**Summary of interview with Borislav Nachev (220472)**

**Participant:**

* The participant, Borislav, is a 21-year-old student from Bulgaria, currently studying data science and artificial intelligence in his third year. He has experience using chatbots, notably using one to inquire about a delayed package from Amazon. Although the chatbot was somewhat helpful, he found it time-consuming and often provided irrelevant predefined answers, leading to frustration during the interaction.

**Information Quality:**

1. **When a chatbot gives you either too little or too much information, how does that affect your satisfaction with the experience?**

* The respondent believes that the amount of information a chatbot provides should be balanced and context-dependent. They emphasize that the information needs to be both accurate and useful for the user. Too much irrelevant information can lead to a negative experience. However, if there are options (like buttons) allowing the user to access more information on demand, providing extensive details could be acceptable. The key is ensuring the information aligns with the user’s needs at that moment.

1. **Can you share an experience where the chatbot gave you low-quality or incomplete information? How did that affect your satisfaction?**

* The respondent recalls a frustrating experience with Amazon’s chatbot when a package didn’t arrive on time. The chatbot provided low-quality and incomplete information, with many predefined, irrelevant answers that didn't address their specific query. This led to a significant amount of wasted time (about 10 minutes), and they only resolved the issue when a human representative joined the conversation. The experience negatively impacted their satisfaction with the chatbot, as it wasn't helpful in addressing their problem.

1. **How important is it to you that the chatbot's answers are easy to understand and provide enough detail to solve your problem? Does that impact your satisfaction?**

* The respondent highlights that having clear, easy-to-understand answers from a chatbot is crucial for a positive experience. If the chatbot's options are straightforward and detailed, users can select the correct choice without needing further clarification. This contributes to a smoother, faster, and overall better user experience. Clear communication helps users avoid asking follow-up questions, enhancing satisfaction with the chatbot.

1. **Has there ever been a time when the chatbot gave you really accurate information? Did that make you more likely to use it again?**

* The respondent admits they can't recall a time when a chatbot consistently provided very accurate information. However, they mention frequently using ChatGPT, which they view as a type of chatbot, and acknowledge that it provides accurate information most of the time. This accuracy has made them more likely to use ChatGPT regularly, suggesting that precise and reliable responses encourage repeat usage.

**Trust:**

1. **How important is it to you that a chatbot is transparent about how it operates? Does this transparency change your level of satisfaction when interacting with it?**

* The respondent believes that transparency in how a chatbot operates is crucial, particularly when the chatbot can make significant changes, such as updating or altering user information based on responses. They emphasize wanting to understand the implications of selecting certain options to avoid making mistakes, like accidentally deleting an account. Transparency helps users feel more confident and in control, especially in scenarios where the chatbot can affect personal data or decisions.

1. **Can you think of a time when you had to share personal information with a chatbot? How did that experience make you feel, and did it impact your satisfaction with the service?**

* The respondent recalls sharing personal information, including their address, name, and package delivery code, with a chatbot. They indicate that although sharing such details is often necessary in these interactions, it didn’t significantly impact their overall satisfaction.

1. **Does knowing that a chatbot uses data encryption influence how satisfied you are with its service? Why or why not?**

* The respondent explains that knowing their information is encrypted would increase their satisfaction with the chatbot service. Data encryption provides them with reassurance, making them feel more comfortable and willing to share personal information, as it ensures that no unauthorized parties can access their data.

**Conversation Type:**

1. **Can you describe your experience when interacting with chatbots that use human-like responses compared to robotic-like ones? Which do you prefer and why?**

* The respondent prefers human-like responses from chatbots over robotic ones. They believe that human-like interactions create a better user experience since people are naturally accustomed to talking to humans. They also note that predefined responses like "yes" or "no" are useful, but overall, a human-like approach is more comfortable and satisfying for them.

1. **In what situations do you think a robotic response might be more acceptable or preferable compared to a human-like response and vice versa?**

* The respondent believes that both human-like and robotic responses have their place. In situations where users are confused or unsure about how to respond, a robotic-like response can be more helpful. Robotic responses can simplify the interaction by breaking down complex questions into predefined options, making it easier to choose the right answer. This approach reduces confusion and helps guide users more effectively. On the other hand, they still value human-like responses for more general interactions because it feels more natural and creates a better user experience.

1. **Do you prefer interacting with chatbots by selecting preset prompts or by typing in your own responses in natural language? Why?**

* The respondent prefers human-like interactions with chatbots but values having both options—preset prompts and natural language input. They believe that preset prompts are useful for simplifying complex or confusing questions, as they limit choices and make it easier to navigate the conversation. This combination of natural language and preset options allows for both a personalized experience and a structured approach when needed.

1. **How satisfied are you when a chatbot limits your input to preset prompts but responds in a human-like manner? Can you share an example?**

* The respondent expresses dissatisfaction when a chatbot limits their input to preset prompts, even if the responses are human-like. They feel frustrated by the inability to express themselves freely and would likely quit the interaction. They provide an example where having to choose specific numbers to navigate options—like contacting customer service—was unappealing. They believe that such limitations hinder user satisfaction, as it prevents customers from fully articulating their problems and experiencing a more personalized interaction.

**System Design:**

1. **How does the user-friendly interface of a chatbot affect your overall satisfaction? In what ways does having an intuitive design enhance your experience while interacting with it?**

* The respondent believes that a user-friendly interface is crucial for overall satisfaction when interacting with chatbots. They highlight that while younger users are accustomed to chatting on various social platforms, older generations may find it confusing to communicate with a computer through an input field. An intuitive design that mimics human interaction can make chatbots more accessible and appealing, ultimately enhancing user satisfaction. They emphasize that a well-designed interface can attract more users and improve their experience.

1. **How important is a chatbot’s appearance (color, layout, and overall appearance) to you? In what ways does a better design appearance influence your level of satisfaction, and how might it affect your overall experience with it?**

* The respondent considers the appearance of a chatbot—such as color, layout, and overall design—to be important for user satisfaction. They prefer chatbots that have a small round button located at the bottom right of mobile devices and desktops, allowing for easy access when help is needed. They find it annoying when chatbots pop up automatically, preferring to open them manually to avoid disruption during browsing. The design should align with the website’s color scheme for a cohesive look and be simple to navigate. A well-structured interface with limited colors can enhance user experience by making important information visually distinct and easier to understand.

1. **How satisfied are you with how easy it is to find what you’re looking for within a chatbot? Have you ever experienced any issues navigating through a chatbot’s options?**

* The respondent expresses that their satisfaction with a chatbot’s usability largely depends on its design and functionality. If a chatbot is well-developed, they may not need to use it at all, as they could have direct contact information saved elsewhere. They recall having navigational issues with Amazon’s chatbot, which did not allow them to access customer service directly for their specific problem. They suggest that a chatbot should be capable of recognizing when it cannot provide sufficient help and automatically transfer users to a human representative to avoid wasting time, as this would significantly impact their satisfaction negatively.

1. **What do you think about having human-like features in a chatbot's design, like a profile image, name, etc.? Do you think these elements are important for enhancing your overall satisfaction and experience?**

* The respondent believes that incorporating human-like features into a chatbot’s design, such as a 3D model or a profile image, can enhance the feeling of human interaction. They suggest that a well-designed avatar that mimics human expressions and movements could improve overall satisfaction and engagement. If executed effectively, such features would make the chatbot more appealing and useful to them, leading to a more positive experience.