Title (en)
SYSTEMS AND METHODS FOR THE ANALYSIS OF USER EXPERIENCE TESTING WITH AI ACCELERATION

Title (de)
SYSTEME UND VERFAHREN ZUR ANALYSE VON BENUTZERERFAHRUNGSPRÜFUNG MIT KI-BESCHLEUNIGUNG

Title (fr)
SYSTÈMES ET PROCÉDÉS POUR L'ANALYSE D'ESSAI D'EXPÉRIENCE UTILISATEUR AVEC UNE ACCÉLÉRATION D'IA

Publication
EP 4014115 A1 20220622 (EN)

Application
EP 20852465 A 20200813

Priority
- US 201962887031 P 20190815
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- US 2020046247 W 20200813

Abstract (en)
[origin: WO2021030636A1] Systems and methods for AI assisted analysis of a user experience study are provided. A study objective (a goal of the study) and data relating to all possible navigation routes within a digital interface are received. Simulated clickstreams for navigating from any state of the digital interface to the study objective are generated. This simulated clickstream data is then used to train one or more machine learning models to determine a most efficient path to achieve the study objective from any state of the digital interface. Subsequently, study results from many different participants is received. Key events are then identified within the study results. Additionally, the likelihood of failure for each of the plurality of study results is predicted using the machine learning model, and information density of the plurality of study results is determined.

IPC 8 full level
G06F 9/455 (2018.01); **G06N 99/00** (2019.01); **G06Q 10/06** (2012.01); **G06Q 50/18** (2012.01)

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