

## **Artificial intelligence as an approach personalizing service design & improving user experience**

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### **Abstract:**

The applications of artificial intelligence in the field of service design are still in their early stages, as the full potential and implications of applying artificial intelligence in the service provision scenario and its complements may not have been fully explored. As artificial intelligence plays an important role as a coordinator of service content, it has also become an enabler for value creation in digital service channels, which confirms the need for many aspects of designing services that support artificial intelligence to develop, which necessarily requires clarifying both the role of the service designer and the service design process, in light of the rapid changes in the capabilities and capabilities of artificial intelligence, which allows for the employment of many diverse skills and capabilities during the design process. AI-enabled services require a broader technical orientation of the service designer and his ability to adapt, and also add a tangible technical design perspective to the service design process, distinguishing it from typical front-end oriented processes, so there is a need for more study on how service design contributes to scalability not only in systems Manufacturing and product service, but it must include service delivery systems that support artificial intelligence. Especially with regard to the user experience, which represents the first obstacle for users to accept the nature of the service and how to deal with it, that obstacle that can be easily overcome through those cognitive capabilities that can be added to the design of the service product so that it can identify the user (each in his time), and thus reset its various elements to adapt to the capabilities of user. The importance of the research is to support the industrial designer's ability to develop and innovate new products, and to benefit from the specialization of artificial intelligence in practicing the service design process, which saves a lot of time and effort and ensures that the process is completed as quickly as possible with maximum efficiency, and to reach the best results and provide innovative services of high value that serve It ensures a positive user experience by adding the possibility of recognizing it and re-tuning the service design elements in accordance with it.

### **Keywords:**

Artificial Intelligence, Service Design, service designers, UX, Personalization.