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I-CReST 2025:090-056 – Integrating User-Centered Design and Persuasive Technology: A Case Study on The Raw's Skincare E-Commerce Digital Transformation

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ABSTRACT

The skincare e-commerce industry is growing quickly, but many websites still face problems with being easy to use and keeping users engaged. This study focuses on how two design approaches, User-Centered Design (UCD) and Persuasive Technology (PT), can work together to improve the digital experience of skincare websites. The research uses *The Raw*, a skincare brand, as a case study. To carry out this research, the study used both quantitative and qualitative methods. A survey was conducted to collect user feedback, and interviews were held with experts in website design and user experience. These methods helped gather insights about how users interact with the website, what keeps them engaged, and which features help influence their decisions. The findings demonstrate that UCD enhances the user-friendliness and accessibility of websites. It improves how easy it is for users to find what they need and interact with the site. On the other hand, PT uses techniques like customer reviews, limited-time offers, and personalized recommendations to build trust and guide users toward taking action, such as making a purchase. By combining both approaches, the website became more engaging, easier to use, and more effective in meeting users' needs. This research provides clear design suggestions that can help other skincare brands improve their online platforms. The study also adds to the current knowledge about how to use UCD and PT together in e-commerce, offering useful ideas for businesses that want to improve their digital presence and build stronger relationships with customers.

Keywords: User-Centered Design; Persuasive Technology; Skincare E-Commerce; Digital Transformation; User Engagement