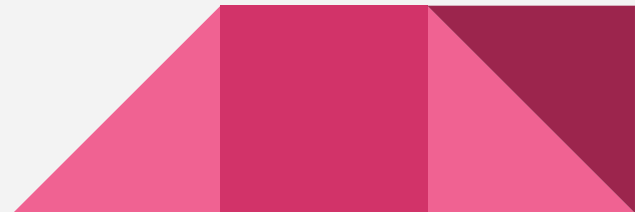


Summer Internship @ Active Ai

May 7 2018 - June 30 2018

Summer Internship @ Active Ai

- Introduction
- Work
- Explorations
- Learnings

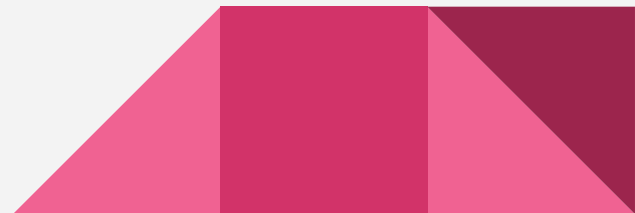




Introduction

About Active Ai

- Conversational systems for FinTech
- Products
 - Morfeus
 - Triniti
 - Neo(under progress)

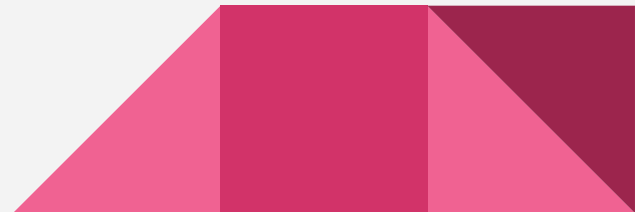




Work

Work

- Script, Flow for HDFC MFO Concept Video
- Axis Bank Aha
- Active Smart Services
- HDFC Smart Assistant Arya



Work

- Script, Flow for HDFC MFO Concept Video

Script - HDFC Mutual Funds Order

<Introduction>

How many times have you thought investing your money, but you didn't know where to start? You thought the process was tedious and decided to skip it for this time? What if you could just tell your friend and your friend would do that for you? Just text to your friend that you want to start a mutual fund and he would take you through the process. Won't that be AWESOME?

Explaining HDFC MF order

<name> is the friend you are looking for.

With <name> you can start investing in mutual funds in the same way you chat with a friend.

Asking queries

You can ask your mutual funds related queries just by sending a message to <name> and <name> will tell you what to do. <name> navigates you through any process related to mutual funds. Just say Hi to <name> and he/she will be there to help you.

Starting an SIP

If you want to start investing, you can choose whether to do it as an SIP or a one time investment.

If you wish to start an SIP, <name> shows you different types of SIPs available and you can select the type by a single click. If you select the type of SIP, <name> will show you the top performing SIPs. You can select the investment amount and period just by typing it in the chat window. Everything will be done in a few seconds.

Is the heavy paperwork
stopping you?

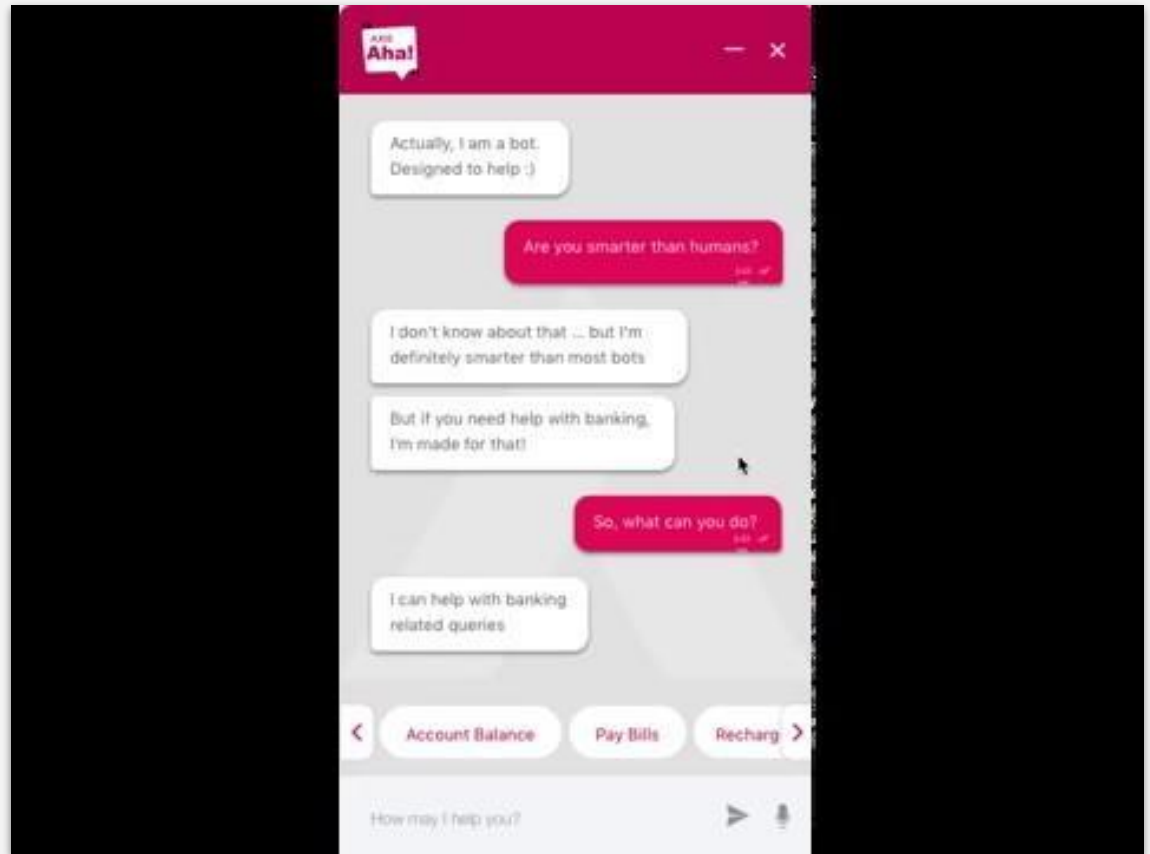


Confused about
investment options?



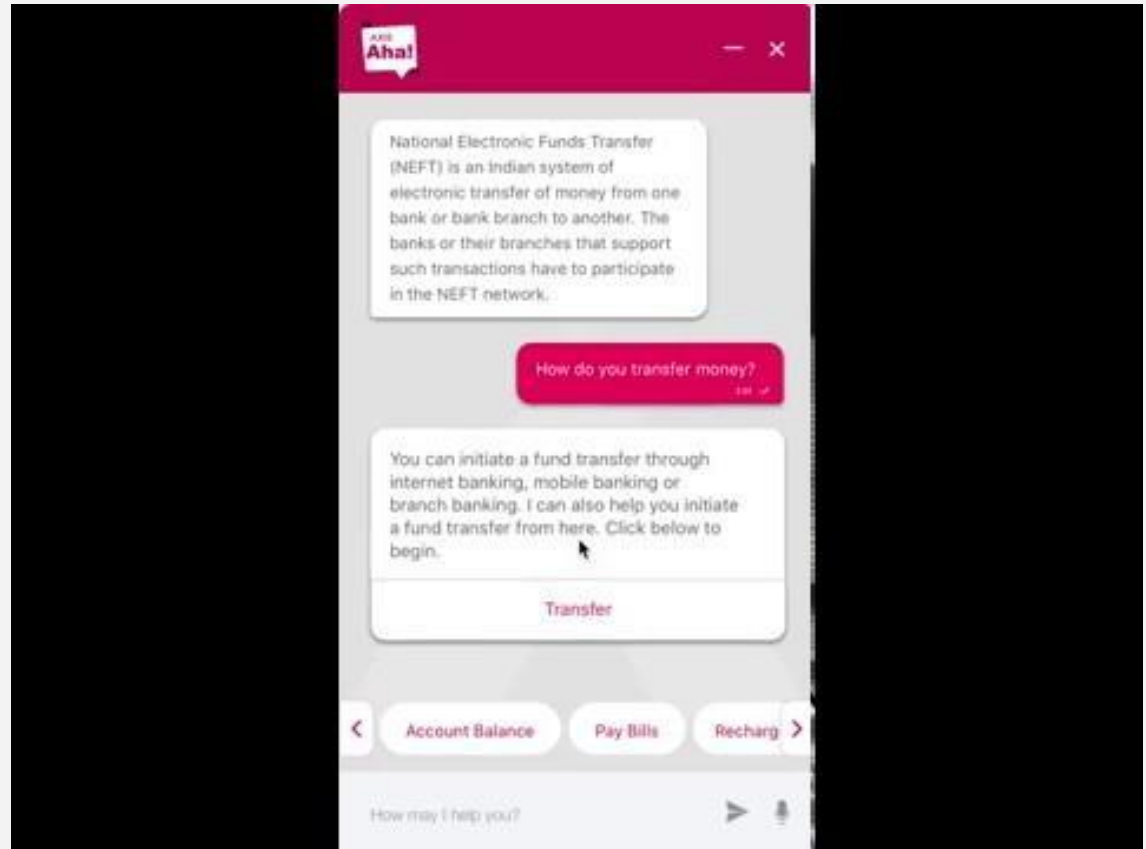
Axis Bank Aha

- **Video 1**



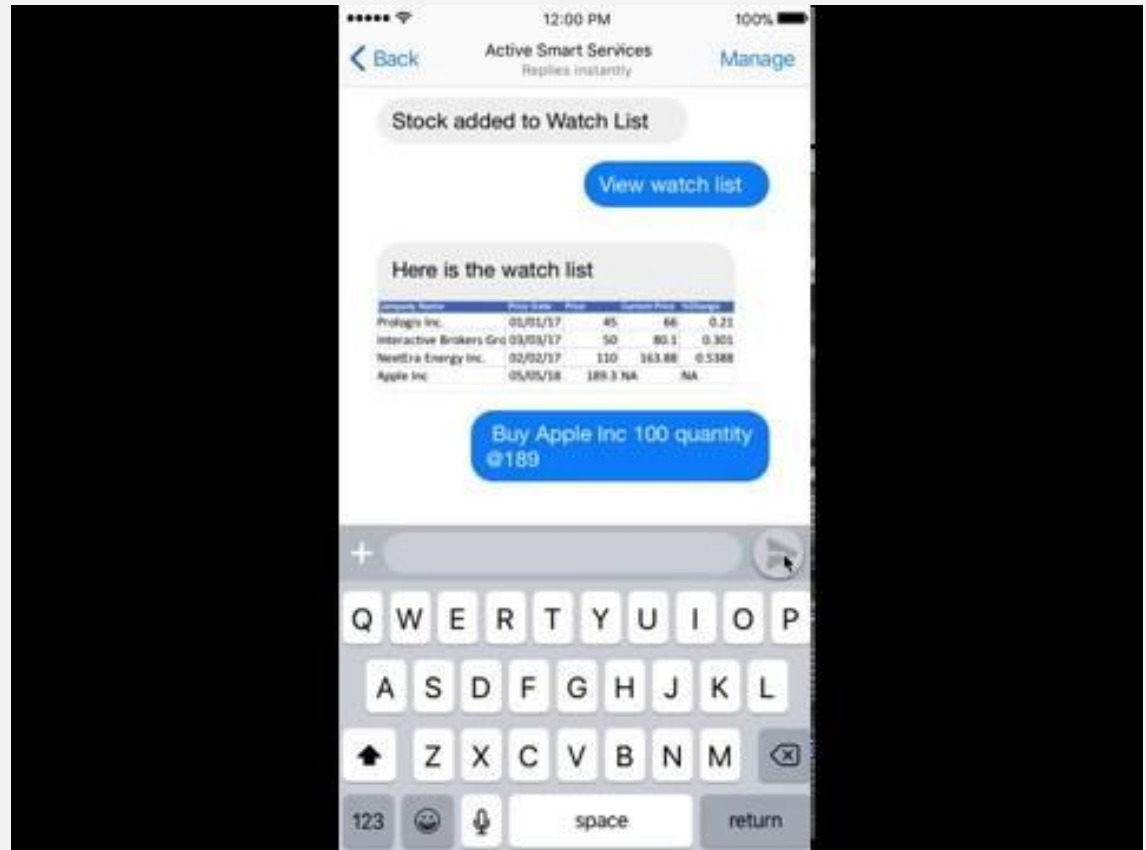
Axis Bank Aha

- **Video 2**
- Video 3
- Video 4
- Video 5
- Video 6
- Video 7
- Video 8



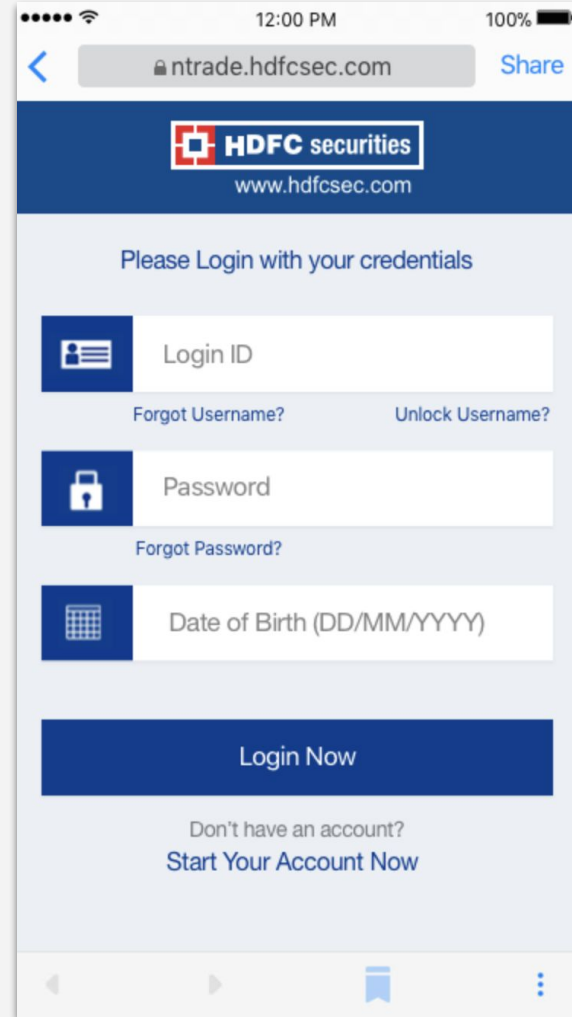
Active Smart Services

- Video 1



HDFC Securities

- Redesigning screens




The image shows a mobile application interface for HDFC Securities. At the top, there is a status bar with signal strength, Wi-Fi, and battery icons, along with the time 12:00 PM and 100% battery. Below the status bar is a navigation bar with a back arrow, the URL ntrade.hdfcsec.com, and a Share button. The main header features the HDFC Securities logo and the website URL www.hdfcsec.com. The login section is titled "Please Login with your credentials". It contains three input fields: "Login ID" with a user icon, "Password" with a lock icon, and "Date of Birth (DD/MM/YYYY)" with a calendar icon. Each input field has a corresponding "Forgot" link below it: "Forgot Username?" for Login ID, "Unlock Username?" for Password, and "Forgot Password?" for Date of Birth. A large blue "Login Now" button is positioned below the input fields. At the bottom, there is a link "Don't have an account? Start Your Account Now". The bottom navigation bar includes back, forward, and home icons, along with a menu icon.


12:00 PM 100%


< ntrade.hdfcsec.com Share

HDFC securities
www.hdfcsec.com

Please Login with your credentials

 Login ID
[Forgot Username?](#) [Unlock Username?](#)

 Password
[Forgot Password?](#)

 Date of Birth (DD/MM/YYYY)

Login Now

Don't have an account?
[Start Your Account Now](#)

Explorations

Conversation Design Process

Is conversation right for you?

Identifying users

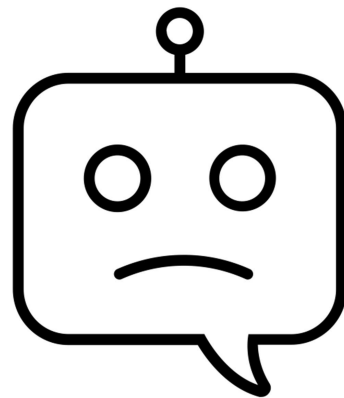
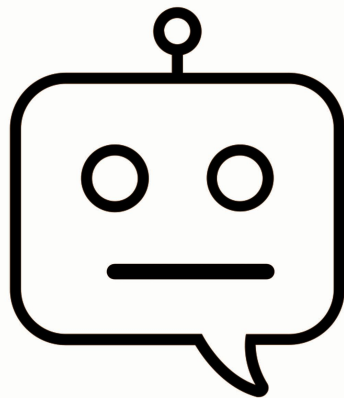
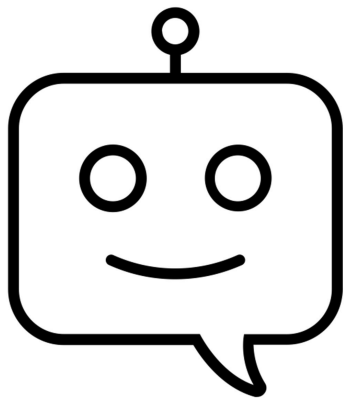
Creating Personas; both user and agent

Creating dialogs and flows

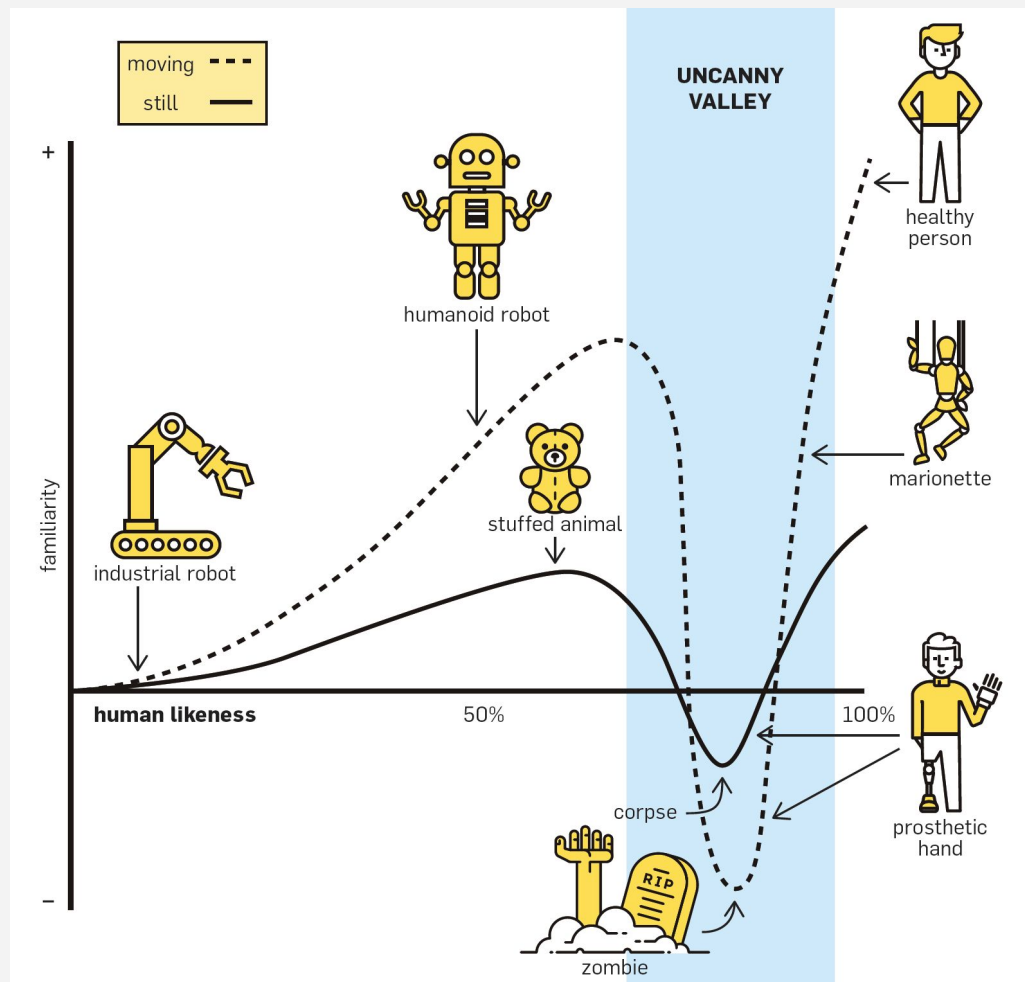
Making wireframes, prototypes



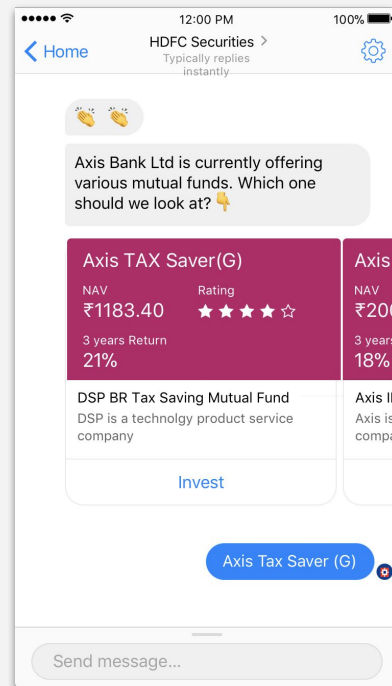
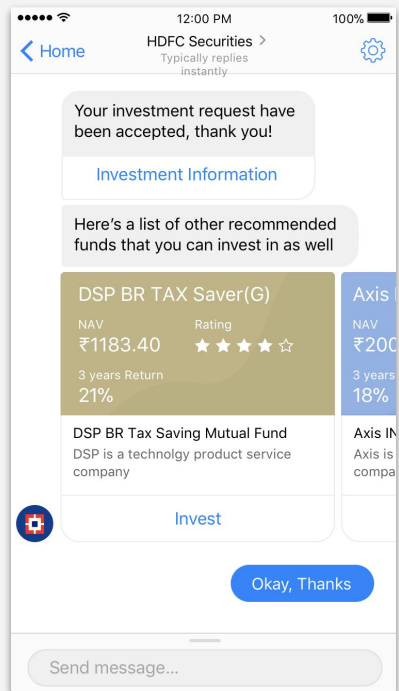
Micro-interactions for conversational systems



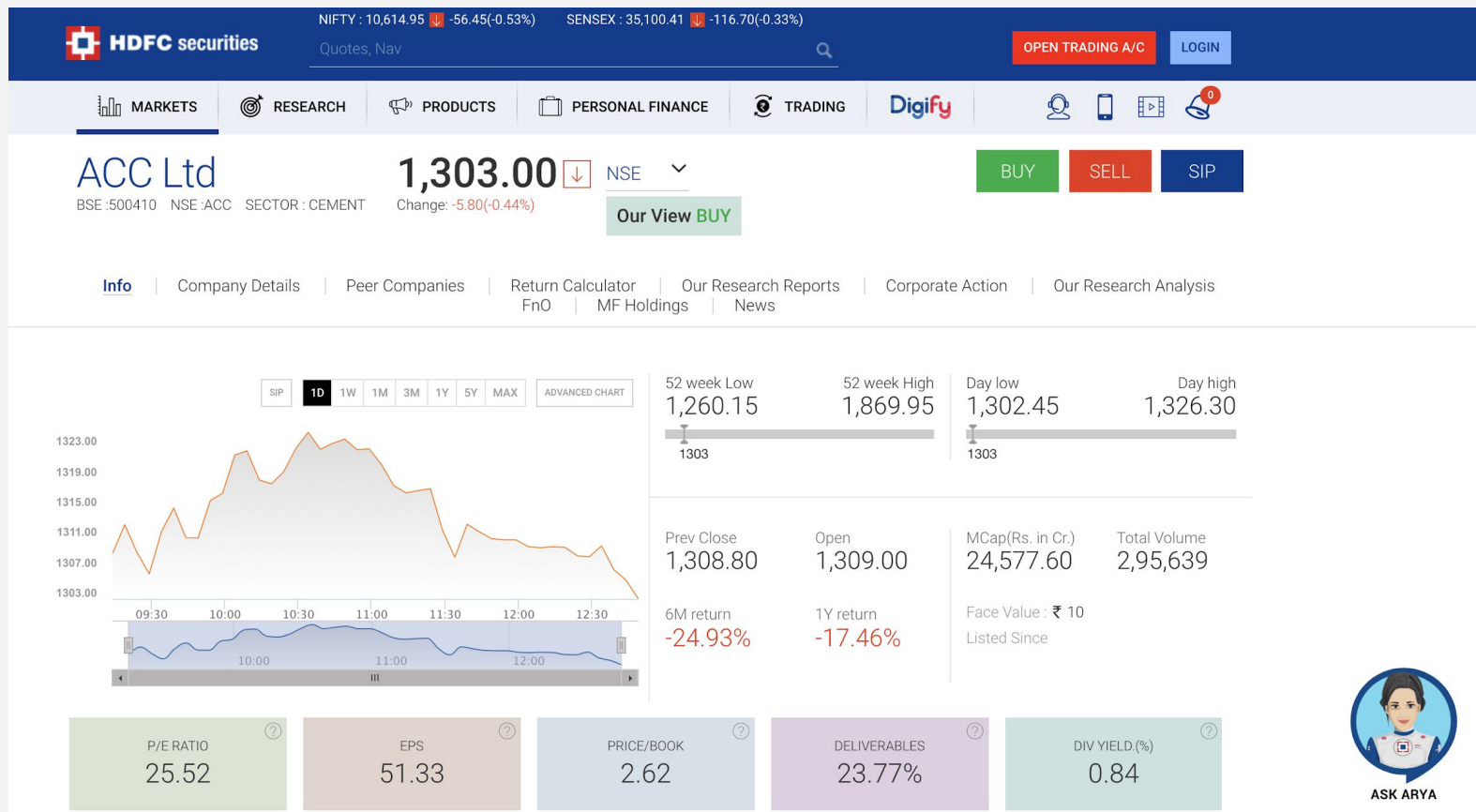
Uncanny Valleys in Conversation Design



Challenges - Carousel



Data Visualization



Learnings

Conversational UI vs. Graphical UI

Conversational App	Graphical User Interface
Intuitive, Natural Interaction: strings of text or voice input.	Learning curve, Interaction is not natural, happens through scrolling, swiping or clicking
Conversation as the object of design	Service is hidden behind the interface
Design is an interpretational task	Design is an explanatory task
Attention towards conversation, and thus directly on user goals	Attention often towards object(interface) often missing out on user goals

When to use Conversational System?

- The interaction is brief with minimal back and forth actions
- If for doing an action in the GUI
 - User has to tap multiple times to do a task
 - Feature is difficult to find
 - Navigation issues, high information hierarchy
- Users can multitask while doing this task
- Not sensitive personal information, in case of voice interfaces

Conversational Systems for HCI4D

- IVRS was preferred over Apps for emergent, illiterate users
- Natural Conversations over IVRS
- Potential in bridging the technology gap
- Inclusive technology
- Removing the barriers of language, tech savviness, gender

“ We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction ”

Bill Gates

Acknowledgements

Active Ai
IDC IIT Bombay

References

- Chatbots and the new world of HCI - DOI: 10.1145/3085558
- The Edge of the Uncanny - DOI: 10.1145/2967977
- Chatbots magazine - Medium
- The Noun Project

Thank you.

