

**PROJECT DETAILS**

Project Title:

**Artificial Intelligence (AI) in Digital User Experience (UX): The requirements, pitfalls and solutions in establishing a new Digital Insights Platform**

Project Summary:

The project will offer insights into digital UX mapping, uncovering key requirements and pitfalls, and providing suggestions for establishing a new digital brand. The first part involves surveying and interviewing respondents using digital assets to ascertain key requirements and pitfalls in interacting with fashion apparel brands online. The second part develops an innovative web interface hosting AI-driven insights into women's body image threats from fashion brand marketing. This website will then integrate optimal UX design with digital marketing strategies. The final part tests the website's UX effectiveness with a focus group, aiming to revolutionise digital marketing in the fashion industry.

Preferred Applicant Skillset:

A suitable candidate for this project will have a strong background in UX/web design and, preferably also in digital marketing. They should possess experience in creating user-centric web interfaces and integrating data visualisations to enhance UX. Proficiency in digital marketing strategies, including social media campaigns and SEO, is desirable. The candidate should demonstrate creativity, attention to detail, and a strong interest in enhancing body image outcomes for women. Effective communication and collaboration skills are crucial for working with a multidisciplinary supervisory panel. Passion for ethical marketing and improving consumer well-being through innovative digital solutions will be highly valued.

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