

ABSTRACT

With the rapid growth of messaging apps, chat bot adaptations are also growing exponentially. By 2017, there are more than 30,000 bots worldwide to make humans feel easier meeting their needs. There is Kiwari, an Indonesian chat bot apps for state-owned employees to meet their work needs with a more natural and smarter conversation. However, most employees in Indonesia are still having trouble using Kiwari as their messaging apps.

The purpose of this research is to know the evaluation result from user Experience and user interface of previous Kiwari chat bot and give user Experience and user interface from Chat bot Kiwari which can increase user interest seen from learnability and satisfaction factor.

Researchers conducted research using qualitative methods by conducting interviews with various respondents and observing users using Kiwari applications. The location of the study was taken in Jakarta and Bandung where many state-owned company headquarters were located.

Based on the results of data processing can be known that chat bot Kiwari still difficult to use by previous Kiwari users, especially on the factors Learnability (Learning User) and Satisfaction factor (User Interface). The researcher gives some recommendations of Kiwari application design through several stages, among others: User evaluation, interviewing with various sources, making information architecture, and making prototype paper and usability test. The design results become recommendations for Kiwari chat bot which can increase Kiwari user in Indonesia.

For further research it is expected to do quantitative usability test method and conduct research with special target to User in extreme condition, like in remote island of Indonesia to get more accurate data result.

Keywords: *Chat bot; Perilaku konsumen; User Experience; Usability*