Two-Layered Dialogue Framework to Experiment with Games and Gamification

Jieming Ji	Qingyun Wang		Zev Battad		Jiashun Gou
jij@rpi.edu	wangq16	@rpi.edu	battaz@rpi.edu		gouj@rpi.edu
Jingfei Z	hou	Rahul Div	vekar	Craig Carlson	
zhouj5@rp:	oi.edu divekr@rp		i.edu	cjcarlson20@gmail.com	
	M		ei Si		
	sim@r		rpi.edu		
	Rensselaer Pol		ytechnic In	stitute	
		Troy, N	NY 12180		

Abstract

In recent years, chat-bots that assist people's daily life gained tremendous popular ity, such as Siri, Cortana, Alexia and Google assistant. Typically, conversations
 with chat-bots are task orientated and brief. In this work, we explore creating social
 bot that can complete task and entertain user.
 We proposed a two-layered dialogue framework which allows for flexible reuse and
 reorganization of individual task based dialogue modules. Utilizing this framework,
 we experimented with multi-module dialogue frameworks to analyze how dialogue

⁸ functions and user characteristics affect user engagement.

9 1 Introduction

The history of chat-bots can be traced back to when Eliza and many others, such as Mitisuku [1], were developed with templates for engaging the user in human-like conversations that ultimately aims at pass the Turning test. Typically, users' conversations with these chat-bots do not include the exchange of useful information.

In recent years, chat-bots that assist people's daily lives such as Siri and Alexa have gained tremendous popularity. Passing the Turing test is not their goal. Rather, they function as a personal assistant by answering questions, reminding events, and controlling smart home devices. From the social conversational perspective, however, a shorting coming of this type of chat-bot is that they are always directed by the user and are mostly passive during the conversation.

In this project, we aim at creating an adaptive framework that can blend these two trends. We want the dialogue with the chat-bot to be both informational and entertaining. For realizing such a goal, we developed a two-layer dialogue management system. At the bottom layer, we developed individual dialogue modules that are specialized at providing specific functionalities and can be used alone. At the top layer, we use a dialogue manager to coordinate those individual dialogue modules. Thus, our framework provides users the freedom to choose specific modules and explore a world of functionalities.

²⁶ In the next section, we will briefly go over the system architecture of the main dialogue manager as

27 well as the individual dialogue functions. We will then present our preliminary evaluation results,

²⁸ followed by discussions.

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29 2 Functional Design and Architecture

30 2.1 Architecture

- ³¹ We have used two architecture for our chat-bot:
- A system designed to run purely on AWS Lambda that runs the dialogue manager and all modules.
- A system designed to use AWS Lambda as a channel to pass all information through to the Main EC2 which runs flask[2] to host all modules.
- ³⁶ The overall design of the system is centered around two parts:
- A series of modules representing different pieces of functionality in the chat-bot, such as exploring news, playing word games, and engaging in chitchat [3]. These functions have been documented in Tables 1, 2, and 3.¹
- A central conversation flow manager through which the system's different modules are exposed to the user.

We have created three versions of the dialogues manager. In the last version, we gamified conversation by manually embedding all modules created in previous iterations into a detective game (Figure 2). As part of our future work, we plan to develop an automated embedding system which can incorporate arbitrary dialogue modules using dialogue managers that looks at the best match between supported functionality and required interaction properties, e.g. the dialogue module requires a little vs. a lot of user effort. Such a system can potentially incorporate chat-bots developed by other developers into a larger dialogue system or even an RPG game.

49 **2.2 Dialogue Functions**

In this section, we will describe these modules' functionality. Our modules perform similar tasks as 50 many existing chat-bots, such as recommending trending news, performing web search, providing 51 daily horoscopes or making a joke[4]. When designing these modules, we had two emphases. One is 52 a focus on diversifying services to provide a wide variety of user activities. The other emphasis is 53 to explore the possibility of leveraging crowd sourced content for supporting user interactions. In 54 particular, our news related modules are capable of pulling news articles and people's comments from 55 multiple social media sites and our message board allows users to interact with each other. Thus, even 56 though the bot itself is not capable of discourse, the user can experience interacting with other people. 57

In Tables 1, 2, and 3, we list all the individual dialogue modules with a brief description of their designs. These modules can be roughly divided into three categories: those that provide information to the user, those that entertain the user, and those that chat with the user.

to the user, those that entertain the user, and those that chat with the user.

	Table 1: Summary of Information and Discussion modules.
Module Name	Short Description
Twitter Search	Provide various tweets and replies given specific topic by user or recommend general
	topics for user to explore.
Twitter Trends	Explore various tweets with top trending hash tags.
Reddit Search	Provide various Reddit submissions and comments given specific topic by user or recommend daily hot topic for user to explore.
Web Search	Use DuckDuckGo to return web search result.
QA	Use evi.com to answer questions.
Message Board	A space where users can leave messages, read messages from other users, and vote messages up.

61 2.2.1 Information and Discussions

⁶² Since the majority of chat-bot users are accustomed to asking chat-bot for information, we im-⁶³ plemented QA and Web Search functions based on existing web APIs. Providing news is also a

¹For sample interactions on all individual modules, please see Appendix A.

common function of many chat-bots, e.g. Alexa has Flash Briefing. We attempted to make our news module more unique and useful by a) allowing the user to interact with it by specifying topics and b)

⁶⁶ presenting popular comments gathered from Twitter or Reddit related to news articles.

Initially, we extracted news from the Washington Post API with a simple template matching method 67 to recommend related news. The problems were finding the correct topic and the coverage of the 68 news. We then experimented using more comprehensive sources from News API[5] which provides a 69 broader coverage and real time updates. We used Stanford NER [6] to retrieve keywords from news 70 body, and summarized it using Genism [7]. We also used NLTK POS tagging[8] to find nouns in 71 user's response to further increase the number of possible topics. To provide related comments, we 72 queried news headline in Twitter API. 73 To increase interactivity, we tried to find more interesting news sources and public opinions. We 74

⁷⁵ moved to more diverse news sources such as Twitter using Tweepy [9] and Reddit using PRAW [10].
⁷⁶ We first gathered news from Reddit and Twitter and collected people's comments under the news
⁷⁷ section to ensure its uniqueness. Then, we recommend the most related news based on term frequency
⁷⁸ [11] and twitter or Reddit score. We also provide the user tweets with top trending hashtags in real
⁷⁹ time. Users can hear opinions of Twitter/Reddit users. To increase the precision and coverage of
⁸⁰ user-given topics, we use the dependency parser from SpaCy parser.[8]

81 2.2.2 Entertainment

We designed a rich set of entertainment functions, including a word game, an adventure games, 82 jokes, riddles and daily horoscope. Our primary emphasis in designing these functions has two foci. 83 We tried to make the instructions simple and easy to follow. To satisfy this goal, we limited user's 84 interactions within each module to a set of keywords the module is anticipating. We also tried to 85 leverage special effects with the chat-bot's voice to make the game experiences more unique, i.e. 86 in the Word game, the bot will try to rhyme with the user. The user can also use words that rhyme 87 with the bot's last words as his/her response. In the adventure games, we used Speechcons[12] and 88 SSML[13] to enhance the horror atmosphere. 89

Module Name	Short Description
Word Game	Word game similar to word chain[14]. The bot and user take turns giving words that
	rhyme or whose first letter matches the previous word's last letter.
Text Adventure	Command-based text adventure in which the user tries to survive in a haunted house
	from a ghost.
Ghost Adventure	Command-based text adventure in which the user haunts an intruder in a haunted house.
Horoscope	Daily horoscope based on their birth sign.
Riddle	User tries to answer riddles, with explanations given after.
Joke	Deliver jokes in question-answer format.

Table 2: Summary of Entertainment modules.

90 2.2.3 Social Chats

Social chat is much like how people talk with Eliza, Alice and many social bots that developed dialogue rules responding to particular patterns of user input. The dialogue rules can span multiple conversational turns and thus provide the bot with a sense of personality and planning in the conversation. We incorporated a modified version of AIML scripts from the Alice bot [15]. In addition, recent development in machine learning and NLP provide us the opportunity of creating a data-driven chat function. We used seq2seq model[16] trained on twitter chat data[17] as a backup chat function when the AIML based chat module can not make a relevant response.

Table 3: Summary of Social Chat modules.

Module Name	Short Description
Chitchat	Use basic sequence-to-sequence architecture with LSTM[18] modules for general input
	response trained on twitter.
AIMLbot	Use AIML-inspired python regex for templated responses patterns.

98 2.3 Conversation Flow Management

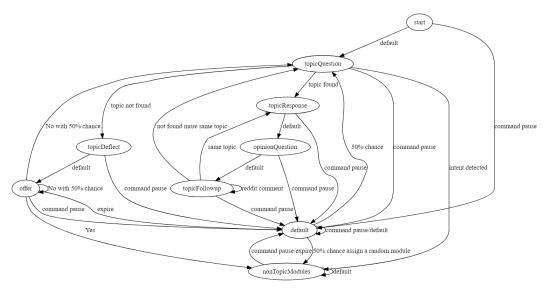


Figure 1: Topic based dialogue manager that moves through different states from the start based on the conditions indicated on the edges of each arrow.

In this section, we will show how the dialogue flow manager orchestrates individual modules to provide a satisfying dialogue experience. We implemented three dialogue managers throughout the competition, ranging from menu based user-initiative design to a game based narrative design. We will describe their design with pros and cons below.

- We started with a menu based dialogue manager that prompts the user with available modules to choose from. Each module implemented a handler for dialogue flow and exit conditions.
 When a predetermine number of turns for a module expire, a module will be randomly selected based on a pre-specified frequency table. Users can bring back the menu and choose modules using the "pause" keyword.
- This version of our chat-bot provides the user with a clear interface and almost complete control over the conversation. However, the users have to repeatedly navigate through layers of the menus to reach the functionalities desired.
- To simplify the interaction, we designed a second version of the dialogue manager [19]
 which guides user interaction in Figure 1. The bot lets the user initiate the conversation
 with a topic of the user's choice. If the user's intention for non-topic based modules (all
 except Reddit Search) is recognized, the bot will lead the user directly to those modules.
 Otherwise, the bot will try to find the most relevant news then offer recommended modules.
- This version differs from the menu based's reactive dialogue manager. It is a proactive manager that gives users pre-defined dialogue module sequences and aids users in choosing functions and topics to explore. We believe this design can ultimately lead to an efficient conversation that aids people in their everyday tasks.
- Our last and final attempt is gamifying the conversation to suit a unique user group who had leisure time to enjoy the process of exploration. We created a detective game as an overall thread for user to explore and interact with our various dialogue function. This is a new gamification strategy, differing from those[20] that use leader boards or badges. Thus, the pros and cons need further experimentation in the future to be thoroughly examined.

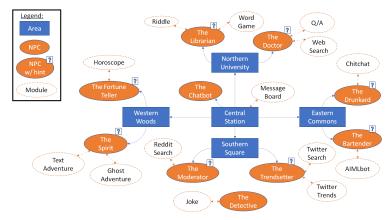


Figure 2: Modules, NPCs, and areas connected in the meta-game. Note that while directional arrows show implied hierarchy, user can move from any area to any other area.

125 **Design of the Narrative Game**

In this version of the dialogue manager, the conversation flow is gamified and access to each module is placed in a virtual space (Figure 2).

The meta-game presented to the user involves finding and catching a thief who is one of the townspeople in this virtual world. The player must collect hints as to who the thief by interacting with townspeople.

The game world consists of two main constructs: Non-player characters (NPCs) and Areas they locate in. NPCs are virtual characters in the game world. Areas are virtual locations that users may move between and where NPCs are located. All modules, except for the Message Board, are associated with one NPC that handles non global commands. Additionally, global commands, such as movement and meta-game actions, are handled by the one NPC who do not have a dialogue module that is part of dialogue manager. In this way, NPCs serve as personified wrappers for the chat-bot's functions, providing in-character handling for all prompts, answers to prompts, and out-of-context handling.

For example, the design of The Librarian makes the character a bored clerk who loves to challenge others to slack off. When The Librarian asks the user if they would like to try and solve Riddles or play a Word Game, the offer to access either module is cast as a part of The Librarian's behavior. This allows for a more forgiving experience when the chat-bot fails to respond appropriately or must explain a prompt to a user.

The user collects hints after beating an NPC at a game or finishing their request. The entire dialogue ends when the user either accuses two innocent people (lose) or the correct person (win). When the user accuses the correct person and catches the thief, the thief's motivation for stealing the chat-bot's voice and information about the character will be revealed. The user is then offered a chance to restart the game with a random different perpetrator, hinting at the possibility of revealing more information about other characters and the game world as a whole.

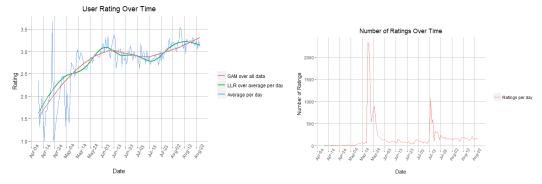
149 3 Evaluation and Discussion

150 3.1 Relationship between overall usages and user ratings

The chat-bot has no statistical models that consume Alexa Prize usage data and internal feedback.
Instead, both are used off-line to improve the system design in two ways:

- Identifying edge cases, unintentional use cases, and desired functionality from users.
- Identifying which changes were effective at attracting user attention.

Figure 3a shows average daily rating over time since the start of the rating period. The small amount of data available at the start of the rating period accounts for the large variance in the beginning of the graph. We can see that average daily rating fluctuates between 2.5 and 3.0 for the majority



(a) Graph of rating over time, with Generalized Additive (b) Number of ratings submitted over entire compe-Model (GAM) fit line, Localized Linear Regression (LLR) tition. Spikes around March and July are caused by fit line, and average rating for each day. Amazon Events.

Figure 3: Graphs of user rating and number of daily ratings.

of the competition, peaking intermittently above 3.0 but below 3.5 in the first half of June and the first weeks of August. We also observe a steady increase in total average rating over the course of the competition, rising relatively swiftly from the start of May to mid-June, dipping briefly, then increasing slowly again starting in early July. While the steady increase in total average rating may be accounted for by a steady increase in the quality of the chat-bot (i.e. removal of bugs, granular changes according to usage data), we believe that the addition of different modules has also had an effect.

¹⁶⁵ In particular, we observed several trends of improvement in performance as we gradually adjust and ¹⁶⁶ add different types of modules.

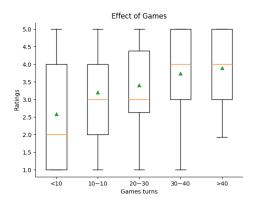


Figure 4: Effect of game modules by its usage of each session from July 1st to July 23rd

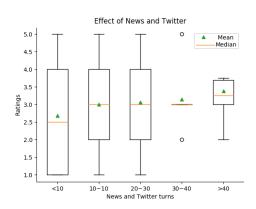


Figure 5: Effect of news modules by its usage of each session from July 1st to July 23rd

Table 4: Statistics on average ratting in period indicated show effect of various game additions throughout whole competition.

0	1			
Improvement	Word Game(I)	Text Adventure(II)	Riddle(III)	Gamification*(IV)
Period	04-10~05-19	05-19~07-17	07-17~08-10	after 08-10
Score±Std	$2.71{\pm}~1.55$	2.77±1.50	$3.03{\pm}~1.49$	3.17± 1.55
Comparison	I-II	II-III	III-IV	I-IV
t	-1.43	-9.77	-3.82	-8.44
р	.15	<.01	<.01	<.01
Effect size	-0.04	-0.17	-0.10	-0.30

*Gamification also includes addition of Ghost Adventure

167 3.2 Effect of adding game modules

As the game's modules are added gradually, we compared user's evaluation before and after adding 168 each game. As shown in Table 4, in most cases adding a game did not result in a significant increase 169 in user's ratings in every addition of a new game. However, as seen in Figure 4, those people who 170 play more games would give a higher rating. We believe this may be caused by niche users who 171 just love games. Those mixed results inspired us to experiment further into using games for overall 172 dialogue control. Unfortunately, this experiment did not receive our desired results. As shown in 173 Figure 3a, after adding gamification which is on 10th Aug, our overall rating is lowered significantly 174 and then recovered. This could be due to a number of factors. The game's instructions and reward 175 mechanism may not be clear enough to users. The overall game play may be too long. The game 176 can easily take 20 minutes, which makes it time consuming to many users who just want to short 177 chat. In addition, some of the users may not expect game as a form of conversation at all. We still 178 believe gamifying the conversational experience has an intrinsic value, and plan to explore more in 179 this direction in our future work. 180

Improvement*	Old source(I)	New source(II)	Comment(III)	TF (IV)	Twitter(V)	Gamify(VI)
Period	04-10~05-15	05-15~06-30	06-30~07-23	07-23~07-29	07-29~08-10	after 08-10
Score±Std	$2.57{\pm}~1.52$	2.76±1.52	$2.83{\pm}~1.45$	$2.93{\pm}~1.49$	3.20 ± 1.50	$3.10{\pm}~1.51$
Comparison	I-II	II-III	III-IV	IV-V	V-VI	I-VI
t p Effect size	-2.70 <.01 -0.13	-2.06 <.01 -0.04	-2.03 =.04 -0.07	-4.94 <.01 -0.19	0.74 =.46 0.02	-7.55 <.01 -0.39

Table 5: Statistics on average rating effect for various news improvements throughout whole competition

*Old source: Washington Post, New Source: NewsAPI, Comment: Reddit comment, TF: Term Frequency

181 3.3 Effect of adjusting news modules

In Figure 5 we cannot observe a strong correlation between news turns and overall ratings. However, 182 as we make the news modules cover more content and provide comments from social media, user 183 ratings have improved significantly, as seen in Table 5. Further analysis of the p-value difference also 184 validates this conclusion. Except for the last gamification step that causes has been mentioned in 185 section above, p-value and t-value for each other news improvement indicates that adding more news 186 content contributed significantly to the improvement of ratings. Other interesting results include that 187 expanding news coverage in II and V increased score more comparing to other improvements and the 188 distribution of users' ratings changes dramatically in V. Such tendency implied that users consistently 189 require an increasing coverage of new information. 190

191 3.4 Effect of different dialogue manager

Table 0. Statis	ties off average 12	ung effect for unit	field utalogue mailager
Improvement	Menu Based(I)	Topic Based(II)	Gamify(III)
Period	04-10~07-01	07-01~08-10	after 08-10
Score±Std	$2.76{\pm}\ 1.52$	$2.93{\pm}1.48$	3.10± 1.52
Comparison	I-II	II-III	I-III
t	-7.99	-3.17	-6.28
р	<.01	<.01	<.01
Effect size	-0.11	-0.16	-0.27

Table 6: Statistics on average rating effect for different dialogue manager

¹All T test in this article are two-sided test for the null hypothesis that 2 independent samples have identical average (expected) values. This test assumes that the populations have identical variances by default.

In Table 6 we can see that the topic based dialogue manager significantly outperforms the menu based dialogue manager. We can also see gamification and the addition of narrative in the conversation further increased average score by a huge margin. As future research, we will add more chat functionality to the main NPC which enables it to guide users through the meta-game, and also give users the choice to talk only to one NPC who has every modules' functionality if they prefer not to play the meta-game.

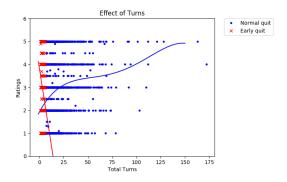


Figure 6: Effect of number of turns of each session, regression with 3 dimension fit for normal quit, regression with 1 dimension for early quit. We use data from July 1st to July 23rd

198 3.5 User Characteristics

Because we were restricted in collecting user information, it is hard to establish relationships between user characteristics and their ratings. Nevertheless, we were able to make two useful observations.

Many users left the conversation in five or less rounds of interaction. We call this phenomenon "early quit," as illustrated in Figure 6. Our results show that early quit, in general, does not affect users' rating. When the user interacts with the bot, typically the longer the interaction is, the higher the overall rating is. This is understandable as longer conversations provide user more chances of appreciating the bot's design. Combining this finding with the effect of interacting with the game modules inspired us to develop the idea of using a large scale narrative game to direct the conversation.

 Table 7: Statistics on user Swearing effect for overall ratings since the start of semi final

 Users
 Swearing Users(I)

 Normal Users(II)
 Normal Users(II)

Users	Swearing Users(I)	Normal Users(II)
Score±std	$2.63{\pm}~1.36$	2.93±1.49
Number of Users	1611	3175
Comparison I-II	t-value: 6.71	p-value: <.01

Some users attempted to either goad the bot to test the limits of what inappropriate language the bot would respond to or express disappointment and irritation to our chat-bot. Our results indicate that in general the users who used swear words scored the bot lower than those who did not, as shown in

Table 7, which makes swearing words good indicator to identify bugs and design defects.

211 **4** Conclusion

In this work, we showed two-layered dialogue framework are effective and flexible. Developers can
add modules iteratively and test different type of dialogue managers without hurting user experience.
This work also illustrated the importance of games and news modules which can significantly improve
conversation quality without sophisticated methods. Further more, we also showed that gamification
of conversation that uses an engaging story and game mechanics to bind unrelated individual modules
is not only viable but entertaining.

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260 A Current Module Interaction Samples

261

2

²All Interaction Samples are generated by authors' interaction with the Chatbot

Name	Interaction
Joke	User: Tell me a joke Bot: Where does a two dimensional man live? User: have no idea Bot: A flat.
Reddit Search	 Bot: Alright, go ahead and tell me a topic that we can discuss. User: Illinois Bot: I heard something related to that from fox2now yesterday . Illinois State Senate passes measure designating neo-Nazi groups as terrorists . Do you think that's a good issue to discuss? User: Well I don't have any opinion for it. Bot: Want to hear what else they have to say? Yes, or no? User: Yes Bot: I hate Illinois Nazis, 4464 people stand up and applaud in agreement.
Twitter Search	Bot: Go ahead and tell me the topic you want to hear about. User: North Korea Bot: I heard a story about that from NPR yesterday. North Korea Says It Won't Fire Missiles At Guam, After All . Do you think that's a good issue to discuss? User: Well I don't have any opinion for it. Bot: Want to hear what people are tweeting about that? User: Yes Bot: Here's a tweet favored by 6 people. Awaiting for Putin to call in another distraction from TrumpRussia investigation
Twitter Trend	Bot: Do you want me to talk about the top trending hashtags on twitter, or would you rather tell me a topic to focus on? User: I want to hear top trendings Bot: Okay!, this tag," scientologytheaftermath, is pretty popular. Want to hear a tweet from it? User: Yes Bot: Great! Here's a tweet favored by 7090 people. Your support has made it possible for more people to come forward We thank you scientologytheaftermath . Want to hear a tweet from it? User: No
AIMLbot	Bot: How are you doing today? User: I'm not doing so well. Bot: Oh, I'm sorry to hear that. Hopefully I can make your day a bit brighter.
Chitchat	User: how are you? Bot: i am in NYC User: you live in New York Bot: i wish i could be there
Horoscope	Bot: Tell me what is your sign. If you want to figure out your sign, just say help. User: help Bot: tell me which month were you born in? User: October Bot: and which day in this month were you born? User: the twenty-fourth Bot: if your birthday is October the twenty-fourth, then you sign should be Scorpio. (horoscope) and would you like to know your match or rating? User: both Bot: (matches and ratings)
Riddle	Bot: Let's solve some riddles, answers will be just one word. What has a neck but no head? User: I don't know Bot: Ok, the answer is bottle, there's a neck to a bottle, but no head. If two's company and three's a crowd, what are four and five? User: nine. Bot: Correct!(more riddles)
Text Adventure Ghost Adventure Word Game Message Board	Descriptions for those modules have insufficient space to include, will be release on our website: http //dk000000000.github.io/wise_macaw/index.html

Table 8: List of Sample Interaction