

**A study of the relatedness of background
colour of a webpage to net surfer's interest:
A case study in Kolej Legenda, Negeri
Sembilan.**

**Herasuhanti Hermain
(Bachelor of Computer Science (Computer System), UPM)**

This Independent Study submitted in partial fulfillment of the
requirements for the degree of
Master of Science in Information Technology

Faculty of Information Technology and Quantitative Science

**UNIVERSITI TEKNOLOGI MARA
MARCH 2005**

ACKNOWLEDGEMENT

Praise to the Almighty, the One who cares, the One who loves, and gave full strength to go through bad and good times, Alhamdulillah.. Alhamdullillah..

Thank you:

First and foremost to Mr. Mohd. Nor Hajar Hasrol bin Jono of the Faculty of Information Technology and Quantitative Science, my supervisor, for his patience, considerateness, guidance and advices.

Not forgetting to all lecturers for their advices.

To all fellow friends, and students, for your cooperation and help.

Deeply from my heart, to Papa, Nd, Isk, and little Alia, may all dreams come true.

ABSTRACT

Internet is a new means to do things nowadays. Online researching, online banking, online education and so forth related to online. Despite of the growing number of web developers to fulfill net surfers' needs and wants regarding the internet, how many web developer realize? On how to choose the right colour of a website? What colour to choose that will not irritate the human visual perceptory? Irritation may cause distraction to most people, if in case of a website, it shall be distracting their interest to keep on reading the content. *Don't judge a book by its cover*, the wise men says. Contrastly, human do judge anything from the first impression! Here is where this study is significant to web developer. This study shall be a guide to choose correct colour to be applied as a websites' background. By using a website as the sample, user testing parallel with questionnaire has been used. Giving choices of primary colour, secondary colour, basic colour and pastel colour, this study identified the most preferable colour of the net surfers.

TABLE OF CONTENTS

<u>TITLE PAGE</u>	<u>PAGE</u>
DEDICATION	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	viii
CHAPTER 1 INTRODUCTION	1
1.1 Problem Background	2
1.2 Research Question	5
1.3 Objectives of the Research	5
1.4 Scope	5
1.5 Methodologies	6
1.5.1 The System Development Life Cycle (SDLC)	6
1.5.2 Choosing Background Colour	6
1.5.3 Questionnaires	8
1.6 Significance	8
1.7 Limitations	8
1.8 Project Planning	8
CHAPTER 2 LITERATURE REVIEW	9
2.1 Websites	9
2.2 Net Surfers	11
2.3 Repeat Visits	12
2.4 Colour	12
2.4.1 Colour Wheel	13
2.5 Background Colour (of a Web page)	16
2.6 Colour and Websites	19
2.7 Colour and Psychology	19

CHAPTER 1

INTRODUCTION

Internet, defined by Forouzan (2004)¹ is a collaboration of more than hundreds of thousands interconnected networks. It is an extensive, worldwide computer network system available to the public connected to each other by internetworking (Free Dictionary.com, 2005)².

It is a virtual environment loaded with all sort of treasure, be it valuable or invaluable, academic or non-academic. Many types of software introduced to the internet and web developer community, in order to fulfil the need of websites development. Starting from that point, web sites were developed numerously by the professionals, the amateur, and so does the end-user themselves. Websites were built with different purposes, whether profit-based or non profit-based, entertainment or academic, shortly all sorts of categories. Latest software helped developer to give better output than those days, whereby websites were text-based. Nowadays, with all means of hardware capacities and software capabilities, websites are built as graphic-based which can always attract net-surfers.

Regardless of their objectives or types of these websites, some are successful of achieving their goal to attract net-surfers, but some are not. Then, a problem caught researchers' attention is that there is no specific methodology or guidelines to provide outlines of 'how to build an effective interface of a web page in a website'. In library websites