

CS449_549 HUMAN COMPUTER INTERACTION

IDENTIFY YOUR TERM PROJECT

Note: Only one of the group members should upload this file to SUCourse. Use this template.

Due date – Upload to SUCourse by December 27, Tuesday, **Noon (Late submission will not be accepted)**

Grading: 5 points

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Project Title: *Your title should not exceed 10-12 words.*

Exploring the Impact of Visual Design and Brand Identity on the Efficiency and Usability of Hepsiburada and Trendyol Mobile Apps

Abstract: *Provide a brief description of your study.*

This project aims to explore the impact of visual design and brand identity on the efficiency and usability of Hepsiburada and Trendyol mobile apps. The study will involve researching the visual design and brand identity of both companies, collecting data from users through usability testing methods, and analyzing the results to identify patterns and trends. The final product of the project will be a report containing recommendations for improving the visual design and brand identity of the apps in order to enhance user experience and increase the success of the businesses.

Research Questions: *State your possible hypotheses or research questions.*

1. How does the visual design and brand identity of the Hepsiburada and Trendyol mobile apps affect their efficiency and usability?
2. What are the most common user frustrations with the Hepsiburada and Trendyol mobile apps, and how do these relate to visual design and brand identity?
3. How can the visual design and brand identity of the Hepsiburada and Trendyol mobile apps be improved to enhance efficiency and usability?
4. What impact would changes to the visual design and brand identity of the Hepsiburada and Trendyol mobile apps have on the overall success of the businesses?
5. What are the current trends, patterns, styles, and techniques in visual design and brand identity for e-commerce user interfaces, and how can these be leveraged to enhance the efficiency and usability of Hepsiburada and Trendyol?

Related Literature: Search related research and give at least 2-3 study examples from the literature. What they have found and how they conducted the previous studies.

For credible resources use Web of Science: <https://www.webofscience.com/wos/woscc/basic-search> also ACM CHI conferences proceedings is a very good resource: <https://dl.acm.org/conference/chi>

- **Visual design and online shopping experiences: When expertise allows consumers to refocus on website attractiveness**

<https://journals.sagepub.com/doi/epub/10.1177/20515707221087627>

The article investigates the connection between visual design and how consumers behaviour when shopping online. The authors argue that the appearance of a website can significantly influence consumer behavior; and following this information, relationship between visual design and consumer behavior may be affected by the consumer's level of expertise.

To support their theory, the authors conducted a study in which 200 participants evaluated the attractiveness of various online shopping websites. The results showed that the level of consumer expertise had a significant effect on the connection between visual design and consumer behavior. Additionally, the study found that more experienced consumers were more likely to prioritize the appearance of the website over other factors such as price or product availability.

The study found that consumer expertise moderated the relationship between visual design and consumer behavior; meaning that the impact of visual design on consumer behavior was more significant for consumers with a higher level of expertise compared to those with less expertise.

The findings of this study suggest that the visual design of an online shopping website is a significant factor in the overall shopping experience and that consumer expertise plays a role in how consumers evaluate the attractiveness of a website. The authors suggest that website designers should take into account the level of expertise of their target audience when designing online shopping websites in order to effectively influence consumer behavior.

This study expands upon previous research on the relationship between visual design and consumer behavior in the context of online shopping by showing that consumer expertise can impact this relationship. It also emphasizes the importance of considering consumer expertise in the design process for online shopping websites.

- **The Effect of User Interface, User Experience and Design on Mobile E-commerce Applications in the Fashion Industry**

https://digitalcommons.pace.edu/cgi/viewcontent.cgi?article=1333&context=honorscollege_theses

The author discusses the significance of UI and UX in mobile e-commerce and how they affect customer satisfaction and loyalty. They also examine specific design elements, like navigation, layout, and visual appeal, that can improve the user experience.

Perlman discusses the importance of personalization in mobile e-commerce and how it can lead to increased sales and customer loyalty. She also emphasizes the role that social media and user-generated content can have in the success of a mobile e-commerce application, and the importance of incorporating these elements into the design and user experience.

The article also discusses the difficulties that mobile e-commerce applications face, such as finding a balance between aesthetics and functionality and ensuring a smooth user experience across different devices.

This article examines the impact of UI, UX, and design on the success of mobile e-commerce applications in the fashion industry. It emphasizes the significance of having a visually appealing and easy-to-use application, and how incorporating personalization and social media integration can boost sales and customer loyalty.

- **The Impact of Perceived Visual Complexity of Mobile Online Shops on User's Satisfaction**

https://primo-90su.hosted.exlibrisgroup.com/permalink/f/1lr5i4i/TN_cdi_proquest_journals_1858077068

This study investigates how users perceive the visual complexity of mobile online stores and how it affects their satisfaction with the shopping experience. In the experiment, participants shopped on a mobile online store and then rated their satisfaction. The results showed that perceived visual complexity had a negative impact on user satisfaction.

The authors argue that excessive visual complexity can hinder users by making it difficult for them to locate the desired products and navigate the website. Additionally, this complexity may cause frustration and decrease user satisfaction.

This study provides valuable insights into the effects of visual complexity on user satisfaction in the context of mobile online shopping. The results suggest that designers of mobile online stores should aim to create visually simple websites to enhance user satisfaction. This study adds to the existing literature on user experience and website design by focusing on the specific context of mobile online shopping. The article emphasizes the significance of simple visual design for mobile online shopping and offers valuable insights for designers of mobile online stores.

Methodology: Explain your methodology (Some items may be revised later).

Warning: In your study you **MUST** apply user-based testing and collect data from participants.

Briefly explain:

Who will participate as subjects (number, characteristics, volunteer or randomly selected)

The study will involve approximately 10 subjects, consisting of university students, retired people, and both white collar and blue collar workers. All of the subjects will be volunteers and not randomly selected.

What materials will be employed (systems, questionnaires)

Participants will be recorded as they are using the two systems and their reaction and task completion times, and other additional metrics will be measured.

What data will be collected

The data to be collected in this study will include demographics such as age, gender, education level, income level, and occupation. Additionally, the attitudes of the subjects towards the websites will be assessed, including their level of satisfaction, efficiency and effectiveness, and their user experience in general. Finally, attitudes towards the general brand will also be measured, including trust in and satisfaction with the brand.

What will participants required to do (where (context), which technology, sequence of events)

Participants will be asked to use the mobile applications and their reaction times, errors, and general flow of their use will be recorded while they are using the systems.

How are you planning to analyze your data.

Quantitative analysis of the experiments will be done by using statistical tests to formally determine the trends, patterns, and relationships among the variables. T-test will be used for comparing the mean task completion time of the two applications that we are examining. Descriptive statistics such as mean, median, standard deviation, etc. will be used to understand the characteristics of the data. The types of statistical methods that are planned to be used for the project are not finalized and are subject to change.

Qualitative analysis will be done by interviewing participants after they use the system to gain insights about their overall experience, reactions and feelings towards the application. This can include questions about their satisfaction with the design, perceptions of the brand identity and trustworthiness of the website, and the level of engagement with the website.

Limitations: Write possible limitations about your study.

Data availability: It may be difficult to obtain sufficient data on the user interfaces of Hepsiburada and Trendyol, as well as data on how users interact with these interfaces. This may make it challenging to accurately assess the impact of visual design on brand identity, consumer trust, and user loyalty.

Subjectivity: Visual design is a subjective area, and different people may have different opinions on what constitutes good design. This may make it difficult to reach a consensus on the effectiveness of the visual design of Hepsiburada and Trendyol in achieving the desired outcomes.

Time and resource constraints: Conducting a thorough and detailed analysis of the role of visual design in the user interfaces of Hepsiburada and Trendyol may require a significant amount of time and resources. This may be a limitation if there are constraints on the availability of these resources.

Complexity of the topic: The topic of the role of visual design in the user interfaces of Hepsiburada and Trendyol is complex, as it involves multiple factors and variables that may interact in complex ways. This may make it challenging to fully understand the impact of visual design on brand identity, consumer trust, and user loyalty.

References: *In APA format*

- Jeannot, F., Jongmans, E., & Dampérat, M. (2022). Visual design and online shopping experiences: When expertise allows consumers to refocus on website attractiveness. *Recherche et Applications En Marketing (English Edition)*, 37(1), 59–81. <https://doi.org/10.1177/20515707221087627>
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