NAVI YEAR IN REVIEW
September 2022 – August 2023

UNIVERSITY OF TORONTO

About Navi

Navi, short for navigator, is an anonymous chat-based virtual assistant. Navi can provide information on many topics, including admissions, financial aid, getting involved, careers, convocation and more. Additionally, Navi can provide more specific information regarding mental health resources.

Launched at the end of September 2020, Navi was originally focused on mental health and wellness. In August 2023, the scope of Navi was increased and can now provide information on many more topics.

Navi on average has been accessed 3000+ times per month. This document summarizes highlights and key findings in the 2022-2023 school year.

Navi is currently on 50+ websites	**Navi is 79% confident in its response**

Navi's scope increased and 17 new intents were added in Summer 2023

Usage

Interactions are the instances when Navi has been clicked/accessed, however not all students choose to begin a conversation with Navi once clicked. Some students may access the resources provided in the opening dialog of Navi, while others may just be curious to learn more. **Conversations** are instances when a student has engaged in back-and-forth dialog.

Conversations:
- Total conversations: **11,525**
- Average conversations by month: **960**
- Average conversations by day: **32**

Interactions:
- Total interactions: **41,866**
- Average interactions by month: **3,489**
- Average interactions by day: **115**

The average conversation by month is unchanged from the 2021-2022 school year. The average interactions have increased by about 400.

Average messages by conversation: **3.66**

Conversations and Interactions by Month

When compared to 2021-2022 conversation and interactions, we saw a similar pattern this year with high numbers of conversations and interactions in September, and then a resurgence in January and March. This year, we saw far more conversations happen in August than was typical in the past. As August is when the scope of Navi was expanded, it makes sense that there would be an increase in usage. Next year, we will be able to determine if this is a sustained increase.
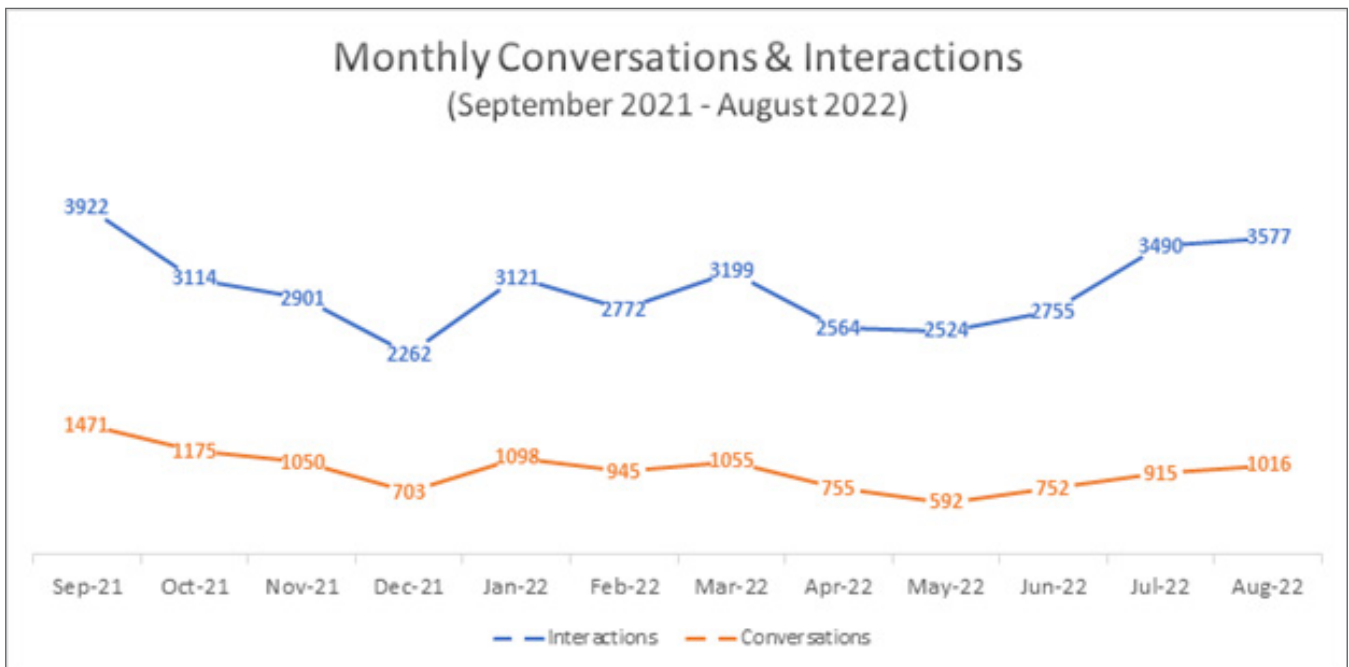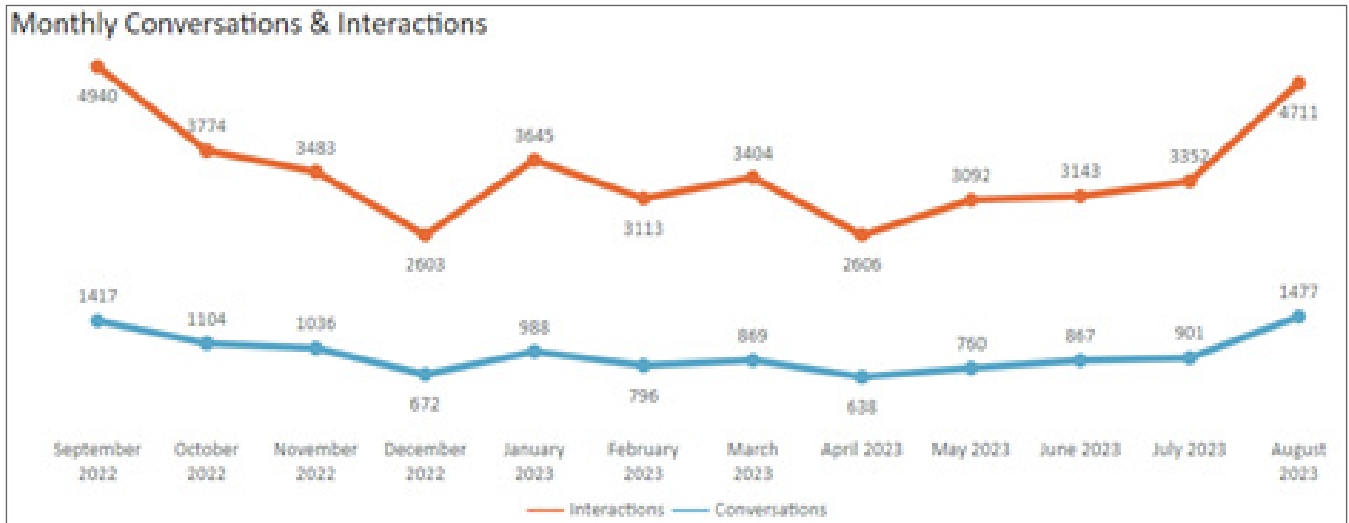
Conversations and Interactions by Campus

More UTSG students are using Navi than UTM and UTSC students. According to enrolment numbers from the Fall 2021-Winter 2022 school year, 67% of students study at UTSG, 15% study at UTSC, and 18% study at UTM. Ideally, we would want 67% of Navi users to be UTSG students, 15% to be UTSC students and 18% to be UTM students.

Conversations by Campus

UTM 13.4%
UTSC 13.7...
UTSG 72.81%
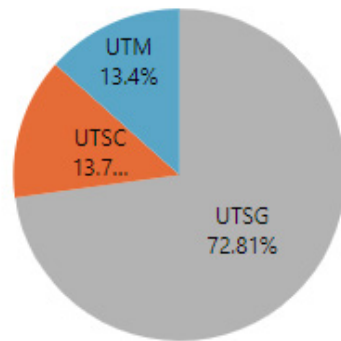
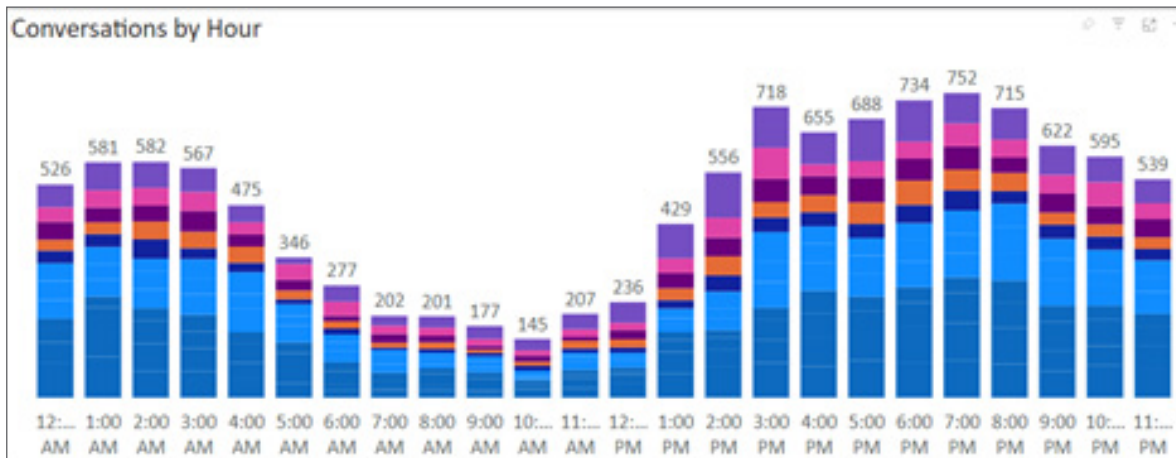**Student Enrolment (2021-22)**

UTM 17%
UTSC 15%
UTSG 68%
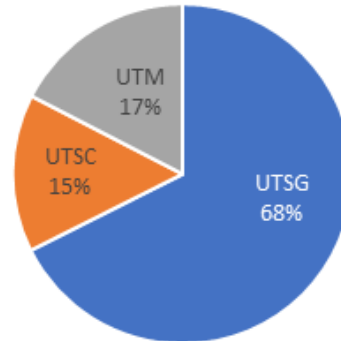
Conversations by Hour

Students are least likely to use Navi between 8am – 3pm, and most likely to use Navi between 4pm – 11pm. This illustrates that Navi is a helpful tool in supporting students after business hours. This pattern has also been reflected in 2020-2021 and 2021-2022.

12am – 7am – sleeping hours: 3556 conversations

8am – 3pm – working hours: 2669 conversations

4pm – 11pm – after work hours: 5300 conversations

Conversations by Hour

Hour	Conversations
12:00 AM	526
1:00 AM	581
2:00 AM	582
3:00 AM	567
4:00 AM	475
5:00 AM	346
6:00 AM	277
7:00 AM	202
8:00 AM	201
9:00 AM	177
10:00 AM	145
11:00 AM	207
12:00 PM	236
1:00 PM	429
2:00 PM	556
3:00 PM	718
4:00 PM	655
5:00 PM	688
6:00 PM	734
7:00 PM	752
8:00 PM	715
9:00 PM	622
10:00 PM	595
11:00 PM	539

Feedback

Like everything in Navi, feedback is completely anonymous. To leave feedback, users can easily click the thumbs up or thumbs down buttons. This prompts them to leave a message about why they are choosing that option.

Feedback has led to the creation of new responses, adjustments to content, and retraining to the correct answer when Navi misunderstood a question and provided the incorrect answer. Occasionally, the feedback is unrelated to the product, but instead related to U of T's services and resources mentioned in the product. This feedback is shared with the affiliated U of T office when appropriate.

The confidence rate in Navi has decreased this summer as new content was added to the bot. With this decrease, it is expected that the amount of negative feedback will temporarily increase in Navi.

Totals:
93 (47%) Positive Feedback
"This service sent me to the U of T Health and Wellness site, which is exactly what I needed"

73 (37%) Negative Feedback
"This site could offer some better prompts e.g. A button for various TYPES OF CRISISES, then automatic message on how to go about handling each approach."

32 (16%) responses & dialogues retrained/created based on feedback
"Needs to go directly to the UTM Registrar's Office site"

Fall 2022:
- 7 (15%) negative feedback
- 31 (67%) positive feedback
- 8 (17%) retraining feedback

Summer 2023:
- 49 (47%) negative feedback
- 31 (63%) positive feedback
- 23 (22%) retraining feedback

Winter 2023:
- 17 (35%) negative feedback
- 31 (63%) positive feedback
- 1 (2%) retraining feedback

Intents

Intents are topics that are tied to a student's input in Navi. For example, if a student wrote, "I am stressed about school," Navi would answer with the response from the "Mental Health Stress" intent with a focus on school-based stress.

In Summer 2023, 17 new intents were added. These intents were focused on registrarial content, getting involved on campus, general campus definitions, commuting, admissions, and convocation information.

The top 10 intents for the 2022-2023 school year are:

Intent	Frequency
Talk To Someone	6521
Mental Health General	2338
Mental Health and Wellness Definitions	2057
Health Care Access	2035
Stress	1285
Anxiety	1211
Academic	1059
Coping Techniques	934
Vent	710
Time Management	709

Example of inputs:

Talk to Someone: "I'd like to talk to a counsellor."

Mental Health General: "What mental health resources are available?"

Healthcare Access: "How much does it cost to see a health professional?"

Mental Health and Wellness Definitions: "What is Telus Health Student Support?"

Anxiety: "I've been feeling extremely anxious."

Stress: "I'm feeling stressed and unproductive."

Academic: "I want help with study skills."

Coping Techniques: "Are there any sites to help me cope with feeling sad?"

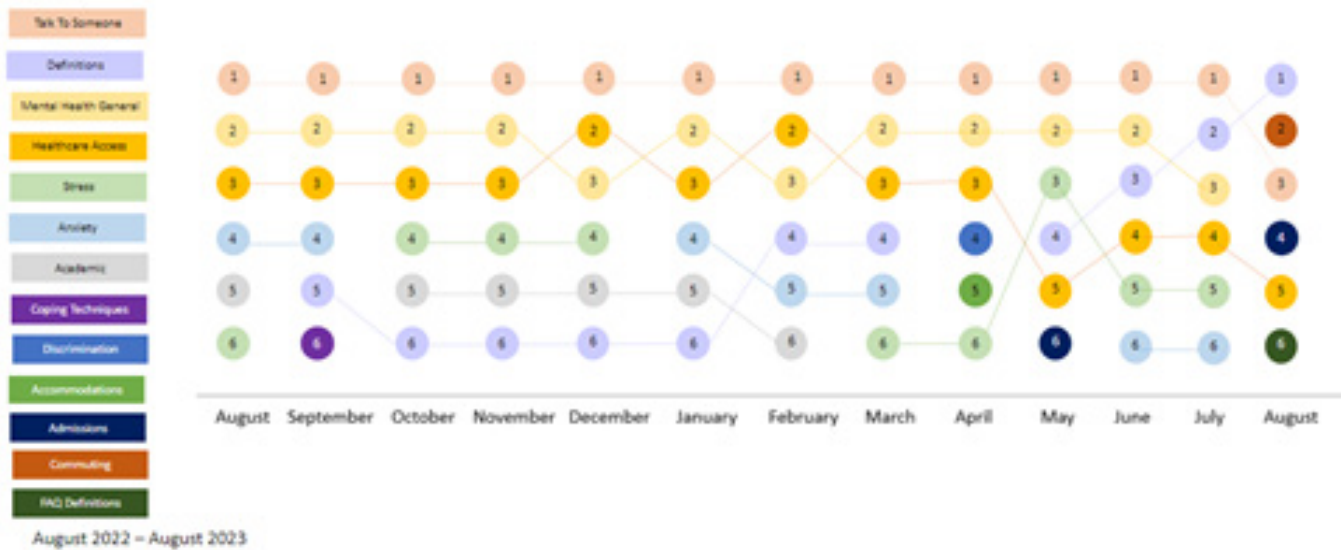**Accommodations:** "I need more time to write exams."

Admissions: "When is the Master of Social Work application due?"

General Definitions: "What is credit/no credit?"

Convocation: "How do I apply to graduate?"

Registrarial: "How can I talk to someone about my academic schedule?"

The chart below shows the top six intents every month of the year.

August 2022 – August 2023

In Fall 2022, the top 10 intents were:

Intent	Frequency
Talk To Someone	2773
Mental Health General	1094
Healthcare Access	853
Stress	587
Anxiety	541
Definitions	505
Academic	466
Coping Techniques	417
Time Management	265
Vent	248

In Winter 2023, the top 10 intents were:

Intent	Frequency
Talk to Someone	2163
Mental Health General	735
Health Care Access	677
Definitions	433
Mental Health Anxiety	400
Mental Health Stress	367
Academic	316
Mental Health Coping Techniques	287
Accommodation	207
Admissions	170

In Summer 2023, the top 10 intents were:

Intent	Frequency
Talk To Someone	1585
Mental Health and Wellness Definitions	1119
Commuting	782
Mental Health General	509
Healthcare Access	505
Admissions	496
Stress	331
Academic	277
Anxiety	270
Topics	249

Highlights (2022-2023) and Priorities (2023-2024)

Highlights:

Communications:

- New Navi Business Cards and Posters created by Communications
- 24 Internal U of T Demos & Presentations to 184 Staff
- 1 External Demo
- 1 Conference Presentation
- 6 student-facing tabling events
- Special reports created for CIE and Health Promotion and Programs

Student Engagement:

- 3 student staff
- 26 Participants in User Testing with students who have used Navi before
- 526 comments in Navi's built-in feedback

Flows:

- 17 New flows
- 18 Flows adjusted/expanded

Other

- Rolled out multi-bot structure
- Added new bot
- User testing of new bot content

Priorities

Communications:

- Demos and engagement with student organizations at UTSC and UTM
- Focus on ensuring all content is up to date
- Creation of working groups outside of mental health and wellness to review content
- Development of content management strategy for ease of updating moving forward

Student Engagement:

- Demos and info sessions with student governments tri-campus
- Continued engagement with orientation leaders
- Outreach to residence dons

Flows:

- Complete review of all mental health and wellness topics in Navi

Other

- Explore discovery search & generative AI
- Perfect the multi-bot structure for expansion
- Coordination with interested teams to develop multi-bot content
- Increase qualitative analysis & create mechanism for sharing these findings

Try it yourself:

uoft.me/test-navi

Type in the prompt "Mental Health resources for graduate students" to see the different options you can get!

For more information, contact
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