# **User Demographics:**

|  |  |
| --- | --- |
| Audience Age Bracket | Eg: 50% 18-25years, 20% 25-40years, majority 18-25years, main target audience is 18-25 years |

# **IVA Context: *Business Name***

|  |  |
| --- | --- |
| **Brand Personality**  *- What are the qualities your brand stands for?* | 💡Reach out to your marketing/advertising department for more help on this :) |
| **IVA Job Profile** *- What job would this chatbot have if it worked at your organisation?* | Eg: Customer service representative, sales lead |
| **Top 3 Chatbot Personality Adjectives** | 💡If your chatbot was a person what qualities would you have liked it to have? |

# **IVA Identity: *Name Suggestions***

|  |  |
| --- | --- |
| **IVA Name**  *- What do you think the bot should be called? Give tentative suggestions.* | 💡Reach out to your marketing/advertising/creative department for more help on this :) |
| **IVA Gender** | Male or Female or Neutral (If you have a non-english language requirement avoid gender neutral) |
| **IVA Tone of Voice** | Eg: guide, peer, friend |

# **IVA Vocabulary:**

|  |  |
| --- | --- |
| **Idiolect & Standard Vocabulary**  *What would the IVA say if the user said any of the following 👇🏻* | 💡Mention phrases that are used for your band communication across channels. Make sure to tap on your brand personality while writing these responses |
| *‘You are horrible:* |  |
| *‘Thanks for the help’* |  |
| *‘Hello’* |  |
| *‘Terrible Service’* |  |
| *What would the IVA say if the bot does not understand something?* |  |

# **Bot Avatar (not applicable for WhatsApp IVAs):**

Lastly, don’t forget to give it a face.

🗝 Here’s a link to our IVA icon library for reference! You can download the template by clicking on the link[*https://docs.haptik.ai/assets/IVA\_Avatars.pptx*](https://docs.haptik.ai/assets/IVA_Avatars.pptx)