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Abstract

Visual design is a critical aspect of any web page or user interface, and its impact on a user's experience has been studied extensively. Research has shown a positive correlation between a user's perceived usability and a user's assessment of visual design. Additionally, perceived web quality, which encompasses visual design, has a positive relationship with both initial and continued consumer purchase intention. However, visual design is often assessed using self-report scale, which are vulnerable to a few pitfalls. Because self-report questionnaires are often reliant on introspection and honesty, it is difficult to confidently rely on self-report questionnaires to make important decisions. This study aims to ensure the validity of a visual design assessment instrument (Visual Aesthetics of Websites Inventory: Short version) by examining its relationship with biometric (variables), like galvanic skin response, pupillometry, and fixation information. Our study looked at participants' assessment of a webpage's visual design, and compared it to their biometric responses while viewing the webpage. Overall, we found that both average fixation duration and pupil dilation differed when participants viewed web pages with lower visual design ratings compared to web pages with a higher visual design rating.

Keywords: usability, visual design, websites, eye tracking, pupillometry, self-report,

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Lei Huang

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