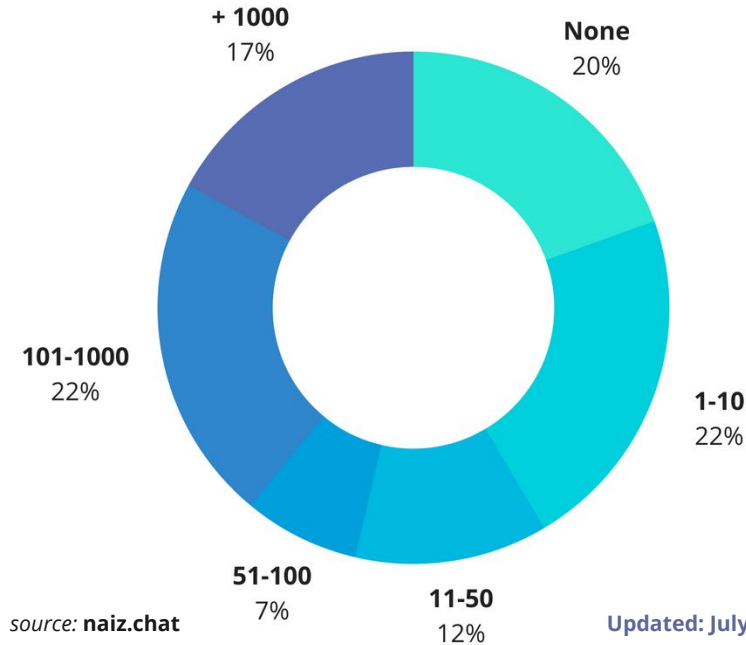
source: [naiz.chat](https://naiz.chat)

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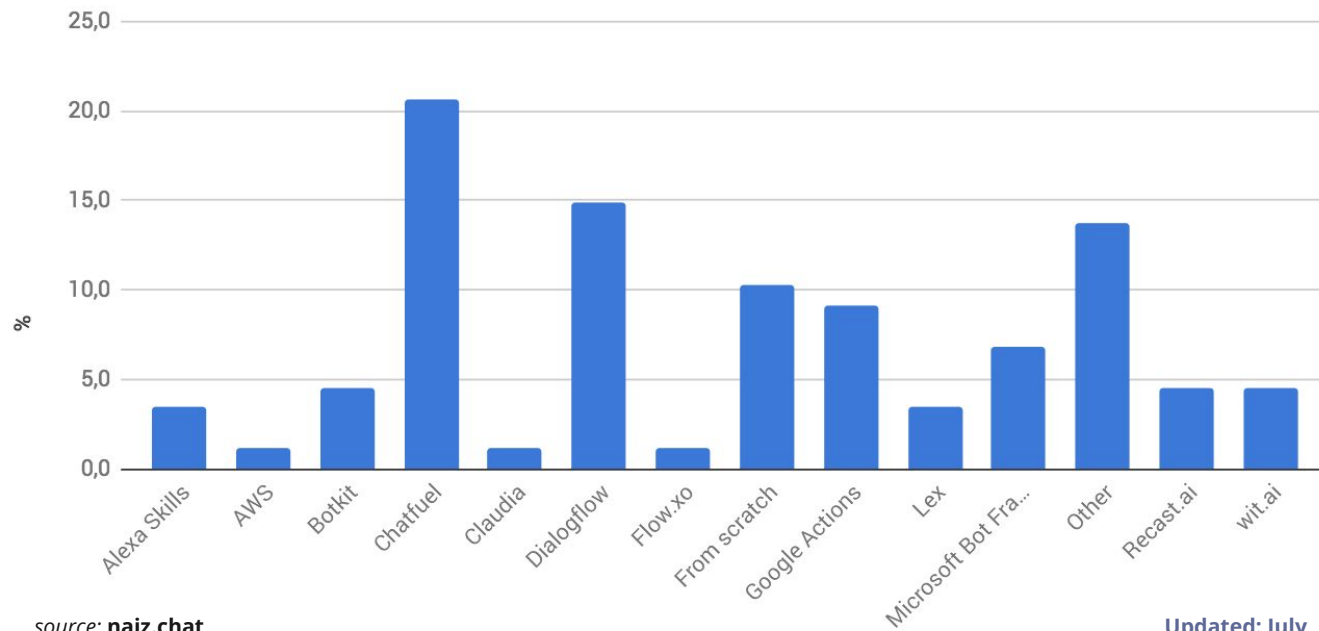
## Number of chatbots by creator



## Number of users talking to a chatbot (during a month)



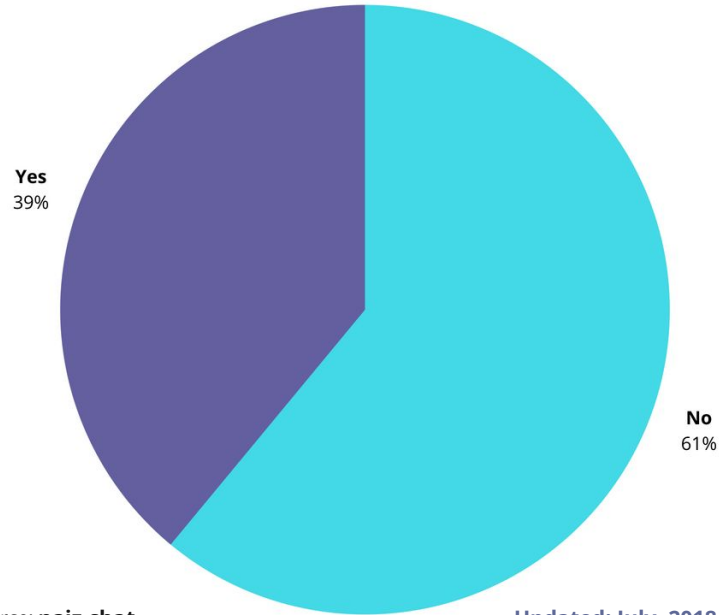
## Chatbot creation toolkit



source: [naiz.chat](https://naiz.chat)

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Using NLU tools (wit.ai, Dialogflow, LEX)?



source: [naiz.chat](https://naiz.chat)

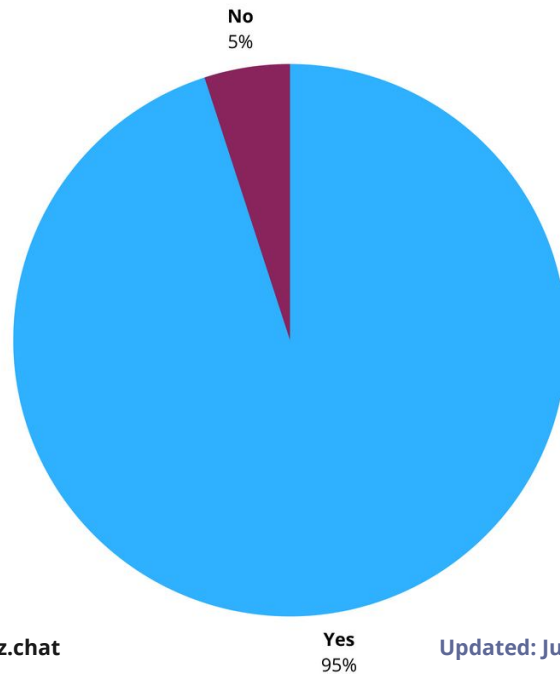
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# Creating chatbots

User utterances

Users enter text freely (user inputs)?

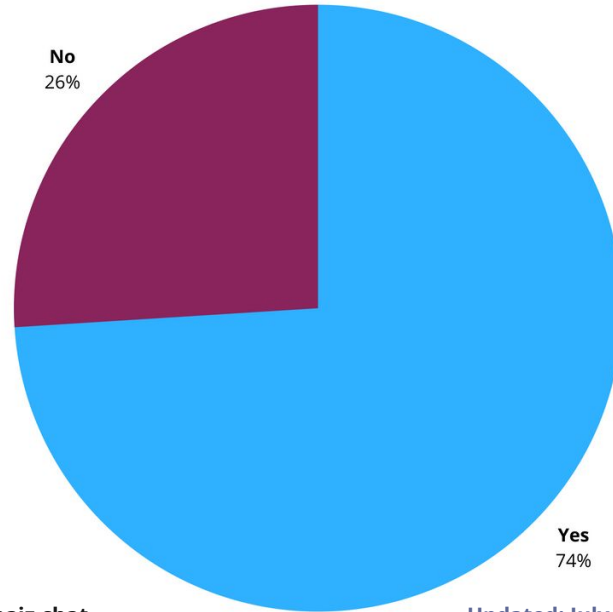


source: [naiz.chat](https://naiz.chat)

Yes  
95%

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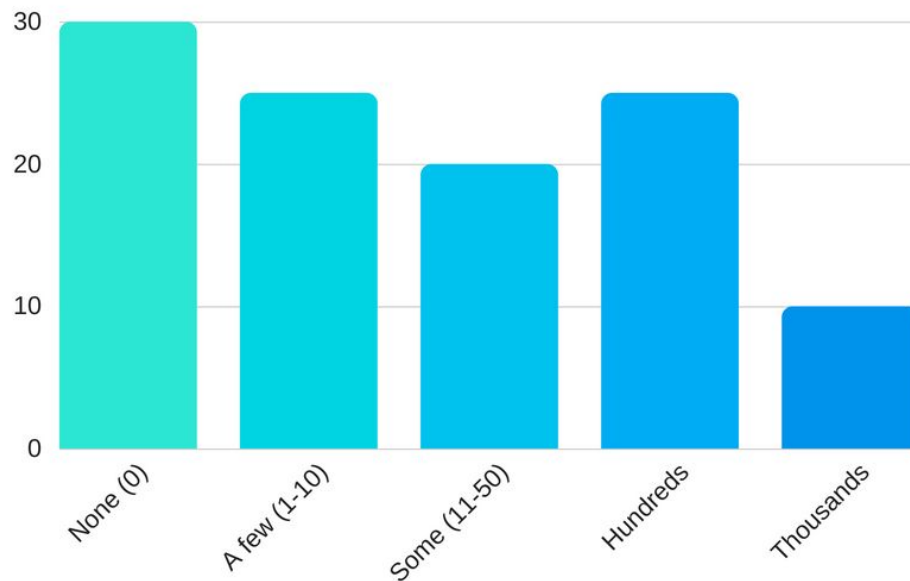
## Chatbot with AI rules?



source: [naiz.chat](https://naiz.chat)

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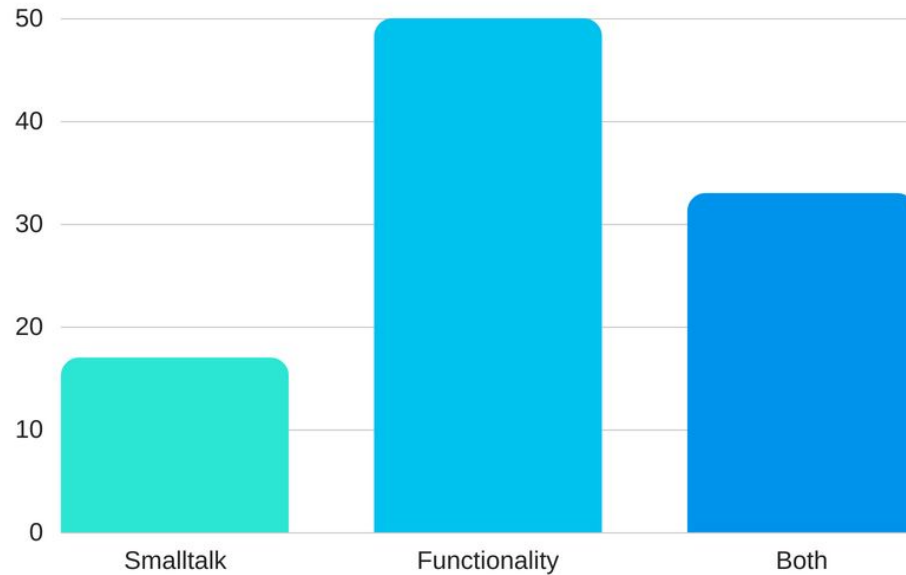
## Number of AI rules implemented (circa)



source: [naiz.chat](https://naiz.chat)

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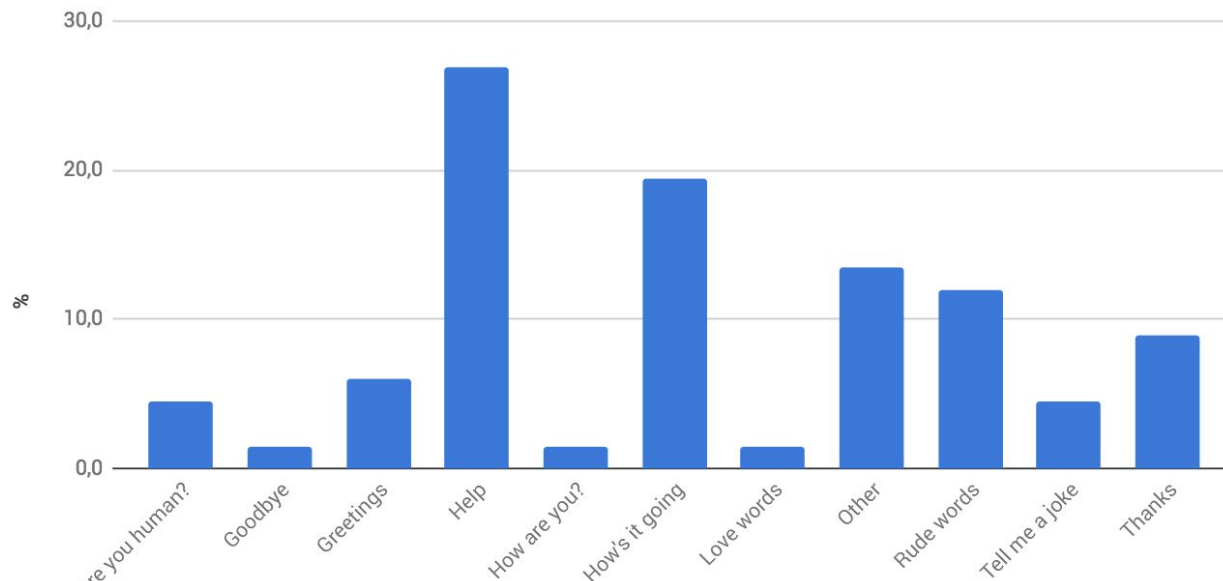
Are user utterances related to functionality or smalltalk?



source: [naiz.chat](https://naiz.chat)

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## Smalltalk categories understood



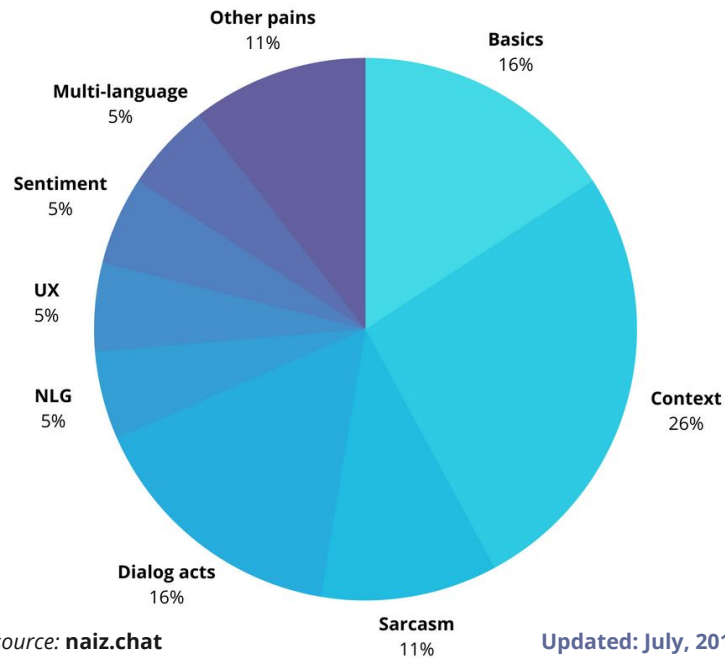
source: **naiz.chat**

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# Creating chatbots

## User expectations

## Biggest pains for creators

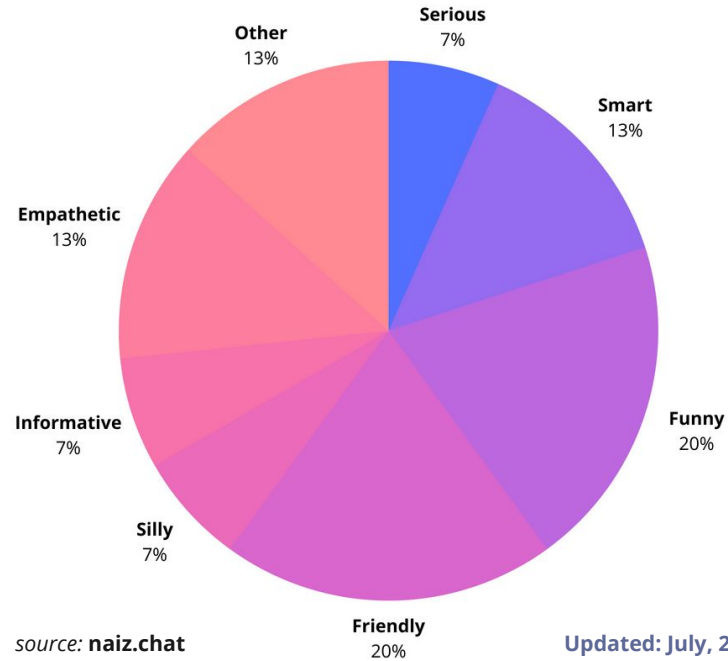




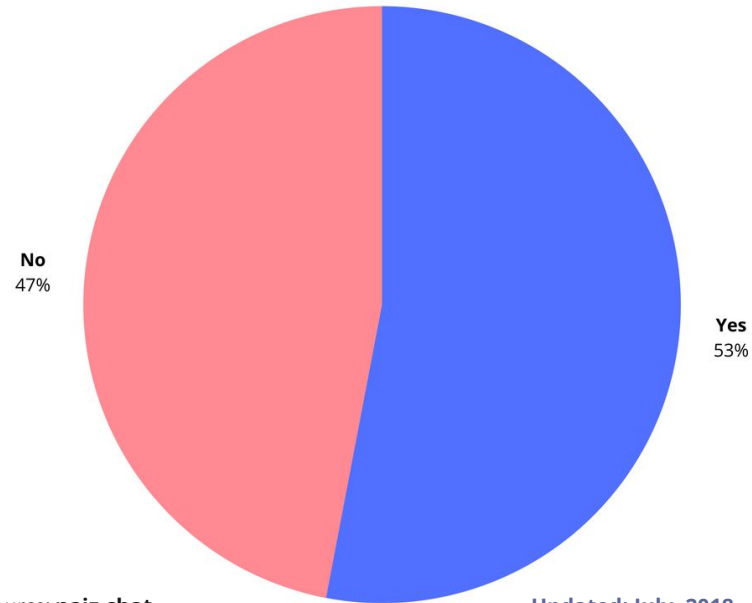
# Creating chatbots

Personality is UX

## Personality traits preferred



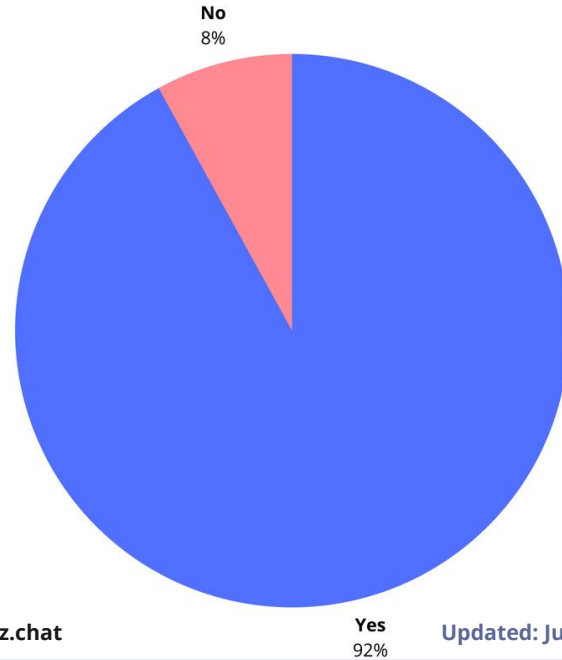
Does your chatbot have personality?



source: [naiz.chat](https://naiz.chat)

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Do you prefer a job-oriented personality?

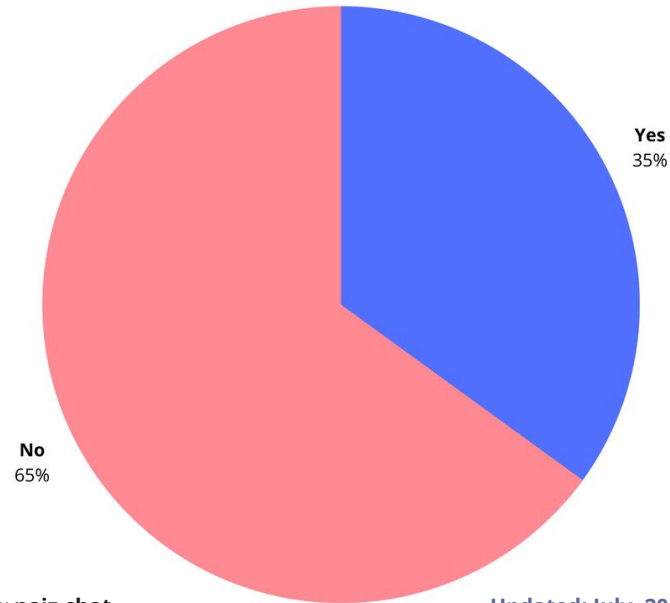


source: [naiz.chat](#)

Yes  
92%

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Do you prefer a celebrity-based personality?



source: [naiz.chat](https://naiz.chat)

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