

Course title	<i>ChatBots: Development & UX</i>
Course code	<i>WIB195</i>
Module coordinator	<i>Miriam Heinrich</i>
Lecturer	<i>Prof. Dr. Andreas P. Schmidt</i>
Level of course	<i>Bachelor</i>
Recommended prerequisites	
Type of course	<i>Lecture</i>
Weekly lecture hours (SWS)	<i>2</i>
ECTS credits	<i>2</i>
Workload	<i>in total 60 h, 30 h course attendance, 30 h self-study</i>
Assessment (grading; pass/fail)	<i>graded</i>
Regular cycle	<i>Summer semester</i>
Language of instruction	<i>English</i>
Contents:	<i>ChatBots – or interaction with computers using natural language conversations – are currently a major trend. Virtual assistants such as Google Assistant, Alexa, Siri, or Cortana have received a lot of attention, but also companies are discovering such solutions as new tools for marketing, customer support, and internal knowledge management. Goal of the course is to develop a deep understanding of chatbots and their design from a user-centered perspective. Within the course, participants will choose and develop concrete scenarios for chatbots, design conversations and evaluate the results from a User Experience perspective. Participants will work in teams in which they can contribute their particular skill profile. Therefore participants from different disciplines and backgrounds are highly welcome. Specialization in development activities as well as user research (user interviews, surveys, persona development) and evaluation (with no requirement to master software development) are possible.</i>
Learning outcome (competencies):	<ul style="list-style-type: none"> • <i>Knowledge about Chatbots and how they can be designed (and developed)</i> • <i>Understanding a User Experience perspective towards chatbots</i> • <i>Application of methodologies how to design chat-based solutions for and with users</i> • <i>Assess benefits and limitations of using chatbots as a design approaches</i>
Teaching methods	<input checked="" type="checkbox"/> <i>Lecture</i> <input checked="" type="checkbox"/> <i>Group work</i> <input type="checkbox"/> <i>Exercises</i> <input type="checkbox"/> <i>Simulation</i> <input type="checkbox"/> <i>Video feedback</i> <input type="checkbox"/> <i>Others:</i>
Assessment methods	<i>Project presentation of a small-scale design project</i>
Recommended reading	<i>Available through the lecture notes.</i>
Additional information	
Recognition of credits	