

#AskAlex

askalex.scot

Cyrenians



www.cyrenians.scot



@cyrenians1968



Cyrenians

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The Brief.....

- What/who is Alex?
- Objectives
- How was the bot developed?
- What worked and what didn't
- What next?
- Meet Alex
- Q&A



Who is Alex?


- Facebook Messenger bot, c.f. Poncho
- An amalgam of stories and experience of homelessness

Objectives:

- Awareness
- Stereotypes
- Support



How was Alex developed?

- With support from **PRIMATE**
- Script written with responses to circa 200 questions, and multiple variants of those questions
- Illustrator engaged to create the look: 
- Script loaded onto bot and tested
- And tested, and re-loaded
- Images loaded
- And tested.....



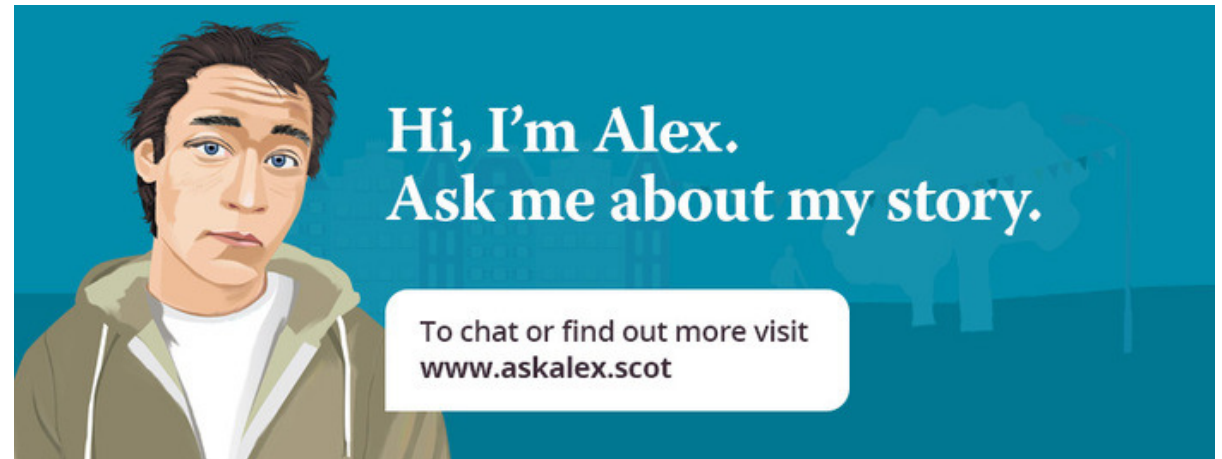
What worked? Challenges?

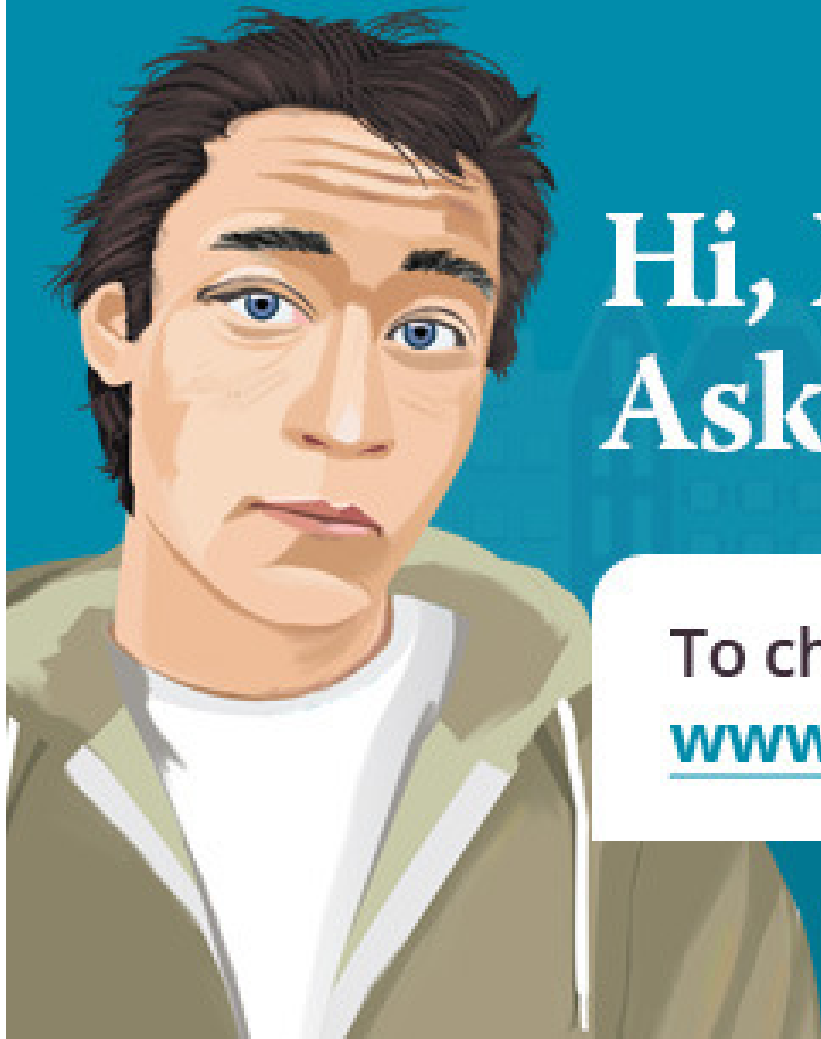
Worked	Challenges
Good coverage (STV, Nationals, tech press, housing)	New technology
Positive response from 3 rd Sector	Not AI
General interest	Not conversational
Experience	Limited in terms of engagement
Have a good sense of where to go next	



What next?

- Alex is still here
- FAQ
- First line of enquiry





Hi, I'm Alex.
Ask me about my story.

To chat or find out more visit
www.askalex.scot

Conclusions.....

- Exciting to be involved with this technology
- Our goals around reach were mostly met (through Media coverage and seminars like this!)
- Engagement was a challenge
- We see an opportunity to build on this experience

- #AskAlex @cyrenians1968

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Questions/Comments?

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