

UNIVERSITI TEKNOLOGI MARA

EVALUATING USER EMOTIONAL RESPONSE
WITH VIRTUAL FITTING ROOM TOWARDS
MOVEMENT QUALITY

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ABSTRACT

Online shopping plays a big role in e-commerce as Internet kept on evolving. Online retailer are making extra effort in making sure that their websites comply with consumers need. One of the technologies that were being implemented is virtual fitting room which used virtual reality technology. In order to implement virtual fitting room it is crucial to know the best website design which includes how user emotion can be influenced by interacting with it. i. However, it is reported that even with this current technology many researchers have found that customers still prefer to go and shop in the boutique instead of buying it online. An interview session, questionnaire distribution and an empirical study will be done and hopefully the results will help online retailer in designing their websites. Users experience while using virtual fitting room is captured and their emotion is analyzed using physiological measurement. Their skin temperature is measured based on variables involved in the experiment. The findings show that graceful elements should be considered in design elements of virtual fitting room. The analysis has shown support on graceful elements since many participants agrees that graceful elements affect their emotions.

Keywords: online shopping, virtual fitting room, graceful interaction, Laban Theory Movement, Physiological Tool, skin temperature (SKT), user emotion, positive/negative dimension model of affect

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