

## **Abstract**

In this era, digital-based applications have become important in society. The number of applications in the same scope, requires application providers to create applications that can satisfy users, one of the important factors that can increase user satisfaction is the User Experience factor. Generally, user experience improvement is carried out by conducting internal research with data based on surveys or tests involving some users who are felt to be able to describe other users. This method can be improved by involving all users using the Process Mining method. Event log data obtained from usage are analyzed using Process Mining. Furthermore, from information such as performance, frequency, variance, and activity used to create a Customer Journey Map which is used to develop user experience applications. From the results of the study, it is known that there are several problems at the stages in the application. This result has also been confirmed by the company and some of the findings will be analyzed further.

**Keywords:** process mining, user experience, bank rakyat indonesia, data mining, customer journey