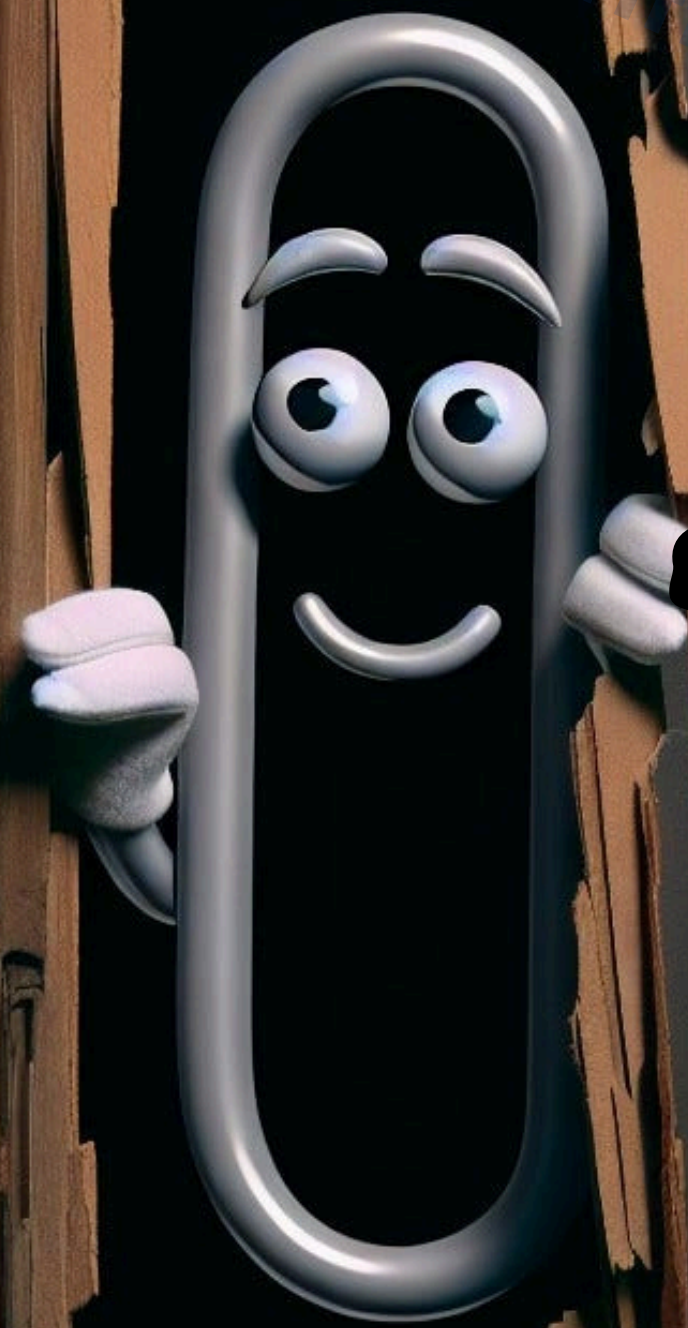


AVOIDING THE CHATBOT TRAP

Anne T. Griffin
Griffin Product & Growth



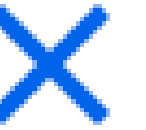
**It looks like you are
giving a presentation.**

Would you like help?



HOW DID BOOK YOUR MOST RECENT TRIP?

Hi, I'm [REDACTED], your AI travel assistant!
How can I help you today?



Choose Room

Book Now

Choose Room

Book Now

Filter Options

Show Express Deals Only

View 113 Results

To help you find the best hotel options in Asheville for your stay from July 16 to July 20, 2025, could you please provide the following details?

- Number of rooms you need
- Number of adults and children staying
- Your budget range per night
- Any special preferences or requirements (e.g., pet-friendly, free parking, pool, kitchen)

This will allow me to narrow down the best hotel choices for you.

Jul 12 at 4:09:47 pm



Pet-Friendly



Free Parking



Swimming Pool



Free Breakfast



Fitness Center



The Asheville Inn

📍 Asheville West

Free Wi-Fi, on-site parking, 24-hour front desk, and daily housekeeping near Biltmore Estate and Asheville attractions.

7.2 358 Ratings | 2-Star Hotel

\$77

Total: \$350

[Choose Room](#)

[Book Now](#)



Quality Inn Asheville Downtown Tunnel Rd

📍 Asheville East - Tunnel Road

Free Wi-Fi, breakfast with waffles, fitness center, and free parking near Asheville Mall and Biltmore Estate.

7.6 787 Ratings | 2.5-Star Hotel

\$83

Total: \$375

[Choose Room](#)

[Book Now](#)



Sort by

Recommended

Neighborhoods

- ☐ Downtown Asheville (27)
- ☐ Asheville East - Tunnel Road (16)
- ☐ Biltmore Square Mall Area (12)

Show 8 more

Amenities

- ☐ Free Internet Access (135)
- ☐ Free Breakfast (56)
- ☐ Free Parking (108)
- ☐ Pets Allowed (77)
- ☐ Swimming Pool (75)

Show 12 more

Hotel Star Level

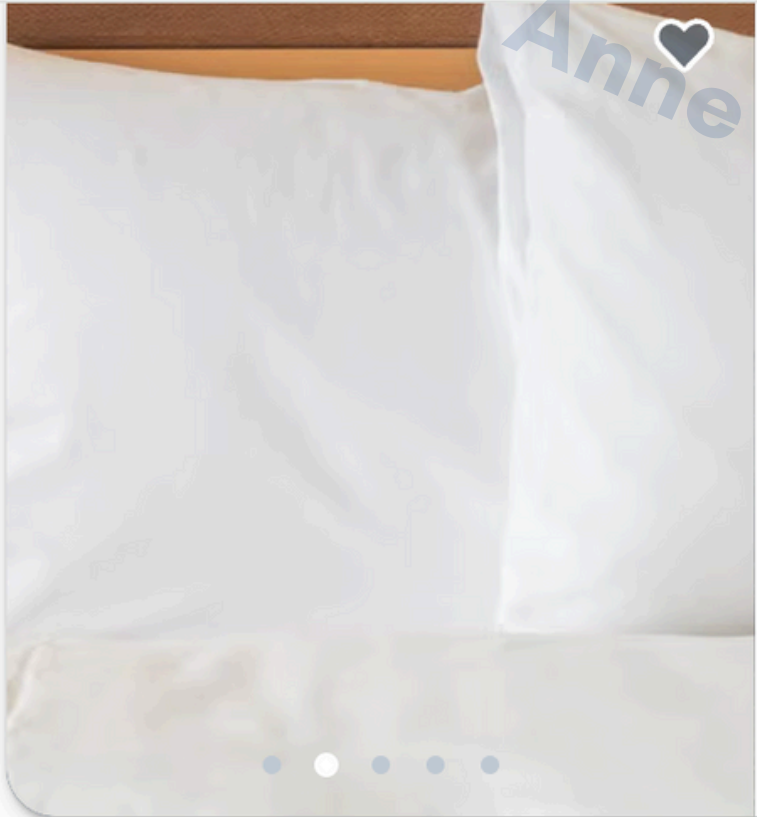
1+

2+

3+

4+

5



Comfort Business Friendly Spa & Wellness

Holiday Inn Asheville - Biltmore West By IHG Promoted

Asheville West

- Free Internet Access, Free Parking Amenities
- Fully Refundable Rates, Pay Later Available

We only have a few rooms left at \$131

Per night \$131
Total \$524
4 nights, 1 room

8.2 826 Ratings | 3-Star Hotel

Choose your room



We pick 1 of these 3 hotels

The hotel will be revealed after you book

- Country Inn & Suites by Radisson Asheville
Asheville East
8.5 2029 Ratings | 3-Stars

Quality Inn & Suites Biltmore East
Asheville
7.3 1815 Ratings | 2.5-Stars

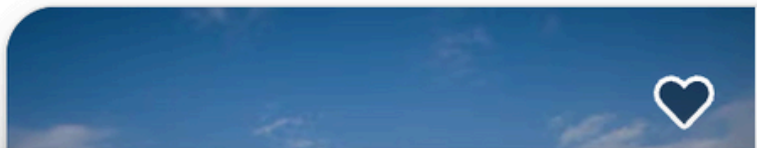
Comfort Inn Asheville East-Blue Ridge P...
Asheville
7.9 985 Ratings | 2.5-Stars

Up to \$116 Off
Get 1 of these Hotels with
Amazing pools, and save
up to \$116 per stay

Per night \$72
Total \$318
4 nights, 1 room

All 3 Include: Free Parking, Free Breakfast Amenities

Get 1 of 3 hotels



Luxury Top Booked



PRODUCT CONTEXT IS KING.

4 STEPS TO DESIGNING THE RIGHT AI INTERFACE



- What problem are we solving
- Who are we solving the problem for
- How to approach the experience
- Test test test test

01

WHAT PROBLEM ARE WE SOLVING?

- “WAYRTTD” – Shreyas Doshi
- Why should that problem be solved?

02

WHO ARE WE SOLVING THE PROBLEM FOR

- What outcomes do the customer and user care about?
- How does the user solve the problem today?
 - Is there a specific tool UI they like and actually works for them?

02

WHO ARE WE SOLVING THE PROBLEM FOR

- User's relationship with data
 - Right data for the right user
 - "Data compression" – Julian Lehr



02

WHO ARE WE SOLVING THE PROBLEM FOR

- Psychological aspects of solving for this customer and user
 - Trust
 - Control

Intelligence Mentions ?

15 mentions found

Export

Advanced Filters

- All
- High Credibility
- High Anomaly
- Verified
- Disputed

Search mentions...

All Platforms

Date



Analyst 2
@analyst2 Region 1

News Site

Unverified



Financial markets showing unexpected patterns following the announcement. Potential coordinated manipulation detected.



Entities:

- Entity-1-0
- Entity-1-1
- Entity-1-2

- Intelligence
- OSINT

Positive 7/13/2025 5:47:39 PM

1,873 engagements 43,581 reach



Analyst 3
@analyst3 Region 2

News Site




Social Mentions

Generate Report

Search mentions...

All Platforms




User 1
@user1

Facebook

I absolutely love the new features in your latest update! The interface is so intuitive now.

Positive7/12/2025

370 engagements




User 2
@user2

YouTube

Having issues with your app crashing constantly. Please fix this ASAP!

Neutral7/8/2025

642 engagements



User 3
@user3

Instagram

Just tried your product for the first time and I'm impressed with the quality.

Positive7/7/2025

253 engagements

03

HOW TO APPROACH THE EXPERIENCE

- Layout that aligns with how the user works

03

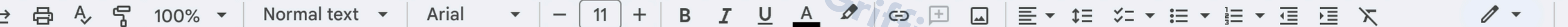
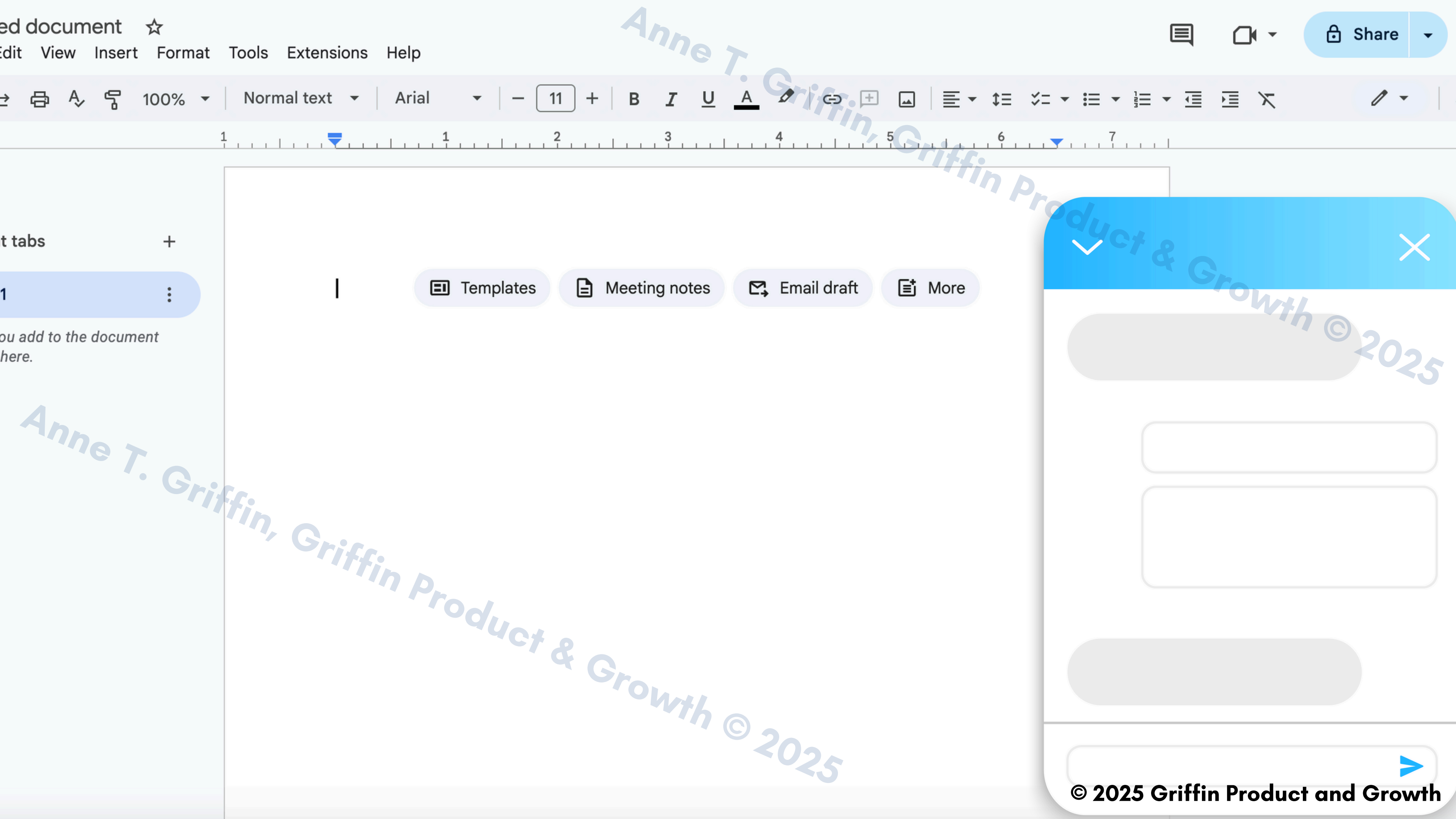
HOW TO APPROACH THE EXPERIENCE

- Decreases the time to value
 - What does the user need to see or do to get the value
 - Do not hide the value!

03

HOW TO APPROACH THE EXPERIENCE

- Gives user sense of trust
- Gives user sense of control
- Does NOT need to be obvious it is AI



t tabs



1



ou add to the document
here.

|

Templates

Meeting notes

Email draft

More

Anne T. Griffin, Griffin Product & Growth © 2025

W

Go to Market Plan · Saved ▾

W

X

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+

Search (Alt + Q)

File

Home

Insert

Layout

References

Review

View

Help

Comments

Catch Up

Editing

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Copilot

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Timeline

Starting from the completion of the store building on August 15th, our timeline spans the thorough training of staff until October 15th. Teaser campaigns and sneak peeks will engage our audience from September 1st to October 30th. Logistics finalization occurs between October 1st and November 10th, followed by robust local advertising until November 15th. A comprehensive event rehearsal is set for November 5th to November 10th, leading to the grand opening on November 15th, the culmination of our efforts.

Task	Start Date	End Date
Store building completion	August 15th	August 15th
Staff training	August 16th	October 15th
Teaser campaigns and sneak peeks	September 1st	October 30th
Logistics finalization	October 1st	November 10th
Robust local advertising	November 1st	November 15th
Event rehearsal	November 5th	November 10th
Grand opening	November 15th	November 15th

< 1 of 1 >

Visualize as a table

AI-generated content may be incorrect

👍

👎

✓ Keep it

🔄

🗑

Tell Copilot what changes you'd like to make

➔

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TEST TEST TEST TEST

04

- Get feedback on data output from your customers
- Get feedback on the prototype from your customers
 - Let them actually use the prototype!

04

TEST TEST TEST TEST

- If your user “doesn’t know what to ask,” your interface is the problem, not the user



FINAL REMINDERS.

REMEMBER THAT



- Your customer doesn't want "AI," they want problems solved
- Chatbots aren't necessarily "faster" to implement
- You break trust in your product's AI every time you ship the wrong experience



THANK YOU

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