UNIVERSITI TEKNOLOGI MARA

THE EFFECTS OF PARALLAX SCROLLING ON USER EXPERIENCE AND PREFERENCE IN WEB DESIGN: A CASE OF ONLINE SHOPPING WEBSITES

SITI HAJAR BINTI AB RAHIM

IT Project submitted in partial fulfillment
of the requirements for the degree of
Master of Science in Information Technology

**Faculty of Computer and Mathematical Sciences**

July 2015

AUTHOR'S DECLARATION

I declare that the work in this IT Project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as reference work. This IT Project has not been submitted to any other academic institution on non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student   :   Siti Hajar binti Ab Rahim

Student I.D. No.   :   2013862958

Programme   :   Master of Science in Information Technology

Faculty   :   Computer and Mathematical Sciences

IT Project Title   :   The Effects of Parallax Scrolling On User Experience and Preference In Web Design : A Case of Online Shopping Websites

Signature of Student   :   ....

Date   : 24 July 2015

i

ABSTRACT

As most of people are aware of, parallax technique has been around for years but recently it is becoming to be in trend in designing web. However, there is still confusion for Search Engine Optimization (SEO) community whether to use parallax scrolling as a design technique in e-commerce or not. There are some usability issues with parallax online shopping websites. User interactivity and engagement are the key points that could lead to user preference in visiting and purchasing through online shopping websites. There is a need to better understand the user feeling towards parallax scrolling websites while doing online shopping. Thus, the measurement of user emotional response is needed to provide evidence about the effects to users when using parallax scrolling websites. This is supported by the lack of empirical study for parallax scrolling especially in e-commerce. This research aims to investigate the effects of parallax scrolling on user experience and engagement with parallax websites by using skin temperature device while navigating and browsing through parallax and non-parallax online shopping websites. The data was analyzed and the result shows that parallax scrolling technique in online shopping websites is very encouraging. It is hope that this study can contribute to some ideas of implementing parallax scrolling websites in online shopping websites in the future.

ACKNOWLEDGEMENT

First and foremost, my gratitude and thanks to the almighty ALLAH S.W.T for giving me the time, strength, inspiration, perseverance and patience and with his help and will has made the completion of this thesis possible. This thesis could not been completed without the guidance, support, understanding and encouragement of many individuals. I would like to express my heartfelt gratitude and sincere appreciation to my supervisor Dr Wan Adilah Wan Rahim for his invaluable knowledge, tireless guidance, boundless patience and continuous support rendered throughout every phase of this thesis project. I would also like to thanks the previous researcher on the same study, Norashida Sabari as she has devoted her time in helping me out throughout this study.

My humble gratitude goes to my parents. I know that I am here on this page because of their du'a, love, patience, support and their understanding of my journey. A special gratitude to my two favorite persons, Syed Abdullah bin Syed Abdul Kadir and Nur Izzah binti Mohd Kamal who seems to always know what to say to make things right and never failed to be there whenever I need them.

Not forgetting very special thanks to all participants that sincerely willing to sacrifice their time for the experiment sessions. This study would have been harder without their help. Finally, I wish to express a very special appreciation to all my siblings and friends for their love, patience and their constant support that they have presented when I encountered difficulties during this study. With love, I am dedicating this work to them.

Thank You.

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION

CHAPTER 2: LITERATURE REVIEW