

ABSTRACT

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ANALYSIS AND REDESIGN OF CHATGPT WEBSITE USER INTERFACE USING USER CENTERED DESIGN METHOD

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(xiv + 97 + Appendix)

User interface and user experience are very important things in making a website. The ChatGPT website serves to help bring new ideas and unique perspectives from various sources to users where the technology used to create this website uses Artificial Intelligence (AI). This research will use the User Centered Design (UCD) method. This method has 4 stages, namely, understanding the usefulness of the application, determining user needs, design design and design evaluation. This research aims to analyze and redesign the user interface of the ChatGPT website. So that the quality of the ChatGPT website increases to be even better in terms of user interface, so that it is pleasant for users when using the ChatGPT website and makes it easier for users to get information from the ChatGPT website. In distributing questionnaires to users, the ChatGPT website received a “Good” usability score. This research uses A/B Testing and Blacbox Testing. The results of A/B Testing can be concluded that users prefer the new design over the old design while Blackbox Testing can be concluded that testing gets results in accordance with user expectations..

Bibliography (2014-2023)