

UNIVERSITI TEKNOLOGI MARA

**MEASURING USER EMOTIONAL RESPONSE
USING VFR BY APPLYING GRACEFUL
INTERACTION AND PHYSIOLOGY TOOL**

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ABSTRACT

Graceful interaction is not very well explored by the researchers. Previous researches are mainly focus on gracefulness of speech. While, physiological signals for emotion is very well known among physiologists. It is explored in order to identify people's emotion. Apparently, not much attention has been paid so far on considering graceful elements in designing virtual fitting room. Plus, there is not much consideration on knowing emotional response on virtual fitting room. Therefore, the purpose of this study is to map graceful concept with design elements and analyse user experience based on physiological measurement. For collecting physiological signals, skin conductance is used as physiological measurement in order to measure user emotional response. There are three key findings that have been discovered including types of emotions, combination of design elements, and graph patterns. From the result, it shows that emotions of user on positive dimension side have been produced. The graph of skin conductance also shows the difference number of peaks and graph pattern among participants. Moreover, the findings on graceful concept in design elements also have been found. As a result, the findings of this study can be used by the designer to enhance the design elements of virtual fitting room.

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CHAPTER 1

INTRODUCTION

1.0.Introduction

Currently, with rapid growth of technology in Internet through e-commerce websites have made it possible for the sales to be increased. E-commerce can be defined as the sharing of business information, maintaining business information, maintaining business relationship, and conducting business transactions by means of telecommunications networks focusing on transactions by Internet and World Wide Web (Wang and Hou, 2011). Nowadays, Internet plays a good role in supporting the phases in the purchasing process (Goethals, Carugati and Leclercq, 2009). Therefore, e-commerce has affected a lot of industries including clothing industry. Moreover, most of apparel enterprise has become aware of the importance of developing e-commerce, and have gradually explored different technologies for e-commerce. One of the latest technologies is virtual fitting room; this technology enables the user to try the clothes online without going to the boutique. In addition, with this technology user can enter their body measurements, skin color, and height then, they will be able to see how they look like. However, even with the existing technology, users are still preferred to go shopping at the boutique instead of shopping online. Thus, a study on the emotional response on using the e-commerce website needs to be done in order to know the emotional response of the customers on using the virtual fitting room.

Then, a right method to measure user emotional response needs to be identified in this project. One of the methods that able to measure user emotional response is graceful interaction. Graceful interaction concerns on the human movement interaction which confided on IT artifacts that display on desktop applications where users interact