

Conversational design

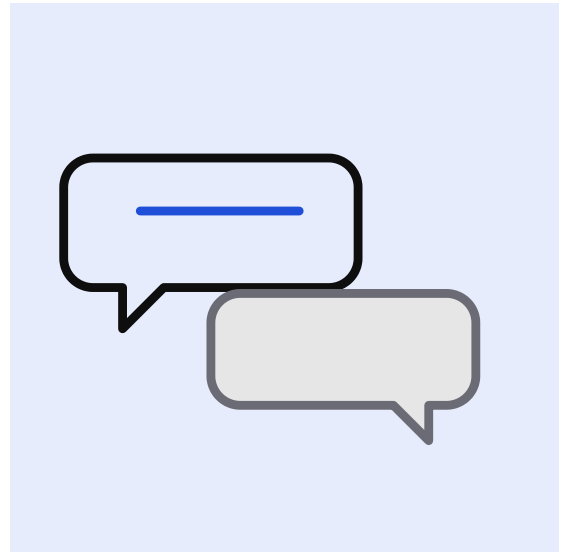
Designs how a person converses with a system, by voice or in writing, as in voice assistants and chatbots, drawing on how conversations between people are organized.

In Spanish

Diseño conversacional

Origin

Conversation analysis applied to assistant design (Moore and Arar, 2019)



What it deals with

Talking is natural for people, but many assistants can't follow a conversation: they don't understand clarifications, repetitions or changes of topic.

Principles

Turns and sequences

A conversation is organized in pairs, such as question and answer, that can be expanded.

Repair

Let people ask for repetition, clarify or correct.

A few basic actions

What the person can always do: repeat, ask for help, go back or exit.

Applications in design

✓ Use it like this

Write sample dialogues and read them aloud before designing the flow.

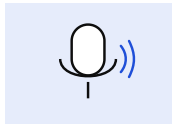
✗ Avoid

Designing a menu disguised as a conversation.

👁 Don't fall for it

Plan what happens when the system doesn't understand: it will happen more often than you think.

Especialidad



Specialty

Voice UX

Designs interfaces that are used by speaking, with no screen or almost none.

Methods and tools



Method

Wizard of Oz

Testing a system that doesn't exist yet, with a hidden person acting as the machine.

Connections

Builds on

■ Cognitive psychology

■ Cognitive load

Related to

■ Interaction design

■ AI design

■ Multimodal interaction

Authors and works

2019

Robert J. Moore and Raphael Arar

Applied conversation analysis to assistant design and proposed a framework with reusable patterns.

Sources

Original sources

- Moore, R. J., & Arar, R. (2019). Conversational UX design: A practitioner's guide to the natural conversation framework. ACM. [View source \(https://doi.org/10.1145/3304087\)](https://doi.org/10.1145/3304087)

Last reviewed: October 25, 2026

Atlas público de diseño, de Adriana Ojeda. Texto e ilustraciones bajo licencia CC BY 4.0.