

Title : Enhancing User Experience on Online Shopping Websites through Usability Testing of UI

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ABSTRACT

This project aims to enhance the user experience (UX) of an online shopping website by evaluating and refining its user interface (UI). The objective is to create an intuitive, efficient, and user-friendly design that caters to three key demographics: young adults, modern working professionals, and mature adults. Following the Design Thinking methodology, the project begins with UI prototype development in Figma, which is iteratively refined into interactive models for usability testing. User feedback is collected via surveys on Microsoft Forms and analyzed through data visualization techniques to identify usability issues and optimize the interface.

In addition to UI enhancements, a Line Chatbot system is developed to provide real-time assistance, improving user engagement and navigation. This chatbot is built using Line Developers, Firebase, and Ngrok for seamless integration and efficient data management. The system is implemented and tested in JavaScript, ensuring flexibility, scalability, and real-world applicability.

The project's outcomes include a streamlined and user-friendly UI, improved system accessibility, and an AI-driven chatbot that enhances customer support. By integrating usability-driven design with AI-powered assistance, this system significantly improves the efficiency of the online shopping experience, contributing to more intuitive and seamless interactions.

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