# Beyond Chat: Designing Seamless AI-Human Interfaces - Exercise

*Work in teams. You have 20 minutes to prepare. We will go through your designs together. Do not be afraid to ask anything!*

Your client, a niche multiplex cinema chain, needs you to design a conversational UI experience for their clients. This interface should allow their clients to buy a ticket for one of the screenings.
The client has three channels with voice input – mobile app, smart-tv app and telephone voice bot.

**Choose up to 3 critical interactions and design them tailored to each channel's constraints and advantages.**
- Map the ticket purchase journey from initial contact to confirmation. Identify potential friction points unique to each channel (mobile app, smart TV app, and telephone).
- Identify 3-5 key decisions users must make (e.g., movie selection, showtime, seat selection) and prioritize them based on importance.
- Design how your conversational UI could transition between voice and visual elements for each channel. Specify when and how to leverage visual components (like seat maps or movie posters) to complement voice interactions. Consider when switching the channel is the best cause of action.
- What data can the bot use to improve the experience? What information should be stored? How would personalized recommendations be presented differently across channels?