



Article Series

# Conversation Design and How to Approach It

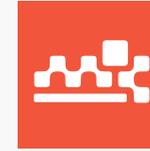


# What is Conversation Design?

Conversation Design is the process of designing a two-way, natural flow of interaction between a user and an artificial system via voice or text. It is based on the same principles that humans use to communicate by understanding and exchanging information like questions and intentions.

Conversation Design is a modern synthesis of visual design, audio design, interaction design, interface design, and UX writing to construct and map a flow of what users can do, using data and logic deeply while using it. This flow defines the roadmap of how the experience will be to the end-user.

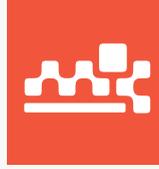
If you are in the Conversation Design domain, we encourage you to explore a set of content from the Conversation Design experts. Here at [Master of Code](#), we've gathered exceptional articles to share our approach to Conversation Design. If you are serious about developing amazing conversation experiences we'd thoroughly recommend reading it as it goes into more details about how to plan and perform.



// A Conversation Designer working in a diverse group on a project needs to be the empathetic one representing the clients, stakeholders, and users. //

 **John Mowat**

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Delivery Lead at Master Of Code Global



**Check out our articles for more  
information on Conversation Design**



## **Conversational Design #1:** **Designing Conversational Interactions**

Get to know the Conversation Design and learn about MOC's four best practices for designing the flow of your bot's conversation with the user.

[Read The Article](#)



## **Conversational Design #2:** **Planning a Flow Diagram**

Conversation Design: learn how to design and control conversation flow in your bot to provide a good user experience.

[Read The Article](#)



## **Conversational Design #3:** **The “Parameter Chain” Design Pattern**

Look at a specific scenario in conversational design which can take designers by surprise: a sudden explosion of complexity when making a seemingly small addition to an otherwise simple flow.

[Read The Article](#)