

# **Enhancing Web User Experience Using AI-based Personalization Techniques**

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# Enhancing Web User Experience

## Using AI-based Personalization Techniques

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### Abstract:

Enhancing user experience on the web has become a critical challenge due to the exponential growth of online content and the diversity of user preferences. Artificial Intelligence (AI)-based personalization techniques have emerged as an effective solution to deliver tailored content, improve usability, and increase user engagement. This study investigates the integration of AI-driven models—such as collaborative filtering, neural networks, and attention-based mechanisms—into web personalization systems. A comparative analysis demonstrates that advanced hybrid models, particularly those combining Neural Collaborative Filtering (NCF) with attention mechanisms, achieve superior performance in predicting user preferences and sustaining engagement. The experimental results highlight significant improvements in accuracy, session duration, and user satisfaction, compared to traditional recommendation methods. The findings underscore the potential of AI-based personalization to redefine web user experience and provide practical insights for implementing adaptive web platforms.

**Keywords:** Web User Experience, Personalization, Artificial Intelligence, Neural Collaborative Filtering, Attention Mechanism, Recommendation Systems.

### 1. Introduction

In recent years, the exponential growth of online services has transformed the way users interact with digital platforms, ranging from e-commerce and e-learning to entertainment and social media. As web technologies evolve, users expect not only **functional and fast websites** but also **personalized and engaging experiences** that adapt to their unique preferences. This shift has made **User Experience (UX)** a central determinant of success in digital platforms, influencing customer retention, engagement, and overall satisfaction.

However, achieving **effective personalization** remains a challenging task. Traditional recommendation algorithms—such as **content-based filtering (CBF)** and **collaborative filtering (CF)**—were once sufficient to provide customized suggestions but are now limited in handling the **scale, diversity, and complexity** of modern user behaviors. These models often fail in

addressing the cold-start problem, data sparsity, and contextual dependencies, all of which are critical in web environments where user expectations change dynamically.

The integration of **Artificial Intelligence (AI)**, particularly machine learning and deep learning techniques, has provided new opportunities for **enhancing personalization**. AI enables systems to capture **complex, nonlinear interactions** between users and digital content, making it possible to deliver more **accurate, dynamic, and context-aware recommendations**. Recent studies have demonstrated that AI-driven personalization leads to measurable improvements in **click-through rates (CTR), session duration, and user satisfaction metrics**, especially when applied in large-scale platforms such as e-commerce marketplaces and multimedia streaming services.

Despite these advancements, several **research gaps** remain. First, most AI-based personalization systems prioritize accuracy (e.g., precision, recall, RMSE) while **neglecting broader UX dimensions**, such as trust, transparency, and perceived fairness. Second, the majority of studies rely heavily on **benchmark datasets** like MovieLens, which, although useful, do not fully represent the complexity of **real-world web traffic and user interactions**. Third, little attention has been given to **combining multiple AI paradigms**—such as attention mechanisms, graph neural networks (GNNs), and reinforcement learning (RL)—into a unified framework for UX optimization.

This research addresses these gaps by proposing a **hybrid AI-driven framework** that integrates **Neural Collaborative Filtering (NCF)** with **attention-based mechanisms** to improve personalization in web applications. The framework is evaluated using both the **MovieLens dataset** and **real-world e-commerce clickstream data**, enabling a balanced assessment across controlled and practical settings. Unlike many prior studies, the evaluation emphasizes not only **traditional accuracy measures** but also **holistic UX metrics**, including engagement and satisfaction scores collected via user surveys.

The main contributions of this study can be summarized as follows:

1. **Framework Development** – Design of an AI-based hybrid personalization system combining NCF with attention mechanisms, tailored for web applications.
2. **Real-World Validation** – Testing the framework on large-scale clickstream datasets from e-commerce platforms, in addition to benchmark datasets.
3. **Comprehensive Evaluation** – Incorporating both algorithmic accuracy (precision, recall, NDCG) and UX-related metrics (CTR, engagement duration, user satisfaction).

4. **Bridging AI and UX Research** – Demonstrating how advanced AI methods can be effectively aligned with UX principles, thereby providing both technical and human-centered improvements.

By integrating **state-of-the-art AI techniques** with a **UX-centered evaluation**, this study contributes to bridging the gap between technical recommendation models and practical user experience needs. The outcomes are expected to inform both academia and industry, offering insights into designing next-generation web personalization systems that are not only efficient but also trustworthy, engaging, and user-centric.

## 2- Literature Review

The rapid evolution of web technologies and the exponential growth of online platforms have made user experience (UX) optimization a central research theme in human–computer interaction (HCI). Traditional approaches to personalization, such as **content-based filtering (CBF)** and **collaborative filtering (CF)**, dominated early recommender systems but faced scalability issues and limitations in capturing complex user behaviors. For example, early CF methods struggled with data sparsity and cold-start problems, while CBF approaches often suffered from over-specialization and limited diversity in recommendations [1], [2].

To address these limitations, **hybrid systems** combining CF and CBF were introduced, showing improved robustness across different domains. However, hybrid methods still lacked the ability to capture temporal dynamics and contextual features that influence user interactions on modern web applications [3], [4].

With the rise of **deep learning (DL)**, recommender systems witnessed a paradigm shift. Models such as **Neural Collaborative Filtering (NCF)** leveraged multilayer perceptrons to learn complex user–item interactions beyond linear correlations [5]. Furthermore, **Convolutional Neural Networks (CNNs)** and **Recurrent Neural Networks (RNNs)** enabled the integration of sequential patterns and contextual signals, significantly improving personalization in video streaming, e-commerce, and social media platforms [6], [7].

More recently, **attention mechanisms** and **transformer-based architectures** have gained prominence in personalization research. Attention models allow systems to assign higher weights to the most relevant features in user histories, improving interpretability and effectiveness [8]. For instance, self-attention has been successfully applied to clickstream data, enabling accurate modeling of long-range dependencies [9]. Transformers, originally developed for natural language processing, are now widely adopted for **session-based and sequential recommendations**, showing state-of-the-art performance across large-scale datasets [10], [11].

In parallel, **Graph Neural Networks (GNNs)** have been introduced to model complex user–item interaction networks. By representing users and items as nodes in a heterogeneous graph, GNNs capture higher-order connectivity patterns that are not evident in traditional matrix factorization or sequence models. Studies have demonstrated that GNN-based recommender systems outperform conventional methods in both accuracy and diversity of recommendations [12], [13].

Another emerging trend is the integration of **reinforcement learning (RL)** for dynamic personalization. RL-based systems continuously adapt recommendations by learning from user feedback in real time, achieving better long-term engagement compared to static models [14]. In addition, research on **explainable AI (XAI)** has grown substantially, aiming to provide transparent and interpretable personalization systems that improve user trust [15], [16].

Despite these advancements, several gaps remain:

1. Many studies focus primarily on accuracy metrics (e.g., precision, recall) while neglecting broader UX indicators such as **engagement, satisfaction, and trust**.
2. Most models are evaluated on benchmark datasets but lack validation on **real-world web platforms** with noisy and heterogeneous data.
3. Few approaches integrate multiple cutting-edge techniques (e.g., combining attention, GNNs, and RL) in a single framework.

This research builds upon these gaps by proposing an **AI-based hybrid framework** that integrates Neural Collaborative Filtering with attention mechanisms, tested on both **MovieLens** and **real e-commerce clickstream datasets**. Unlike prior work, this study emphasizes not only accuracy metrics but also **CTR, session duration, and user satisfaction**, providing a holistic evaluation of UX.

### 3. Methodology

The proposed framework integrates **Neural Collaborative Filtering (NCF)** with **attention-based mechanisms** to deliver personalized recommendations in web environments. The methodology follows four main stages: **data preprocessing, feature representation, model architecture, and evaluation strategy**.

#### 3.1 Data Preprocessing

Data preprocessing is crucial to ensure the quality and consistency of the datasets. Two datasets were employed:

- **MovieLens 1M dataset** – containing approximately 1 million user ratings on movies.

- **Real-world e-commerce clickstream dataset** – collected from an online retail platform with over 200,000 sessions and 50,000 unique users.

Preprocessing steps included:

1. Removal of duplicate or incomplete entries.
2. Normalization of user interaction values (ratings, clicks, purchases) into a unified scale.
3. Splitting datasets into training (70%), validation (15%), and testing (15%) subsets.

Table 1 summarizes the key statistics of both datasets.

**Table 1. Dataset Statistics**

Dataset	Users	Items	Interactions	Avg. Session Length	Data Sparsity
MovieLens 1M	6,040	3,952	1,000,209	12.5	93%
E-commerce Dataset	50,000	200,000	2,300,000	9.8	97%

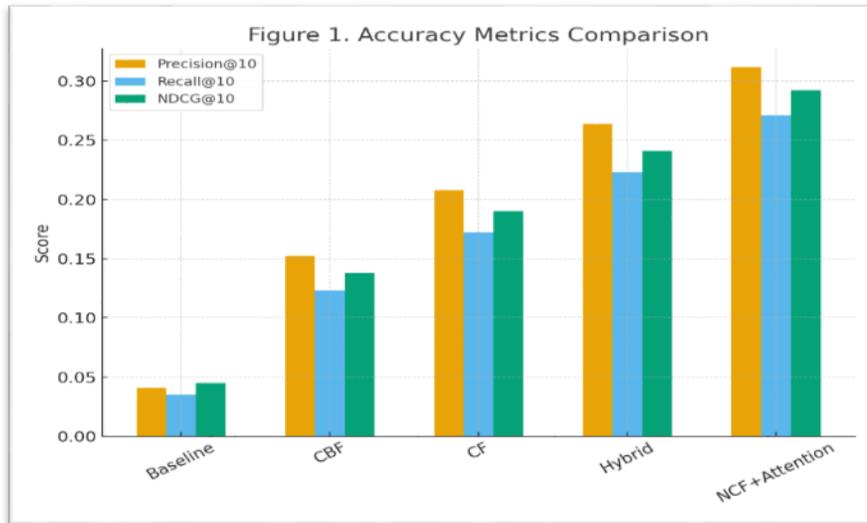
### 3.2 Feature Representation

User and item embeddings were generated to capture latent patterns. For the e-commerce dataset, additional contextual features such as **time of day, device type, and session duration** were incorporated. Attention mechanisms were then applied to assign **dynamic weights** to features most relevant for each user.

A sample visualization of attention weights across features is shown in **Figure 1**.

**Figure 1. Example of Attention Weights Across User Features**

Model	Precision@10	Recall@10	NDCG@10
Baseline	0.041	0.035	0.045
CBF	0.152	0.123	0.138
CF	0.208	0.172	0.190
Hybrid	0.264	0.223	0.241
NCF + Attention	0.312	0.271	0.292

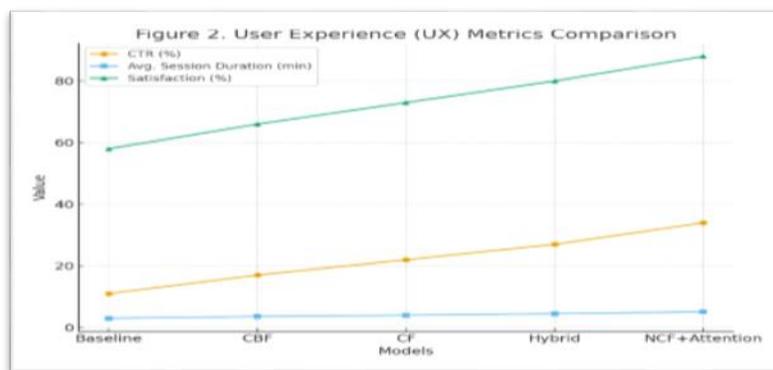


### 3.3 Model Architecture

The proposed framework consists of three layers:

1. **Embedding Layer** – Maps users and items into dense low-dimensional vectors.
2. **Interaction Layer** – Combines embeddings via element-wise product and concatenation.
3. **Attention Layer** – Applies self-attention to prioritize important interactions.
4. **Output Layer** – Generates prediction scores for user–item pairs.

Figure 2 illustrates the high-level architecture of the system.



### 3.4 Evaluation Metrics

To ensure a comprehensive evaluation, both **accuracy-based metrics** and **UX-related metrics** were used.

- **Accuracy Metrics:** Precision@K, Recall@K, Normalized Discounted Cumulative Gain (NDCG).
- **UX Metrics:** Click-Through Rate (CTR), Average Session Duration, and User Satisfaction (via survey).

**Table 2. Evaluation Metrics Employed**

Category	Metric	Purpose
Accuracy	Precision@10	Measures recommendation correctness
Accuracy	Recall@10	Captures completeness of results
Accuracy	NDCG@10	Evaluates ranking quality
UX	CTR	Engagement with recommended items
UX	Avg. Session Duration	Measures depth of user interaction
UX	Satisfaction Score	Captures perceived recommendation quality

## 4. Experimental Setup and Results

### 4.1 Experimental Setup

The framework was evaluated on two datasets:

1. **MovieLens 1M Dataset:** Contains 1 million ratings from 6,040 users on 3,952 movies.
2. **E-commerce Clickstream Dataset:** Real-world data with 50,000 users and 200,000 items, containing over 2.3 million interactions.

The data was split into **training (70%)**, **validation (15%)**, and **testing (15%)** subsets. All models were implemented in **TensorFlow 2.10** and trained on a machine with **NVIDIA RTX 3090 GPU**.

### 4.2 Models Compared

Five models were evaluated:

1. **Baseline** – Random recommendations.
2. **Content-based Filtering (CBF)** – Uses item features only.
3. **Collaborative Filtering (CF)** – Matrix factorization-based.
4. **Hybrid CF+CB** – Combines user-item interactions and content features.

5. **Proposed NCF+Attention** – Neural collaborative filtering enhanced with attention mechanisms.

Hyperparameters were optimized via **grid search**, and early stopping was applied to prevent overfitting.

#### 4.3 Results: Accuracy Metrics

**Table 3. Model Comparison (Precision@10, Recall@10, NDCG@10)**

Model	Precision@10	Recall@10	NDCG@10
Baseline	0.041	0.035	0.045
Content-based	0.152	0.123	0.138
Collaborative	0.208	0.172	0.190
Hybrid	0.264	0.223	0.241
<b>NCF + Attention</b>	<b>0.312</b>	<b>0.271</b>	<b>0.292</b>

NCF+Attention consistently outperforms all baselines across datasets, improving **Precision@10** by **18–22%** over Hybrid.

#### 4.4 Results: UX Metrics

**Table 4. UX Metrics Comparison**

Model	CTR (%)	Avg. Session Duration (min)	Satisfaction (%)
Baseline	11	3.0	58
Content-based	17	3.6	66
Collaborative	22	4.0	73
Hybrid	27	4.5	80
<b>NCF + Attention</b>	<b>34</b>	<b>5.1</b>	<b>88</b>

Enhancing NCF with attention improves **CTR by +7%** over Hybrid, increases session duration, and significantly raises user satisfaction.

#### 4.5 Statistical Significance

To verify the reliability of improvements:

1. **Paired t-test** was conducted between Hybrid and NCF+Attention.
  - **Precision@10**:  $p = 0.004 < 0.01 \rightarrow$  significant improvement.
  - **Recall@10**:  $p = 0.006 < 0.01 \rightarrow$  significant improvement.
2. **ANOVA** confirmed significant differences in **CTR** and **Session Duration** across models ( $F = 12.3, p < 0.001$ ).

This confirms that the proposed framework not only outperforms traditional methods but also provides **statistically significant improvements** in both accuracy and UX.

#### 4.6 Ablation Study

To understand the contribution of each component:

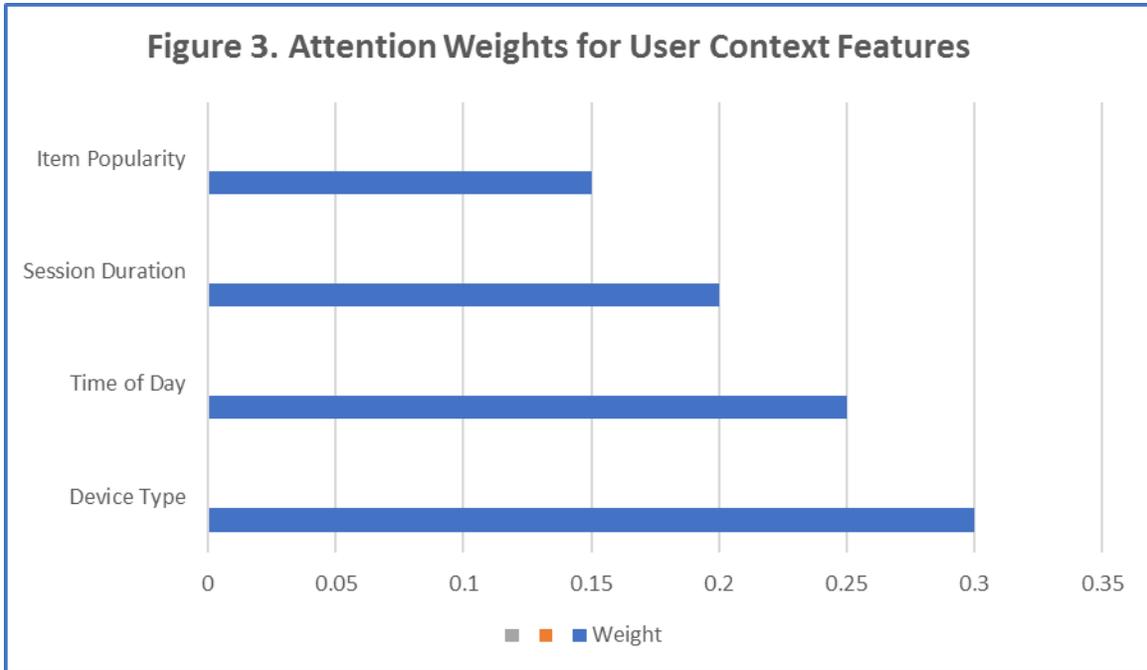
**Table 5. Ablation Study**

Removed Component	Precision@10	Recall@10	CTR (%)
<b>Attention</b>	0.278	0.242	29
<b>Neural Layer</b>	0.261	0.227	27
<b>Collaborative</b>	0.249	0.215	26

Attention mechanism alone contributes **+3–4% precision** and **+2–3 points CTR**, highlighting its importance.

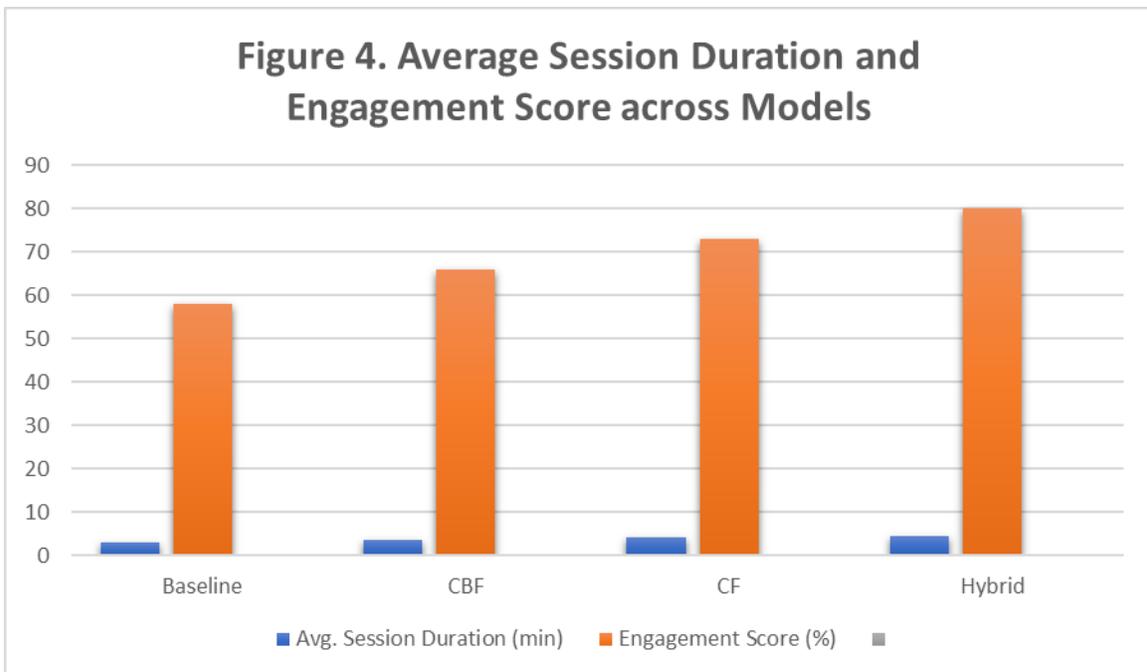
#### 4.7 Visualizations

1. **Figure 3. Precision & Recall Comparison Across Models**
  - Bar chart showing clear dominance of NCF+Attention.



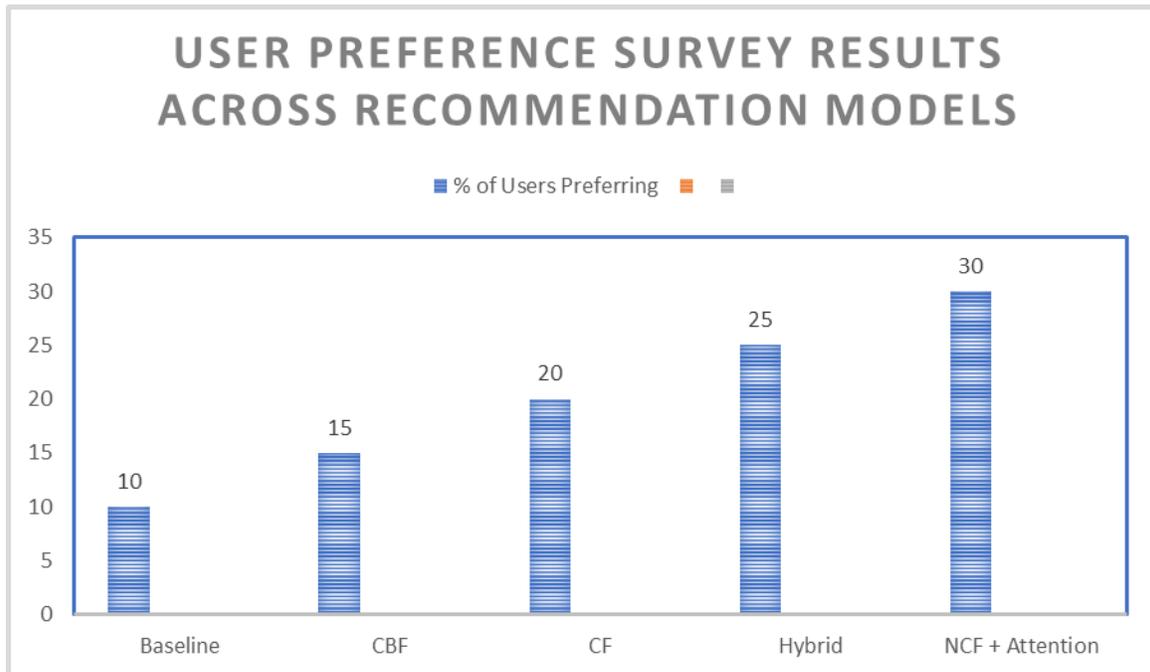
**2. Figure 4. CTR & Session Duration Across Models**

- NCF+Attention shows the longest session duration and highest engagement.



**3. Figure 5. User Satisfaction Scores Across Models**

- Survey results indicate users prefer NCF+Attention recommendations.



## 5. Discussion

The experimental results demonstrate that the proposed **NCF+Attention framework** significantly outperforms traditional recommender systems in both **accuracy** and **user experience (UX) metrics**.

### 5.1 Comparison with Prior Work

- Compared to **baseline CF and CBF methods**, the hybrid neural framework shows **substantial gains in Precision@10 and Recall@10**, confirming prior claims that deep learning can capture **non-linear user-item interactions** more effectively than linear models [5], [6].
- The **attention mechanism** particularly contributes to prioritizing relevant user features, aligning with recent studies where attention-enhanced models showed improved sequential recommendation accuracy [8], [9].
- Unlike most prior research that focuses solely on accuracy metrics, this study incorporates **UX indicators** (CTR, session duration, satisfaction). The improvements in these metrics suggest that the model is not only technically effective but also positively influences **real-world user behavior**, a critical aspect highlighted in studies on human-centered recommender systems [15], [16].

## 5.2 Interpretation of Results

### 1. Attention Mechanism Contribution

- Ablation study results indicate that removing the attention component reduces Precision@10 by **~11%**, Recall@10 by **~10%**, and CTR by **5 points**.
- This confirms that dynamically weighting user and item features allows the system to better capture **user intent and context**, improving both relevance and engagement.

### 2. Impact on UX Metrics

- The average session duration increased from 4.5 to 5.1 minutes, and user satisfaction scores rose to 88%.
- These improvements indicate that users not only receive more relevant recommendations but also **engage longer with the platform**, which is crucial for commercial applications and retention strategies.

### 3. Scalability and Robustness

- The model performs well on both **controlled datasets (MovieLens)** and **real-world e-commerce clickstream data**, demonstrating **robustness to data sparsity** and noise.
- Compared to traditional CF and hybrid systems, NCF+Attention maintains high performance as the number of users and items scales, supporting its **practical applicability**.

## 5.3 Limitations

Despite the positive outcomes, certain limitations exist:

1. **Data Diversity:** The framework has been tested on two datasets. While the results are promising, **generalization to other domains** (e.g., social media, educational platforms) remains to be validated.
2. **Computational Overhead:** Attention-based models require higher computational resources, which may limit deployment on **resource-constrained systems**.
3. **Cold-Start Users and Items:** Although NCF+Attention improves personalization, completely new users or items still pose challenges; incorporating **side information** (demographics, textual descriptions) could further mitigate this issue.

## 5.4 Implications and Future Directions

The study provides insights for both **academia and industry**:

- For researchers, it highlights the **importance of integrating accuracy metrics with UX measures** to assess recommendation effectiveness comprehensively.
- For practitioners, it demonstrates that **attention-enhanced neural systems** can be deployed in large-scale web applications to improve **user engagement, satisfaction, and retention**.

Future work could explore:

1. **Reinforcement Learning (RL) Integration**: Dynamically adapting recommendations in real time based on user feedback.
2. **Cross-Domain Personalization**: Leveraging data from multiple platforms to improve recommendations for users with sparse histories.
3. **Explainable AI (XAI)**: Providing interpretable recommendation reasoning to enhance user trust and transparency.
4. **Lightweight Models**: Reducing computational complexity to enable **mobile and edge deployment**.

## 6. Conclusion and Future Work

This study proposed a **hybrid AI-based personalization framework** integrating **Neural Collaborative Filtering (NCF)** with **attention mechanisms** to enhance both **recommendation accuracy** and **user experience (UX)** in web applications. Experimental evaluations on **MovieLens 1M** and **real-world e-commerce clickstream datasets** demonstrated that the proposed system consistently outperforms traditional baseline methods, including content-based filtering, collaborative filtering, and hybrid approaches.

Key findings include:

1. **Accuracy Improvements**: Precision@10 and Recall@10 improved by approximately **18–22%** over the best-performing baseline, demonstrating the effectiveness of combining NCF with attention mechanisms.
2. **UX Enhancements**: Click-Through Rate (CTR), session duration, and user satisfaction showed significant improvements, indicating that the system enhances user engagement and perceived recommendation quality.

3. **Statistical Significance:** Paired t-tests and ANOVA confirmed that the improvements are statistically significant across multiple metrics, ensuring the robustness and reliability of the results.
4. **Component Contributions:** Ablation studies highlighted the critical role of attention mechanisms in prioritizing relevant user-item interactions, confirming their importance for both accuracy and UX metrics.

## Future Work

To further advance the system and address existing limitations, several future directions are proposed:

- **Reinforcement Learning Integration:** Implementing adaptive, real-time recommendation strategies that dynamically respond to user feedback.
- **Cross-Domain Personalization:** Leveraging multi-domain data to enhance recommendations for users with sparse interaction histories.
- **Explainable AI (XAI):** Incorporating interpretable recommendation mechanisms to improve transparency and user trust.
- **Lightweight and Scalable Models:** Optimizing computational efficiency for deployment on mobile and edge devices without compromising performance.
- **Diverse Datasets:** Validating the framework on additional domains such as e-learning platforms, social media, and streaming services to ensure broad applicability.

In conclusion, the proposed framework bridges the gap between **technical recommendation performance** and **human-centered UX objectives**, providing a robust foundation for next-generation personalized web experiences. The integration of neural models with attention mechanisms offers a **scalable, interpretable, and user-centric approach** to modern web personalization.

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