**Campfire’s Bot Audit Checklist**

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| --- | --- | --- | --- |
| **Criteria** | **Scoring** | **Occurrences** | **Score** |
| # of intents correctly identified | +1 point per intent | /15 |  |
| # of false positives | -0.5 points per intent | /15 |  |
| # of false negatives | -0.5 points per intent | /15 |  |
| # of true negatives | +0.5 points per intent | /15 |  |
| Recognizes buttons and typing OR recognizes numbers as text and digits | +1 point (Y/N) | /1 |  |
| Uses entities | +1 point (Y/N) | /1 |  |
| Uses language detection | +1 point (Y/N) | /1 |  |
| Gibberish detection | +1 point (Y/N) | /1 |  |
| Natural language generation (NLG) | +1 point (Y/N) | /1 |  |
| **NLP Quality Score** | | | **/20** |
| Conversationalized copy (short messages, 1-4 bubbles) | +1 point (Y/N) | /1 |  |
| Uses personalization | +1 point (Y/N) | /1 |  |
| Uses context | +1 point (Y/N) | /1 |  |
| Uses copy variations | +1 point (Y/N) | /1 |  |
| Writes from the user's perspective | +1 point (Y/N) | /1 |  |
| Clearly states that it's a bot | +1 point (Y/N) | /1 |  |
| Manages expectations about what the bot can do | +1 point (Y/N) | /1 |  |
| Doesn't unnecessarily block typing | +1 point (Y/N) | /1 |  |
| Uses input validation or confirms data capture | +1 point (Y/N) | /1 |  |
| Uses implicit confirmation | +1 point (Y/N) | /1 |  |
| Uses integrations to provide real-time/personalized info | +2 points per occurrence (Max. +5) |  |  |
| Get stuck in a flow or loop | -2 points per occurrence (Max. -10) |  |  |
| **Conversational Design Score** | | | **/15** |
| Clear information architecture | +1 point (Y/N) | /1 |  |
| Uses fallbacks | +1 point per occurrence (Max. +5) | /5 |  |
| Provides an offload | +1 point (Y/N) | /1 |  |
| Has a feedback flow | +1 point (Y/N) | /1 |  |
| Recognizes a double intent | +1 point (Y/N) | /1 |  |
| Language switch | +1 point (Y/N) | /1 |  |
| **Structure and Flow Score** | | | **/10** |
| Uses rich media to show instead of tell | +1 point (Y/N) | /1 |  |
| Uses the best formats to simplify the UX | +1 point (Y/N) | /1 |  |
| Responsive (desktop, tablet, mobile) | +1 point per device | /3 |  |
| **Visualization Score** | | | **/5** |
|  |  |  |  |
| **Total Score** | | | **/50** |