Usability in E-Commerce Websites: Results of Eye Tracking Evaluations

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Abstract : Usability is one of the most important quality attributes for web-based information systems. Specifically, for e-commerce applications, usability becomes more prominent. In this study, we aimed to explore the features that experienced users seek in e-commerce applications. We used eye tracking method in evaluations. Eye movement data are obtained from the eye-tracking method and analyzed based on task completion time, number of fixations, as well as heat map and gaze plot measures. The results of the analysis show that the eye movements of participants' are too static in certain areas and their areas of interest are scattered in many different places. It has been determined that this causes users to fail to complete their transactions. According to the findings, we outlined the issues to improve the usability of e-commerce websites. Then we propose solutions to identify the issues. In this way, it is expected that e-commerce sites will be developed which will make experienced users more satisfied.