

Abstract

Due to increasing customer numbers of transit-sites, the operators of this transit-sites are reacting with the construction of even larger buildings, which makes it increasingly difficult for visitors to get from A to B.

The present work examines the influence of a proactive and context-aware chatbot system on the information behaviour of visitors at transit-sites. Since airport visitors are confronted with an enormous amount of information, and on the other hand, they are bound by a fixed time schedule, this work has been focused on airports as a user scenario.

In support of air travellers during their stay at the airport, a Facebook Messenger Chatbot has been developed that analyses various contextual information and generates reminder and other relevant information for passengers and presents them in a proactive manner.

In order to measure the influence of the chatbot system on the flight check-in process, the system was tested at the Munich Airport. Therefore, a questionnaire was designed that measures the “quality of the flight check-in process”.

Through an independent pair-sample t-test a significant influence of the chatbot system could be demonstrated. A closer look at the data showed, that the group which tested the chatbot, rated the quality of the flight check-in process worse than the group without chatbot. Reasons for this unexpected result, may be in the research design and the current implementation of the chatbot-system. Hence, the solution should be optimized for future studies. Nevertheless, the interaction with the chatbot was rated quite positive by the users. This suggests a corresponding acceptance of the solution.

The solution described in this thesis can thus be regarded as a future-oriented personalized information system and supplement to the traditional range of information at transit-sites.