



Conducttr Quick Start Tutorial

HELP ALICE

Need Help?

support@conducttr.com
<https://conducttr.zendesk.com/hc/en-us>

19 March 2015

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1 Introducing Conducttr – Text Messaging Example

Welcome to the first lesson for Conducttr. This step-by-step training tutorial will guide you through the process of creating an interactive story in Conducttr using text messaging. As you go through the tutorial, you'll discover the primary aspects of the Conducttr interface and you will become familiar with the basic functionality.

Remember you can check out our online courses at Udemy to explore different levels of Conducttr. You can also go to our [Forum](#) to ask questions, post comments, and check out all the inspiration and training materials available.

Please note that you can find a **VIDEO TUTORIAL** for this exercise here:

<https://www.youtube.com/watch?v=sVxe-jMikfU&feature=youtu.be>

The video gives you a brief introduction to Conducttr and shows you how to build the experience.

2 The Exercise – User Journey

In this tutorial we will help you create a simple interactive story in which the audience will help the character Alice to escape from a huge rabbit hole.

The Audience will see a call to action on Twitter, which will invite them to help Alice to escape. The tweet will ask the audience to send a text message to a specific number with the word ESCAPE so they can start the interactive journey.

USER JOURNEY

- I. Broadcast tweet with call to action: *Text the word ESCAPE to help Alice.*
- II. Audience texts the word 'Escape' and receives a Thank you message, and a riddle. The audience will only have one chance to answer correctly.
- III. If the audience answers correctly, they receive the second riddle.
- IV. Alice will be free if the audience answers the second question correctly.
- V. If the audience fails to answer (at any time), then an Evil creature captures Alice and makes her its prisoner. This Evil creature will text the audience and surprise them with a phone call.



Alice woke up and felt panic. She was trapped in a hole in the ground...
If you want to help her escape, text ESCAPE to +44 1688 212060



**Audience texts
ESCAPE to Alice**

ESCAPE

**Alice replies with 2 messages:
Thank you SMS, and first riddle**



Oh thank you so much! I
need to pass two tests...

What has 4 legs when it's
born two legs when it's an
adult and 3 legs when it
gets old?

Audience replies correctly:



HUMAN

Alice texts second question



That's awesome! Now I
have to say who's the
character in this pic
link



Audience replies correctly:



CHESHIRE

Alice texts saying she's free



I'm FREE! THANK YOU!

**Audience
receives SMS
from Evil
creature**



Alice can't
escape!



Evil laugh

**Audience
receives a
phone call**



(Wrong
Answer)

3 Preparing for the project

YOUR BROWSER

Make sure you're on a desktop computer, you have a modern browser - we recommend Firefox - and you have the latest version of Flash: <https://get.adobe.com/flashplayer/>

TWILIO

Since this project uses text messaging, you need to create a Twilio account.

Go to <https://www.twilio.com/> and create a free account.

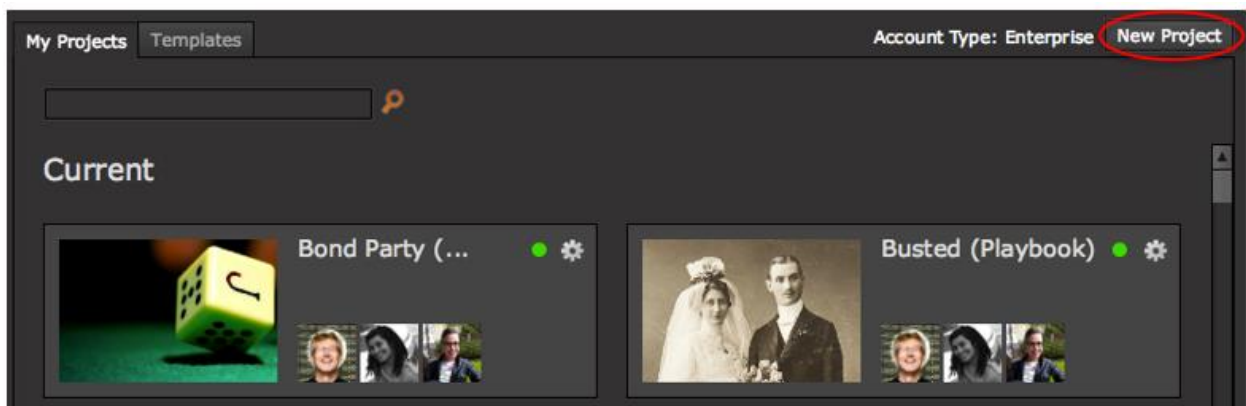
With the creation of your account, you will get a free mobile number, which is the one you will use for your project.

4 Create a project with Conducttr

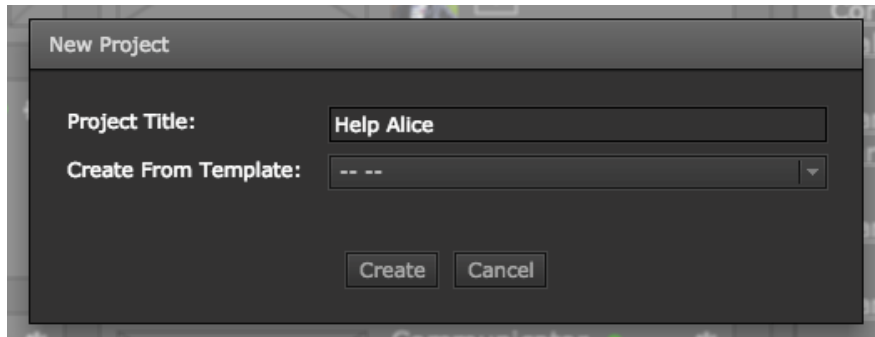
The first step to create interactive stories with Conducttr is to create a new project.

For this:

- Go to <https://my.conducttr.com/> and login with your credentials.
- Locate the **New Project** button at the top right corner.



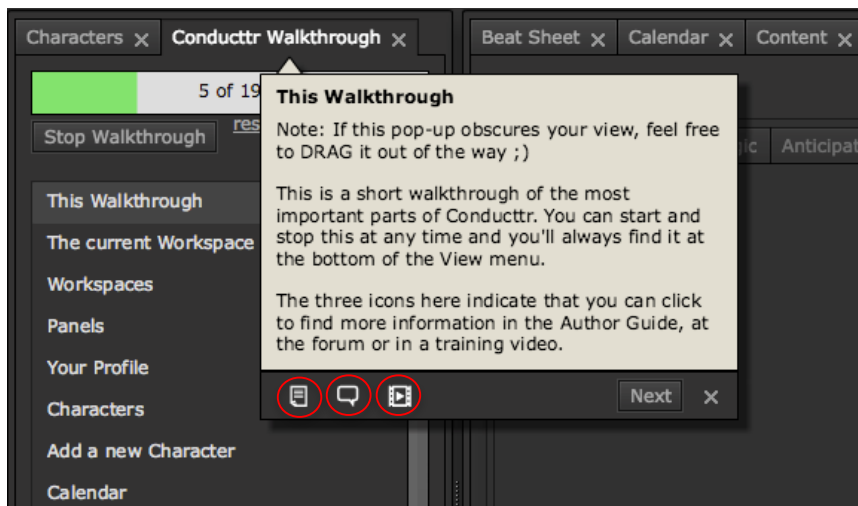
- Type the name of the project - *Help Alice* - and don't select any template (for the propose of this exercise)



- Click **Create**.

NOTE: If this is the first time you open Conducttr, you will find the Conducttr Walkthrough. Go through this walkthrough if you want to learn about the different panels of Conducttr and get familiar with the interface. You can stop the walkthrough whenever you want.

Also, note that you can go directly from the Walkthrough to the Author Guide, the Support Forum, and Udemy courses.



5 Creating your Character, Alice

Your story is told to the world through your Characters. In this example, Alice is the main character of the story, which will communicate with your audience through Twitter and text messaging (SMS).

The first thing you need to do is to create the character Alice, and give her a Twitter account and a Phone number.

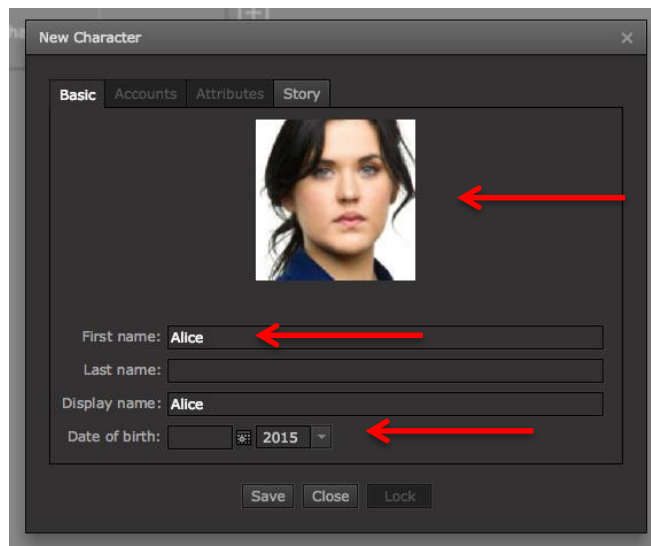
In this example, we'll first create the two channels for the character and build all the logic of the project, so we will deal with the configuration of the accounts at the end of the exercise.

Character

- Navigate to Menu > View > Characters.
- In **Characters**, click the **Plus** button to add a new character.



- Type the name of the character, add a profile picture (you can find it in the folder **Assets** of the workshop) and indicate a date of birth if you want.

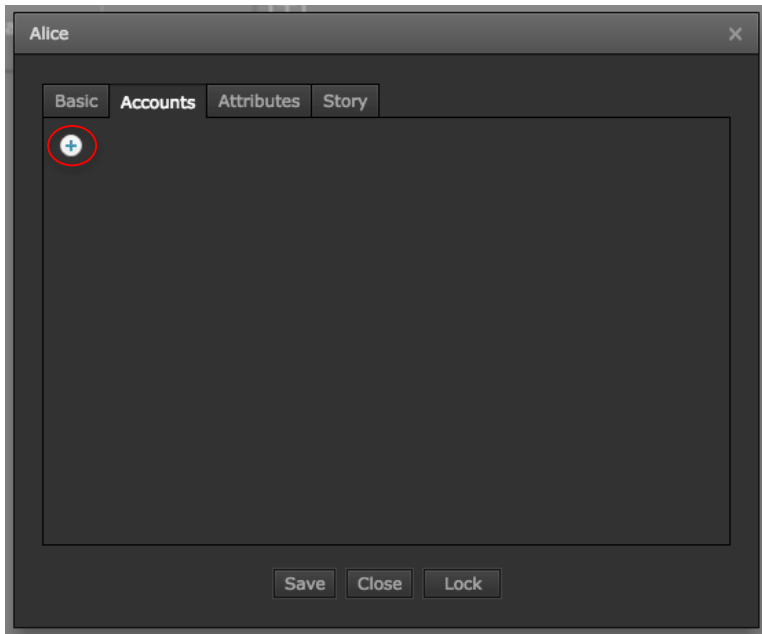
A screenshot of a 'New Character' dialog box. It has four tabs: 'Basic', 'Accounts', 'Attributes', and 'Story'. The 'Basic' tab is selected. It contains a profile picture field with a placeholder image of a woman's face. Below this are text input fields for 'First name' (containing 'Alice'), 'Last name' (empty), and 'Display name' (containing 'Alice'). There is also a 'Date of birth' field with a calendar icon and a dropdown menu showing '2015'. At the bottom are 'Save', 'Close', and 'Lock' buttons. Three red arrows point to the profile picture, the 'First name' field, and the 'Date of birth' dropdown.

- Click the **Save** button.

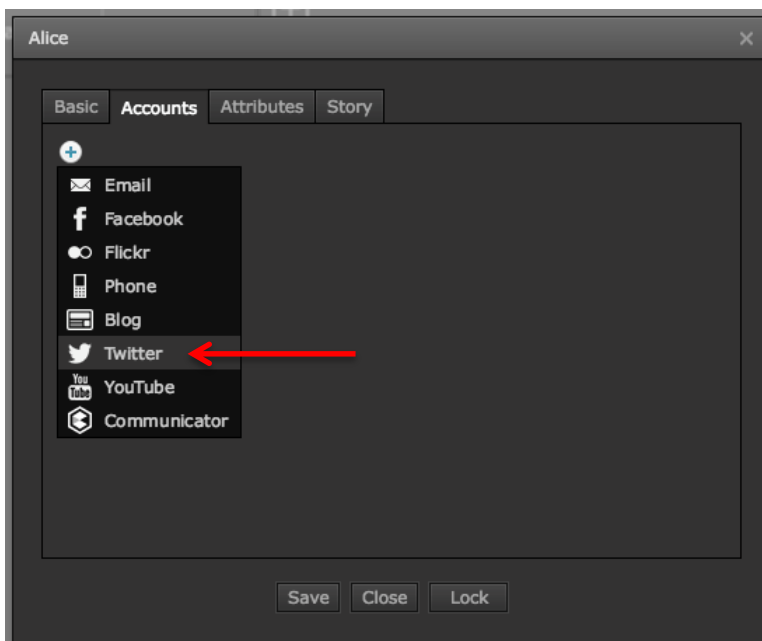
Once your character is saved, you can add any accounts that you want.

Twitter Account

- Go to the tab accounts and click on the **Plus** button to add an account for Alice.

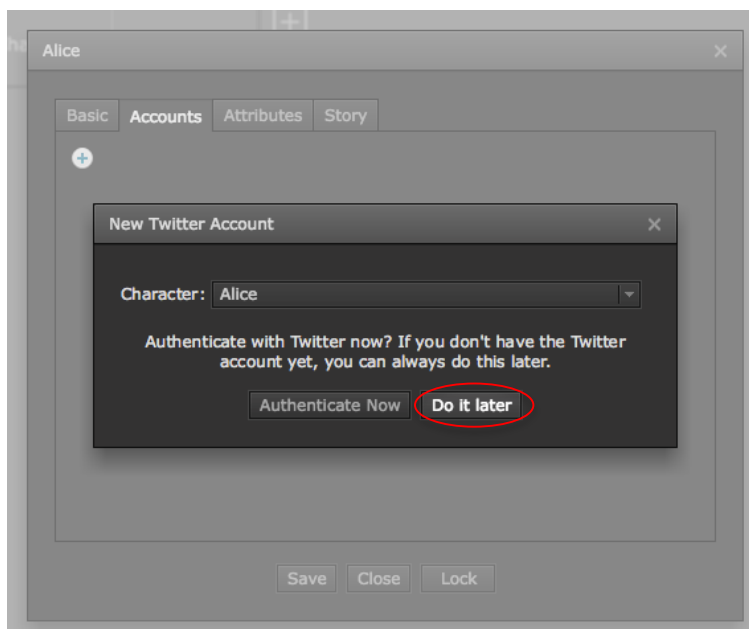


- Select Twitter:

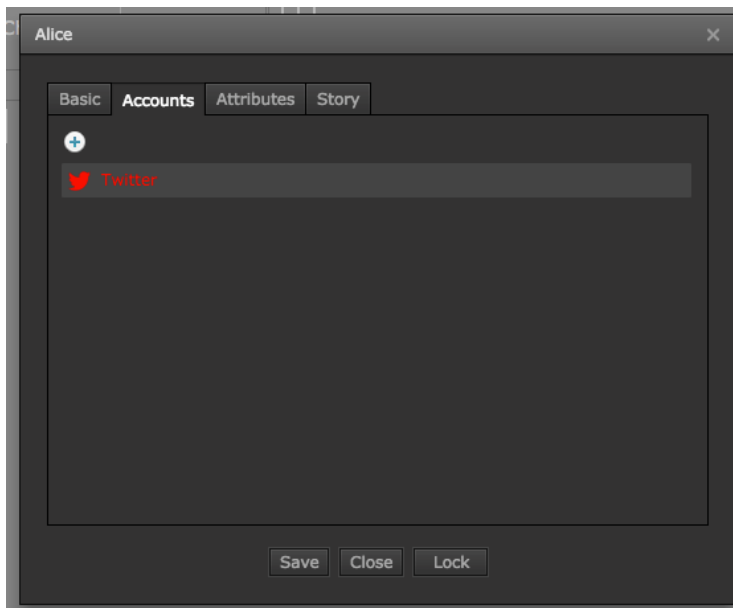


- Create the Twitter account, and select ***'Do it later'***.

In this way, you'll have a Twitter account for your character without having to configure it right away (let's get to the fun part first).

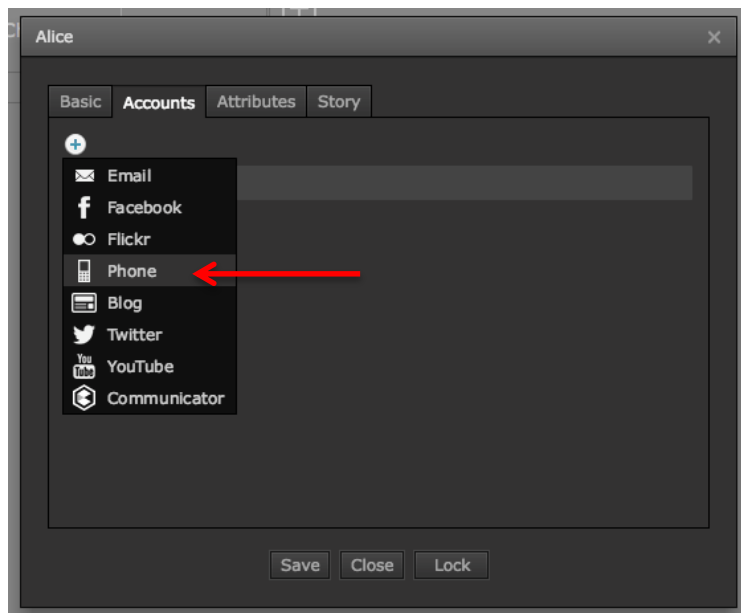


- The Twitter account will be created but it will have a Red color, which indicates it hasn't been configured yet (connected to a real Twitter account).

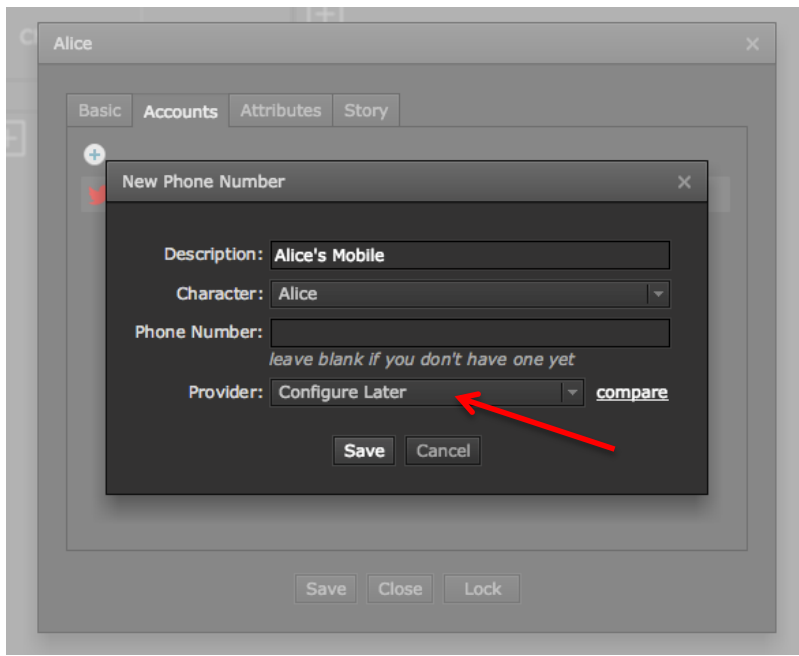


Phone

- Click on the **Plus** button and select **Phone**



- Give a description to the phone (*Alice's mobile*) and leave the *Provider* to '**Configure Later**'



- Click **Save** and **Close**.

6 The Story

The story of this example starts with a broadcast tweet with a call to action, and then follows with a set of questions and answers through text messaging.

In Conducttr, the way to organize an interactive story is dividing the different activities into: Chapters, Scenes and Beats.

For this, you will make use of the Beat Sheet.

Broadcast Tweet

First, you will create the broadcast tweet that contains the call to action. This is scheduled content (it doesn't depend on interactivity), so it can be managed through both the **Beat Sheet**, and the **Calendar**.

Broadcast vs Reply

In Conducttr you can publish content in either of two ways: as a *broadcast* or a *reply*.

Broadcast means the content goes to EVERYONE that's subscribing to the character.

Reply means the content goes ONLY to the person responsible for firing the trigger.

Let's get started!

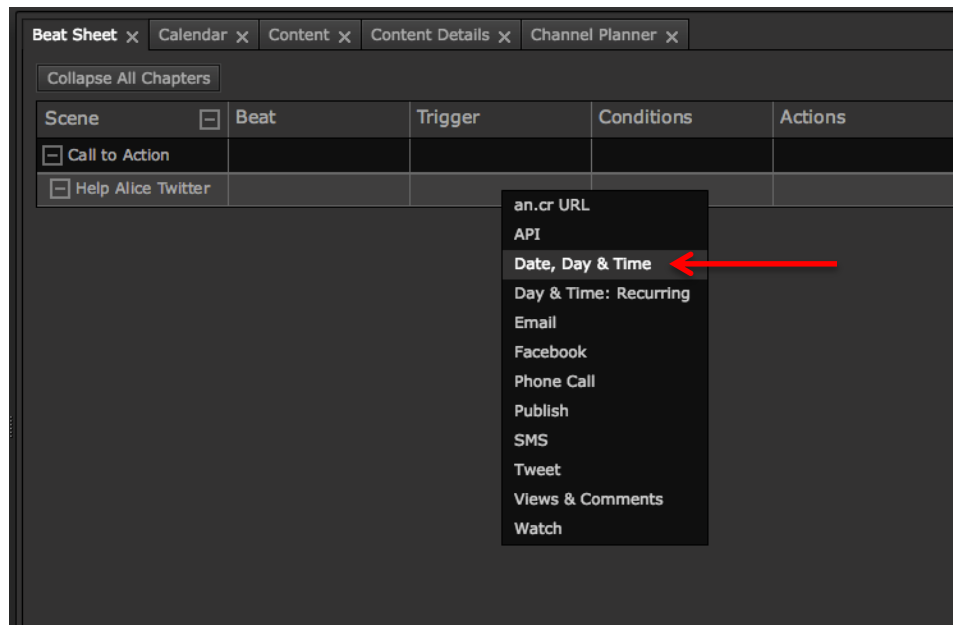
- Navigate to Menu > View > Beat Sheet.
You'll see that by default, Conducttr creates the Chapter One, and Scene One of your project.
- Let's call the first chapter: 'Call to Action'.
Position your self on *Chapter One* and edit the name:

Beat Sheet x			
Calendar x			
Content x			
Content Details x			
Channel Planner x			
Collapse All Chapters			
Scene	Beat	Trigger	Conditions
Call to Action			
<input type="checkbox"/> Scene One	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

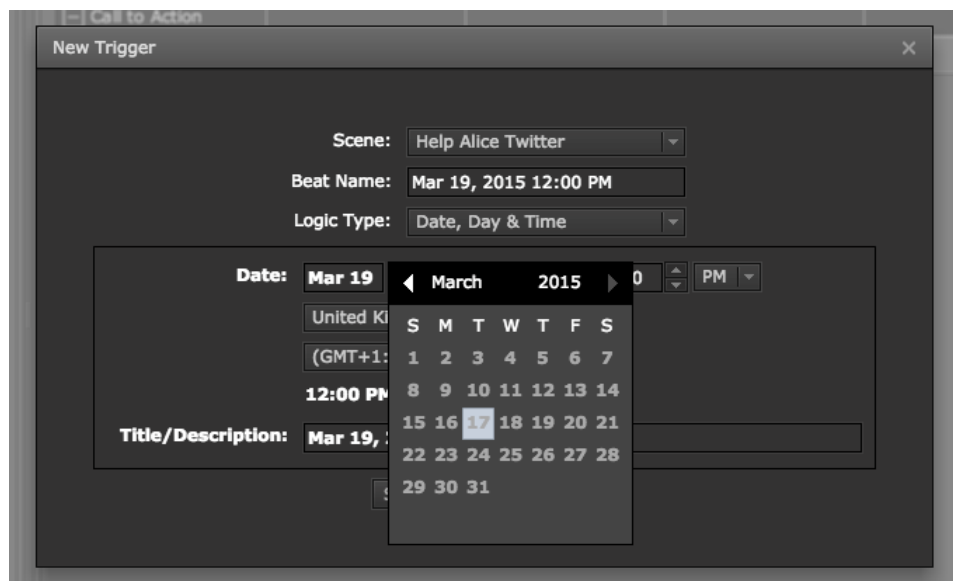
- Now let's call the first scene of that chapter: 'Help Alice Twitter'
Position yourself on *Scene One* and edit the name:

Collapse All Chapters			
Scene	Beat	Trigger	Conditions
<input type="checkbox"/> Call to Action			
Help Alice Twitter			
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

- Now we need to create a **Date and Time** trigger. Click the **Plus** button and select the respective trigger:

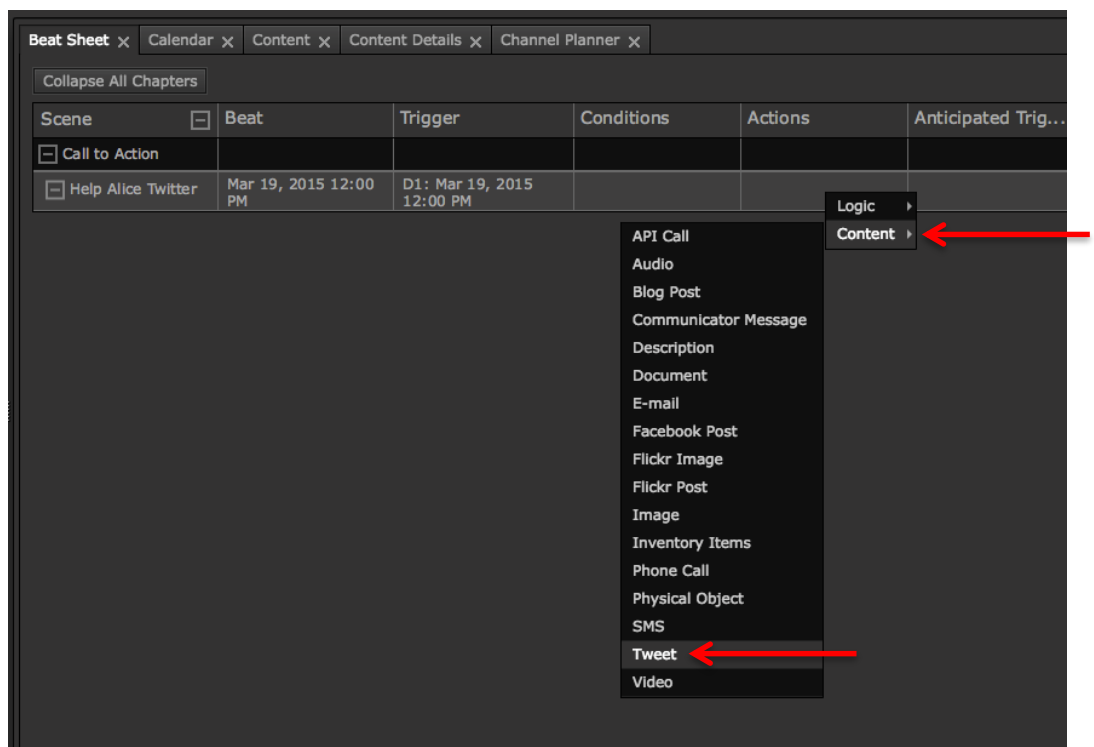
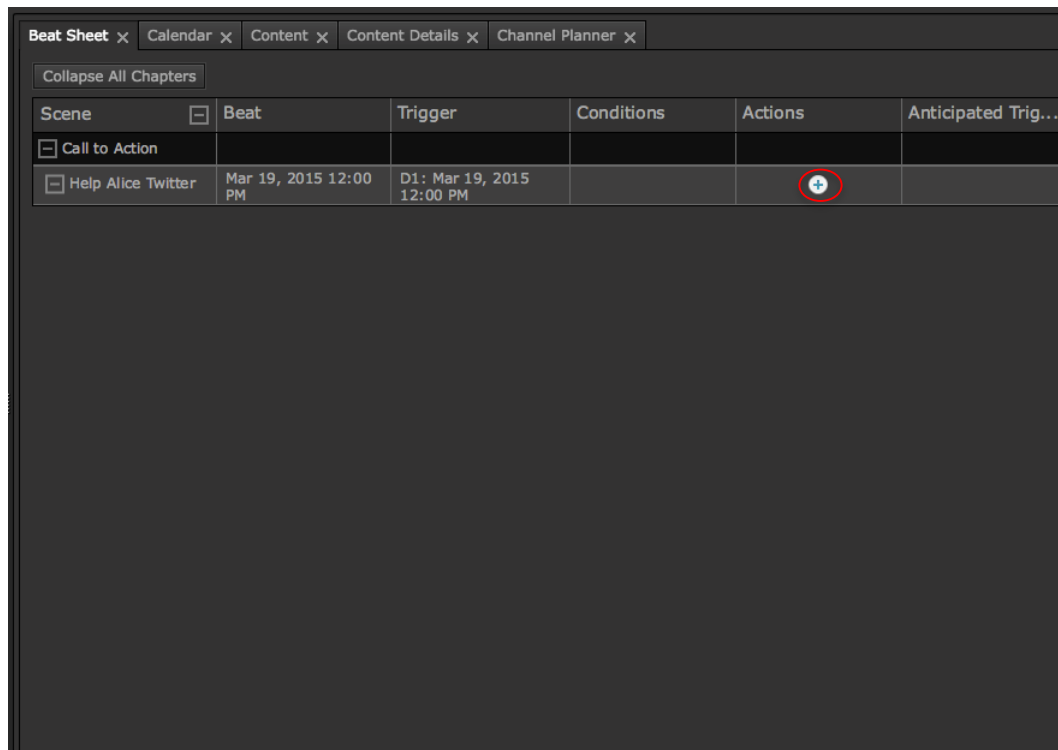


- Select the day and time you want the Tweet to go out

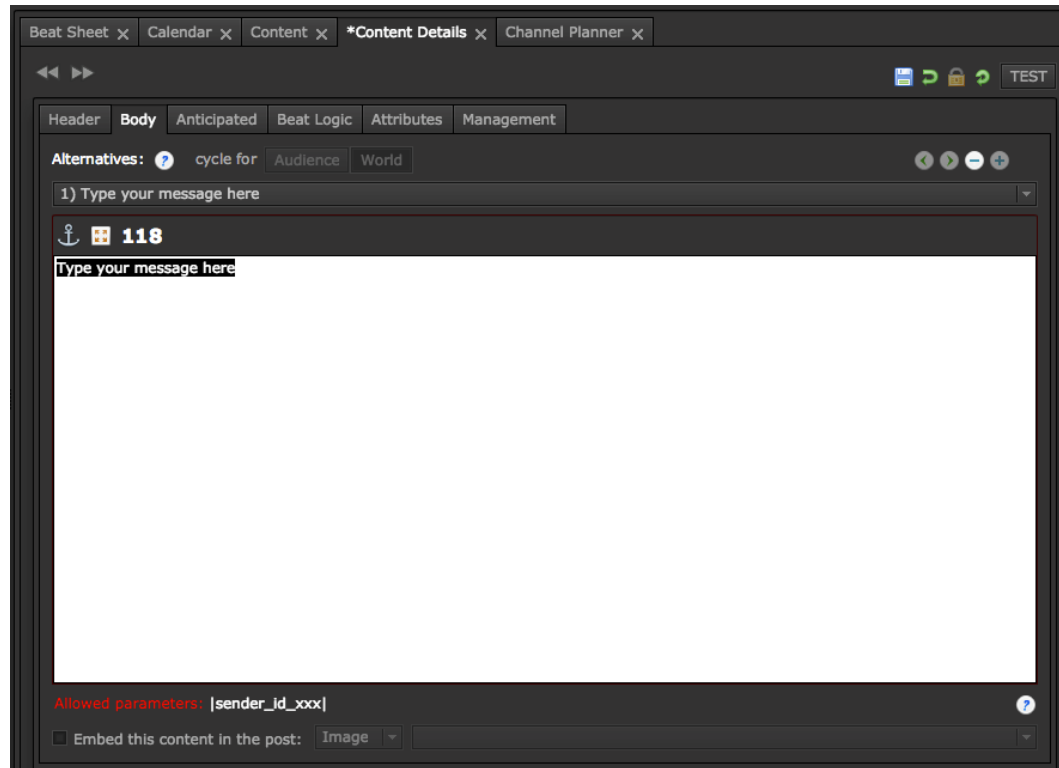


- Click **Save** and **Close**.

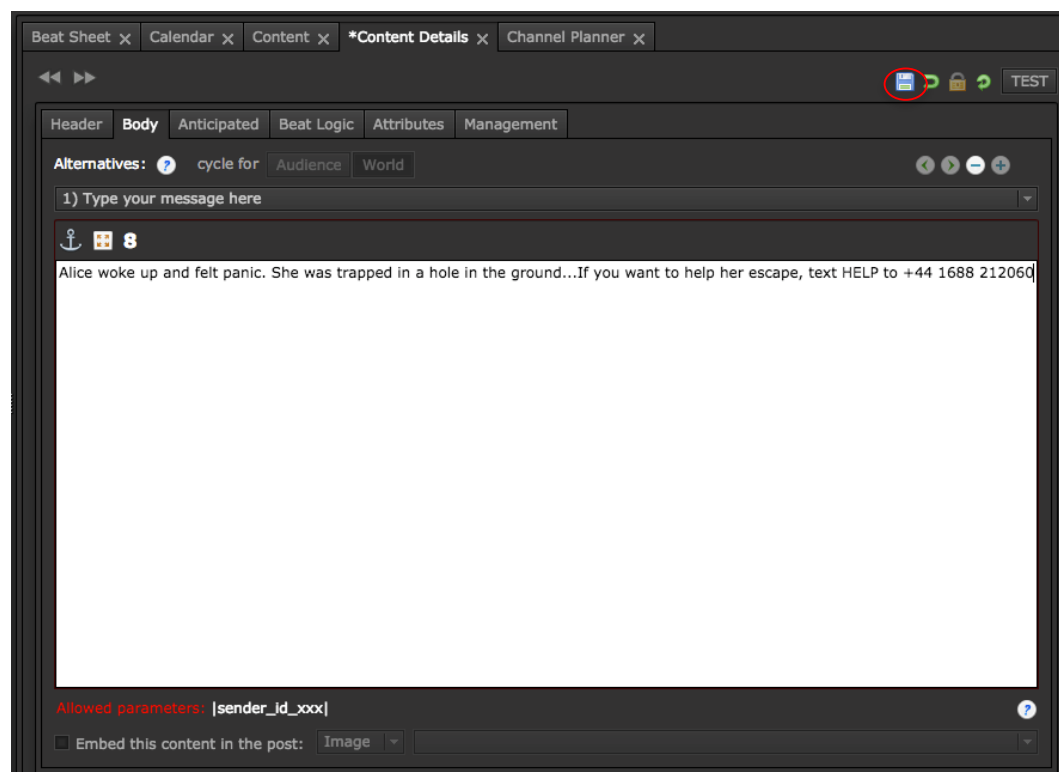
- Add an SMS Action for that **Trigger** in the **Beat Sheet** (Click the **Plus** button and select **Content > Tweet**)



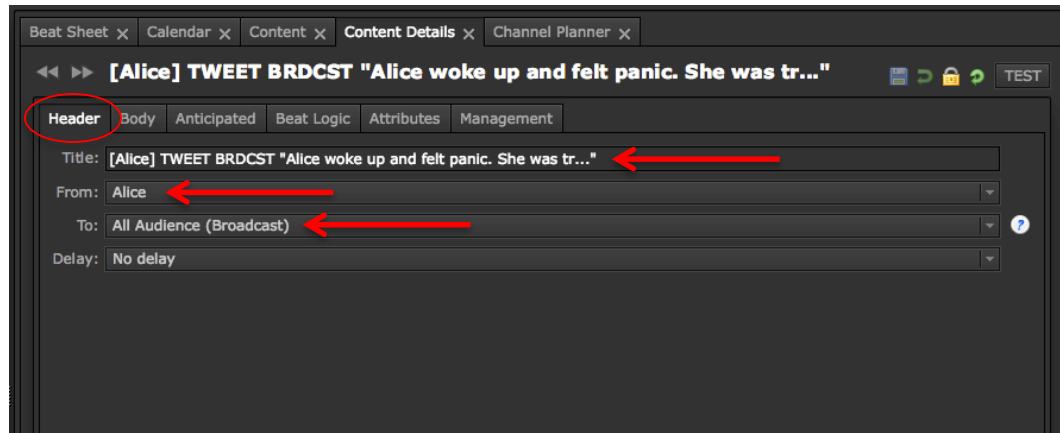
- This will open the **Content Details** panel for you to write the content of the tweet.



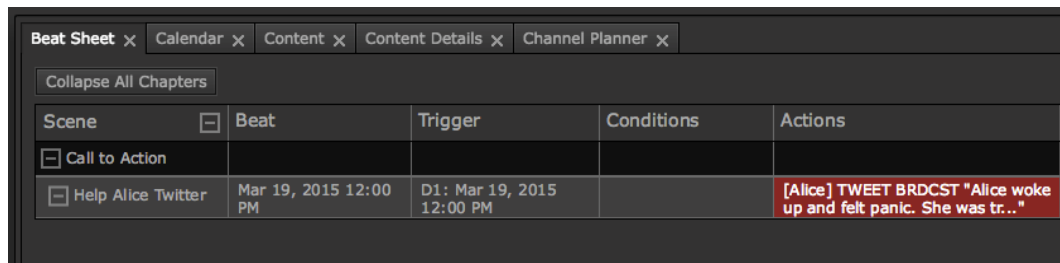
- Write the tweet and click the **Save** icon (You can use the **PDF Lesson 1 – Content** to get all the messages)



- Stay in **the Content Detail Panel** and navigate to the **Header** tab. See how Conducttr generates the name automatically, indicating that it's a broadcast message, sent from the character Alice



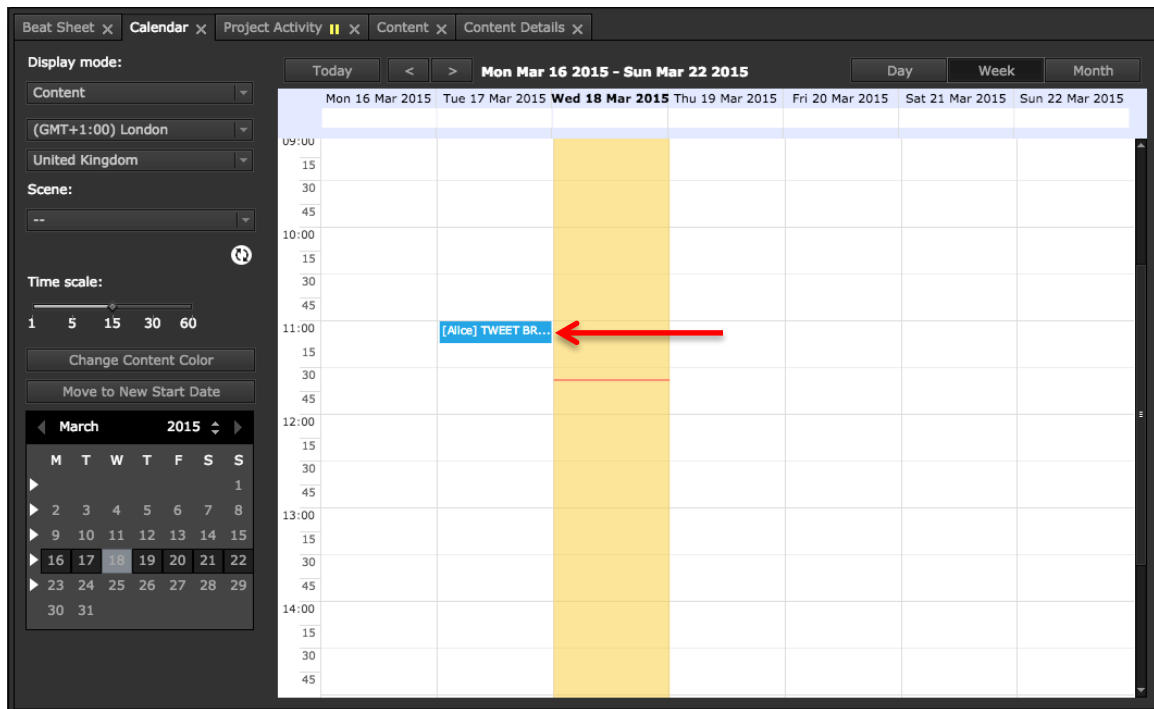
- Go back to the **Beat Sheet**. You'll see the content created and highlighted in red.



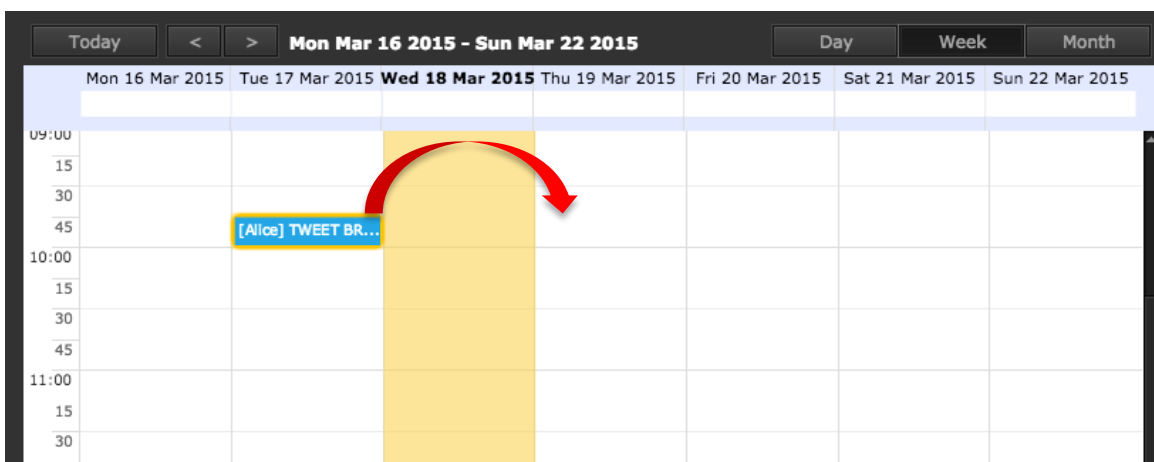
The use of the Calendar

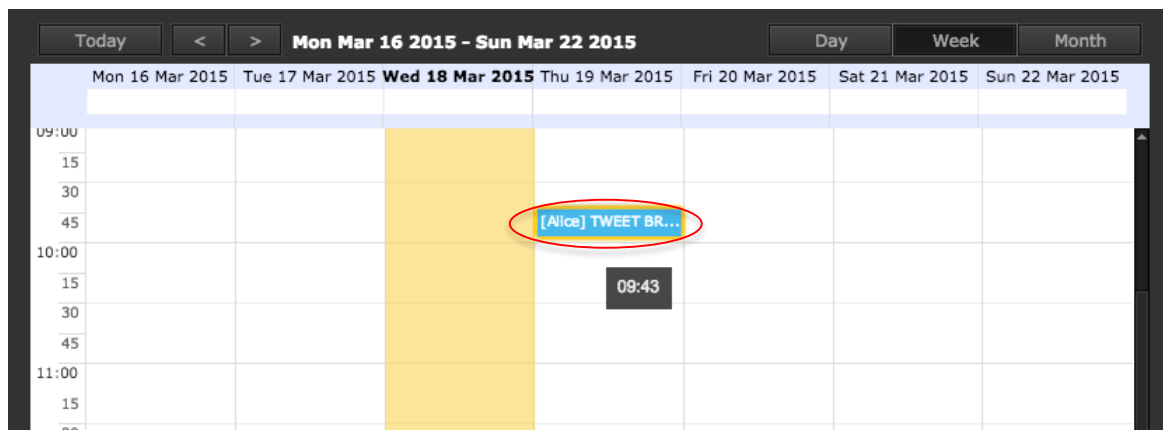
When you create a message for a **Date and Time trigger**, you will be able to see it and edit it in the Calendar.

- Navigate to **Menu > View > Calendar**.
- You will be able to see the tweet in the **Calendar** view at the Date and Time that you specified:



- You can move the content around the Calendar changing the date and time:
Just select it, drag it, and drop it where you want.



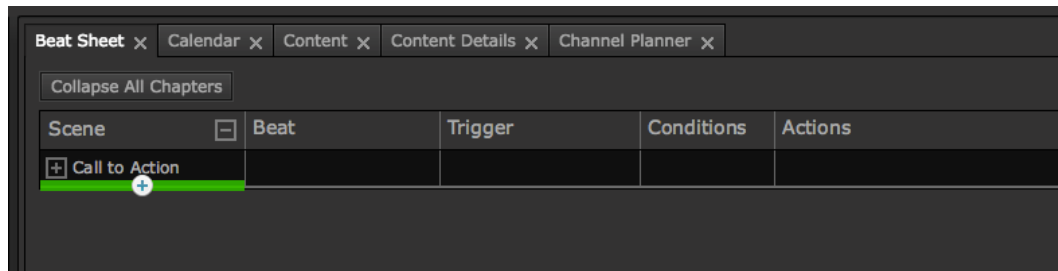


7 SMS CHALLENGE

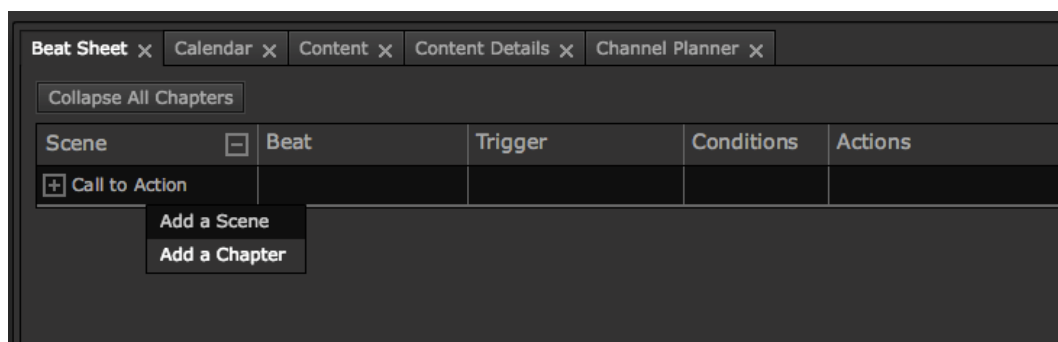
The SMS challenge depends entirely on interactivity. For this, we will use the **Beat Sheet**, **SMS Triggers** and **SMS Content Actions**.

FIRST ACTION: AUDIENCE TEXTS ESCAPE

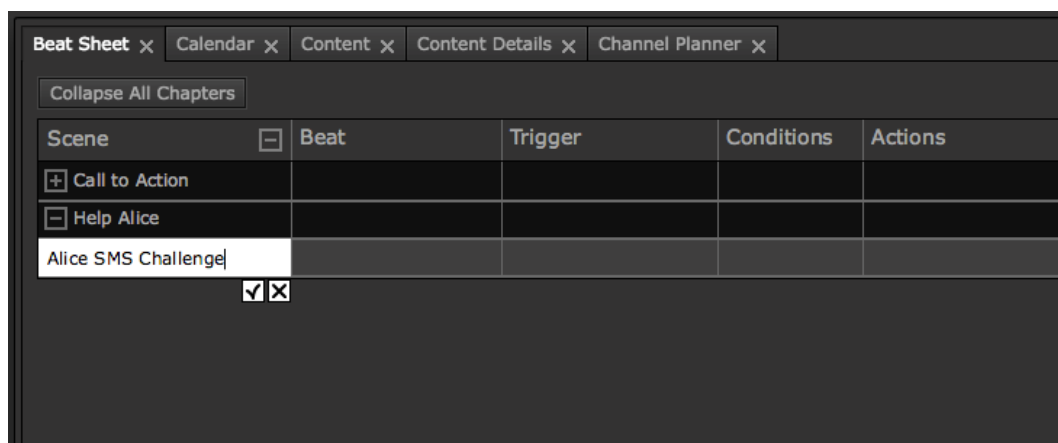
- Create a new Chapter:
Hover below the *Call to Action* chapter and click the **Plus** button that appears:



- Add the new **Chapter** and call it 'Help Alice'



- Repeat the same procedure to add a new **Scene** inside the **Chapter** and call it 'Alice SMS Challenge'

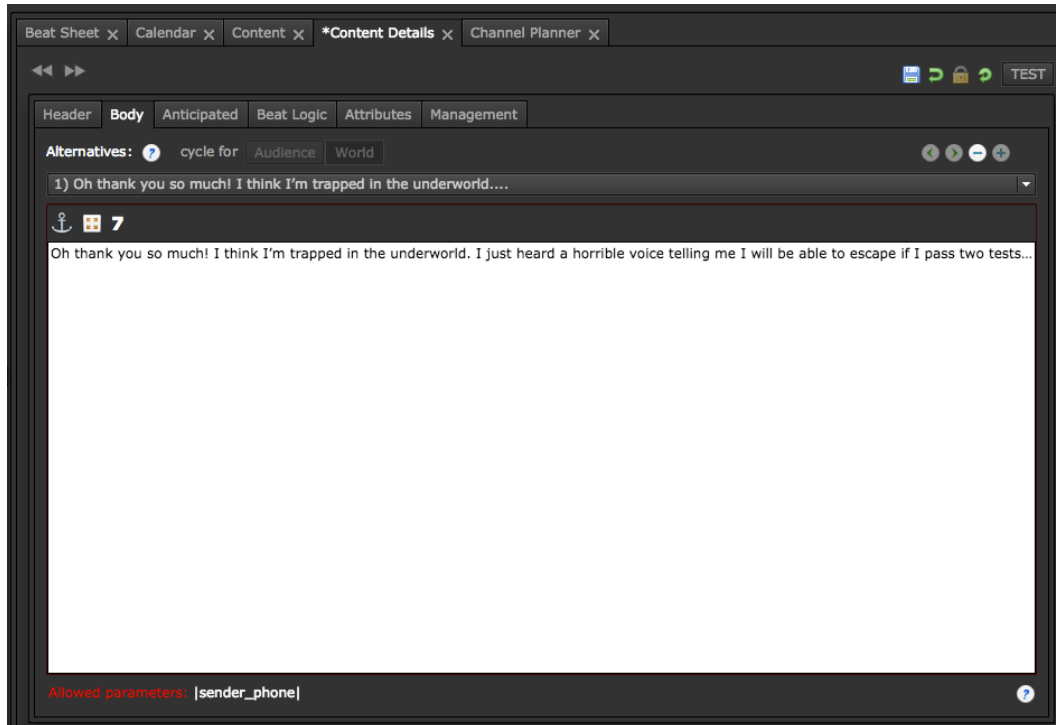


- Add an **SMS Trigger** with the **Matchphrase** "ESCAPE".
This will listen to any texts coming from the audience to Alice that contain the word **ESCAPE**.

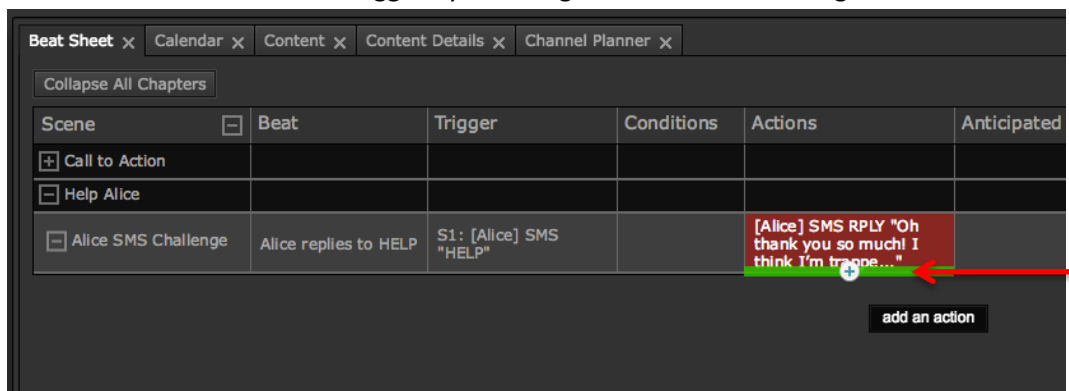
- Click **Save & Close**.
- Now create an **SMS Content Action** for that **Trigger**.
(This is what the character will reply to any person who texts **ESCAPE**)

- In this message, you will write the reply from Alice thanking the audience for helping her, and providing the first instruction:

'Oh thank you so much! I think I'm trapped in the underworld. I just heard a horrible voice telling me I will be able to escape if I pass two tests...'



- Click the **Save** icon and return to the **Beat Sheet**.
- Now you will create the second message from Alice, with the first riddle. Add an action for that same trigger by hovering below the first message.



- Now Select again **SMS Action** and in the content details add the first riddle:
'This is the first one: What has 4 legs when it's born two legs when it's an adult and 3 legs when it gets old? (I only have one chance to answer correctly!).'

Beat Sheet x Calendar x Content x ***Content Details** x Channel Planner x

Header Body Anticipated Beat Logic Attributes Management

Alternatives: cycle for Audience World

1) This is the first one: What has 4 legs when it's born two le...

This is the first one: What has 4 legs when it's born two legs when its an adult and 3 legs when it gets old? (I only have one chance to answer correctly!)

Allowed parameters: [sender_phone]

- Go to the **Header** and add a delay of 10 seconds to the message.
 In Conducttr you can delay messages in time. This means you can send several messages fired by the same trigger, but after elapsed time.

Beat Sheet x Calendar x Content x ***Content Details** x Channel Planner x

Header Body Anticipated Beat Logic Attributes Management

Title: [Alice] SMS RPLY "This is the first one: What has 4 legs w..."

From: Alice - Alice's Mobile

To: Sender (Reply)

Delay: No delay

No delay

Send after elapsed time

Send at specific time

Beat Sheet x Calendar x Content x ***Content Details** x Channel Planner x

Header Body Anticipated Beat Logic Attributes Management

Title: [Alice] SMS RPLY "This is the first one: What has 4 legs w..." (D)

From: Alice - Alice's Mobile

To: Sender (Reply)

Delay: Send after elapsed time

00 Days 00 Hrs 00 Mins 10 Secs

00

10

20

30

40

50

- Click the **Save** icon and return to **the Beat Sheet**:

Beat Sheet x Calendar x Content x Content Details x Channel Planner x				
Collapse All Chapters				
Scene	Beat	Trigger	Conditions	Actions
+ Call to Action				
- Help Alice				
- Alice SMS Challenge	Alice replies to HELP	S1: [Alice] SMS "HELP"		[Alice] SMS RPLY "Oh thank you so much! I think I'm trappe..." [Alice] SMS RPLY "This is the first one: What has 4 legs w..." (D)

SECOND ACTION: RIDDLES

Now you need to create the actions for when the audience answers correctly.

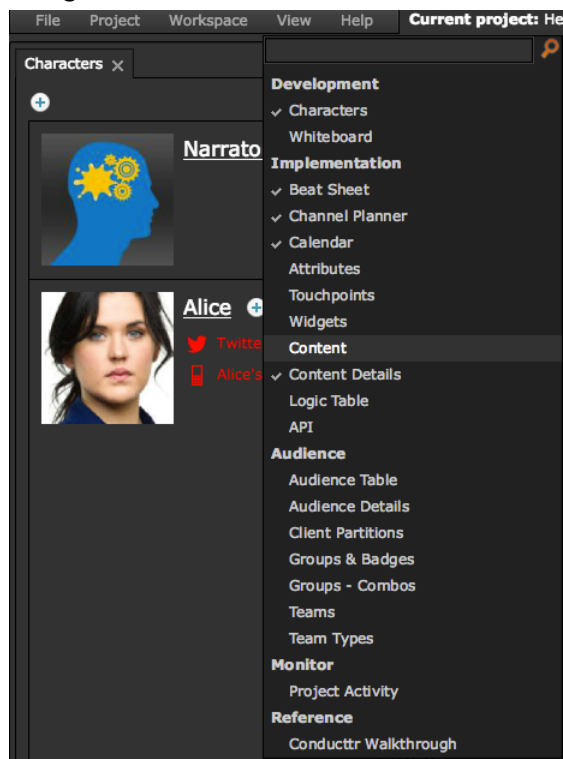
The correct answer to the first riddle is HUMAN, and this will unlock the next question.

In the next question, the audience will receive an image of a character for them to guess its name.

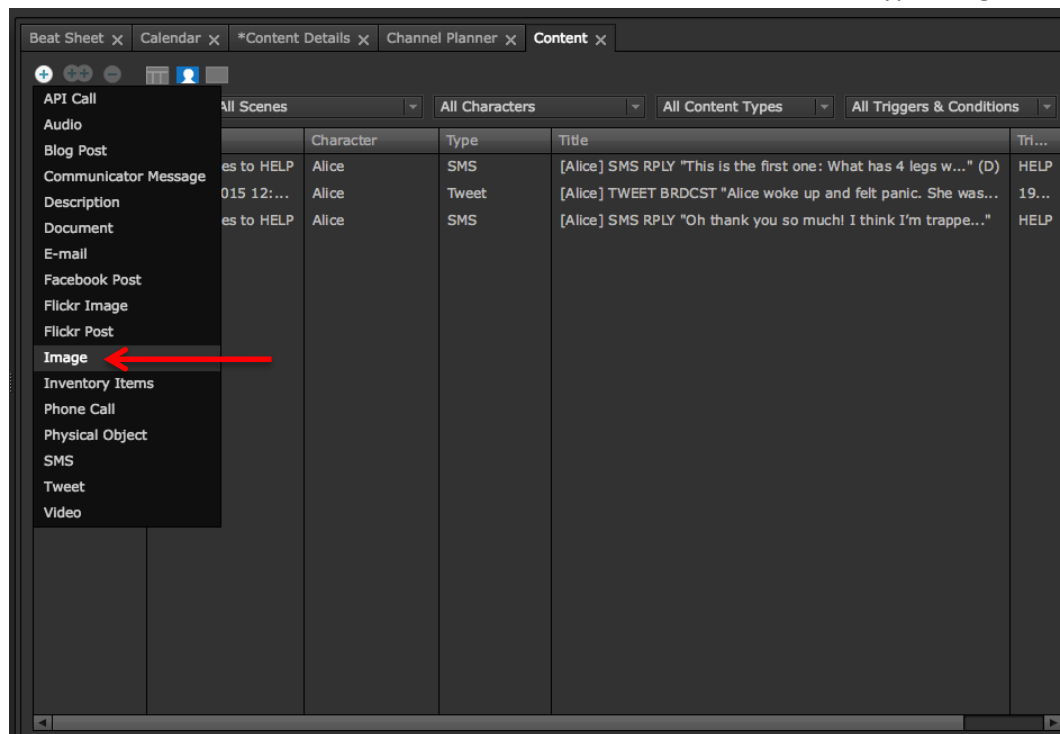
Here, we explain how to build this Conducttr step by step:

ANSWER TO HUMAN

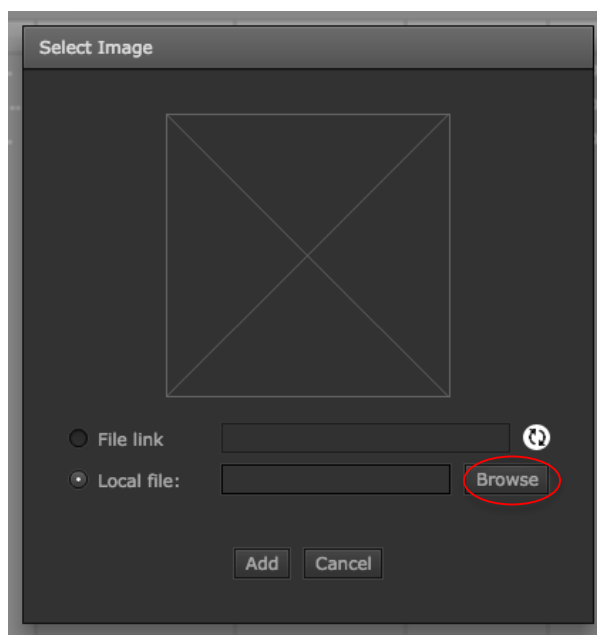
- First, you have to add the image to Conducttr.
- Navigate to **Menu > View > Content**



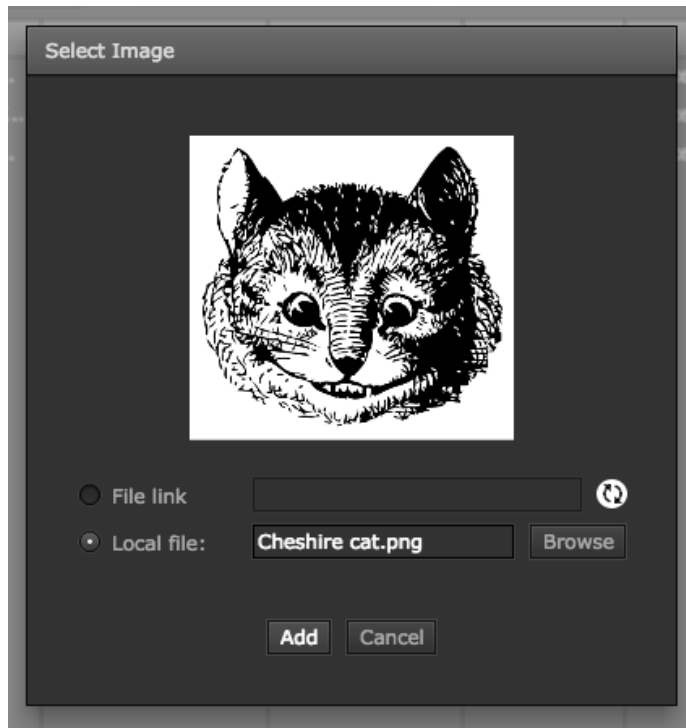
- This will open the **Content table**, where you can see all the content of your project (messages, media, etc).
- In the **Content table**, click the **Plus** button to add content and select the type **Image**:



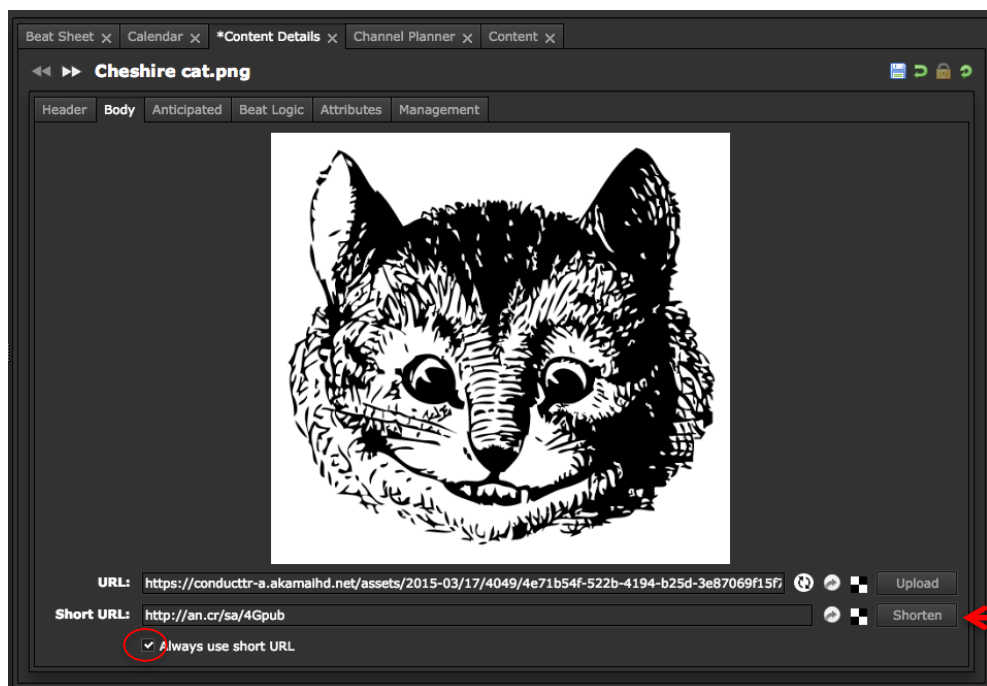
- Click **Browse** and select the image of Cheshire that is in the Assets folder of the workshop package:



- Click **Add** to add the image to Conducttr:



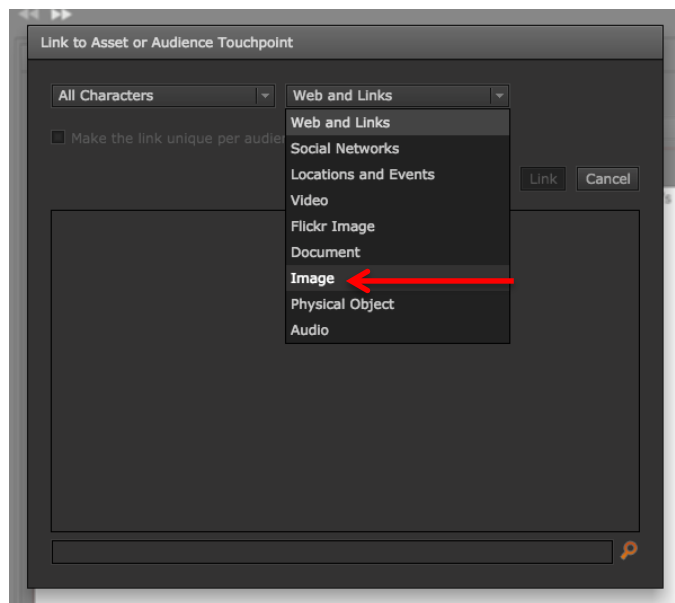
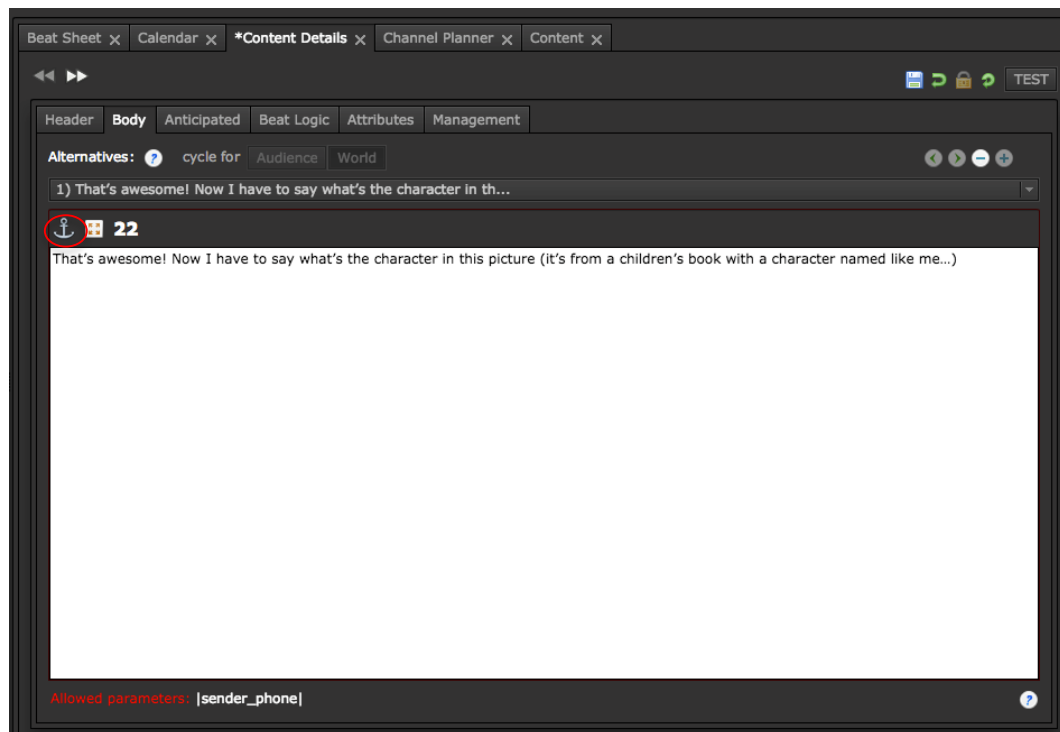
- After this, Conducttr will show the content details and the URL to the image. Click the button **Shorten** to generate the short link, and select '**Always use Short URL**' if you want to (this means that every time the image is referenced Conducttr will use the Short URL)

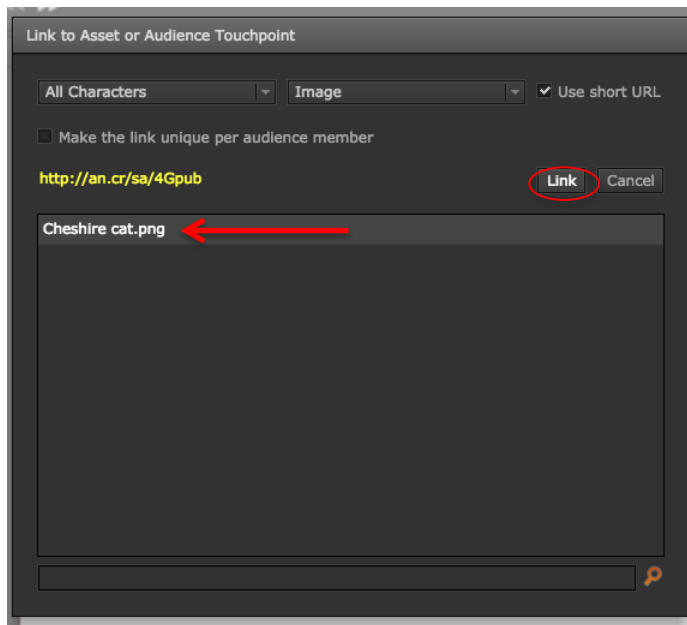


- Go back to the **Beat Sheet** and add the **SMS Trigger** for the matchphrase HUMAN:

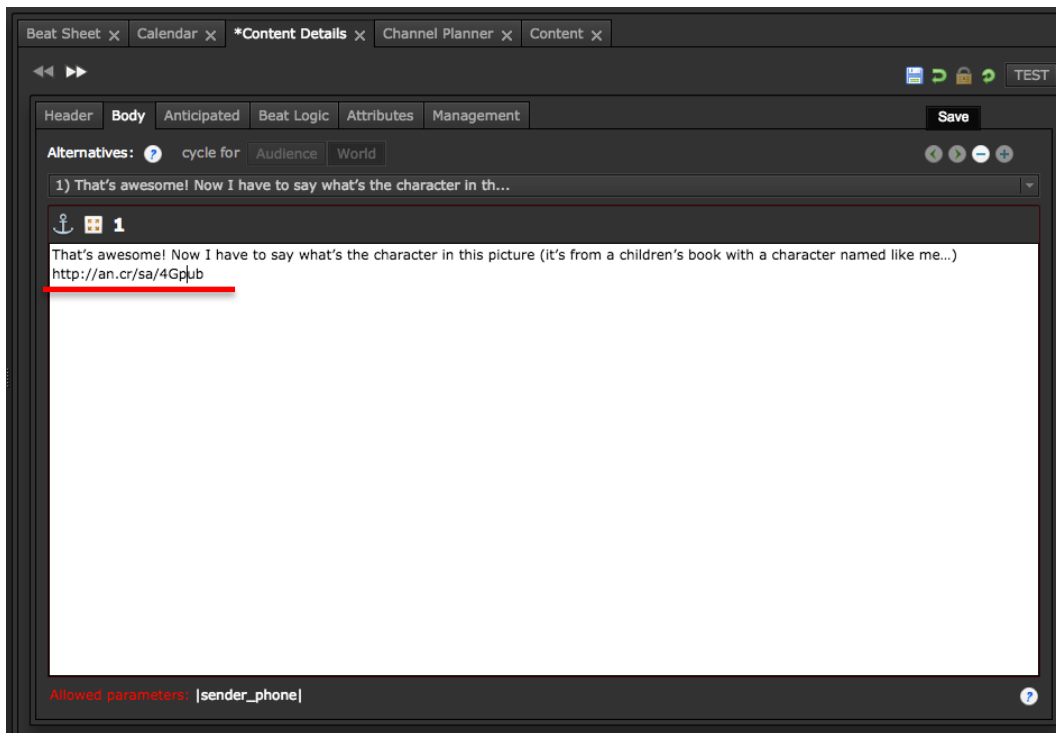
- Then add an **SMS Content Action** with the next riddle:
'That's awesome! Now I have to say who's the character in this picture (it's from a children's book with a character named like me)'

- To add the link to the image, simply click the Anchor icon and select the link to the image from the list:





- This will add the link to the content.



REPLY TO CHESHIRE CAT

Now you need to add the final correct answer. If they reply to Alice with the word CHESHIRE, then she will be free.

- Click to add a new **SMS Trigger**.

Scene	Beat	Trigger	Conditions	Actions
+ Call to Action				
- Help Alice				
- Alice SMS Challenge	Alice replies to HELP	S1: [Alice] SMS "HELP"		[Alice] SMS RPLY "Oh thank you so much! I think I'm trappe..." [Alice] SMS RPLY "This is the first one: What has 4 legs w..." (D)
	Audience answers HUMAN	S2: [Alice] SMS "HUMAN"		[Alice] SMS RPLY "That's awesome! Now I have to say what's..."

add a trigger

- Indicate the matchphrase CHESHIRE:

New Trigger

Scene: Alice SMS Challenge

Beat Name: Audience answers CHESHIRE

Logic Type: SMS

Title/Description: [Alice] SMS "CHESHIRE"

Recipient: Alice - Alice's Mobile

☐ Fire this trigger only if no other trigger was fired by the incoming message

Match phrase: CHESHIRE

The characters *^?~\; <> {} [] are not allowed

Save & Close Cancel

- Now, create an **SMS Action** for that **Trigger** to add Alice's reply:

The screenshot shows the 'Beat Sheet' interface with the 'Content Details' tab selected. The table below represents the data visible in the interface:

Scene	Beat	Trigger	Conditions	Actions	Anticipated Tri...
+ Call to Action					
- Help Alice					
- Alice SMS Challenge	Alice replies to HELP	S1: [Alice] SMS "HELP"		[Alice] SMS RPLY "Oh thank you so much! I think I'm trappe..."	
	Audience answers HUMAN	S2: [Alice] SMS "HUMAN"		[Alice] SMS RPLY "This is the first one: What has 4 legs w..." (D)	
	Audience answers CHESHIRE	S3: [Alice] SMS "CHESHIRE ..."		[Alice] SMS RPLY "That's awesome! Now I have to say what's..."	

A context menu is open over the 'S3' trigger, showing various action types. The 'SMS' option is highlighted with a red arrow.

- In the **Content Details**, add the final message from Alice saying that she is free:
'YES! I AM FREE! You saved me! Thank you so much. Now I'm getting away from this place as fast as I can. There is something really strange around here.'

The screenshot shows the 'Content Details' interface with the 'Management' tab selected. The 'Alternatives' section displays a list of messages. The first message is:

1) YES! I AM FREE! You saved me! Thank you so much. Now I'm get...

The message is displayed in a large text area with a red border. Below the text area, the 'Allowed parameters' section shows '|sender_phone|'.

THIRD ACTION: AUDIENCE FAILS

Finally we will create the reply from the Evil creature in case the audience fails to answer correctly.

For this, you will create a trigger to reply to **any word** that is not: HUMAN, CHESHIRE or ESCAPE.

- As you did before, go to the **Beat Sheet** and add a new **SMS Trigger**.

This matchphrase requires some logic operators.

In order to negate a word (NOT this WORD), you can use the character: !.

Also, to combine different words you can use the AND operator >> &&.

So, to specify: **NOT HUMAN AND NOT MAN AND NOT CHESHIRE AND NOT ESCAPE**

You will need to write: !HUMAN && !MAN && !CHESHIRE && !ESCAPE.

This could also have been written using parenthesis: !(HUMAN || MAN || CHESHIRE || ESCAPE) meaning NOT (HUMAN OR MAN OR CHESHIRE OR ESCAPE)

Logic Operators

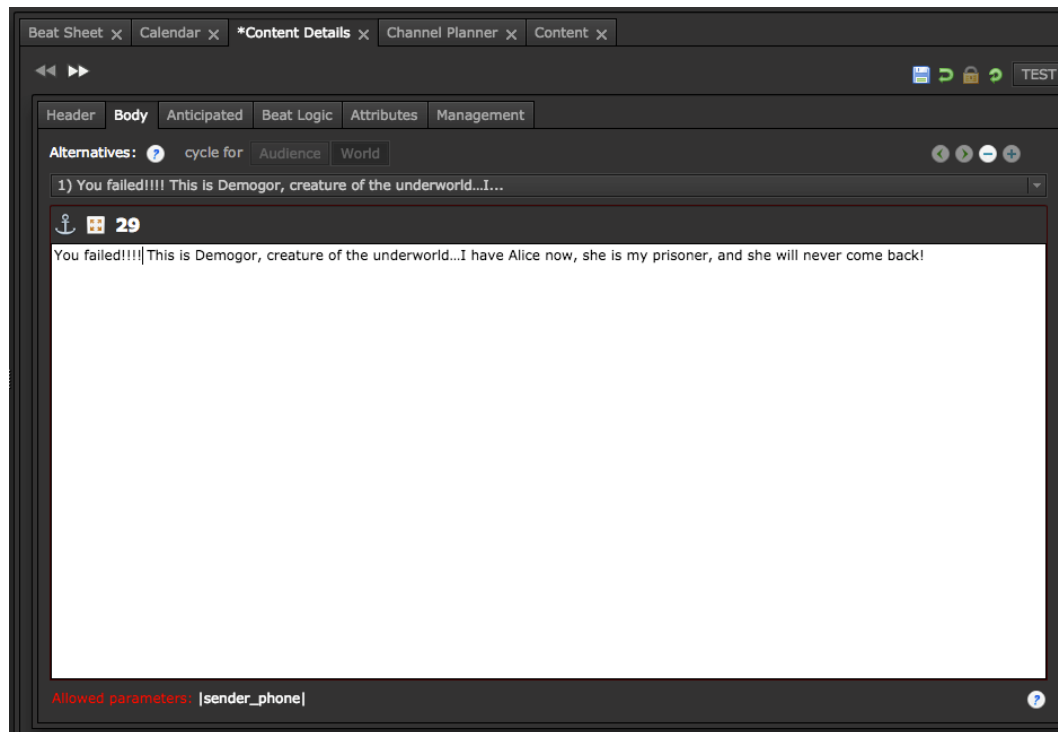
|| = OR

&& = AND

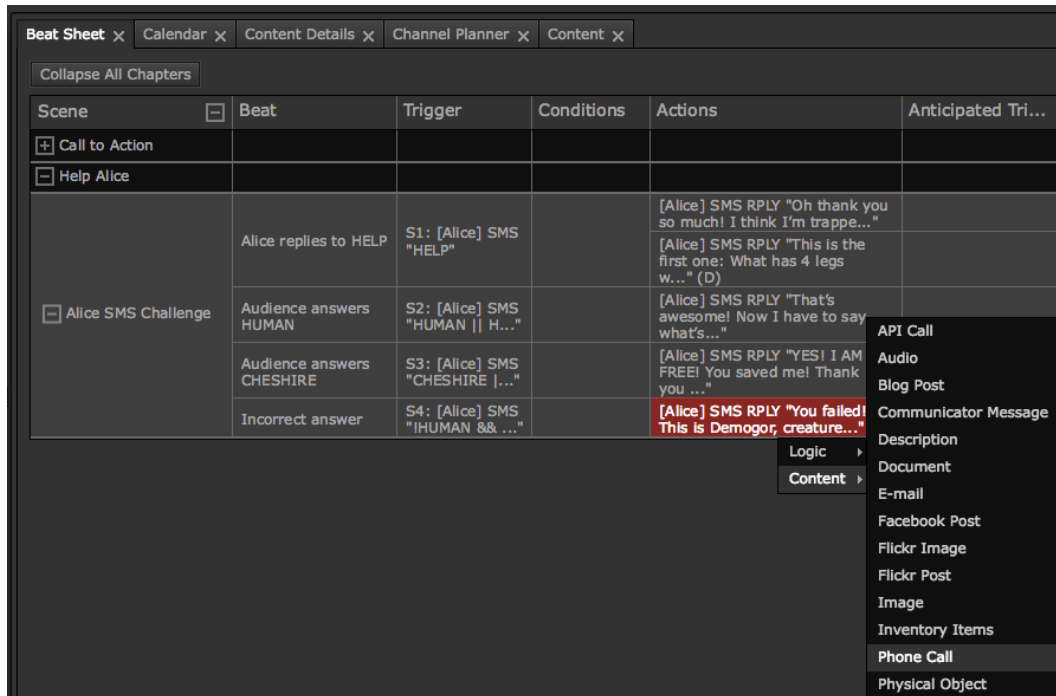
! = NOT

The screenshot shows a window titled "S4: [Alice] SMS '!HUMAN && ...'" with a close button (X) in the top right corner. Inside the window, there are four labeled fields: "Title/Description:" with the value "[Alice] SMS '!HUMAN && ...'", "Recipient:" with a dropdown menu showing "Alice - Alice's Mobile (+441438300307)", "Match phrase:" with a text area containing "!HUMAN && !MAN && !CHESHIRE && !ESCAPE", and a checkbox labeled "Fire this trigger only if no other trigger was fired by the incoming message" which is currently unchecked. Below the text area, a warning message states "The characters *^?~\; <> {} [] are not allowed". At the bottom of the window, there are four buttons: "Save & Close", "Cancel", "Check Usage", and "Lock".

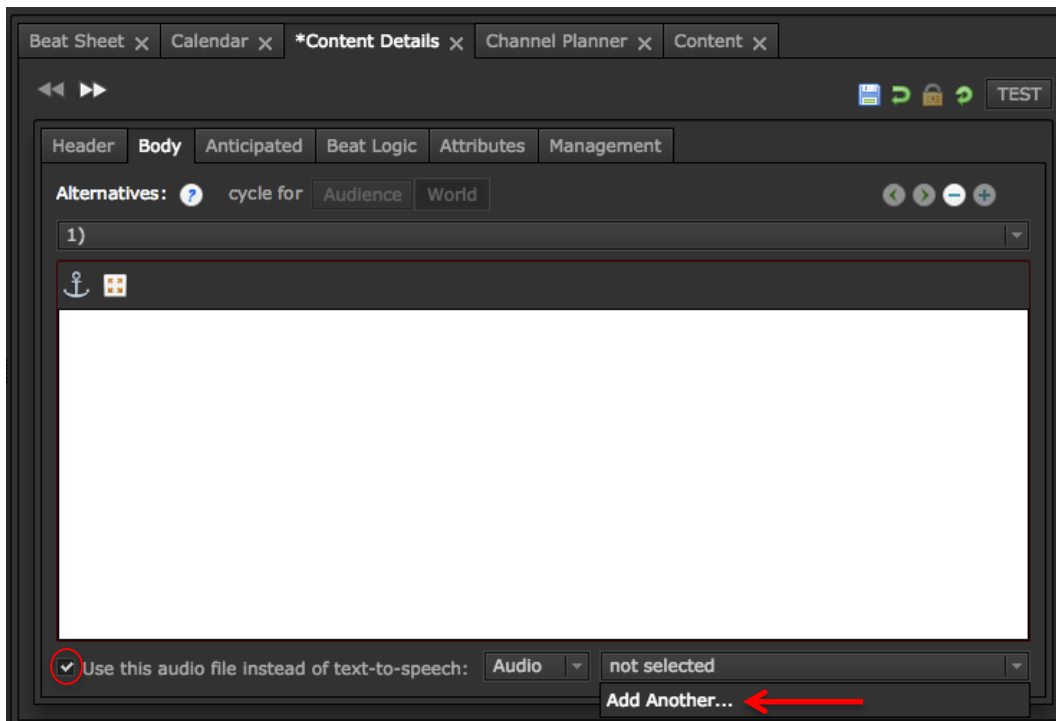
- Create and **SMS Content Action** for the **Trigger** and add the reply from the Evil Creature:
'You failed!!! This is Demogor, creature of the underworld...I have Alice now, she is my prisoner, and she will never come back!'



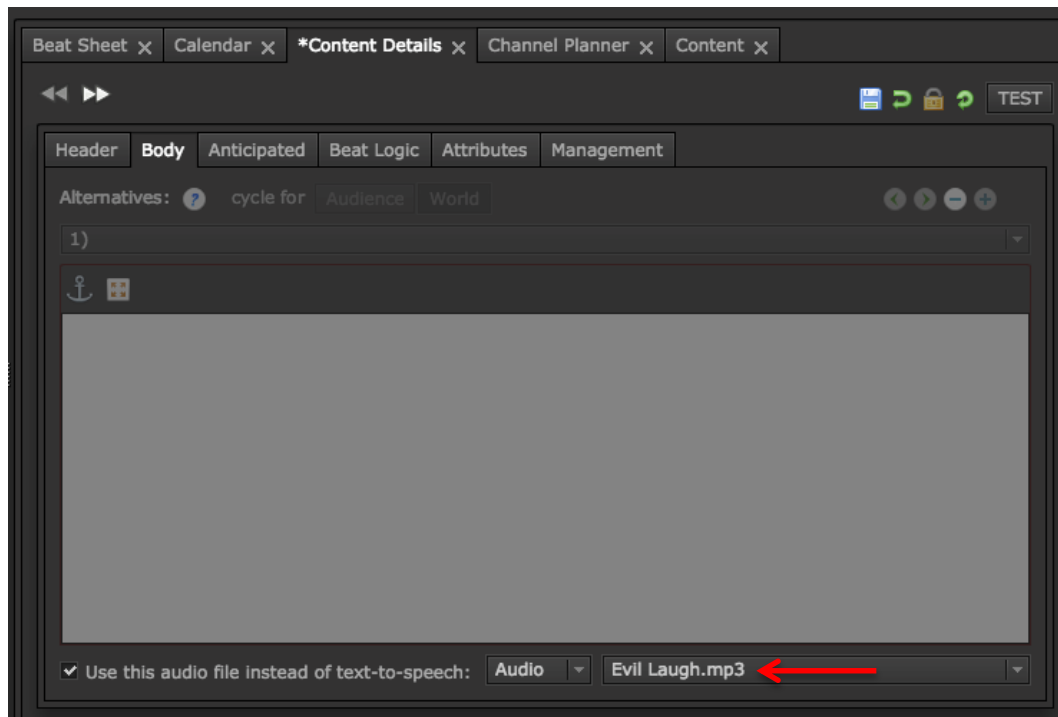
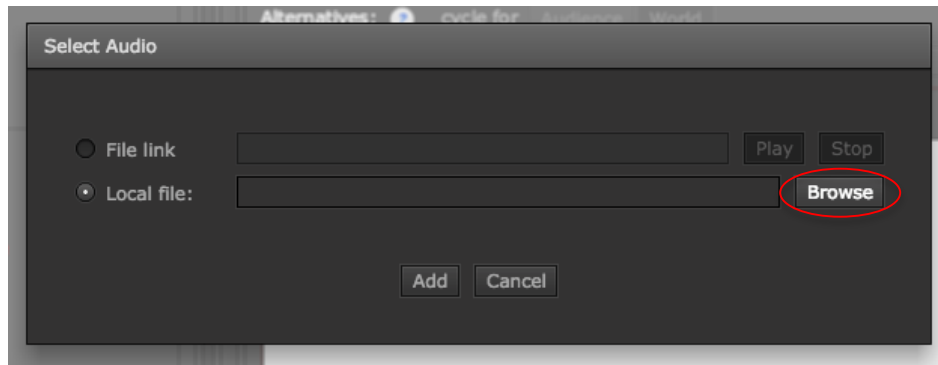
- Now, create a **Phone Call Action** for the same trigger (in order to call the audience with the Evil Laugh)



- For Phone Calls, Conducttr allows you to add mp3 Files. Select **'Use this File instead of text-to-speech'**, and click **Add Another** in order to add the mp3 file.



- Add the Evil Laugh mp3 file from the Assets folder.



- Add a small delay to surprise the Audience after the text message

Phone Calls and SMS

Note that you **must** delay either the SMS or Phone Call when they are triggered by the same trigger because Conducttr can't do both at exactly the same time for the same phone.

Instead, use just a 10 second delay on either the SMS or the Phone Call

Beat Sheet x Calendar x ***Content Details** x Channel Planner x Content x

◀ ▶ **[Alice] PHONE CALL RPLY** TEST

Header Body Anticipated Beat Logic Attributes Management

Title: [Alice] PHONE CALL RPLY

From: Alice - Alice's Mobile

To: Sender (Reply) ?

Delay: Send after elapsed time ←

00 Days 00 Hrs 00 Mins 10 Secs

All done!

You have created all the logic in Conducttr to play the interactive story. Now your **Beat Sheet** should look similar to this one:

Beat Sheet x Calendar x Project Activity || x Content x Content Details x

Collapse All Chapters

Scene	Beat	Trigger	Conditions	Actions
Call to Action				
Help Alice Twitter	Mar 19, 2015 12:00 PM	D1: Mar 19, 2015 9:47 AM		[Alice] TWEET BRDCST "Alice woke up and felt panic. She was tr..."
Help Alice				
Alice SMS Challenge	Alice replies to ESCAPE	S1: [Alice] SMS "ESCAPE"		[Alice] SMS RPLY "Oh thank you so much! I think I'm trappe..."
	Audience answers HUMAN	S2: [Alice] SMS "HUMAN H..."		[Alice] SMS RPLY "This is the first one: What has 4 legs w..." (D)
	Audience answers CHESHIRE	S3: [Alice] SMS "CHESHIRE ..."		[Alice] SMS RPLY "That's awesome! Now I have to say what's..."
	Incorrect answer	S4: [Alice] SMS "I ESCAPE &&..."		[Alice] SMS RPLY "YES! I AM FREE! You saved me! Thank you ..."
				[Alice] SMS RPLY "You failed!!!! This is Demogor, creature..."
				[Alice] PHONE CALL RPLY
				SOUND COPYRIGHT - EVIL LAUGH ▼

8 Configuring the Accounts

The last thing you need to do is to configure the Twitter account and the Twilio account for your character so you can play-test the project.

To configure the Twitter account, please go to the Author guide and see the section (6.4)

Configuring Twitter:

Author Guide:

<http://static.conducttr.com/docs/guides/Author%20Guide%20V3.3.pdf>

For the Twilio account, check out these Youtube videos that explain the configuration process:

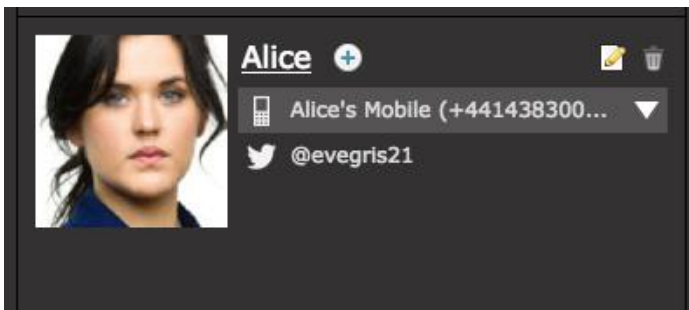
Configure Twilio in Conducttr:

<https://www.youtube.com/watch?v=gskoYxuelgg>

How to find the Twilio API Credentials:

https://www.youtube.com/watch?v=ihIU_hCV-LM&feature=iv&src_vid=gskoYxuelgg&annotation_id=annotation_6474357

Once your accounts are correctly configured, they should change the color to white. This indicates that everything is good and ready to go:



Now, have a go and test your project! Remember you can check all the activity in the **Project Feed**.