Conversation Intelligence UX principles

Build trust

Every interaction in our experiences helps users build trust in us.

Trust is earned; it takes time and effort. Every interaction in our experiences helps users build trust in us. Building trust is not about being right all the time; it is about integrity, accepting mistakes, and actively correcting them. This means that we are not only meeting people's expectations of functionality but also of reliability in our products, transparency of information, and continuous feedback.

Start with user needs

We imagine, invent and build before they ask.

Every feature, interaction, and solution is grounded in our users' needs, problems, and motivations. This does not mean building exactly what users ask for but actively listening, understanding, showing empathy, and adapting to their needs. This requires us to be aware that what users tell us and their actual behavior will sometimes be in conflict, but their core motivations will not. We imagine, invent and build before they ask.

Optimize for user efficiency

We design our experiences to be fast, efficient, and intentional.

Our users will use our products only if they derive significant value over alternatives. Our product is more utility than entertainment. We want our users to achieve high levels of performance and effectiveness. We design our experiences to be fast, efficient, and intentional. This means that we enable users to focus on their work with minimal distractions. We value our users' time by being fast and efficient. We make our users feel powerful by giving them control.

Design for clarity

Our experiences are understandable and explainable.

Straightforward is better than clever. We design for clarity and focus. Our experiences are understandable and explainable. We enable users to find or take action efficiently. Clarity increases user confidence in our products and also within our teams. However, a focus on clarity does not mean that we build sterile experiences - we want to delight users but not at the expense of distracting them.

Improve through feedback

We continuously improve user experience through feedback.

We build new experiences and evolve existing ones by continuously listening to our users and understanding them through feedback. The ability to give feedback instills confidence and makes our users know that we care, and it also helps them feel powerful and in control. While collecting feedback is necessary, it is not the most critical task for the user. Most users simply want to do their jobs efficiently; hence, collecting feedback with minimal intrusion is essential. We continuously improve the user experience through explicit and implicit feedback.

Reach out to Akshay Kore for any questions, doubts, or feedback on this.

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Note
Goal of the principles is to enable us to make better UX decisions. Think of these as strong opinions, loosely held. This will evolve over time and we will adapt after we test these in the real world.

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Appendix:

📄 Notes on design principles

📄 Conversation intelligence - Memo (WIP)

[CI design principles affinity](#)

📗 CI Strategy

[User motivations](#)