



EXPEDIA INTERNSHIP 2020

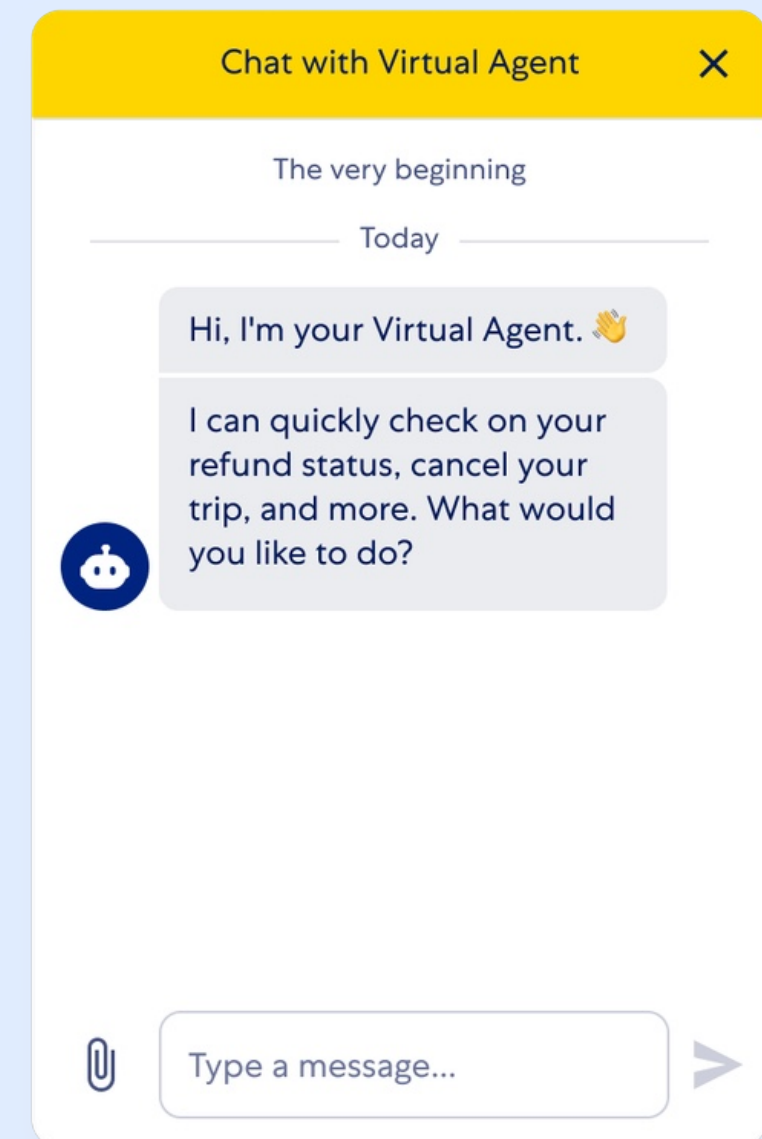
CONVERSATION PLATFORM DOCUMENTATION

GWENDOLYN LAWSON

What is the Conversation Platform?

The Expedia Group Conversation Platform is a set of services for adding conversational capabilities to any application over voice, text (chat), email, and social channels.

 Help



The Problem

As the Conversation Platform evolves, there is a need for a centralized documentation portal where engineers and designers can understand the principles of conversation design and the specific details of existing skill flows, components, and assets.



ABRIDGE

Our Approach

Competitive
Analysis

Test Current
Sites

Design &
Prototype

Test
Prototype

Analyze
Findings

Competitive Analysis

- Google
- Microsoft
- Amazon
- React
- Salesforce
- Netflix
- Twilio
- Intuit
- Gatsby
- Firebase
- Stripe

EVALUATION CRITERIA

- How USEFUL is the documentation?
- How USABLE is the documentation?
- How DESIRABLE is the documentation?
- What HEURISTICS are present?



Usability Testing

APPROACH

- 15 participants from different backgrounds
- 1 hour online moderated usability sessions

EVALUATION CRITERIA

- Understand the different user types & experiences
- Identify gaps in navigation, content & organization
- Identify missing features and content that could be made clearer and improved.



Test Script

EXAMPLE DEVELOPER QUESTIONS

- Related to your work, what documentation sites have you used in the past?
- Imagine that you are going to start working on setting up your first Virtual Agent. What would be your first step?
- Where would you go to find more information about customizing/creating your Virtual Agent?



Usability Findings

Navigation: Should be concise, specific, consistent, visible, and ordered.

Content: Reduce, simplify, and remove redundancy of similar topics to avoid confusion.

Page Layout: Consistent structure that uses bullets, tables, visuals, and diagrams, to break up text.

Communication: Incorporate visuals and diagrams to help clarify complex concepts.

Browsing: Optimize site for scanning by reducing cognitive load and providing quick access points.



Design



DESIGN PROCESS

- Explore different approaches to the site IA
- Create wireframes of different types of pages using Figma
- Develop a functional prototype for the next round of usability testing

Designer & Developer Mental Model

