

Chatbot Personality Design Competition

Official competition website: <https://go.gov.sg/ai-chatbot>

The objective of the competition is to invite residents to join us in the development and design of a “personality” for the Chatbot – one which they would like to see and are comfortable to interact with.

The competition will run from 15 July to 14 September 2021, and the winner will receive \$600 worth of shopping vouchers. All submissions should include the artwork of the “personality”, accompanied by a 500-character description of the artwork. The write-up should include details such as the name of the avatar (the “personality”), the inspiration behind it; and personality of the avatar (e.g. the avatars’ quirks, characteristics, hobby), etc.

All the submitted entries that meet the competition terms and conditions, will be assessed based on the following criteria:

Theme	Score Breakdown	Further Details
Adherence to theme	30%	Relevance to municipal services and how relatable the avatar would be to the residents.
Design	30%	Aesthetic appeal of the avatar design.
Originality	30%	Level of creativity.
Online voting	10%	Based on number of Likes on the OneService Community Facebook page.

The result of the competition will be announced on MSO’s social media platforms ([OneService Community Facebook](#) and [Instagram](#)). We will also notify the winner and work with the winner to finalise the design of the Chatbot personality.