Enhancing User Experience Through AI-Powered Personalization in UI Design

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Abstract*: User experience (UX) has become a key factor in the success of digital products and applications. With the increasing complexity of user interfaces (UI) and diverse user needs and preferences, personalized experiences have attracted considerable attention. Artificial Intelligence (AI) techniques offer promising opportunities to improve UX through AI-powered personalization in user interface design. This research paper explores the application of AI to improve user experience through personalized interactions in user interface design. It studies the benefits, challenges, and best practices of artificial intelligence-driven personalization and examines its impact on user engagement, satisfaction, and loyalty. use. Through in-depth analysis of case studies and research findings, this paper aims to provide valuable insights into the effective use of AI in user interface design to deliver user-friendly experiences. Attractive, intuitive and personalized user experience.*

Keywords: *User experience*

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DOI: 10.48175/568

ISSN
2581-9429
IJARSCT

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