Chapter 2
AI-Driven Cross-Platform Design: Enhancing Usability and User Experience

Ushaa Eswaran
Mahalakshmi Tech Campus, Chennai, India

Vishal Eswaran
https://orcid.org/0009-0000-2187-3108
CVS Health, India

ABSTRACT

This comprehensive chapter delves into the intersection of artificial intelligence (AI) technology with cross-platform design principles to enhance usability and user experience (UX) across diverse digital environments. With the proliferation of platforms and services, designers face the challenge of creating seamless and satisfying user experiences across web, mobile, wearable, IoT, virtual reality (VR), augmented reality (AR), and other digital platforms. AI offers innovative solutions to address these challenges by automating tasks, personalizing interactions, and optimizing user interfaces. This chapter discusses the role of AI in enhancing cross-platform design, covering topics such as AI-driven user research, multi-modal interaction design, personalized content delivery, and AI-based performance optimization. Case studies and practical insights illustrate the application of AI technology in improving usability and UX across various digital contexts.

DOI: 10.4018/979-8-3693-2337-3.ch002

1. INTRODUCTION

The digital landscape has experienced significant evolution, characterized by a proliferation of platforms and devices that have become integral to daily life. This evolution includes the introduction of the internet and the World Wide Web, which paved the way for web-based applications and services (Norman, 2013). Subsequently, the advent of smartphones and mobile devices revolutionized portable computing, enabling users to access information and services on-the-go (Shumaker & George, 2016). Wearable devices, such as smartwatches and fitness trackers, further expanded the scope of digital interactions, offering personalized and context-aware experiences (Thakur & Zhang, 2020).

The emergence of the Internet of Things (IoT) connected everyday objects and appliances to the internet, enabling remote monitoring, control, and automation (Li & Guo, 2021). Additionally, virtual and augmented reality technologies introduced immersive digital experiences, blurring the boundaries between the physical and virtual worlds.

The importance of cross-platform design has grown in tandem with the evolution of digital platforms. Cross-platform design refers to the practice of creating user interfaces and interactions optimized for multiple platforms while maintaining a cohesive brand identity. Effective cross-platform design enhances user experience by providing consistency across platforms, facilitating seamless transitions between devices, optimizing resource allocation, and future-proofing designs (Weng, Zhang, & Ngo, 2019).

Artificial intelligence (AI) plays a crucial role in enhancing usability and user experience across digital platforms. AI technologies, including machine learning, natural language processing, and computer vision, offer innovative solutions to automate tasks, personalize interactions, and optimize user interfaces (Thakur & Zhang, 2020). By leveraging AI capabilities, designers can conduct user research and analysis, enable multi-modal interactions, facilitate personalized design, and optimize performance and resource allocation.

This chapter aims to explore the intersection of AI technology and cross-platform design principles, focusing on enhancing usability and user experience across diverse digital environments. It will provide a thorough understanding of usability and user experience design foundations, examine the role of AI in cross-platform design, present case studies illustrating successful AI implementations, discuss challenges and solutions in cross-platform design, and explore emerging trends and future directions. Through this exploration, readers will gain insights into leveraging AI to create exceptional user experiences transcending platform boundaries.