



EFTW RUBRIC: CHATBOTS FOR CHANGE

In the **Chatbots for Change** project, participants will use artificial intelligence principles to design a chatbot that adds social value to an issue that matters to them. By referencing this rubric, Engineering Teams and Product Leaders can ensure projects follow the criteria upon which they will be judged.

PROJECT EXPECTATIONS

Projects meeting all expectations are eligible for an EFTW Certificate of Completion.

- Chatbot functions in response to user input
- Chatbot contains customized Welcome and Default Messages
- Chatbot connects to a corresponding Facebook Page
- Chatbot utilizes graphics that are high quality, not pixelated
- Submission includes a link to the chatbot
- Submission includes an **EFTW Chatbots for Change Design Statement**

CATEGORY 1: SOCIAL PURPOSE + NEED*

To what extent is the chatbot designed to have a social purpose in response to a real-world user need?

CATEGORY 1 RATING:
[0 = no evidence – 4 = wow]

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Chatbot's social purpose and intended user audience is described in the EFTW Chatbots for Change Design Statement
- Chatbot has a clear social purpose to benefit the Engineering Team's community
- Engineering Team researched and identified a real-world user need for chatbot to address

CATEGORY 2: USER EXPERIENCE*

How effective is the user experience in accomplishing the Engineering Team's stated goals?

CATEGORY 2 RATING:
[0 = no evidence – 4 = wow]

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- The intended user is able to easily accomplish what they need as described in the Product Summary
- The chatbot's AI rules are robust and account for a variety of user interaction scenarios with a range of inputs and outputs
- The chatbot guides the user back to the desired experience if it doesn't understand the input

CATEGORY 3: CONTENT*

How effective is the chatbot content in accomplishing the Engineering Team's goals?

CATEGORY 3 RATING:
[0 = no evidence – 4 = wow]

0	1	2	3	4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Language and tone used in chatbot text responses is appropriate and easily understood for the intended user
- Chatbot responds to predictable and unpredictable responses in a conversational manner
- Various content types are used and customized to fit the chatbot's purpose and intended user

** All three categories are weighted equally (33.3%) towards the final score. In the event of a tie in the selection of a highest score, the tie will be resolved in favor of the Entry with the higher score on the "Social Purpose and Need" Criterion. If there is still a tie, the tie will be resolved in favor of the Entry with the higher score on the "User Experience" Criterion. If there is still a tie, the tie will be resolved in favor of the Entry with the higher score on the "Content" Criterion.*