

Usability

For usability, we wanted to emphasize ease of navigation on our website. Therefore, we added a sticky navigation bar that automatically scrolls to the part of the page that you clicked on. We included an overview of important terms front and center due to our research highlighting the fact that many people think that they know these terms, like AI and ChatGPT, but have some sort of misconception. Below this, it is easy to see our games section broken up into three different color coded sections. The pink squares and answer buttons represent true or false questions, the blue squares and answer buttons represent a MyAI or Office? quote, and the yellow squares and answer buttons are General AI knowledge questions. These are all very intuitive games, and hovering over certain buttons makes it so you know which selection you are choosing. Next, we went into the heavy information section of our website titled “MyAI isn’t:” and “MyAI is:” that we thought was necessary again due to the rampant misunderstanding of all things related to AI that we found in our research. We included colored section headers to break up the most important misconceptions surrounding our topics. Last, we included a knowledge check quiz much like our games section earlier in the website that allows you to check if you learned anything by going through our website. The most important part in our mind for usability was separating important information into different sections, and having these sections easily navigated to through the navigation bar on the top of the screen.

Educational Value

For education value, we again took our research into consideration. Like stated above, we found that there were a lot of misconceptions regarding AI in general and Snapchat’s AI. Thus, we wanted to start our website off by giving a few basic definitions that you need to understand the rest of the content in the website. These include things such as ChatGPT, Artificial Intelligence, Snapchat, MyAI, Strong AI, and Weak AI. We included this information as well to target our main personas: those who use snapchat and don’t understand AI (including those who think they understand it but don’t really), and those who do not use snapchat and don’t understand AI. We then move into the games portion of our webpage, where we had a little bit more fun designing our questions and how to get new information across to our potential personas. A common misconception in our research is that AI intelligence means that it knows everything, similar to human intelligence. Thus, a question in our first row of questions aims to minimize that misunderstanding. People also were adamant that AI is out to get humans and intentionally lies to humans whenever it wants to, so we addressed that with another question in our first row. Next, we decided to put a section titled “MyAI isn’t:” with three main topics listed: A Liar, Your Friend, and Always Right. These sections all were curated to specifically address certain ideas about AI in our research. Each section gives a small explanation of what the title of the section means, and then dives into calming the user down and making them understand that AI is not out to get humans (yet). The next section, called “MyAI is:” highlights some important topics in AI

that we wanted to make sure our users who do not understand AI, and those users who do not use Snapchat, walked away knowing. These were A Chatbot, Artificial Intelligence, and Controversial. We wanted these three topics to be highlighted because it covers a lot of the concerns that our three main personas were worried about, and explains why MyAI even exists and is important in the first place. Finally, The knowledge check section was added in order to just make sure that our users are walking away with some information in their back pockets. We think this effectively teaches our users information due to the interactivity of our first section and the material presented in the second section. Adding the knowledge check also allows us to drive home the importance of our final three questions. All together, it is a comprehensive and informational website that will hopefully not bore our users.

Interactivity

We decided to include the interactive portion of our website by gamifying our information. We wanted it to be fun, so we added three main types of questions for our main interactivity: True or False, The Office or MyAI, and some general AI knowledge questions. These games are simple, having the user click a button for the response that they think is the correct one. When they click a button, a short message appears saying whether they are correct or not, and includes some reasoning or context. You are allowed to click the buttons multiple times in order to see the correct answers and reasonings. We also added similar interactivity in our knowledge questions, where you are given reasoning for whether your information is correct or not again. This time, if you get the answer correct, you are able to click on a link to read more about the question in the above sections. We also added some small interactivity by being able to click the navigation bar that is always at the top of the screen in order to navigate to any of the important section headers on our website. We think these all enhance our user experience because they are engaging and informative. We also did our very best to make them look decent, and are responsive to changes in window sizes.

Aesthetics

Aesthetically, we tried to keep our website simple. This included chunking off our website into sections, originally broken up by background color, but then it looked too crowded. We went with muted earthy tones that look clean and professional as the background to our webpage, as this is the majority of the color on the screen and we want that to look good. For our questions, we chose to break up question type by color in order to better distinguish questions from one another and so the user does not assume each question is of the same form as question one, which may happen if they are mindlessly clicking answer buttons. We tried to not crowd the screen too much, and tried to break information into columns with pictures so it was not one long block of text. We had to do a lot of work to make sure that our question boxes did not change size as you clicked on answer buttons (as you are effectively adding and taking away text from the box) while keeping them responsive.

Special Effort

The main special effort that Syd and I put in was not using any website template that we found. We wanted to try to challenge ourselves to learn how to use HTML, Javascript, and a little bit of CSS without taking a barebones website and just plopping our information into it. This turned into us having a slightly less aesthetic website than we originally expected. We also tried to make sure that it looked okay on mobile devices, as Syd uses her iPad for a lot of class notes and thought it would be a good idea to make sure it translated well to mobile. Note that it does work both ways, but looks better when it is in landscape mode. We also tried to hide any ugly links and make our interactive elements look as pretty as possible.