

THE USER EXPERIENCE IN THE ACQUISITION OF INFORMATION FOR TRAVEL PLANNING

The Case of Chatbot Kayak

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Recently, there has been noticed a trend towards destinations and tourism companies (such as airlines, hotels, travel agencies, online travel agencies, etc.) to use chatbots to optimize customer service. The main advantages associated with chatbots are: the reduction of costs; friendly interface; the service quality and, besides, the fact that they are available to interact with the public 24 hours a day, 7 days a week, allowing several simultaneous answers and on line to wait services; customization and; the motivation (chatbots do not need incentives). For these reasons, there is a huge expectation that the quality of the user experience in using these robots is awesome. Because of this possibility, and due to the scarcity of studies aimed at the analysis of chatbots in the tourism sector, this research aimed to analyze the user experience in the use of chatbot Kayak. For that, an experiment was realized with 102 students of the tourism course of the Federal University of Pernambuco. The students interacted freely with the Kayak chatbot for 10 minutes, in the end, answered a questionnaire to evaluate the quality of the experience. The questionnaire used a 7-point Likert scale whose questions were created from the categories proposed by Nielsen (1993) and Shneiderman (1998). As result, it has been found that, in general, it is a well-built robot, which offers a pleasant user experience, although there are specific aspects that need to be improved.

KEY WORDS: *tourism, user experience (UX), chatbot, Kayak.*

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