

5 Interaction Design (hg410)

ChatGPT is a natural language processing tool, developed by OpenAI, driven by AI technology that allows you to have human-like conversations with a chatbot. It has a Free ChatGPT Unlimited version, whose main screen is shown in the figure above, that is a free-to-use AI system. Based on a large language model, ChatGPT can answer questions and assist its users with tasks, such as composing emails and code, and enable users to refine and steer a conversation towards a desired length, format, style, level of detail, and language.

- (a) Identify four (different) groups of stakeholders of the Free ChatGPT Unlimited tool and provide a short description as to why they constitute a stakeholder group for this tool.

[4 marks]

- (b) Nielsen's heuristics used for Heuristic Evaluation are: (1) visibility of system status, (2) match between system and real world, (3) user control and freedom, (4) consistency and standards, (5) error prevention, (6) recognition rather than recall, (7) flexibility and efficiency of use, (8) aesthetic and minimalist design, (9) help users recognize and recover from errors, and (10) help and documentation.

Using Figures 1-6, undertake a Heuristic Evaluation of the Free ChatGPT Unlimited.

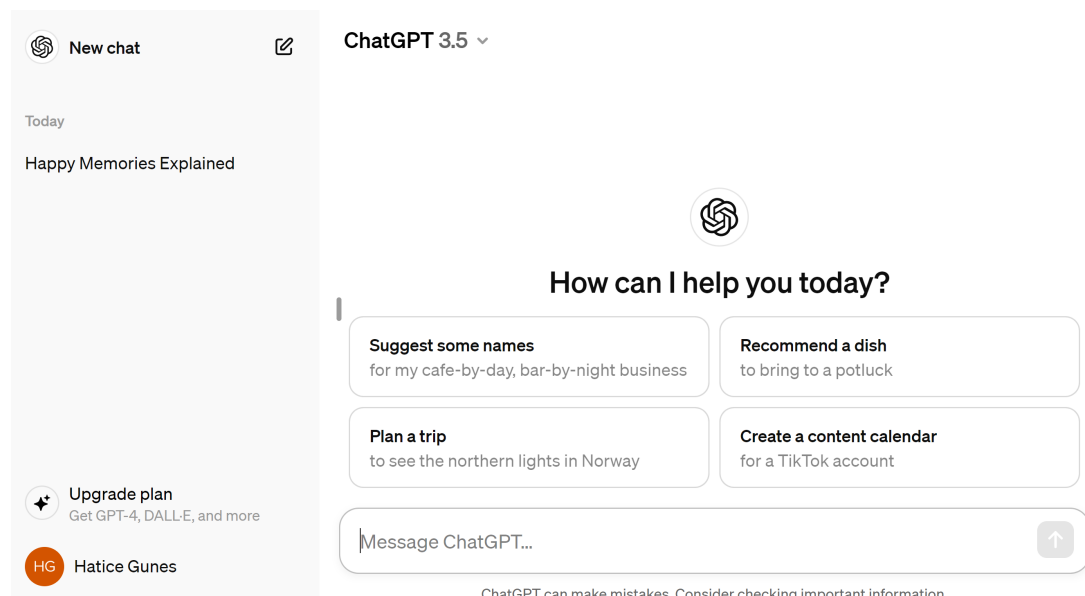


Fig. 1. First / Main screen

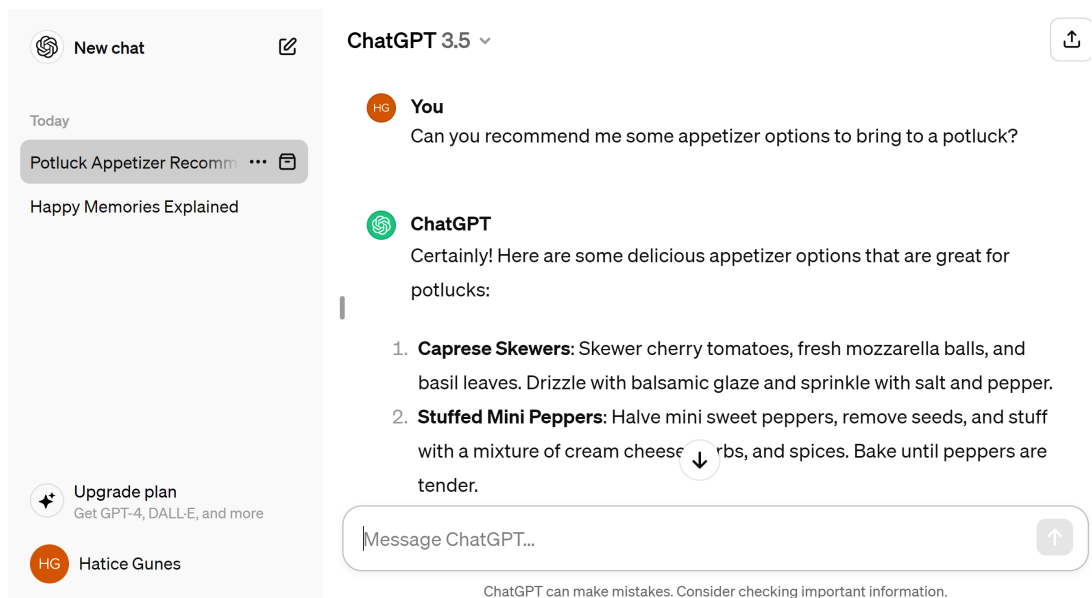


Fig. 2. (starting from the main screen) Asking for appetizer options to bring to a potluck

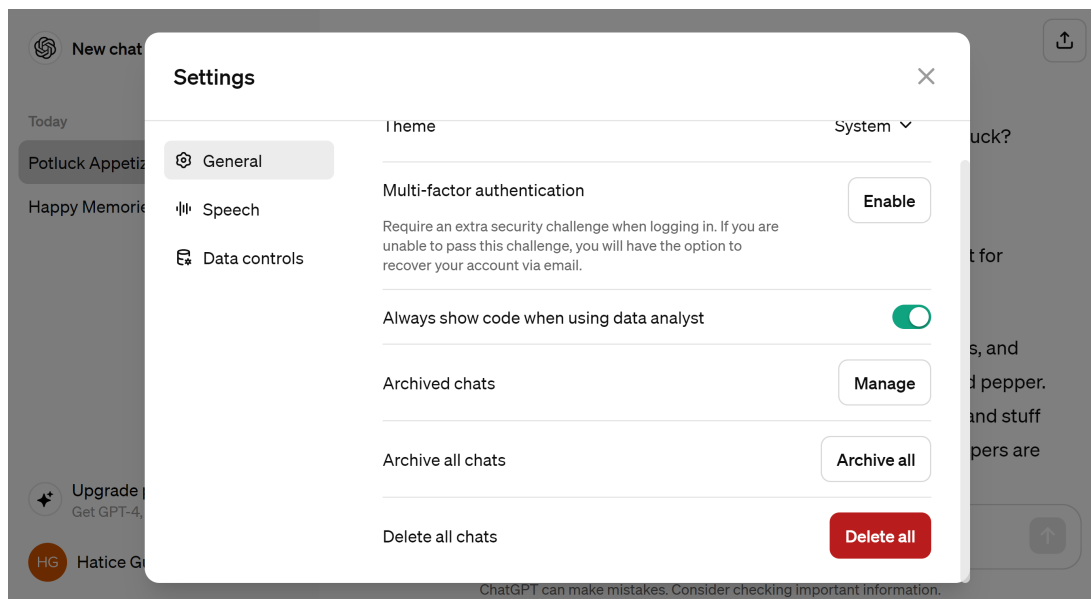


Fig. 3. Clicking on user name and viewing and/or modifying Settings

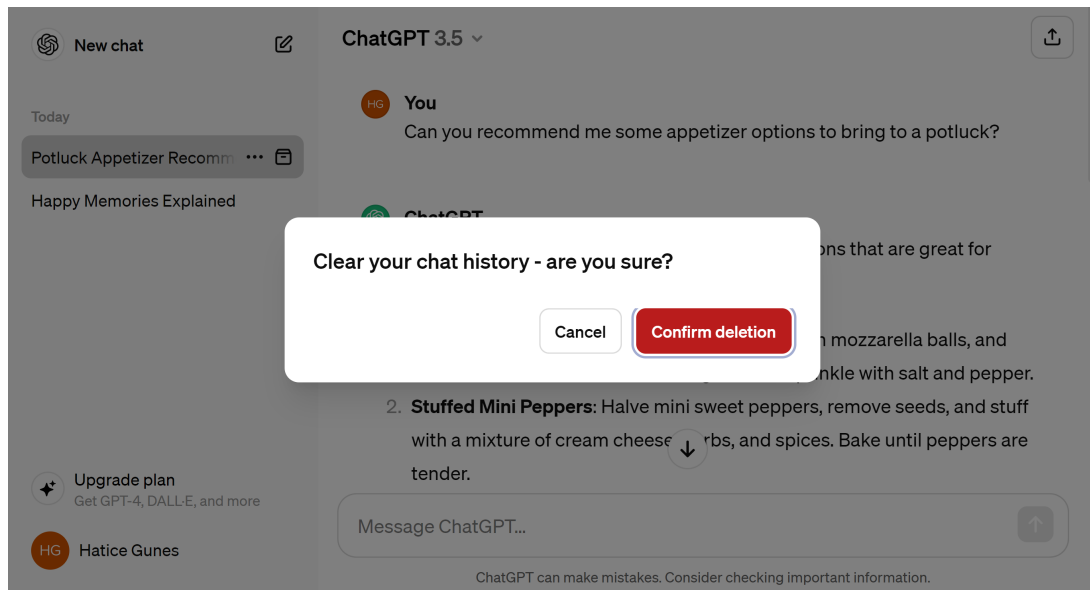


Fig. 4. Clicking on user name. Viewing and/or modifying Settings – Click Delete All Chats

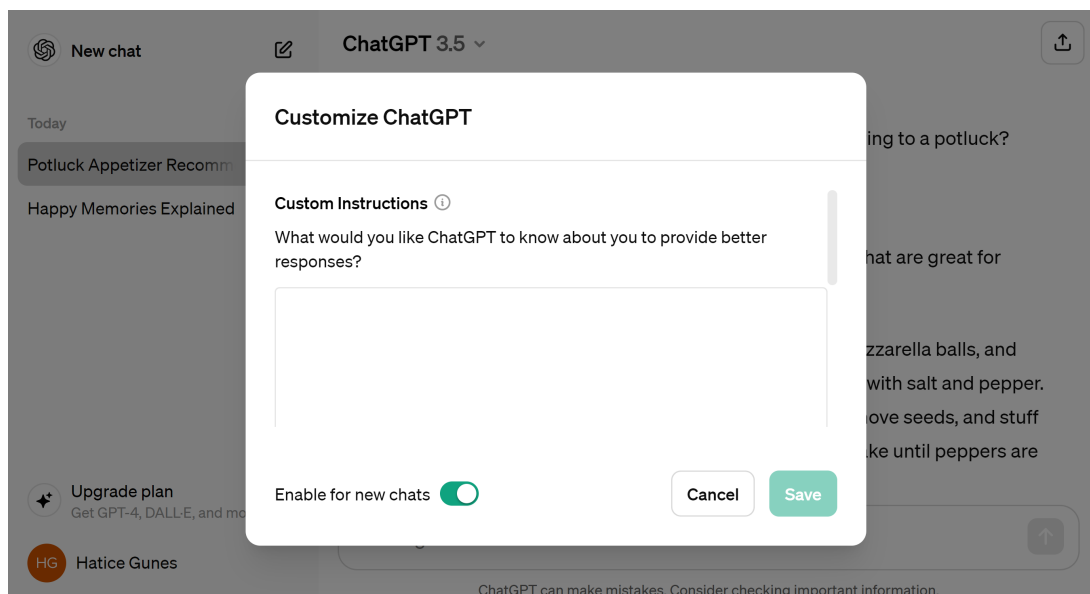


Fig. 5. Clicking on user name and clicking on Custom Instructions

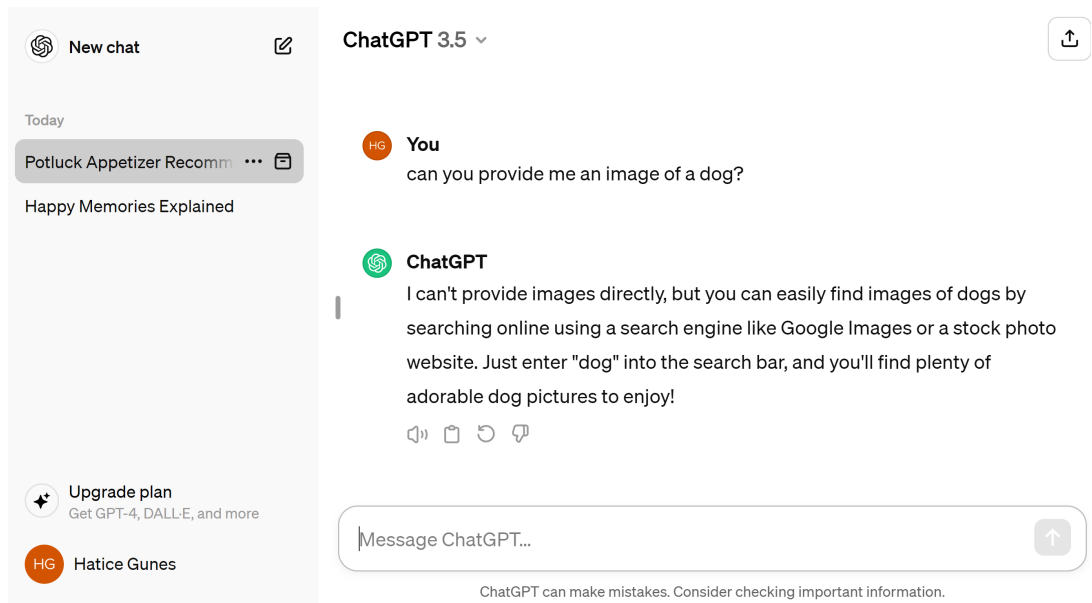


Fig. 6. (starting from the main screen) Asking for an image of a dog

[5 marks]

- (c) You are working as a member of the Free ChatGPT Unlimited design team, and the management team has asked you to identify whether the current interface needs improvement and why. You decided to conduct interviews with the four groups of stakeholders you have identified in (a). Provide two questions for each stakeholder group to understand whether the current interface needs improvement or not, and why. [8 marks]
- (d) Describe how you will analyse the interview data gathered in (c), and what your next steps will be to improve the validity and reliability of your findings to support the notion that the current interface needs improvement (or not). [3 marks]