



# Enhancing User Experience on Online Shopping Websites through Usability Testing of UI

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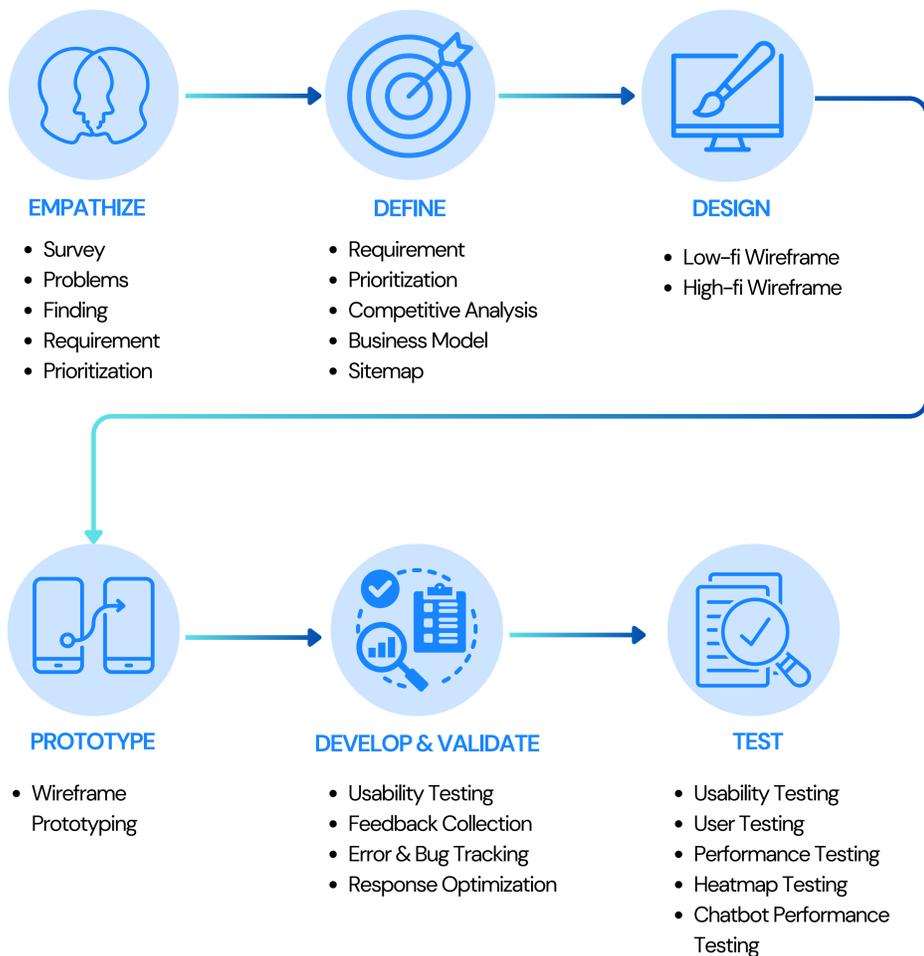
## ABSTRACT

This project aims to enhance the user experience (UX) of an online shopping website by evaluating and refining its user interface (UI). The objective is to create an intuitive, efficient, and user-friendly design that caters to three key demographics: young adults, modern working professionals, and mature adults. Following the Design Thinking methodology, the project begins with UI prototype development in Figma, which is iteratively refined into interactive models for usability testing. User feedback is collected via surveys on Microsoft Forms and analyzed through data visualization techniques to identify usability issues and optimize the interface.

In addition to UI enhancements, a Line Chatbot system is developed to provide real-time assistance, improving user engagement and navigation. This chatbot is built using Line Developers, Firebase, and Ngrok for seamless integration and efficient data management. The system is implemented and tested in JavaScript, ensuring flexibility, scalability, and real-world applicability.

The project's outcomes include a streamlined and user-friendly UI, improved system accessibility, and an AI-driven chatbot that enhances customer support. By integrating usability-driven design with AI-powered assistance, this system significantly improves the efficiency of the online shopping experience, contributing to more intuitive and seamless interactions.

## DESIGN PROCESS



## TECHNOLOGY



## REFERENCE

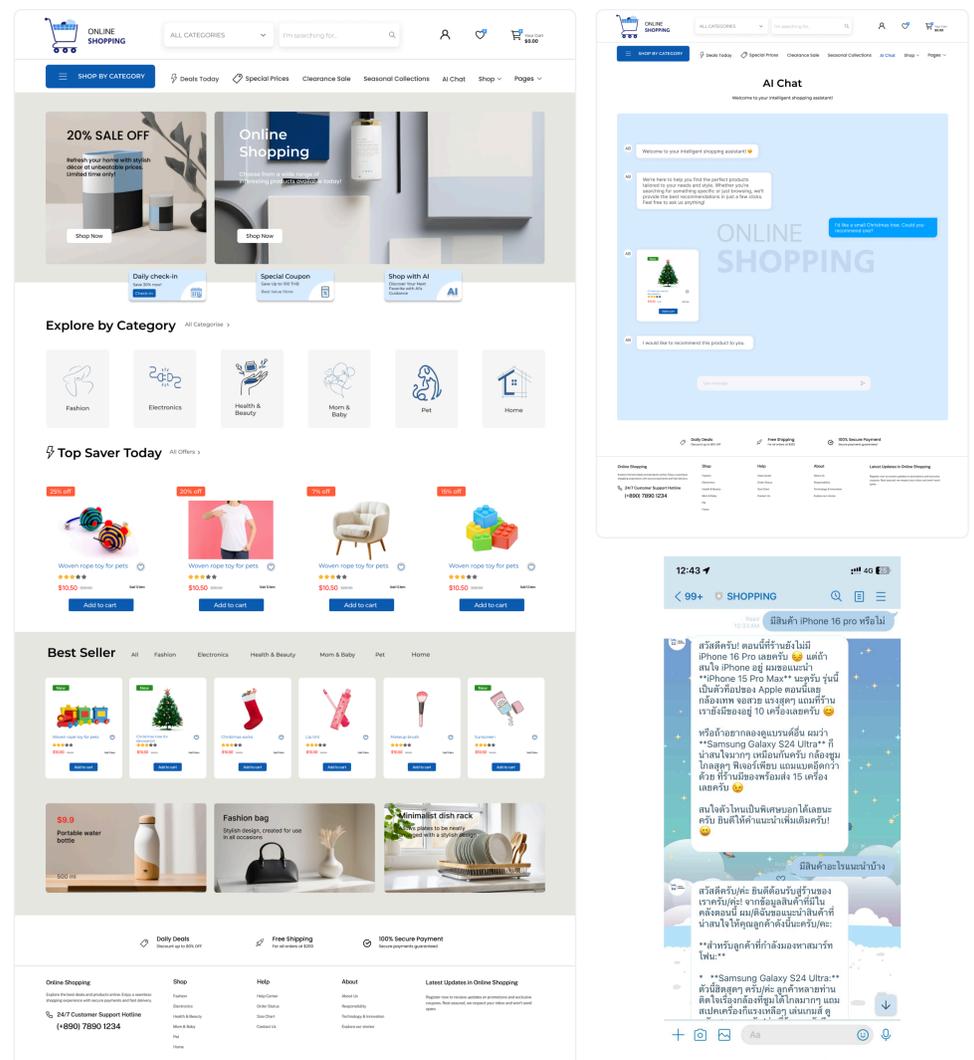
[1] Harvard Business School Online. (2024). What Is Design Thinking & Why Is It Important?. January 18, 2022, from <https://www.interactiondesign.org/literature/topics/design-thinking>

## INTRODUCTION

In the rapidly evolving digital landscape, optimizing user experience (UX) in online shopping websites is crucial for customer retention and business success. A well-designed UX not only enhances user satisfaction but also plays a significant role in increasing sales. However, many users experience frustration due to poorly designed interfaces, leading to decreased engagement and potential revenue loss.

Usability testing serves as a fundamental approach to identifying user challenges and gathering insights for refining the user interface (UI). By analyzing user interactions and behaviors, businesses can develop more intuitive, user-friendly designs that align with consumer needs. Prioritizing simplicity, clarity, and accessibility in UI design can enhance the overall shopping experience, reduce cart abandonment rates, and foster long-term customer loyalty, ultimately driving sustained business growth.

## PRELIMINARY DESIGN



## CONCLUSION

In the fast-paced world of online shopping, user experience (UX) is more than just design, it's the key to customer satisfaction and business success. A well-crafted, intuitive user interface (UI) transforms casual browsers into loyal customers by building trust and streamlining the shopping journey. When users encounter frustration, abandoned carts and lost sales follow. Moreover, usability testing serves as the bridge between design and user expectations. By analyzing real interactions and gathering insights, businesses can refine their digital storefronts to be not only visually appealing but also effortlessly functional. A seamless shopping experience doesn't just keep customers engaged—it fosters loyalty, boosts conversions, and secures a competitive edge in the ever-evolving digital marketplace.