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Building your team

While there are many important factors to consider in designing a Conversational AI solution, nothing is possible without the team in place to do it. When it comes to building an AI assistant that can scale across your organization, there are many roles that are required. The Machine Assistance team at Autodesk is dedicated to building, designing and optimizing their Autodesk Virtual Assistant (AVA). Here are some of the key roles on their team that allow them to do this.

Creative Writer

Ensures that the Autodesk brand is incorporated into the virtual agent's personality. Designs the personality and linguistic patterns for AVA to better represent human speech, and improves recognition of what their customers are trying to say.

- Crafts the responses of their AI Assistant
- Restructures conversational flows to create smarter conversations
- Analyzes conversation logs within Watson Assistant to identify where miscommunications have occurred with customers, and what modifications need to be made
- Conducts market research and AB testing within Watson Assistant to inform the responses and conversation flow to increase customer satisfaction

Conversational Engineer

Performs conversation analysis, development, and design.

- Updates entities in terms of recognition, designs conversations, and analyzes data to understand what is working and what optimizations need to be made
- Acts as a facilitator between software engineering team, who is responsible for developing the AVA web application

Product Manager

Focuses on the holistic product, initiative goals and objectives.

- Responsible for product roadmap of applied Artificial Intelligence for customer service
- Leads discovery and interactions of AI technologies
- Manages planning and oversees executions of a cross-functional agile teams including UX, engineering, QA, conversation and analytics
- Manages stakeholders, product communications, cross-divisional collaborations and integrations

Creative Director

Responsible for the overall look and feel of the Autodesk brand, including visual AVA avatar as well as the verbal tone and voice.



- Creates a tone that accurately depicts the main characteristics of the Autodesk brand
- Gives users and customers the trust that they'll get the answers that they're expecting in a quick and satisfying manner that's consistent with brand experience.
- Creates transparent experience for the users, so that they are aware they are communicating with a smart AI assistant, not a live agent.

Computational Linguist

Understands conversations in more abstract terms and optimizes them for given domains.

- Analyzes the dialogue, dialogue flow, and other information that is logged to produce different metrics that address business concerns and guide dialogue design in a more strategic way
- Works with the dialogue design team, conversation engineers and business analyst manager who oversees broader dialog strategy to study domains to create metrics
- Looks for new experimental approaches that can broaden scope of the solution

UX Designer

Focuses on the user experience (clicks, success paths, etc.)

- Designs conversational flow and pacing, accounting for all of the different conversation scenarios
- Gathers and makes sense of data and analytics from customers and customer service agents. The UX designer uses this information to craft and design different solutions

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