

ABSTRACT

The development of Artificial Intelligence (AI) has significantly impacted User Interface (UI) and User Experience (UX) design, including in the evaluation and development of websites. This study aims to evaluate and redesign the D’Coffee Cup website, a well-known café in Surabaya, by integrating a Human-AI approach and the Think Aloud method. The evaluation was conducted to identify various issues such as navigation difficulties, inconsistencies in the ordering flow, and lack of clear information that may hinder user experience. These findings serve as the foundation for redesigning the interface to enhance user comfort, efficiency, and engagement when accessing the website. The urgency of this research lies in the importance of increasing customer satisfaction and strengthening business competitiveness in the digital era, which prioritizes speed and convenience through technology-based services. The method used is Design Thinking, which includes the stages of Empathize, Define, Ideate, Prototype, and Testing. In addition, this study leverages ChatGPT-4o technology with Optical Character Recognition (OCR) capabilities to enable a more comprehensive evaluation. The pre-evaluation results revealed major issues such as difficulty finding essential features, uninformative product descriptions, and the absence of independent online payment features. Through the Human-AI approach, this study successfully identified design aspects that need improvement. The proposed website redesign aims to enhance the user experience, strengthen brand image, and support D’Coffee Cup’s branding goals. This research contributes to the integration of AI in UI/UX evaluation and offers innovative solutions to improve users’ digital interactions. The outcomes are expected to serve as a reference for developing more user-friendly websites in the future.

Keywords: *Artificial Intelligence, UI/UX, Design Thinking, Human-AI, Retrospective Think Aloud.*