

**UNIVERSITI TEKNOLOGI MARA**

**INVESTIGATION OF USER PREFERENCES OF  
PHOTO GALLERY IN E-COMMERCE SITES  
USING EYE-TRACKER**

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## ABSTRACT

This thesis studies the user preference in photo gallery of e-commerce websites using eye tracker device. In e-commerce, photo gallery is the most crucial part where the products are to be presented to the audience, which is the potential buyer. There are lots of types of photo gallery being used in the website, and this study is aim to investigate which type is the best practice and most preferred by the audience. For example, types of virtual photo gallery are scrolling type, popup view type and also expanded view type. Different e-commerce sites may have different kind of types of photo gallery, and different kind of ways to present their products. The objectives of this thesis is to identify the techniques and features used in photo gallery presentation applied in e-commerce website and also to examine user preference of photo gallery in e-commerce website by using eye tracker. This thesis focuses on the experimental study on the preferred techniques and features of photo gallery that is preferred by the user and when viewing photos online, especially in e-commerce websites. This thesis involves fifteen female participants and it is an experimental study. This thesis uses two websites that is [www.thepoplook.com](http://www.thepoplook.com) and [www.bambeebambee.blogspot.com](http://www.bambeebambee.blogspot.com). Both website are chosen because of the distinct difference in their way of presenting their products. This thesis will produce findings on which technique of photo gallery used is most preferred by the audience, and what features should be place in photo gallery according to the preference of the audience. The key significant of this study is it is hoped that upon finishing this research, we will know which type of photo gallery preferred and may this will help future developers of e-commerce websites to enhance their products presentations in their websites.

*Keywords : User Preferences, E-Commerce, Photo Gallery, Photo Viewer, Eye Tracker Technology.*

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