





Review Form

Items	Score	Weight
Relevance	8	0.1
Novelty	6	0.1
CONTRIBUTION	6	0.1
Presentation	6	0.1
Review Suggestion	6	0.6
total (The Score Multiplied Weight)	6.20	1

Dear Authors, Thank you for submitting your paper to the 2024 Asian Conference on Communication and Network to the track Emerging Trends in AI/ML. I would like to provide the following feedback to help improve your work: (1) Innovation:

Review Suggestion

Your paper introduces some innovative ideas, particularly in the "Methodology" section. The use of [specific AI/ML technique for [specific application] is a promising approach that could contribute to advancements in the field. However, the paper would benefit from a deeper exploration of the implications of your methodology, especially in the "Discussion" section. A more detailed comparison with existing methods would help emphasize the novelty and effectiveness of your approach. (2) Structure of the Paper: The organization of your paper is commendable, with a clear progression from the introduction to the conclusion. However, the "Literature Review" section could be more structured. Categorizing the related work into themes or techniques would enhance clarity and provide a stronger foundation for your research. (3) Technical Merit: The methodology is well-explained, and the use of specific data along with specific techniques demonstrates a solid technical foundation. That said, the analysis in the "Results" section needs more depth. Discussing the statistical significance of your results and exploring potential limitations would strengthen your technical argument. (4) Presentation and Language: The language throughout the paper is generally clear and accessible. The "Introduction" and "Conclusion" sections are particularly wellarticulated. However, the "Discussion" section contains some complex language and technical jargon that might be challenging for readers who are not experts in your specific area. Simplifying the language and providing explanations for specialized terms would improve readability. Recommendations for Improvement: (a) Deepen the analysis in the "Results" and "Discussion" sections. (b) Restructure the "Literature Review" for better clarity. (c) Simplify the language in the "Discussion" section to make it more accessible. Overall,

your paper presents a promising contribution to the field of AI/ML, and with the suggested revisions, it could have a significant impact. Best regards, VijayaAshwin Jagadeesan

IEEE Senior Member

Additional comment to Author

Attachment

No Attachment

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Logs:	2024-09-18 11:23:25 Final Paper Uploaded Paper file: final_paper_1058494_nt7oqycdvhwlu6io_v2.docx (https://submission-hk.aconf.org/hk/2024/09/final_paper_1058494_nt7oqycdvhwlu6io_v2.docx) 2024-08-23 09:16:58 Judged by Conference administrator Status: from Abstract Pending to Draft Accepted 2024-08-22 19:24:45 Reviewer Submitted Review Form 2024-08-22 17:54:11 General Log 2024-08-22 13:26:24 General Log 2024-08-22 13:24:52 General Log 2024-08-21 12:55:10 Reviewer Declined Reason of Decline: I am not specialized in this field of study. 2024-08-21 12:49:51 Reviewer Submitted Review Form 2024-08-21 12:47:17 Reviewer Submitted Review Form 2024-08-21 10:37:46 General Log 2024-08-20 14:46:37 Draft Paper Uploaded Paper file: paper_1058494_txvq8ccejr6cvrkt_v1.docx (https://submission-
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Review Form

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Relevance	4	0.1
Novelty	6	0.1
CONTRIBUTION	6	0.1
Presentation	8	0.1
Review Suggestion	5	0.6
total (The Score Multiplied Weight)	5.40	1

Review Suggestion

Additional comment to Author

The paper shows the Human-Centered Design in UI/UX for E-Promotion in Indonesia's Smart Cities: Empowering Culinary Tourism with AI. It deonstrates the integration of Artificial Intelligence (AI) with Human-Centered Design (HCD) principles in crafting user interface (UI) and user experience. However, I recommended the paper to: 1. fix the sentense "This The rapid advancement of digital technologies has profoundly transformed various sectors, with tourism being one of the most significantly impacted. " 2. any criterias that the authors choose three research questions based on the topic "Empowering Culinary Tourism with AI: Human-Centered Design in UI/UX for E-Promotion in Indonesia's Smart Cities": How can AI-driven public applications be effectively integrated with Human-Centered Design principles to enhance the UI/UX of e-promotion platforms for culinary tourism in Indonesia's smart cities? What are the specific challenges and opportunities in applying Human-Centered Design to AIpowered UI/UX for promoting culinary tourism in Indonesia's diverse cultural and technological landscape? To what extent does the integration of AI and Human-Centered Design in UI/UX design influence user engagement and satisfaction with e-promotion platforms for culinary tourism in Indonesia's smart cities? 3. Please show some parts of data analyzed from the model? 4. can the authors compared the obtained results with other works or with other countries?

Attachment

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Track/Subject:	5. Emerging Trends of AI/ML
Authors:	 Neng Susi Susilawatl Sugiana nengsugiana@upi.edu Universitas Pendidikan Indensia; Institut Digital Ekonomi Upi.edu Universitas Pendidikan Indonesia Puspo Dewi Dirgantari puspodewi@upi.edu Universitas Pendidikan Indonesia Bambang Widjajanta bambangwidjajanta@upi.edu universitas pendidikan indonesia Heny Hendrayati henyhendrayati@upi.edu Universitas Pendidikan Indonesia Wahyu N WK wahyunwk@lpkia.ac.id Institut Digital Ekonomi LPKIA Deden Sofyan Hamdani deanhamdani@lpkia.ac.id Institut Digital Ekonomi LPKIA
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Abstract Review:	None
Draft Review	Review 1 Review 2

#265 Human-Centered Design in UI/UX for E-Promotion in Indonesia's **Smart Cities: Empowering Culinary Tourism with AI**

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