Course Name: Power Your Website with AI: Developing and Deploying a Chatbot Without Coding

Contact Hours: 24 hours

Pre-requisite: N/A

Abstract

This is a practical, skill developing course designed to build an AI chatbot from your existing website content using no-code platforms. It explains how to prepare source content, choose a no-code tool, train the model on your site assets, deploy the widget and iterate based on real user conversations.

The focus is on practical deployment without programming skills.

Target Audience

This course is geared towards:
- Non-Technical Professionals
- Marketers
- Small Business Owners
- Educators

Learning Outcomes

On completion of this course, learners will be able to:
- Explain the core concepts of chatbots and conversational AI and their applications across industries.
- Identify suitable use cases and set realistic expectations for chatbot implementation.
- Compare no-code chatbot platforms and evaluate costs, scalability, and total cost of ownership.
- Design effective conversation flows using user personas and structured dialogue mapping.
- Build, test, and deploy a functional no-code chatbot.
- Integrate chatbots with websites, social media, and basic business systems.
- Analyse chatbot performance using analytics and testing techniques.
- Apply basic customization, personalization, and maintenance practices.

Course Content

Introduction to Chatbots and Conversational AI
- What are chatbots and how do they work?
- Use cases across industries
- Understanding NLP basics (non-technical)
- Setting expectations: what chatbots can and cannot do

Choosing the Right No-Code Platform - Cost Analysis
This module will provide comprehensive cost comparisons:
- Platform Cost Breakdown:
  - Free Options: Dialogflow ES Essentials, Botpress Community, Tidio Free, ChatBot.com Free
  - Budget Options ($0-50/month): ManyChat Pro, Chatfuel Pro, Landbot Starter
  - Mid-Tier ($50-200/month): Dialogflow CX, Intercom, Drift
  - Enterprise ($200+/month): IBM watsonx Assistant, Salesforce Einstein Bots
- Hidden Costs to Consider:
  - Message volume pricing (per conversation/per message)
  - User/contact limits
  - Integration fees
  - Developer/API access costs
  - Support and training costs
  - Scaling costs as usage grows
- Total Cost of Ownership (TCO) Framework:
  - Platform subscription
  - Development time (even with no-code)
  - Maintenance and updates
  - Training for staff
  - Opportunity cost analysis

Practical Exercise: Students calculate projected costs for their specific use case using a provided ROI calculator template

Designing Effective Conversation Flows
  - Conversation design principles
  - Creating user personas
  - Mapping conversation paths
  - Handling fallback scenarios

Building Your First Chatbot (Hands-on)
  - Platform setup and configuration
  - Creating intents and entities
  - Building basic conversation flows
  - Testing and iteration

Integrating with Websites and Platforms
  - Website embedding options
  - CMS integrations (WordPress, Wix, Squarespace)
  - Social media connections
  - CRM and email integrations

Testing, Refinement, and Analytics
- o User testing methodologies
- o Analyzing conversation logs
- o Identifying improvement opportunities
- o A/B testing strategies

Advanced Features and Customization
- o Personalization techniques
- o Multi-language support
- o AI training and improvement
- o Custom branding

Deployment, Maintenance, and Case Studies
- o Launch checklists
- o Ongoing maintenance requirements
- o Real-world case studies
- o Capstone project presentation