CitiBuddy Chatbot

- ROLE
UX Design and Microcopy

- FOR
Personal Thesis Project in collab with Citi

- DATE
May 2017

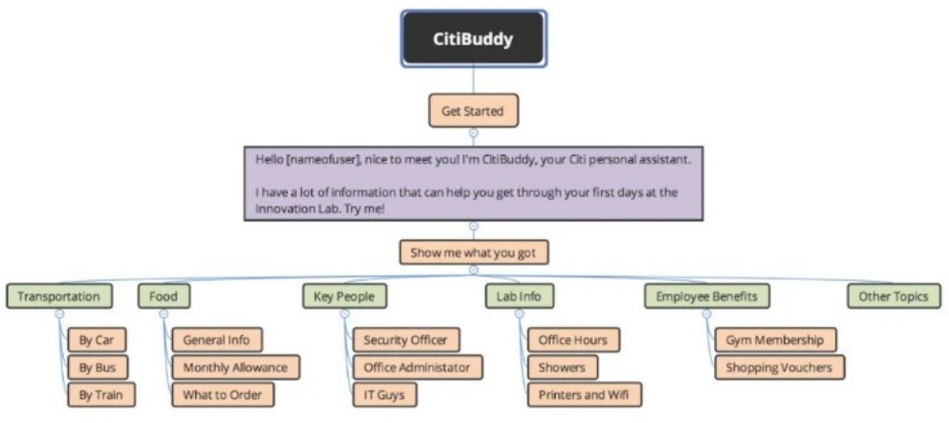
- TYPE
FB Messenger Chatbot

- URL
http://m.me/citibuddy2017

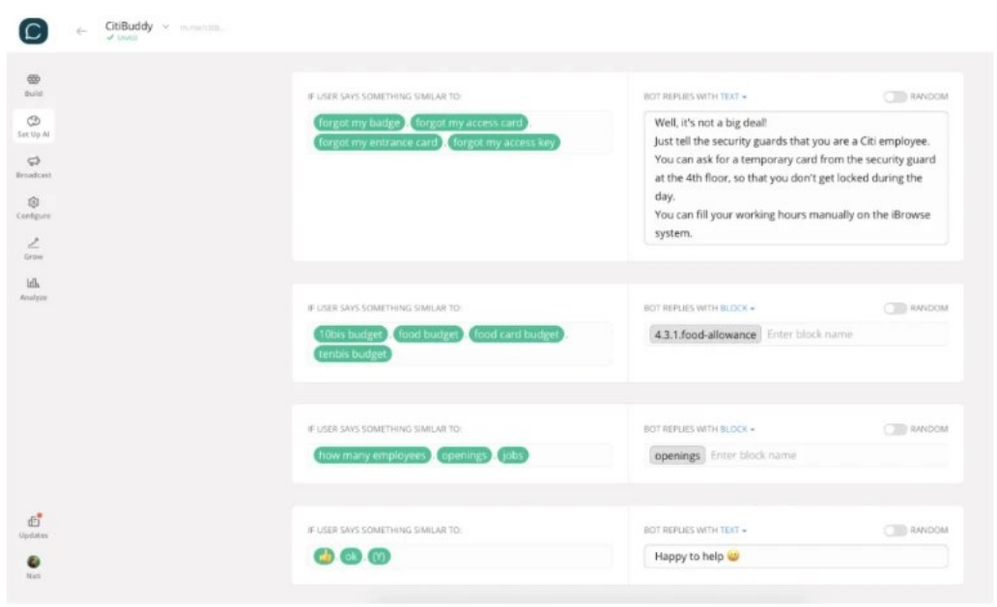
During my work at Citi, I realized as an employee and recruiter how hard it is to onboard new employees at work. I designed and developed a chatbot that helps onboarding new employees at the Lab.

This project was developed as part of my Master Thesis at Linnaeus University. I led and executed all tasks, including extensive research on chatbots best practices, needs and content mapping, user and stakeholders interviews, personality definition, flow creation and copywriting, development and user testing.

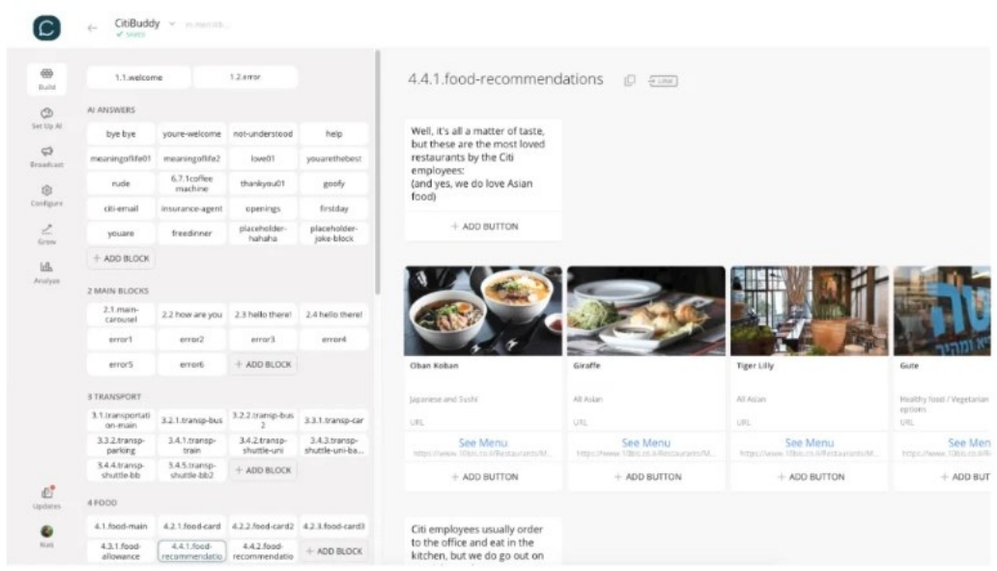
Flows Definition



AI and Copywriting



Development Framework



Trailer



New employees loved it!

They felt the company cares and were happy to know more about the perks, the people, the food options and the different ways to reach the office. CitiBuddy was perceived as innovative and reinforced the brand of Citi Innovation Lab as a cool and friendly place to work.

PREV PROJECT
‹ Citi Vantage

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