

New Possibilities for Testing UX and UI Design on Mobile Devices

Authors : Jakub Berčík, Anna Mravcová, Jana Gálová, Katarína Neomániová

Abstract : In an era when everything is increasingly digital, consumers are always looking for new options in solutions to their everyday needs. In this context, mobile apps are developing at an exponential pace. One of the fastest growing segments of mobile technologies is, obviously, e-commerce. It can be predicted that mobile commerce will record nearly three times the global growth of e-commerce across all platforms, which indicates its importance in the given segment. The current coronavirus pandemic is also changing many of the existing paradigms both socially, economically, and technologically, which has a major impact on changing consumer behaviour and the emphasis on simplification and clarity of mobile solutions. This is the area that user experience (UX) and user interface (UI) designers deal with. Their task is to design a sufficiently attractive and interesting solution that will be available on all mobile devices and at the same time will be easy enough for the customer/visitor to get to the destination or to get the necessary information in a few clicks. The basis for changes in UX design can now be obtained not only through online analytical tools but also through neuromarketing, especially in the case of mobile devices. The paper highlights new possibilities for testing UX design applications on mobile devices using a special platform that combines a stationary eye camera (eye tracking) and facial analysis (facial coding).

Keywords : emotions, mobile design, user experience, visual attention

Conference Title : ICEBECEPNE 2022 : International Conference on E-Business, E-Commerce, E-Payments and New Entrepreneurship

Conference Location : Dubai, United Arab Emirates

Conference Dates : January 28-29, 2022