



Antarang Whatsapp Bot - Career X/Nantar Kay Use Cases

Purpose:- Nantar Kay is a WhatsApp bot that provides on-demand information and support to students to have a clear career plan and make an informed transition post 10th and 12th standard. It enables parents to support their students in their career planning journey.

Nantar Kay is age-agnostic-all information is available for all grades. However the recommended target audience is Grade 9-Grade 12.

Nantar Kay is designed to keep in mind the following technology focussed user behaviours

1. Repeated usage of the bot
2. Increase time spent on the bot

Our Bot's Personality:- Still to be created

Phases of Development(2021-2022):-

Designed to ensure each phase is an Minimum Viable Product

Phase 1:- *(April-June)*

Nantar Kay is a bot that gives you information to help you stay in education till Class 10

Phase 2:- *(July-August)*

Nantar Kay is a bot that gives you information to help you stay in education after Class 10 and encourages you to make educational choices in line with your chosen career after Class 10.

Phase 3:- *(August-September)*

Nantar Kay is a bot that gives you information to help you stay in education after Class 10 and encourages you to make educational choices in line with informed career choices after Class 10.

Things still under discussion:- (Need to close this by 1st week May)

Separate Bot for MCGM and other municipalities?

Separate Bot for Parents and/or students?

Design Hypothesis of Impact

- By increasing access via the whatsapp bot the number of successful transitions will increase. A successful transition post Grade 10 in college/vocational course is the first step towards pursuing an aspirational career of choice

Objectives

- Asynchronous/On-demand access to career and transition related information.
- Personalised and user driven content



Outcomes

- Increased reach (or just Reach)
- Increased interactions (Repeat Interactions)

Assumptions

- Repeat interactions indicates effectiveness of the messages
- People access chat bots to get their questions answered in the fastest way, even if it isn't exciting.
- If they are accessing the material they will be learning
- They will self report effectiveness honestly :P

Pilot Target Audience

- Grade 10 Students in MCGM Schools
- Feb 1st - 10 Schools - 500 Students

Pilot Content Flows

- **Building Career Awareness - Phase 1**
- Exploring Colleges based on their career interests
- **Understanding next steps post 10th - Streams/Diploma/Apprenticeship - Phase 1**

What do we measure

- Reached- students who have visited the bot but may or may not have registered (unique+repeat+non-registered)
- Unique users- students who have visited the bot for the first time and registered
- Repeat users- student who has registered and re-visits the bot
- Frequency of interactions (Avg # of interactions/user/week)
- Average duration of interaction/user
- Day & Time of Access- number of visitors in a day and hour of the day
- Messages/Content accessed most frequently
- Effectiveness - Was it useful - Yes/No -from the question asked
- Demographics - Age, Language(which language am I accessing content in)

What other things do we want to learn and integrate with SF

Glific ---> SF

- Have they accessed any prior Antarang activities in Grade 10 or Grade 9? If yes, which ones
- If they have accessed, did they have Clarity of Career Plan/Career Awareness?
- How many students access career flows in line with IAR and/or recommendation?
- Chosen a next step/ college choice in line with IAR(assuming the bot in future will be used to collect next step information)
- Tracking the difference in student outcomes between those students who have explored (we can define which or how many flows) the bot vs not explored the bot



- Has the parent who attended counselling also explored the bot?
- The students who don't attend the program, do they still explore the bot?

Priority mapping

- Out of all the students who are enrolled on our system, how many have registered on the Bot? (contact variable→ SF)
- How many careers that the students explored on the bot, are in line with their IAR? (Flow result→ SF)
- Session table, Flows table, Message table, Stats table - How do we link information within the tables in a decoded form back to SF?

SF ----> Glific

- After a school session is completed - sending a summary message/follow up links via Glific.
- After IA is completed in class - Sending their results via whatsapp to parents and students.
- When new flows are adding, sending whatsapps via SF to students with aligned career choices.
- Sharing list of schools fetched from SF based on area selected by student (as options for the student to select from)
- Suggesting flows to students on the basis of their IAR/career choices

Questions for Glific Team

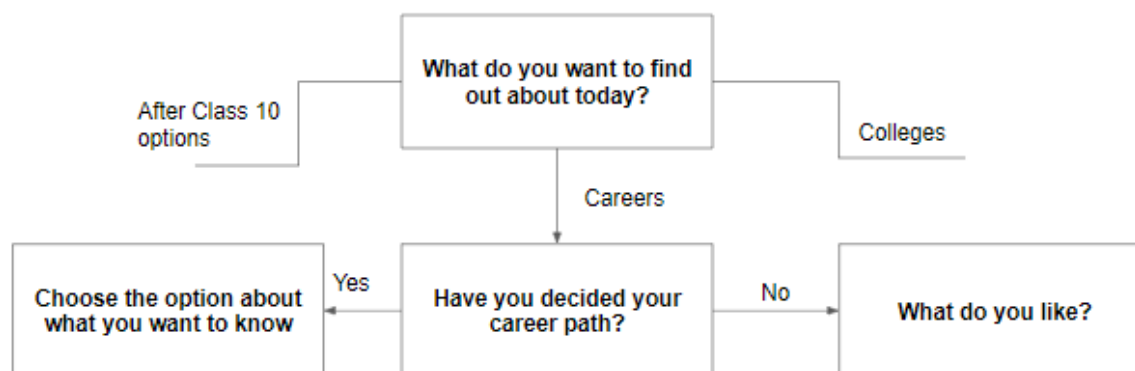
1. Can the user enter non numeric inputs? **Yes**
2. Can it shift from an automated flow to a manual conversation with a person? **Yes**
3. What are the analytics that we would see on the backend? [Here's an example report](#)
4. How do we identify users? Would we get their mobile numbers? **Yes. What do you mean by identifying users?**
5. Can we integrate it with our salesforce backend?. Can we map a name/number to a UID on our system?
6. To run some of these flows, what data do we need in what formats **i'd need to understand more about 'data'**
7. Does it support other languages? **yes**
8. Are there any TRAI restrictions around timing when the student can interact with the bot?

We've put down 9 different potential flows, there will be many more but this is just so we all get a starting sense of what we are imagining.

Demo Flows



1.



1- What to do after 10th?

2- Famous People

2.

Bot: What would you like to do?

Type 1: Learn Different Careers

Type 2:- Know Options after Class 10

Type 3:- Make College Choices

User: 1

Bot: Choose a career to know more about

Type 1: [Career]

Type 2:[Career]

Type 3:[Career]

Type 4:[Career]

Type 5:[Career]

Type 6:[Career]

Type 7:[Career]

Type 8: [Other]

Type 9:[Go back to the main menu]

Note:- When user input is other another list of careers populate.



User:- Type 7

Bot: How would you like to learn about the career?

Type 1: Watch a video [One line description]

Type 2: Read about it [One line description]

User: 1

Bot:- Video link

-
3. Bot: What would you like to do?
Type 1: Learn Different Careers
Type 2:- Know Options after Class 10
Type 3:- Make College Choices

User: 2

Bot: Which career do you want to pursue?

Type 1: [I do not know]

Type 2:[Career]

Type 3:[Career]

Type 4:[Career]

Type 5:[Career]

Type 6:[Career]

Type 7:[Career]

Type 8: [Other]

Type 9:[Go back to the main menu]

Note:- When user input is another another list of careers populate.

User:- Type 2

Bot: *Shows after 10th and after 12th steps*

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4. Bot: What would you like to do?
Type 1: Learn Different Careers
Type 2:- Know Options after Class 10
Type 3:- Make College Choices

User: 2

Bot: Which career do you want to pursue?



Type 1: [I do not know]

Type 2:[Career]

Type 3:[Career]

Type 4:[Career]

Type 5:[Career]

Type 6:[Career]

Type 7:[Career]

Type 8: [Other]

Type 9:[Go back to the main menu]

Note:- When user input is another another list of careers populate.

User:- 1

Bot: Watch this video to know how to find out your career:-

If you want to know more

Type 1:Interest

Type 2: Aptitude

Type 3:Reality

User 2:

Here is the aptitude test: ____ Once you complete the aptitude look at a few careers that are good for you.

Spatial Aptitude:-*Career Names*

Numerical Aptitude-*Career Names*

Abstract Aptitude-*Career Names*

Creative Aptitude-*Career Names*

Mechanical Aptitude:*Career Names*

Verbal Aptitude: *Career Names*

Type 1 to go back to the menu; Type 2 to learn about these careers

5. Bot: What would you like to do?

Type 1: Learn Different Careers

Type 2:- Know Options after Class 10

Type 3:- Make College Choices

User: 2

Bot: Which career do you want to pursue?

Type 1: [I do not know]

Type 2:[Career]

Type 3:[Career]

Type 4:[Career]

Type 5:[Career]



Type 6:[Career]

Type 7:[Career]

Type 8: [Other]

Type 9:[Go back to the main menu]

Note:- When user input is another another list of careers populate.

User:- 1

Bot: How would you like to discover the best career options for you

Type 1: Take a quiz

Type 2: Talk to a counsellor

Type 3: Watch a video

User: - 2

Bot: Please give a missed call on this number 9900000000 and a counsellor will call you back.

6. Bot: What would you like to do?

Type 1: Learn Different Careers

Type 2:- Know Options after Class 10

Type 3:- Make College Choices

User: 2

Bot: Which career do you want to pursue?

Type 1: [I do not know]

Type 2:[Career]

Type 3:[Career]

Type 4:[Career]

Type 5:[Career]

Type 6:[Career]

Type 7:[Career]

Type 8: [Other]

Type 9:[Go back to the main menu]

Note:- When user input is another another list of careers populate.

User:- 1

Bot: How would you like to discover the best career options for you

Type 1: Take a quiz

Type 2: Talk to a counsellor



Type 3: Watch a video

User: - 2

Bot: Great, please wait while a counsellor joins the chat.

Counsellor: Hi _____, good to know you want to find a career best suited to you. Let us start with identifying your interests. Would you like to answer a few questions now?

7. Bot: What would you like to do?

Type 1: Learn Different Careers

Type 2:- Know Options after Class 10

Type 3:- Make College Choices

User: 3

Bot: Do you which steam you want to choose?

Type 1: Yes

Type 2: No

User: 2

Bot: Do you know which careers you want to pursue?

Type 1: Yes

Type 2: No

Bot: <Re - routes to use case 4/5/6>

8. Bot: What would you like to do?

Type 1: Learn Different Careers

Type 2:- Know Options after Class 10

Type 3:- Make College Choices

User: 3

Bot: Do you which steam you want to choose?

Type 1: Yes

Type 2: No

User: 2

Bot: Do you know which careers you want to pursue?

Type 1: Yes



Type 2: No

User: 1

Bot: Which career do you want to pursue?

Type 1: [I do not know]

Type 2:[Career]

Type 3:[Career]

Type 4:[Career]

Type 5:[Career]

Type 6:[Career]

Type 7:[Career]

Type 8: [Other]

Type 9:[Go back to the main menu]

Note:- When user input is another another list of careers populate.

User: 7

Bot: If <7> is your chosen career it is best for you to pursue Science after the 10th.

Do you want to check colleges for the Science Stream

Type 1: Yes, show me colleges for Science stream

Typ 2: No

User: 1

Bot: Click this link to see the top 10 Science colleges in Mumbai.

9. Bot: What would you like to do?

Type 1: Learn Different Careers

Type 2:- Know Options after Class 10

Type 3:- Make College Choices

User: 3

Bot: Do you which steam you want to choose?

Type 1: Yes

Type 2: No

User: 1

Bot: Which stream would you like to pursue

Type 1: Science



Type 2: Commerce
Type 3: Arts
Type 4: MCVC/Diploma
Type 5: Apprenticeship

User: 2

Bot: Which areas would you like to look for colleges?

Type 1: South Mumbai
Type 2: West Mumbai
Type 3: East Mumbai
Type 4: Navi Mumbai
Type 5: Any

User: 4

Bot: What percentage range cut off do you want to explore

Type 1: 35 - 50%
Type 2: 50 - 70%
Type 3: 70 - 90%
Type 4: 90%+

User: 2

Bot: Click this link to find the list of Commerce colleges in East Mumbai with the cut off range of 50 - 70%

Final Pilot Flows

https://docs.google.com/spreadsheets/d/15g0ccf-utSi1MmbKtsHDsTMFZ7r_i4e7K4NIC-GES4s/edit?usp=sharing

Multiple Users - Single Number Use Case



Context - The students we work with do not have a mobile device of their own. Most often, the parents' mobile phone is used across different students.

Requirements - We would like to provide different content for the parents, as well as track the usage data separately for each student. However, we are limited by having the mobile number as the only identifying factor and hence cannot differentiate between different people using the same number.

Examples

A mother's mobile is being used by her and two children, one in grade 9 and the other in Grade 11. All 3 of them are our target beneficiaries and there is different personalisation as well as content for all three. However, we are able to store only one user against the mobile number, hence causing the user experience to be compromised. It also causes inaccuracies in our data of flows being accessed, repeat users etc.

Where have we seen this?

1. Convegenius Whatsapp Bot - SWADHYAY used for assessments, it allows multiple users to register with their details against the same number. When the user comes back, it asks to confirm the name.
2. Rocket Learning Whatsapp Bot



Glific Ideas

- Multiple users- same phone number
- Excel Sheet Reading information- career information
- Excel Sheet - forming a quiz
- Short Term Integration- Mark off students as CA at backend; Different collection based based on IAR and Baseline
- Long Term- SF to Glific Integration and vice versa (Sending data from SF to GLific and vice vers- based on session details)
- Analysing responses and providing appropriate nudge(Stir video)
- Find nearest college/ training- based on location (farmer
<https://www.youtube.com/watch?v=u4iyoDAezck>)-33:50 on reporters
-
- <https://glific.org/digital-greens-voice-based-chatbot-for-chilli-crop-farmers/>