

## Our Client


206.621.8474







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“Mary’s Place has always been there for me. The women there celebrated my accomplishments and held my hand during my failures.”

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EMPOWERING HOMELESS WOMEN, CHILDREN, AND FAMILIES TO RECLAIM THEIR LIVES.


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ANNUAL REPORT

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42%
of Mary’s Place women are homeless because they can’t find a job

Featured Events

## *Mary's Place*



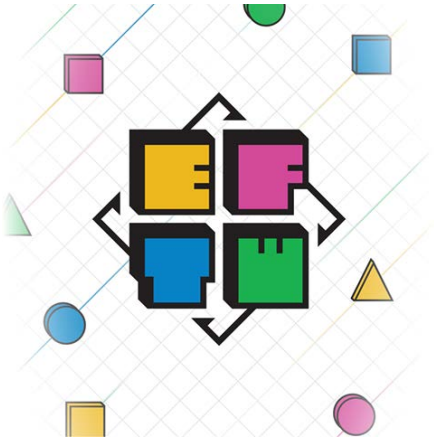
**EMPOWERING HOMELESS WOMEN, CHILDREN,  
AND FAMILIES TO RECLAIM THEIR LIVES.**

Mary's place is a service that provides  
shelters for single women and teens

**How We Help**

Programs  
Services  
Get Help  
Resources  
Crisis Response Night Shelters  
and Family Centers  
Day Center

## ***Our Team***



### **Engineering Team**

Huy Bui

Julina Lang

Quynh-Nhu Nguyen

### **Product Leader**

Alexander Rivera

Leslie Howle

### **Scrum Leader**

Aga Kaminska

***RecTech Technology Center  
Youth Media Institute  
ChatBot 2: Mary's Place  
Project Description***

We have been working on a short documentary on homelessness in Seattle, and when doing research on facilities in Seattle that provide shelter for women and children in particular, we learned about Mary's Place. Their website was welcoming and offered people community, acceptance, hope and dignity. Mary's Place works to keep struggling families together and provides practical tools and resources that help them find

housing and employment. We felt that it was one of the most positive organizations of its kind in our area, so asked if we could build a Chat Bot for their Facebook Page.

It turns out that they have been thinking about creating one, and were excited to work with us!

Huy, Julina, and Quynh-nhu created a draft of the Chat Bot and sent it to Linda, Mary's Place

Communications Director, to review. was "softened" and made to look friendlier and more welcoming.

After making changes to meet their requests, the Chat Bot went live on Mary's Place Facebook page for testing.

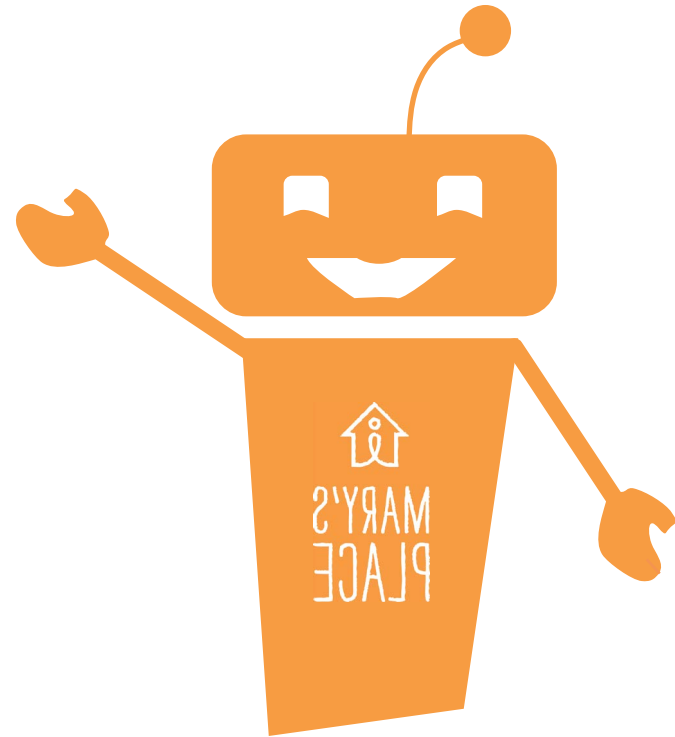
Once the Chat Bot went live, we discovered a large advertisement for Chat Fuel was the first thing that users saw. Although the client had not wanted to have a default message, we discussed what might work as a default, and then tested a very minimalistic default option to see if it would eliminate the Chat Fuel default, and it worked!

The issue with the default message is this: while the communications director will most often be online live answering questions, at times she could be away from her desk for anywhere from a few minutes to 24 hours, so she didn't want a default message that would frustrate users. If an informational default message shows up repeatedly in the

middle of a conversation with a client, it could confuse them and make them think there was no one on line with them. The default message needed to cover all possibilities. We ended up using three dots for the default, and suggested adding an informational message regarding staff response timing on the Chat Bot to the welcome message instead.

She was not interested in having us add buttons that would take people to different resources; this Chat Bot is primarily for live interactions, so unfortunately for us, there is very limited AI interaction.

Our last task was to add an option for users to read the information in Spanish, so Huy created a Spanish version of the content. We gave Linda administrative privileges so that she can make changes to copy the future. Our client was uncomfortable with the Chat Fuel advertisement showing up on their Chat Bot, so may decide to upgrade to Chat Fuel Pro in order to eliminate that problem.



## ***Message Me***



<https://www.facebook.com/marysplacewa>