UNIVERSITITEKNOLOGI MARA

# USING EYE TRACKING ANALYSIS TO EXAMINE GRACEFUL ELEMENT IN E-COMMERCE

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# ABSTRACT

The study examines the important of graceful element in a design e-commerce website. Graceful interaction is new concept in the human computer interaction (HCI) disciplines and it can improve the user computer engagement. This research aims to examine graceful element in e-commerce using eye tracking analysis. Whereby, the eye tracking can produce accurate data about the graceful interaction. This study adopts experimental method and use questionnaire, interview and eye tracker for data collection. The finding shows the user preference in the three combinations graceful elements which is FastOrderUp/Down. The result from eye tracking analysis shows the design e-commerce website through user experience preference. This study provides empirical findings to justify the importance of graceful interaction and better understanding about the graceful interaction in the design element.

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