DESIGNING WEBSITE INTERFACES USING ARTIFICIAL INTELLIGENCE TOOLS

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Relevance: Within the quickly changing field of digital technology, the use of artificial intelligence (AI) tools in website interface design is extremely important, while the incorporation of AI tools to improve digital interfaces is relevant in the context of technological advancements. Thus, knowledge about how to improve the user experience on the web is greatly advanced.

Goal of the work Explore the effects of incorporating artificial intelligence (AI) tools into website interface design and offer insights that improve user-centric design practices, improving web interfaces for a more efficient and intuitive user experience.

Result analysis – indicates a definite improvement in the user experience. AI-supported interfaces show a positive effect on user engagement, and these improvements are evident in increased user satisfaction and interaction. Furthermore, the examination of predictive analysis methods reveals accuracy in predicting the needs of users. Notable advancements in content customization and formatting according to user preferences are another example of the impact of automated design. Significant advancements in factors like page load speeds and ease of navigation are highlighted by usability metrics. By highlighting the benefit that web interfaces with artificial intelligence tools bring, comparative analysis highlights their clear superiority. In summary, the incorporation of artificial intelligence into the design of website interfaces greatly improves user experience by offering more customized and interactive user interfaces.

Conclusion. The conclusions indicate ways AI can improve user interaction and satisfaction, as evidenced by the pronounced gains in automated design efficiency and predictive analysis accuracy. Through improved user-centric outcomes, it's important to stay on the very forefront of technological advancements, which will have major consequences for the ongoing evolution of web design practices.