



**BSc (Hons) Applied Computing (Top-Up)**

**Independent Research Project**

**Assignment 2**

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# Contents

<b>Abstract</b>	<b>5</b>
<b>Introduction</b>	<b>6</b>
<b>Literature Review</b>	<b>7</b>
<b>Methodology</b>	<b>10</b>
<b>Results/Findings</b>	<b>13</b>
<b>Conclusion</b>	<b>0</b>
<b>Appendix</b>	<b>0</b>
Appendix 1 - Navigation system section graphs	0
Appendix 2 - Organisation section graphs	0
Appendix 3 - Content utility section graphs	0
Appendix 4 - Simplicity section graphs	0
Appendix 5 - Readability section graphs	0
Appendix 6 - Traditional/Classic website deliverable	0
Appendix 7 - Expressive website deliverable	0
Appendix 8 - Invitation to Participate	0
Appendix 9 - Participant Information Page	0
Appendix 10 - Participant Consent Form and Survey Signing	0
Appendix 11 - Invitation for a Child to Participate	0
Appendix 12 - Parent/Guardian Information Page	0
Appendix 13 - Parent/Guardian Consent Form and Survey Signing	0
Appendix 14 - Survey layout and questions	0
<b>References</b>	<b>0</b>
<b>Bibliography</b>	<b>0</b>

# Figures

Figure	Description	Reference
Figure 1	Primary research age brackets	(Baxter, O. 2023)
Figure 2	Primary research gender graph	(Baxter, O. 2023)
Figure 3	Primary research best navigation	(Baxter, O. 2023)
Figure 4	Primary research best image use	(Baxter, O. 2023)
Figure 5	Primary research more visually attractive	(Baxter, O. 2023)
Figure 6	Primary research best graphical representation	(Baxter, O. 2023)
Figure 7	Primary research best organisation	(Baxter, O. 2023)
Figure 8	Primary research best content utility	(Baxter, O. 2023)
Figure 9	Primary research suitable provided content	(Baxter, O. 2023)
Figure 10	Primary research best interaction	(Baxter, O. 2023)
Figure 11	Primary research best overall purpose	(Baxter, O. 2023)
Figure 12	Primary research best overall simplicity	(Baxter, O. 2023)
Figure 13	Primary research best overall readability	(Baxter, O. 2023)
Figure 14	A table showing all of the overall percentages of participants choices for each website design element	(Baxter, O. 2023)
Figure 15	Primary research best overall website	(Baxter, O. 2023)
Figure 16	Primary research participants opinion on the most important website design elements	(Baxter, O. 2023)
Figure 17	A table comparing the metastudy element ordering against participants rating	(Baxter, O. 2023)

# Abbreviations

GDPR - General Data Protection Regulation

Gov - Government

SEO - Search Engine Optimization

SUS - System Usability Scale

UI - User Interface

UK - United Kingdom

UX - User Experience

# Glossary of Terms

**De facto**

Something that has become accepted in general use and practice but hasn't been officially accepted under any documentation.

## Abstract

One aspect to consider when creating/designing a modern website is the visual aesthetics, however creating a balance between engagement and usability can be complicated especially since the landscape is constantly adapting to modern trends. Discovering said balance has sparked the discussion of traditional vs expressive design, and this study aims to provide an appropriate conclusion by answering the question “Do users prefer using traditional/de facto websites against more trendy websites?”. To achieve this then certain methodologies were implemented to ensure that the correct data was gathered and analysed appropriately.

The mixed methods approach was used to gather quantitative and qualitative data from both primary and secondary sources. This ensured that data analysis and triangulation could be conducted to reach justified conclusions. Secondary research provided academic and opinion-based information that helped set a foundation for the project, whilst also providing expectations on certain topics. Primary research was conducted through a survey that had participants explore two websites, both incorporating either traditional or expressive design aesthetics. Opinions on important website design elements were collected to provide appropriate evidence on the best overall design principle. The survey allowed anyone to participate since website design choices affect everyone. To comply with GDPR then participants had to sign a consent form that provided them with appropriate information on data usage and study purposes. Additionally, anyone under 18 had to get parental consent to participate in the study.

Results from this study found that traditional design had majority support within five of the seven website elements covered. These elements are Navigation, Graphical Representation, Organisation, Content Utility, Purpose, Simplicity, and Readability. Whilst this evidence heavily supported the traditional website, further results found that the overall preferred website had a closer gap than predicted as 42.9% voted for the expressive website. The overall consensus found that whilst the UX provided by traditional aesthetics is genuinely more intuitive, the interactivity and engagement from the expressive design still prove valuable for user preference. Additional conclusions found the order of the most important website design elements can be adjusted depending on the website's topic, but the most important element no matter what always seems to be navigation.

The conclusions of this study show that there's potential to discover that the public prefers a hybrid design. To further enhance the evidence around this topic then an additional study based on hybrid design elements needs to be conducted. Having participants compare three different aesthetic websites covering traditional, expressive, and hybrid will provide evidence that either complements or contradicts the evidence found in this study. This would further improve website designers' in finding the balance between engagement and usability.

# Introduction

When creating a website “One of the challenges is ensuring that the web design incorporates both usability and pleasing web visual aesthetics.”(Affandy, H et al 2018). This challenge creates a problem for web designers since during the initial stages of development the designer must decide whether to go with traditional or trendy. Very little academic research has been done to properly determine which website aesthetics users actually prefer. That's why the question “Do users prefer using traditional/de facto websites against more trendy websites?” has been asked to provide a further understanding of this topic. This project aims to discover if web developers should focus on usability or pleasing aesthetics when designing a website. To reach an appropriate conclusion a classical/traditional website (containing de facto website design elements) and an expressive website (containing more complex and trendy design elements) will be created and assessed through primary and secondary research. According to a metastudy conducted by Garrett, R et al “The seven website design elements most often discussed in relation to user engagement in the reviewed studies were navigation...graphical representation...organization...content utility...purpose...simplicity...and readability” (Garrett, R et al 2016). Both the classical and expressive websites will utilise these seven key website design elements, but implement them in different ways to best suit the aesthetic theme. According to Jabbar A “three attributes of usability...are effectiveness, efficiency and satisfaction” (Jabbar A et al, 2021). Affandy, H also states that “Website ease of use (usability) should be an important precursor for perceived visual appeal (visual aesthetics) of a website.”(Affandy, H et al 2018). These quotes clearly suggest that aesthetics have a huge impact on usability, so this research will determine how modern website design trends affect overall usability. A survey will be conducted around the two websites that will gather qualitative and quantitative information on public opinion about specific website design elements. This will hopefully lead to an appropriate conclusion that will determine if classical aesthetics are preferred over expressive design.

## Literature Review

The research for this project focuses on discovering key elements that go into website design, along with further understanding the difference between classic and trendy aesthetics. The academic article by Affandy, H et al (2018) explores two different design approaches. According to the article “In designing the aesthetics of a website, there are two distinct principles used which are: classical aesthetics and expressive aesthetics”. The article explains the differences between classical and expressive aesthetics, whilst also providing information on the importance of reaching a balance between visuals and usability. This article acts as a foundation for the research project as the two different design approaches have been used to structure the deliverables.

To ensure that each website contains the fundamentals required then the thesis by Orlova, M. (2016) has been used. This source also provides detailed documentation on how the author managed to create an expressive website. The documentation covers multiple UX elements such as usability, visual design, and human factors along with how the publisher implemented them. The conclusion from this thesis suggests that “The website was improved and began to meet the business goals of the company.” (Orlova M,2016). The results from this project will either complement or contradict the conclusion of this thesis. Since UX will be implemented differently in both the classical and expressive websites, then it will be interesting to see if the more commonly implemented UX elements are preferred.

To understand the most important UX elements then the metastudy by Garrett, R et al (2016) was used. This source gathers 35 unique studies around website design principles. The findings were then compiled into graphs that clearly show the most important elements. This information proved useful as the two deliverables will ensure that these design elements are met. The elements listed will also be used to structure the primary research. The most important key design elements according to the source include navigation, graphical representation, organisation, content utility, purpose, simplicity, and readability. These key design elements will be used throughout this project to ensure that the most important aspects of website design have been properly analysed.

A source that compliments Garrett, R et al is a book written by Osborn, T (2021). This book contains information about the theory of good website design practice. There’s a section that provides information on common website practices that websites should follow, which will be used when building the classical website to ensure that it follows standard website traits. Osborn, T summarises good website design practices as “Make sure your design works well, and reduce as much clutter as possible.”. Both of these sources will be used to ensure that the fundamentals have been incorporated into each website. Doing this should allow each website to still be usable, whilst allowing different aesthetic styles to be adopted.



To determine the usability of each website then the journal written by Jabbar, A et al (2021) will be used. This source discovers that more modern websites tend to rate higher on the SUS score. This academic journal covers how modern websites are created to ensure that all the key website elements are utilised to increase a user's overall experience. SUS was used in a study that involved 200 participants to determine if a classical or modern website design was more effective. According to the source "It can be concluded that current design trends should essentially be followed while designing the website to improve its usability." (Jabbar A et al, 2021). Current modern trends focus purely on aesthetics over performance and efficiency, so further research needs to be done to determine if this conclusion is correct.

Oyibo, K et al. (2018) further compliments the conclusions found by Jabbar A since both articles found that expressive designs should be followed when creating engaging websites. This source provides evidence about classical vs expressive design and how visual aesthetics play a key role in persuasiveness. The article uses technical hypothesised path models to determine the effect classical aesthetics, expressive aesthetics, and perceived persuasiveness have on one another. Whilst the article does focus on fitness applications, the information provided will still prove useful in the study. It was found that "both classical aesthetics and expressive aesthetics significantly influence perceived persuasiveness, with expressive aesthetics...having a stronger direct effect than classical aesthetics...does" (Oyibo, K et al.2018). Furthermore, the author explains that classical aesthetics tend to have a significant influence on expressive aesthetics. The conclusion determined that "designers should focus on the expressive dimension of aesthetics to make their apps more engaging and interactive" (Oyibo, K et al.2018).

Expressive website elements need to be implemented correctly which will be ensured by the source from Nash, K (2020). This thesis gathers primary research to further understand SEO's effect on web design, which includes information about the best website design practices. The source also discusses several trending topics like mobile-first and aesthetics, which will assist in finding suitable trends to use for the more expressive website. The issue with this source is how most of the information is irrelevant since it quickly focuses on the SEO side of websites. Therefore, there is missing information about the effects of different website design elements from a user perspective.

A source that both complements and contradicts the trends covered by Nash, K is the article by 99designs (2021) since they discovered that upcoming 2023 trends focus on more aesthetic and dynamic visual content over any functional elements. This article explores multiple different expressive websites and finds common innovative aesthetic trends used throughout. Each trend discussed provides multiple visual examples along with an in-depth explanation of how the trend works. This article provides required information about upcoming trends, which will be incorporated into my expressive website. There's no information presented about the impact the trend has on other website elements (like load times), along with users' opinions around the new trend elements.

To ensure that only the recurring innovative trends will be selected for the expressive website, the article by Vaughn, M (2022) has been used to compare trends against the 99designs (2021). Vaughn, M explains all of the listed trends with visual examples and a description, which ensures that the expressive website will implement the trend correctly. There's a lack of information about the effects each trend has on other website elements, along with the overall user experience with said trends.

To further justify the trends that are selected from 99designs (2021) and Vaughn, M (2022), then the website created by Luzzana, C (2022) will be analysed. This website is a modern expressive website with many trendy innovative aesthetic elements. Since the website uses a lot of different trend elements discussed in two other sources then this website will heavily inspire the expressive deliverable. Whilst this website doesn't technically include any informative information on the actual topic, it does provide a commercial example of what current trends are being used.

After analysing 99designs (2021), Vaughn, M (2022), and Luzzana, C (2022) it's clear to see which trends should be incorporated. The following trends will be used throughout the expressive website to ensure that a wide range of them are represented. Typographic hero text involves having a large text typically containing several words that are important. This trend has been used on the homepage of Luzzana, C's website and also compliments the following trend "Hero images give a big visual impact right off the bat, but sometimes eliminating the distraction of a splashy image puts the focus more on style and content."(Vaughn, M 2022). This also covers the trend of overstimulation which is explained as "A single web page may have animated backgrounds, animated foregrounds, oversized typography, hover and click effects, flashing images and splashes of color all at once."(99designs 2021). These trends will be implemented into the homepage of the expressive website to ensure that they are represented properly. Every source mentioned in this section also includes the trend of interactive elements. This means that the expressive website throughout has to have a lot of animation and dynamic content. Both Vaughn, M and Luzzana, C mention the use of split-screen websites which "the dual layout gives your design contrast, visual interest, and natural separation of content. It's also a great excuse to play with color."(Vaughn, M 2022). This page layout will be adopted with at least one of the web pages found within the expressive website since it's a trend that was mentioned several times. Other trends that will be considered are horizontal scrolling, animated reveals, burger icons instead of a navigation bar, and following elements (like circle cursors that follow the user's movements).

After searching for appropriate literature on the topic, it has been discovered that a few conclusions have already been made. The articles written by Jabbar, A et al (2021) and Oyibo, K et al. (2018) both conclude by explaining that a more expressive design leads to more usability and influence. Furthermore, the thesis by Orlova, M. (2016) also backs up that more expressive UX elements should improve website results. On the other hand, the information provided by Garrett, R et al (2016) and Osborn, T (2021) clearly explains the key website design elements needed to create a successful website. A lot of the evidence provided by these two sources back up the fundamentals of a classical website.

Multiple gaps have also been identified during this process which ensures that the project needs to be conducted. Firstly, due to the contradicting evidence shown in the previous paragraph, an appropriate conclusion needs to be made about classical vs expressive websites. A lot of the trends discussed in Jabbar, A et al (2021) focus on more practical elements that improve performance and efficiency, whilst current trends focus purely on aesthetics. Secondly, there is very little information on the actual effects modern trends have on UX. This project will aim to provide an appropriate conclusion to fill this discovered gap in research.

## Methodology

When considering the article written by Williams C (2007) then it was determined that the best research approach for this topic would be the mixed methods approach. This is because it ensures that both quantitative and qualitative data are collected and analysed, which is vital when it comes to academic research. This method has been done for both primary and secondary research to ensure that numerical and narrative data has been collected.

Before conducting any research then it was necessary to understand where all of the data will be collected from. Primary research will be collected through an online survey to ensure that it's easily accessible whilst also being cost-effective. Questionpro states that "Online surveys are the most cost-effective and can reach the maximum number of people in comparison to the other mediums." (Questionpro 2022). To ensure that the data collection went smoothly then Google Forms has been used as this online software allows users to easily access the survey via a distributed link, whilst also having features like security and automated graphs. Participants' information like age, gender, and opinions has also been gathered to ensure that potential patterns within the collected data can be found and discussed in the results. The distributed survey contains both quantitative and qualitative questions which ensure that the mixed methods approach is being followed for the best results. Data collection for secondary research was done by gathering multiple different sources to ensure that a wide enough range was looked at. Academic articles, internet journals, books, and theses were collected to ensure both educational and opinion-based literature was collected and analysed.

Legal and ethical considerations had to be considered to ensure that all of the primary data collected falls within the laws set to protect sensitive information. Since the survey asks for information like age and gender, then this must be transparent to any participant. The only way to legally do this is to provide the user with appropriate information about the project, along with clearly displaying what information will be collected and how it will be used. Furthermore, a consent form will need to be agreed upon and signed by the participant to say that they understand all of the terms and conditions that relate to the study. The survey also allowed those under 18's to participate which meant that a separate parental consent form needed to be created to further follow legal and ethical rules. All of the primary data collected complies with GDPR and the gov.uk (2019) guidelines which include aspects like the right to withdraw.

The project will have the user assess two websites that have been created solely for this study. Website one will only contain well-known and traditional aesthetics, along with sticking to basic UX elements explained within the thesis written by Orlova, M. (2016). Website two will use the articles written by 99designs (2021) and Vaughn, M (2022) to find multiple different trends that will happen within 2023 and onwards. The existing commercial website by Luzzana, C (2022) has been used to analyse currently existing trends in which some of these will be implemented into the expressive website. Both of the websites will contain the exact same amount of pages and content, but the difference will be within the aesthetic design and UX elements. The website topic has been set to an informative website about Selby. This is because the topic should provide a neutral ground for the aesthetics to take the main focus. Information for a place can be done in both classical and expressive since all of the content will be the same but how they are displayed and accessed will be completely different. This should create an environment where the topic of the websites shouldn't affect the user's preference too much.

Data collection will be done by sending a Google Form link to anyone who's interested in the project. This link will contain all of the information required for the participant to fully understand what the project and survey are about. The participant will be directed to an invitation to participate, which contains basic information on the project. The Participant Information Page is the next displayed document which provides information about the project, what is involved, what happens to the participant's data, why the participant was chosen, and what the participant should do next. The participant will then be directed to the consent form where they will have to read the terms and conditions, then they will be able to either agree to the terms and sign the form, or disagree and be withdrawn from the survey. To ensure enough participants fill out the survey then several organised focus groups have been planned. These focus groups will have participants fill out the surveys with the researcher present, so any potential questions will be answered easily.

Some results will also be gathered through local online group chats to ensure that a wide range of gender and age is collected. Google Forms has also been used to ensure anonymity is properly implemented into the survey. Whilst names will be collected, this is simply for the consent forms and will not be tied to the participant's answers in any way. Google Forms allows the creator to decide what information will be collected, so for this survey, no email addresses will be collected. Google Forms however still requires a user to sign into a Google Account, which ensures that an extra layer of security is still present. This will reduce redundant data since participants must still have access to a valid Google Account to access the survey. The survey will also be split into subsections that follow the website elements described in the article written by Garrett, R et al (2016). This will not only ensure that the flow of the survey is better, but it will also further enhance the quality of the primary research as it's following an academic foundation. All these sections will follow a premise of asking two specific statistical-based questions about the element, and then getting an overall statistic on which website did that element better. Finally, the section will end with a question allowing the participants to explain why they chose one website overall. This provides the required qualitative and quantitative data that needs to be collected to ensure an appropriate conclusion is reached.

Ensuring that the data collection process is efficient but also robust is critical for this research project to go well. To further enhance the results gathered through the survey, multiple different measures have been taken to reduce data anomalies. As previously mentioned, Google Forms have been used since it requires users to have a Google Account to access the survey. This will reduce the amount of less professional results gathered which will further increase the quality of the primary research. Ensuring that a suitable amount of respondents are collected will lead to a more accurate and higher-quality conclusion for the project. This is why a minimum number of respondents will be set to ensure that the project hits a certain threshold before the data will be analysed. Other aspects like allowing multiple age groups and genders to participate will allow for anomalies to either be negated or easily explained. Additionally, all statistical-based data will be backed up by opinion-based explanations as to why the participants chose their answers.

Data analysis will be done for the secondary research since all of the information found has been used as a foundation to build the entire research project. Certain sources have been used to ensure that each website created follows basic UX guidelines (unless trends fundamentally change the UX elements) and contains all of the required elements for a successful website. Other sources have been used to set expectations for conclusions which this research project aims to either complement or contradict previously found results. Data triangulation has been used for all secondary research used in this project to ensure that all aspects of the topic have been properly gathered, which led to finding contradicting conclusions and research gaps.

Data analysis will also be done with primary research to ensure that the best conclusion can be made for this project. Since the survey will consist of a mixture of opinion and statistical-based data then this ensures that a suitable amount of qualitative and quantitative data has been collected. The mixture of this raw data allows the findings to be presented in a more visually pleasing manner as all the statistical data can be represented within graphs, and then further backed up with opinion-based data. Data triangulation will also be used here to ensure that both the qualitative and quantitative information is compared against each other. Additionally, it will be used to compare the findings from the secondary research to eventually reach a justified conclusion for the research project.

None of the collected primary research has been discarded since everyone that participated in the survey provided sensible information. None of the participants disagreed with the consent form either which means that all of the entries are usable. This means that the minimum number of participants required for this project to be successful has been met, which should lead to an appropriate conclusion.

## Results/Findings

The survey collected 35 results which is enough to understand the public's preference for traditional vs trendy websites. This number of participants is over 16% more than the minimum required. Different age groups were asked to participate to provide a vast range of data to ensure that all members of the public had the opportunity to participate and provide their opinion. During the primary research collection, 80% of the respondents were in the 18-24 age bracket. This can be seen as an anomaly and will be considered throughout the findings.

What age bracket do you fit into?

35 responses

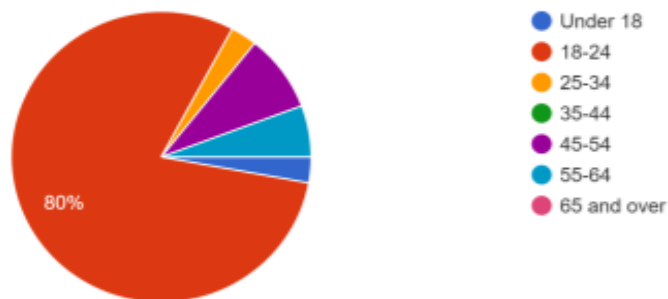


Figure 1, Primary research age brackets (Oliver Baxter, Original)

Exactly 20% of the respondents were distributed throughout the other age brackets though which still ensures that a wide enough age range was collected. Additionally, a good amount of participants were split between the different gender groups.

Which of the following best represents your gender?

35 responses

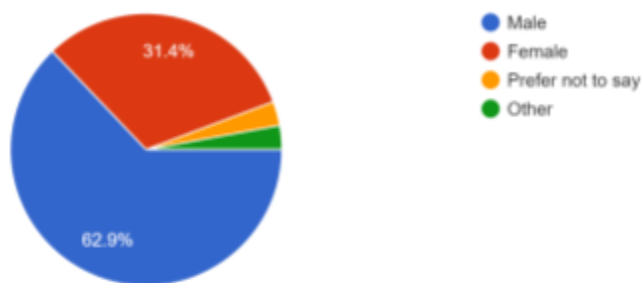


Figure 2, Primary research gender graph (Oliver Baxter, Original)

Additionally, collecting a range of genders will lead to further conclusions about if elements like age and gender affect one's opinion. Whilst the research task does focus mainly on finding the public's overall opinion on "Traditional vs Expressive", additional information relating to patterns could prove useful for future research.

The first section of the survey related to navigation, which is the most important website element according to Garrett, R et al (2016).

Overall, which website has the best navigation?

35 responses

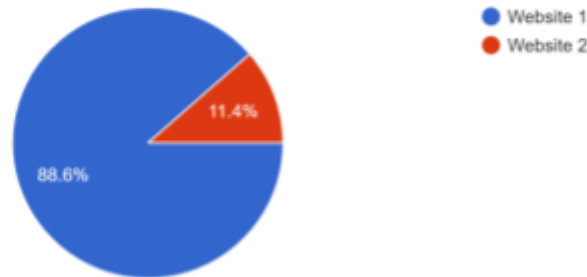


Figure 3, Primary research best navigation graph (Oliver Baxter, Original)

Figure 3, along with Appendix 1, clearly shows that most participants found website one's navigation system to be better. The overall graph for the best navigation states that over 88% of participants would rather use a more classical navigation system, which clearly shows that this website element should tend to go for a more traditional aesthetic look. The article by Affandy,H et al. state that "If a website is difficult to navigate, it is difficult for the users to evaluate the website as visually appealing."(Affandy,H et al. 2018). This source directly backs up the evidence found within this survey as an overwhelming majority of participants voted for website one's navigation system. Furthermore, Osborn, T states that "established conventions and things that " work " will help you implement familiar flows and layouts in your own designs - making it more intuitive for your users to navigate" ( Osborn, T. 2021). So far, the research found in this survey clearly backs up the more classical design for the navigation system. All of the opinion-based results suggest that "Website one is more standardised and follows a structured format making it easier and simpler to use" and "It is simpler and is more responsive". This further backs up traditional UX elements found in the book written by Osborn, T as following a more traditional layout ensures that the user understands how to navigate the website instantly. Images are another website element that can affect the UX.

Which website uses images better?

35 responses

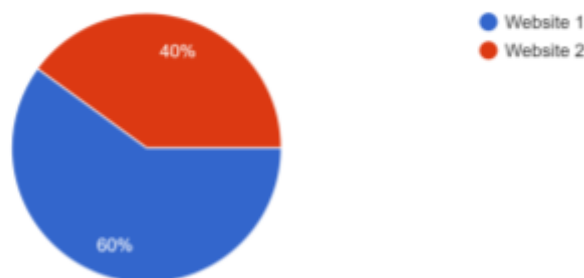


Figure 4, Primary research best image use (Oliver Baxter, Original)

Figure 4 follows suit with website one having 60% majority support in image usage. Website two embraced the trend of increasing hero text whilst also reducing hero images. This meant that the majority of images found on website one were not used throughout the more expressive website. The quote from Vaughn, M suggests that “Hero images give a big visual impact right off the bat, but sometimes eliminating the distraction of a splashy image puts the focus more on style and content.” (Vaughn, M. 2022). On the other hand Tomboc, K suggests that “using visuals with text makes more sense if you’re looking to communicate with impact and make your content more memorable”. (Tomboc, K. 2019). This source directly backs up the more traditional design of website one, as the trends used throughout website two heavily reduced the number of images used. This part of graphical representation will be taken into consideration when evaluating the overall best website for this element.

Which website is more visually attractive?

35 responses

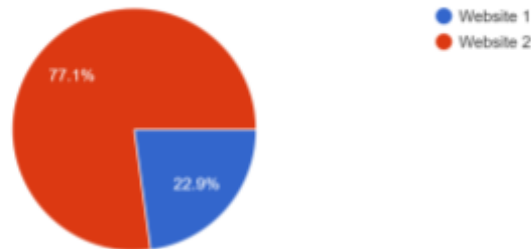


Figure 5, Primary research more visually attractive (Oliver Baxter, Original)

Figure 5 proves that the previous statement is correct since over 77% of participants found website two to be more visually attractive. According to Orlova, M “Well-developed visual design increases engaging of the users and helps to establish a trust and interest related to the product.”(Orlova, M. 2016). This source directly complements figure 5 since over 77% of participants found that the more expressive website had better overall visual attractiveness. Since website two contains more interactive and dynamic elements then this will further increase the user's engagement. Both Figures 4 and 5 show completely different results from one another which meant that the overall best website for graphical representation could have gone either way.

Overall, which website has the best graphical representation?

35 responses

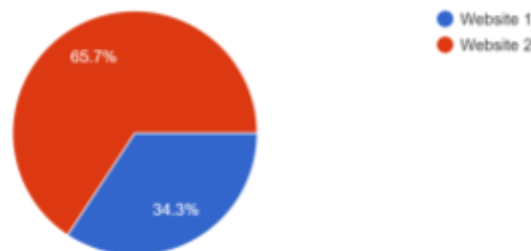


Figure 6, Primary research best graphical representation (Oliver Baxter, Original)



Figure 6 further compliments website two as the public found it to be better for graphical representation. 65% of participants voted for this website which proves that images are not the biggest factor when compared to overall visual attraction. The results found in figure 6 further back up the quote provided by Orlova, M along with complimenting the conclusion “designers should focus on the expressive dimension of aesthetics to make their apps more engaging and interactive.”(Osborn, T. 2021). Whilst Figure 4 does initially lean in favour of website one with a majority of 60%, it’s clear to see that website two’s visual attractiveness and overall graphical representation have the most support with over 65% of participants voting for it in both Figures 5 and 6.

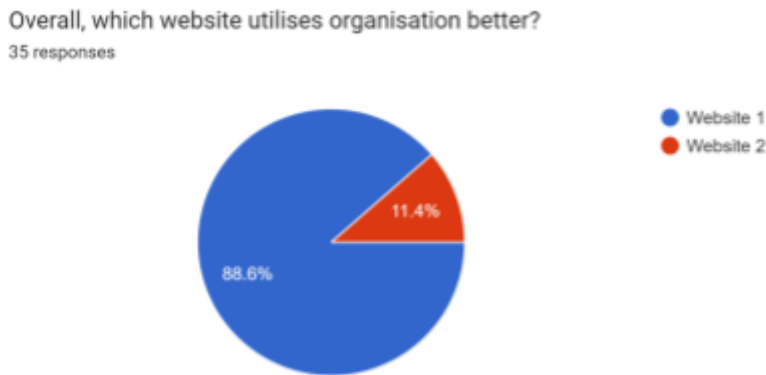


Figure 7, Primary research best organisation (Oliver Baxter, Original)

On the other hand, Figure 7, along with Appendix 2, clearly shows overwhelming support website one with over 88% of participants agreeing that it has the better layout and consistency. These results heavily support the sources that back up classical design principles, whilst also complimenting the previously mentioned quotes by Tomboc, K.

With overwhelming majority support for website one’s organisation throughout this sub-section, it’s crystal clear to see that classical design is best for content organisation. There is a slight issue with these metrics as website two contained multiple different design layouts. This was done intentionally to ensure that enough trends were covered throughout the website, but doing so meant that consistency had to be sacrificed. According to Wake, L “To provide a quality experience to your users it is essential that you are consistent in both design and content of your websites. Consistency is the biggest factor that separates a negative experience from a positive one.”(Wake, L 2016). This source suggests that website one has overwhelming support for organisation utility since it focuses on fundamentals and already existing UX elements. When comparing the consistency and organisation of Luzzana, C’s website then it’s obvious that expressive websites utilise multiple different page layouts to increase each page’s uniqueness. This design style evidently reduces the overall organisation of the website and makes it less consistent. This conclusion can be backed up by “A cluttered layout, hidden navigation menu, lack of color contrast, non-responsive design, and inconsistent typefaces”(Fitzgerald, A. 2022) which explains all of the elements that can cause inconsistencies within a website.

The expressive website used several different trends that deliberately implemented inconsistencies. For example, website two doesn't have a navigation bar since one of the trends focuses on only using a burger menu. Other trends also changed each page's layout and text style. The evidence found for this section suggests that designers should stick to traditional functionality, but can apply trendy aesthetics around the fundamentals.

The quote by Oyibo, K states that "classical aesthetics provides pleasure, while expressive aesthetics fosters user engagement with the UI"(Oyibo, K et al. 2018). Sonderegger, A also suggests that "Both aesthetically appealing websites received higher ratings of perceived usability and trustworthiness than the non-aesthetic website."(Sonderegger, A. 2014). These quotes suggest that website two should be favoured in this category because this website focuses on appealing aesthetics and engagement.

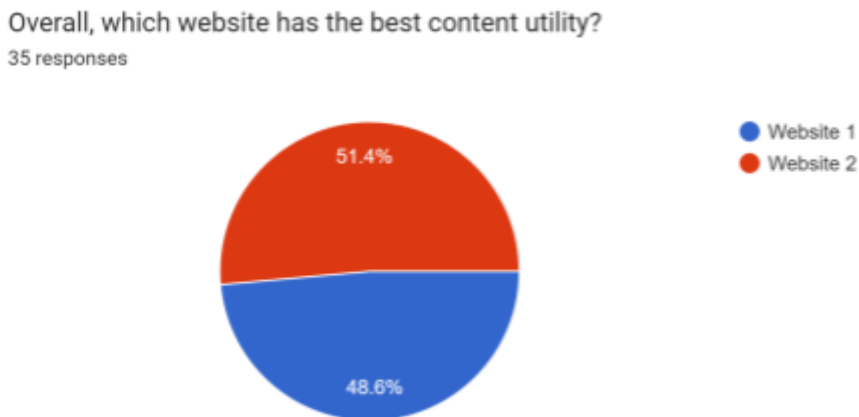


Figure 8, Primary research best content utility (Oliver Baxter, Original)

Figure 8 shows surprisingly close results when compared to the expectation set by the previously mentioned quotes. Just over 51% of participants decided to choose website two when it comes to content utility. The survey found that website two was more engaging, whilst also having a higher quality of content. These results complement Sonderegger, A's findings directly since website two is the expressive website. Just under 49% of participants found website one to be better at content utility which is very close when considering the two statements found previously. To discover why figure 8's results are so close then participants' opinions will be analysed.

The qualitative-based information mainly explains website one as being "easier to gain information quickly" from and also "had the better layout". These comments tie perfectly to the previously talked about sub-sections as website one had the majority of participants' support for navigation and organisation. Since website elements all influence each other, then it's safe to assume that these elements can easily affect the quality of the overall content. Website two on the other hand has been described as "more engaging because of the interactive features and transitions" and presents the information in a "much neater way".

Website two uses certain design choices to display content in a more dynamic way, which means that content is broken down into key segments and displayed when needed. The conclusion that can be drawn from Figure 8 and Appendix 3 is that whilst website two does contain elements that are higher quality and more engaging, the overall effects of other design elements like navigation and organisation can heavily influence viewers' opinions on content utility.

According to Hobday, A “Content should inform visual design. But visual design should inform content.”(Hobday, A. 2023). This quote suggests that the websites should be equal when it comes to content suitability and overall purpose.

Please select the website(s) that you think is suitable for the provided content  
35 responses

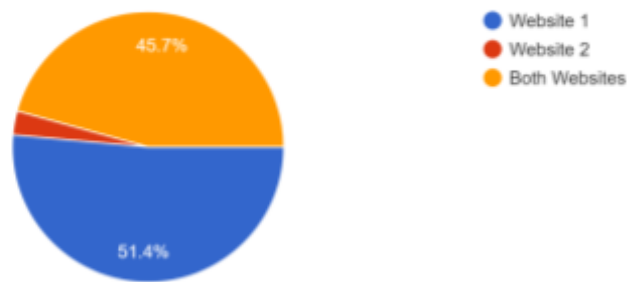


Figure 9, Primary research suitable provided content (Oliver Baxter, Original)

Figure 9 shows the results around which website the participants found suitable for the provided content. This was important to ask because if the participant believes that one of the websites doesn't work with the content, then this could greatly affect the rest of the results. The majority of participants found that website one is the only suitable website for the content provided. This was surprising as the topic was meant to be a middle ground so only aesthetics were noticeable. 48.6% of participants did however believe that website two was as suitable or better than website one. These statistics complement the quote by Hobday, A since just under half of the respondents believe that the balance between content and aesthetics has not affected the overall purpose of the website. On the other hand, over half believe that the aesthetic choices found throughout website two reduced the content required for the website to be considered appropriate.

Which website has the best interaction?  
35 responses

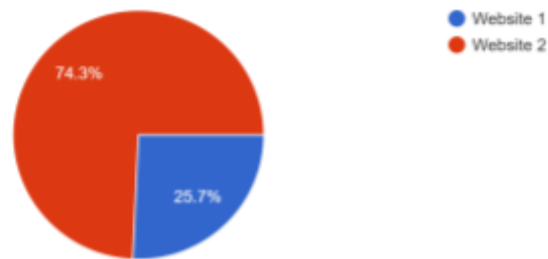


Figure 10, Primary research best interaction (Oliver Baxter, Original)

Figure 10 shows a completely different story as over 74% of participants believe that website two has the best interaction elements. Trends that were discovered through sources like 99designs and Vaughn, M were implemented into website two, which focused on more creative design choices like horizontal scrolling, dynamic content, and interactive elements. The quote by Lee, V suggests that “interactive websites attract more visitors and to be more engaged with the website. As they become more engaged, their trust and interest grow”.(Lee, V 2023). Previous results confirm that 71% of participants found website two to be more engaging, as seen in appendix 3. Matching that data with figure 10 shows that these results directly complement Lee, V’s findings as 74% of participants believe that website two has the best overall interaction. This suggests that interaction drives engagement, which determines that a more expressive design should be adopted to improve overall purpose.

Overall, which website has the best purpose?  
35 responses

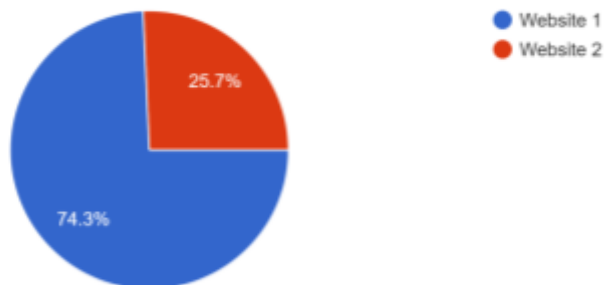


Figure 11, Primary research best overall purpose (Oliver Baxter, Original)

Finally, figure 11 shows the best overall website for the purpose. The results from this graph directly contradict the results found in figure 10 since over 74% believe that website one had the best purpose. This sub-category is definitely the most inconsistent since the results keep switching between the different principles.

Analysing the qualitative results for this category will hopefully explain why this sub-category is inconsistent. Website one has been described as being “easier to use and more linear in its workflow making it easier for users to use” whilst also being “more trustworthy and professional”. This ties in with the previously covered sub-categories since the main opinions towards classical tend to be leaning towards how it’s easier to understand and quicker to use. Website two on the other hand has been described as being “ more engaging due to the graphics and modern style” along with how “website 2 is more that enough to gather a younger audience to want to learn about historical and present information about Selby”. These comments also line up with previous survey findings since website two has the overall majority when it comes to engagement and graphical representation.

The best-purpose website has definitely been the most divided set of results yet since all of the graphs in this subsection do not line up at all. Figures 9-11 demonstrate how personal opinions seem to take prowess when deciding which website is the preferred option. Website two seems optimal for an interactive website, which according to Orlova, M. (2016) means that “The UX’s aim is to give users the joy of using a website realizing their interaction”. This statement is further backed up by the evidence found from analysing figure 10 since data triangulation suggests that interaction drives engagement. On the other hand, the interaction does not equal information intake so this explains why the overall results for this sub-section element are in favour of website one.

Overall, which website had better simplicity?

35 responses

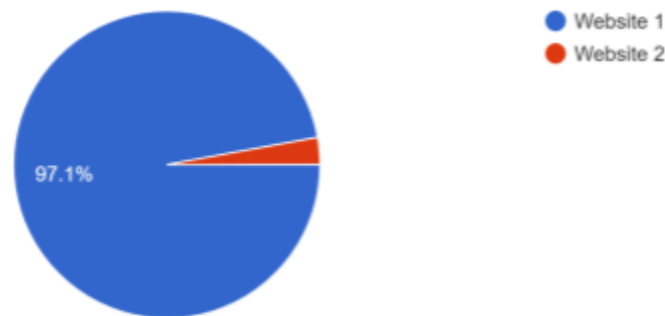


Figure 12, Primary research best overall simplicity (Oliver Baxter, Original)

Figure 12, and Appendix 4, show overwhelming support for website one in terms of simplicity. Over 97% sided with website one which makes this question the most decisive result yet. The findings can be complemented by Garret, R (2016) since “Simplicity is achieved by using 1) simple subject headings, 2) transparency of information (reduce search time), 3) website design optimized for computer screens”. Website one fully embraces traditional designs and proven UX elements to create a de facto website. This is most likely why an overwhelming majority of participants chose website one as being the best at simplicity.

The remaining 2.9% is a singular response which makes this data point an anomaly. This result has to be acknowledged and justified to discover if further action needs to be taken. The respondent followed up their decision by saying that “Website 2 is easier to view and understand than website 1”. When comparing the previously covered results then it’s clear to see that this is a data anomaly and will be discarded. Website one was preferred for both navigation and organisation, which completely contradicts the opinions displayed in the 2.9% of figure 12. After analysing the data closely then it’s clear to see that a more classical approach is better for simplicity. It’s safe to say that after analysing the anomaly found in figure 12, the classical approach of web design should always lead to a more simple and recognisable UX.

Kelly, L states that you should “Employ a ‘content first, design second’ approach. This way, you won’t fall into the trap of creating a website that is visually stunning but incomprehensible.”(Kelly, L 2021). This source suggests that website one should be more popular in readability as website two focused on aesthetics over displaying content. Discovering if readability is better in the consistency of classical websites, or in the adaptiveness of expressive websites is vital to reaching an appropriate conclusion.

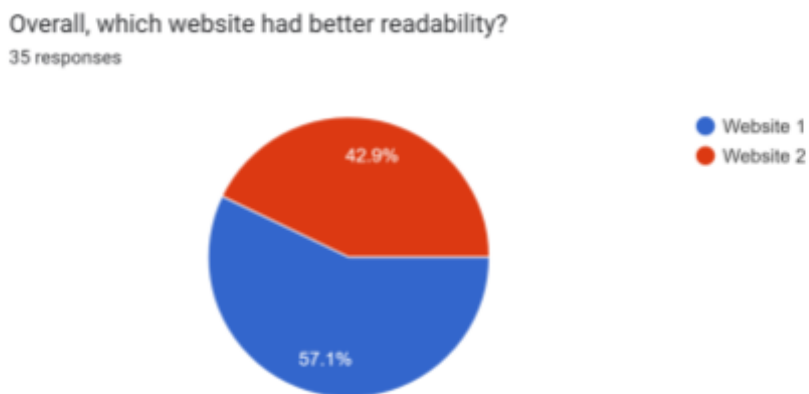


Figure 13, Primary research best overall readability (Oliver Baxter, Original)

Figure 13, along with Appendix 5, shows that over 57% of participants preferred the readability elements of website one overall. Viewing these statistics seems to complement the findings in sources like Garrett, R et al (2016) and Osborn, T (2021), whilst also proving that consistency leads to better readability. These statistics also compliments the quote by Kelly, L since website one focused on adopting already established UX design principles, which meant that there was more focus on the layout of the page instead of aesthetics. On the other hand, over 42% of participants believed that website two had better readability. Additional qualitative information about this graph will be analysed to discover each side's benefits. Website one has been described as having “more information per page but it is easier to read” and also being “more understandable”. These benefits have been further backed up by the previously covered sub-sections as well which compliments the results found in Figure 12. Website two has been described as being “more readable as it used various methods to make the information stand out as well as breaking the text into smaller easier to handle chunks” along with “the amount of colour and interactive makes it easier to concentrate and the text is big enough”.

Since website two has more interactive and dynamic elements then this leads to less content being on the screen at once. This is because certain information is only displayed when a specific action is taken which makes the web page less cluttered.

One of the final questions on the survey asked the participants “Which website do you prefer overall?”. This question had the participants consider all of the previously mentioned website elements when deciding their preferred website.

	Navigation	Graphical Representation	Organisation	Content Utility	Purpose	Simplicity	Readability	Mean
<b>Classical</b>	88.6%	34.3%	88.6%	48.6%	74.3%	97.1%	57.1%	69.8%
<b>Expressive</b>	11.4%	65.7%	11.4%	51.4%	25.7%	2.9%	42.9%	30.2%

Figure 14, A table showing all of the overall percentages of participants choices for each website design element

Figure 14 displays all of the categories that have been covered throughout the survey in an easy to view format. Each of the website elements mentioned had an overall section that had the participant choose which website they believe did that specific element better. After viewing this table then it's safe to assume that the overall preferred website should sway towards website one since the more classic website had a higher percentage in 5/7 of the categories. It's interesting to note that website two only had the majority vote in the categories that focus on the aesthetics of the website. In contrast, website one had the majority vote for all of the elements that directly affect usability. Going off of these percentages the overall preferred website should be around a 70/30 split, with website one being the most popular.

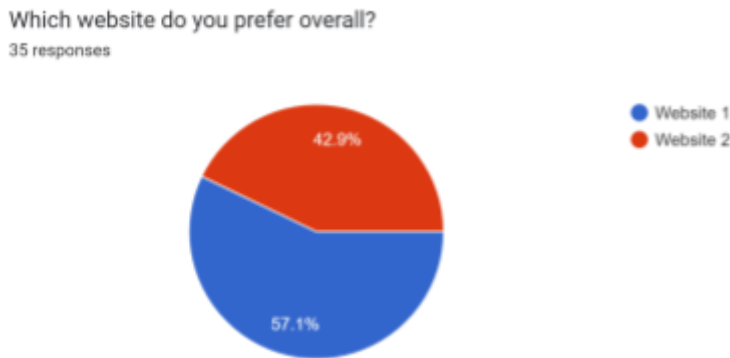


Figure 15, Primary research best overall website (Oliver Baxter, Original)

Whilst Figure 15 compliments the assumptions made from figure 14, it's clear to see that the gap between both websites is closer than predicted. Figure 15 shows that 42.9% of participants believe website two was overall better when considering all of the previous website elements. This contradicts figure 14 slightly since that table suggests that there should be overwhelming support for the classical website. The mean shows that website one should have gotten around 70% of the overall support for the best website, but figure 15 has website one having 27.1% less than expected.

The overall consensus for the best website can be found through the qualitative responses. Website one overall has been described as “much more traditional and intuitive” whilst also being “easier to navigate, has reduced loading times and displays content in a way that is much easier to digest”. These descriptions align perfectly with sources like “how it works is more important than how it looks”(Osborn, T. 2021) that support more traditional website design. On the other hand, website two has been described as having “nice transitions and the intro to the page makes it unique” whilst also being “easier to read and visually appealing”. This means that the trends followed through sources like Nash, K were implemented correctly since all of the trends were to do with making a website feel more unique and interactive. Figure 14 clearly shows that the expressive website specialised in aesthetics since the only two categories it had the majority in related purely to displaying content visually.

Please rate each website element in terms of importance

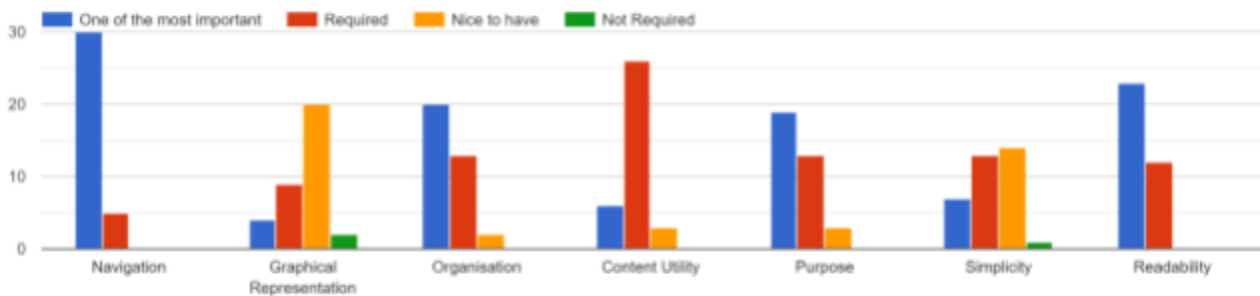


Figure 16, Primary research participants opinion on the most important website design elements (Oliver Baxter, Original)

Figure 16 took the order found in the metastudy by Garrett, R et al (2016) used throughout this study and ordered them at the bottom. All of the data collected within the bar chart represents the participant's opinions on how important each website element is.

	Navigation	Graphical Representation	Organisation	Content Utility	Purpose	Simplicity	Readability
<b>Metastudy rating</b>	1	2	3	4	5	6	7
<b>Participants rating</b>	1	7	3	5	4	6	2

Figure 17, A table comparing the metastudy element ordering against participants rating

Figure 17 provides an important comparison between an academic study that uses facts and figures to determine the website element order, against the public's personal preference and what they perceive to be more important. Green has been used to show where ratings are consistent, yellow relates to when the rating is close, and red has been used to show where the ratings are completely different.



When analysing figure 17 then it's clear to see that Navigation is the most important website element. This is understandable since according to Orlova, M "Factors related to web design, such as font, layout and navigation are crucial for passing through the first phase of distrust."(Orlova, M. 2016). Without an intuitive and simplistic navigation system in place, most users will not want to continue using the website. Organisation and Simplicity are also rated in the same position. With these three elements being rated consistently throughout, then it's safe to assume that their positions are correct.

Content Utility and Purpose have been switched around in figure 16. This is interesting because the academic study found that purpose isn't as important when compared to content quality. A participant's opinion states that "Selby is not some sort of company that needs users to be engaged" which heavily suggests that website two focuses too much on user attention instead of providing necessary information. Furthermore, another respondent states that "if I was visiting Selby for the first time then I would pick website 1 as I'm mainly wanting information with very little animation". The participants seem to prefer accessing information faster for the website's purpose, which may have influenced their decision.

The two elements that are vastly different are Graphical Representation and Readability. According to the metastudy, aesthetic foundations like the colour scheme, image usage, and visual attractiveness are more important than readability. Graphical Representation has been considered to be the second most important website element, which compliments the previous quote by Orlova, M that stated "Factors related to web design, such as font, layout and navigation are crucial for passing through the first phase of distrust."(Orlova, M. 2016). Readability can be considered a small part of the overall aesthetic design, which justifies why it's the least important element when considering all the other listed elements. Participants may have believed readability was more important since Graphical Representation is more of an academic term that encapsulates the fundamentals of website aesthetics. The general public might have not realised what this element represents and thus could have resulted in it being rated lower.

## Conclusion

From the findings that have been discovered through the secondary sources and primary survey it is evident that both classical and expressive website design has a huge impact on every vital website design element. The question stated at the start of the study asked “Do users prefer using traditional/de facto websites against more trendy websites?”. After all of the research conducted then it’s clear to see that the classical approach is definitely the preferred website style. Figure 15 shows that 57.1% of participants preferred the classical aesthetic design over the expressive one. Whilst this does prove evidence for preference over traditional design, the results were actually closer than what was predicted. Analysing figure 14 shows all of the overall ratings for each section of website design elements. Using the percentages shown then it was safe to assume that the classical website should have had majority support close to 70%. Comparing figures 14 and 15 proves that whilst the classic design is preferred a lot of elements that were present in the expressive website provided positive UX improvements, which led to figure 15 having a closer gap than previously predicted. Having a 27.1% difference is a huge margin that shows expressive design can have a positive impact on a website's UX.

With this being said, following the metastudy by Garrett, R et al (2016) ensured that each website created implemented all of the required website elements. This study was also used as a foundation for the primary research conducted as well since each key element was analysed by the participants. Using this metastudy as a foundation for the entire project ensured that everything went smoothly since all of the most important website elements were constantly being implemented and talked about throughout the study. The article by Affandy, H et al (2018) also proved vital for the project since the information gathered fully defined the two separate principles that can be used when designing the aesthetics of a website. Having evidence around the two different design principles allowed the project to successfully create two different websites based on the descriptions provided for classical and expressive. Other sources like Orlova, M. (2016) and Osborn, T (2021) were used to ensure that each website followed basic UX principles correctly, which also provided relevant information on how to appropriately adapt UI elements to be usable but aesthetically unique. All of the previously mentioned sources helped form a solid foundation for this entire project. The results found throughout the primary research prove that all of these foundations are required when designing a website. Figure 17 provides information on which elements the survey participants perceive as being more important against the academic research found in Garrett, R et al’s metastudy. Analysing these statistics will allow designers to understand which elements are the most important from both an academic and UX. This information will help designers figure out which website elements should be prioritised when it comes to website aesthetics and functionality.

There were some sections of the study that fell a bit short. These weaknesses would have ended up slightly affecting the results that have been collected through the primary research. One of the main weaknesses relates to the age groups that were gathered for the survey. Figure 1 shows that 80% of the respondents were in the 18-24 age bracket, which would potentially add bias towards a certain design style. To fix this issue in future studies then multiple focus groups will have to be conducted around different types of environments. This will provide more participants that fit into other age groups. Several focus groups were conducted throughout the primary data collection process, but they were all done in an academic setting which led to the same age group participating more. Another weakness relates to the number of respondents that were gathered for the survey. Whilst the number of respondents didn't hinder the project's findings, more respondents would lead to more opinions which would provide further information on why the public prefers one aesthetic over the other. More respondents from multiple different age groups would have provided more accurate results as this would have represented a wider range of different opinions. Gender could also be seen as a weakness since figure 2 shows that over 62% of participants were male. Having an equal split between traditional genders would have led to more accurate results since the male-to-female ratio in the world's population is practically 1:1. Having age and gender results that closely represented the overall public's age and gender splits would have led to more accurate results overall.

Overall, this study has found that future website designers should follow the traditional UX and UI elements to ensure that their website is successful. Users prefer websites that they understand and find intuitive when compared to the more expressive style of unique and complex. However, the results also suggest that expressive elements lead to an improvement in content quality and engagement. These improvements lead to users finding the website more visually appealing and trustworthy. Also, the gap between classical and expressive preference was closer than anticipated which suggests that perhaps a hybrid of both will lead to the best possible results. Further research needs to be conducted around this topic to determine if the public would prefer a classical, expressive, or hybrid version of a website. This topic can be conducted in a similar fashion to this study but instead of having two websites that represent the two different design principles, the study should include a third website for the participants to experience that contains a blend of both principles. Doing so would lead to evidence that either complements the findings of this study or discover that a blend of both classical and expressive aesthetics leads to the best results for UX and UI.

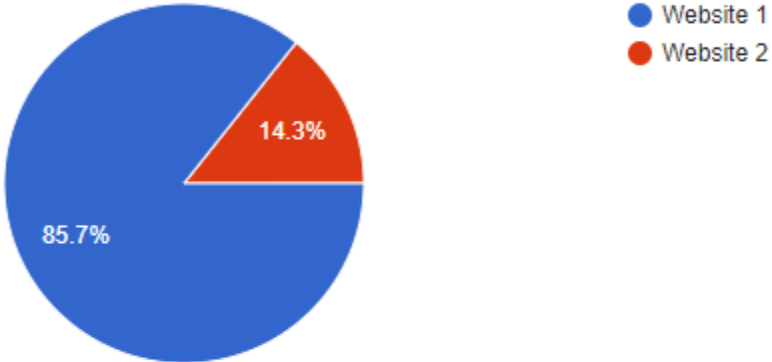
# Appendix

## Appendix 1 - Navigation system section graphs

### Navigation

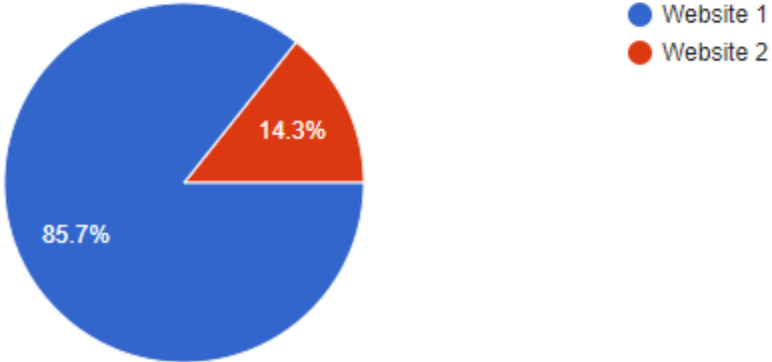
Which website has a better navigation system?

35 responses



Which website makes you feel most in control?

35 responses

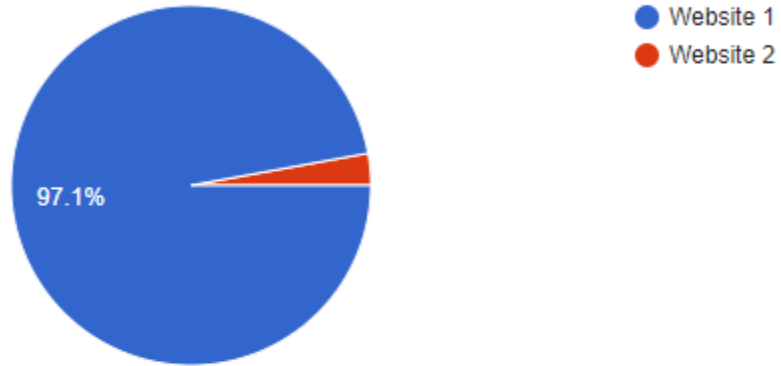


## Appendix 2 - Organisation section graphs

### Organisation

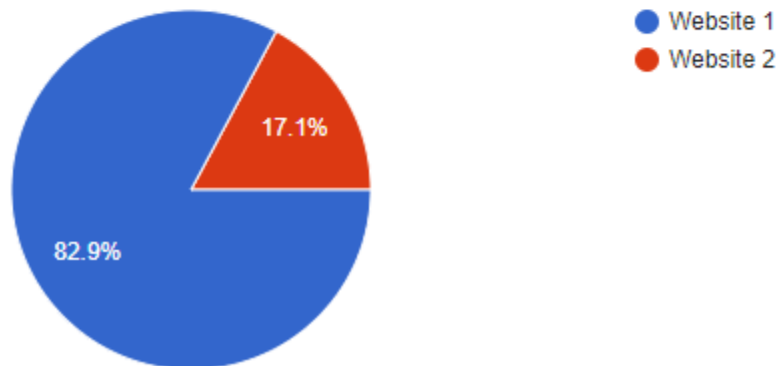
Which website has a more understandable structure?

35 responses



Which website has the best consistency?

35 responses

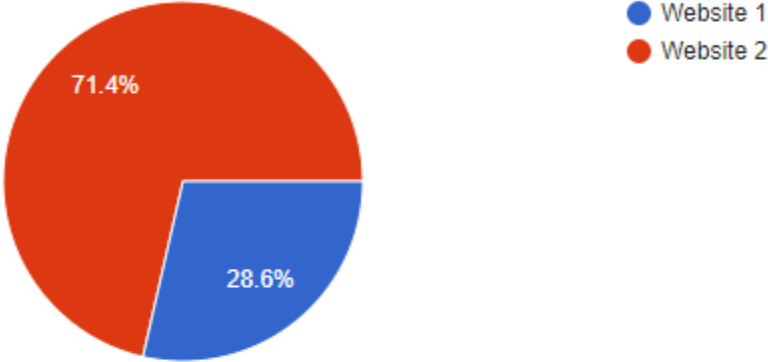


### Appendix 3 - Content utility section graphs

#### Content Utility

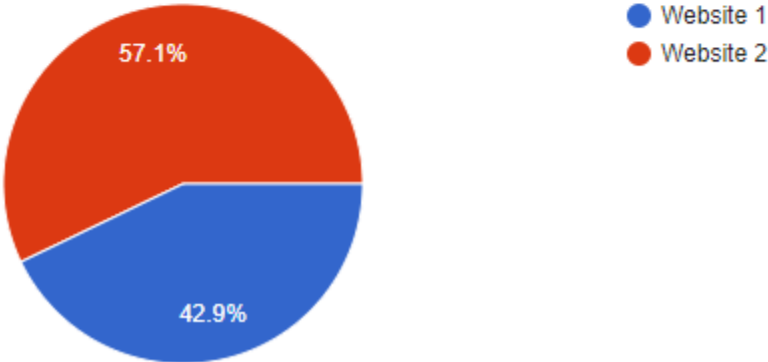
Which website keeps you more engaged?

35 responses



Which website has the higher quality of content?

35 responses

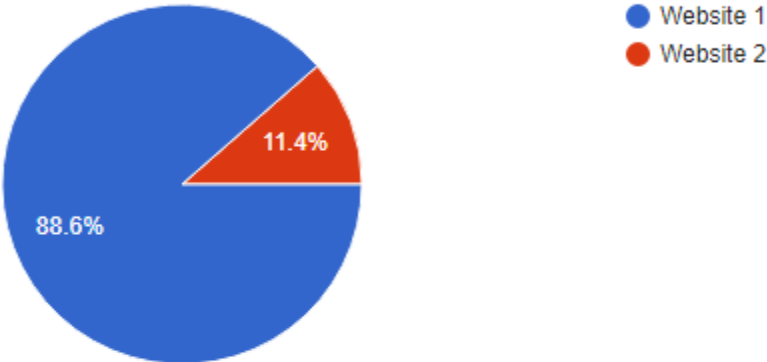


# Appendix 4 - Simplicity section graphs

## Simplicity

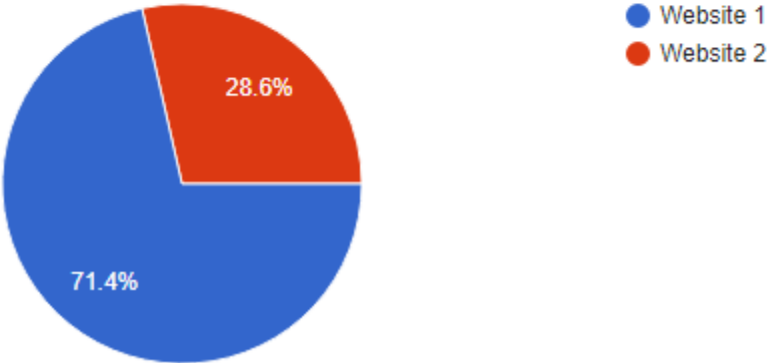
Which website has the most optimised load times?

35 responses



Which website has the best layout for displaying the content?

35 responses

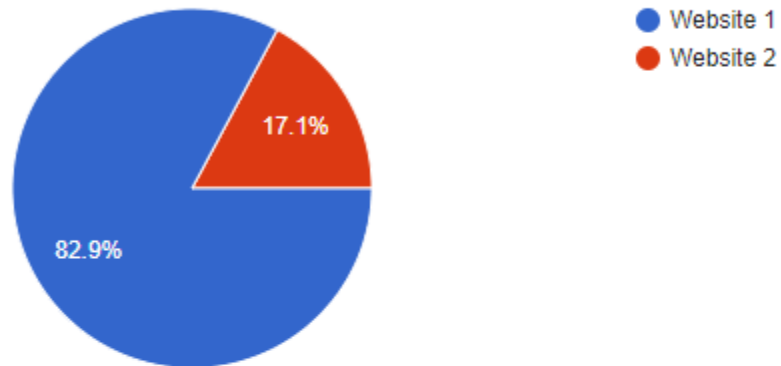


## Appendix 5 - Readability section graphs

### Readability

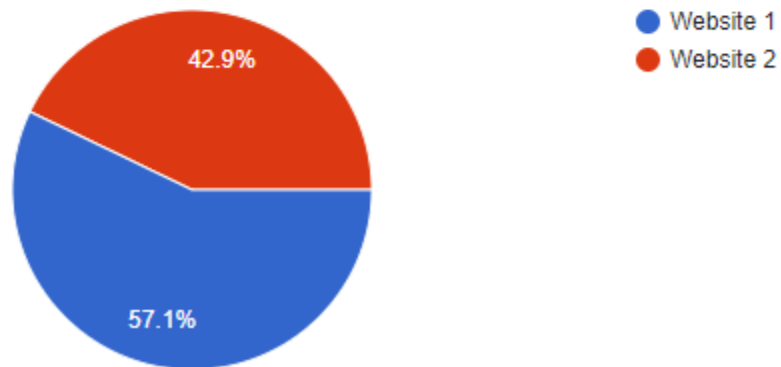
Which website is more understandable?

35 responses



Which website had a more appropriate amount of content on each page?

35 responses





## Appendix 6 - Traditional/Classic website deliverable

<https://q180045.github.io/Website-1/>

## Appendix 7 - Expressive website deliverable

<https://qq180045.github.io/Website-2/>

## Appendix 8 - Invitation to Participate



### Invitation to Participate

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**Research Question:** Do users prefer using traditional/de facto websites against more trendy websites?

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**Researcher Details:** Name: Oliver Baxter  
Email: q180045@selby.ac.uk

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Dear Participant

This is a letter to invite you to participate in a research project for Selby College, in collaboration with the University of Hull.

Before you consent to participate in this project then you must understand what the project is, why the project is being conducted, and what participants will be expected to do. Please read the following **Participants Information Page** for further details.

After reading the **Participants Information Page** then if you would like to still participate in the research project then please fill out the **Consent Form** attached below.

If you have any additional questions, please don't hesitate to contact me.

Yours faithfully,

Oliver Baxter - Studying BSc (Hons) in Applied Computing (Top-Up)

## Appendix 9 - Participant Information Page



### Participant Information Page

---

**Research Question:** Do users prefer using traditional/de facto websites against more trendy websites?

---

#### What is the project about?

The project has created two websites that are vastly different in aesthetics and design. One of them has been made to represent classical website design by following common website principles. The second website has been tailored to represent a more expressive design that focuses on current and upcoming trends. The reasoning behind the project is to discover whether users prefer traditional or trendy layouts for displaying information. To avoid bias then the same content topic has been chosen for both of the websites.

#### What is involved?

All participants will be tasked with comparing the two websites by spending a few minutes exploring them both. After viewing all of the website's pages and features, participants will be asked to fill in a survey that presents a series of questions related to the key elements of website design. This survey should take participants around 15-20 minutes to complete and can be filled out on any computer with internet access.

**Note:** Participants may withdraw from the survey at any time.

#### What will happen with my data?

Any opinions collected through this online survey will be completely anonymous, and the only confidential information that will be collected is related to age and gender. The main focus of this survey is to collect opinion-based statistics to assist in reaching a conclusion to the research question. Opinions collected from participants will be displayed in graphs or text based on if the data presented is qualitative or quantitative.

Any sensitive data collected through the consent forms will only be stored for the duration of the research project (29/09/2022 - 19/05/2023). After the final project day, all of the information collected will be securely destroyed.

#### Why have I been chosen to participate?

The research project relies on public opinion on the different types of website design. To gather this information then people of all backgrounds will be asked to participate. Since websites affect everyone these days then it's important to get the opinions of as many different people as possible.

#### What should I do next?

If you still wish to participate in this research project, please fill in the **Participant Consent Form** attached.

If you have any additional questions, please don't hesitate to contact the researcher.

## Appendix 10 - Participant Consent Form and Survey Signing



### Participant Consent Form

---

**Research Question:** Do users prefer using traditional/de facto websites against more trendy websites?

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**Researcher Details:** Name: Oliver Baxter  
Email: q180045@selby.ac.uk

---

Please make sure to carefully read the following questions, then either physically or digitally provide the required information:

	YES	NO
I have read and fully understand the <b>Participants Information Page</b> for the research project		
Any questions I have about the study have been appropriately answered and I understand that I may ask additional questions at any point during the research project		
I understand that I am able to withdraw from the study at any point, without having to give a reason for the withdrawal		
I agree to provide the required information to the researcher under the conditions underlined within the <b>Participants Information Page</b>		
I wish to participate in the study under the conditions set out in the <b>Participants Information Page</b>		
I consent to the information collected for the purposes of the research project		

Participants Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Participants Name (Printed): \_\_\_\_\_

Contact Details: \_\_\_\_\_

---

Researchers Signature: \_\_\_\_\_

Researchers Name (Printed): \_\_\_\_\_

Do you consent to the listed conditions? \*

I have read and fully understand the questions displayed on the Participant Conse ▼

Enter your name here \*

Oli

## Appendix 11 - Invitation for a Child to Participate



### Invitation for a Child to Participate

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**Research Question:** Do users prefer using traditional/de facto websites against more trendy websites?

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**Researcher Details:** Name: Oliver Baxter  
Email: q180045@selby.ac.uk

---

Dear Sir/Madam

This is a permission slip to enquire if your child would like to take part in a research project for Selby College, in collaboration with the University of Hull.

When deciding if you would like your child to participate in this research, understand what the project is, why the project is being conducted, and what your child will be expected to do. Please read the following **Parent/Guardian Information Page** for further details.

After reading the **Parent/Guardian Information Page** then if you would like your child to still participate in the research project then please fill out the **Parent/Guardian Consent Form** and return the form using the instructions provided.

If you have any additional questions, please don't hesitate to contact me.

Yours faithfully,

Oliver Baxter - Studying BSc (Hons) in Applied Computing (Top-Up)

## Appendix 12 - Parent/Guardian Information Page



### Parent/Guardian Information Page

---

**Research Question:** Do users prefer using traditional/de facto websites against more trendy websites?

---

#### What is the project about?

The project has created two websites that are vastly different in aesthetics and design. One of them has been made to represent classical website design by following common website principles. The second website has been tailored to represent a more expressive design that focuses on current and upcoming trends. The reasoning behind the project is to discover whether users prefer traditional or trendy layouts for displaying information. To avoid bias then the same content topic has been chosen for both of the websites.

#### What is involved?

All participants will be tasked with comparing the two websites by spending a few minutes exploring them both. After viewing all of the website's pages and features, participants will be asked to fill in a survey that presents a series of questions related to the key elements of website design. This survey should take participants around 15-20 minutes to complete and can be filled out on any computer with internet access.

**Note:** Participation is strictly voluntary. You may withdraw your child from the study at any point.

#### What will happen with my child's data?

Any opinions collected through this online survey will be completely anonymous, and the only confidential information that will be collected is related to age and gender. The main focus of this survey is to collect opinion-based statistics to assist in reaching a conclusion to the research question. Opinions collected from participants will be displayed in graphs or text based on if the data presented is qualitative or quantitative.

Any sensitive data collected through the consent forms will only be stored for the duration of the research project (29/09/2022 - 19/05/2023). After the final project day, all of the information collected will be securely destroyed.

#### Why has my child been chosen to participate?

The research project relies on public opinion on the different types of website design. To gather this information then people of all backgrounds will be asked to participate. Since websites affect everyone these days then it's important to get the opinions of as many different people as possible.

#### What should I do next?

If you still wish for your child to participate in this research project, please fill in the **Parent/Guardian Consent Form** attached.

If you have any additional questions, please don't hesitate to contact the researcher.

# Appendix 13 - Parent/Guardian Consent Form and Survey Signing



## Parent/Guardian Consent Form

**Research Question:** Do users prefer using traditional/de facto websites against more trendy websites?

**Researcher Details:** Name: Oliver Baxter  
Email: q180045@selby.ac.uk

Please make sure to carefully read the following questions, then either physically or digitally provide the required information:

	YES	NO
I have read and fully understand the <b>Parent/Guardian Information Page</b> for the research project		
Any questions I have about the study have been appropriately answered and I understand that I may ask additional questions at any point during the research project		
I understand that my child's participation is voluntary and can be withdrawn from the study at any point, without having to give a reason for the withdrawal		
I agree to provide the required information to the researcher under the conditions underlined within the <b>Parent/Guardian Information Page</b>		
I consent to my child's participate in the study under the conditions set out in the <b>Parent/Guardian Information Page</b>		
I consent to the information collected for the purposes of the research project		

Parent/Guradian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guradian Name (Printed): \_\_\_\_\_

Contact Details: \_\_\_\_\_

Researchers Signature: \_\_\_\_\_

Researchers Name (Printed): \_\_\_\_\_

Do you consent to the listed conditions? \*

Choose





Enter your name here \*

Your answer



## Appendix 14 - Survey layout and questions

# Classic vs Expressive Websites

 q180045@selby.ac.uk (not shared) [Switch account](#) 

### Practical Activity

#### **Instructions**

Before filling in this survey please take a few minutes to explore both of the websites listed below using the Google Chrome browser and a laptop/desktop:

Website 1 - <https://q180045.github.io/Website-1>

Website 2 - <https://qq180045.github.io/Website-2>

#### **Make sure to do the following tasks on each website:**

- Explore all of the pages in the navigation menu
- View all of the different page layouts
- See how all of the headings and paragraphs are structured
- Use any interactable content that you come across
- View the error 404 page by typing in an invalid page URL:  
(example: <http://q180045/Website/abc>)

#### **OR CLICK THE LINKS BELOW**

Website 1 error page - <https://q180045.github.io/Website-1/abc>

Website 2 error page - <https://qq180045.github.io/Website-2/abc>

Once you've seen both websites enough, proceed to the next section to start answering questions. It is advised to keep the websites open so you can refer to them whilst going through the survey.

Make sure to keep track of which website you're referring to by using the images seen below.

# Classic vs Expressive Websites

 q180045@selby.ac.uk (not shared) [Switch account](#)



## Practical Activity

### **Instructions**

Before filling in this survey please take a few minutes to explore both of the websites listed below using the Google Chrome browser and a laptop/desktop:

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(example: <http://q180045/Website/abc>)

### **OR CLICK THE LINKS BELOW**

Website 1 error page - <https://q180045.github.io/Website-1/abc>

Website 2 error page - <https://qq180045.github.io/Website-2/abc>

Once you've seen both websites enough, proceed to the next section to start answering questions. It is advised to keep the websites open so you can refer to them whilst going through the survey.

Make sure to keep track of which website you're referring to by using the images seen below.

## The homepage for website 1

The screenshot shows a website homepage with a blue navigation bar at the top. The bar contains a shield logo on the left, followed by a 'Home' button, and 'History', 'News', and 'Places' buttons on the right. A 'More' button is located in the top right corner. Below the navigation bar, the text 'Welcome to Selby!' is centered. Underneath, a small line of text reads: 'Selby is a market town and civil parish in the Selby District of North Yorkshire, England, 14 miles (22.5 km) south of York on the River Ouse'. A large aerial photograph of Selby follows, with a green box overlaid on it containing the text 'Learn about our history'. Below the photo are two columns of text. The left column is titled 'One of Yorkshire's hidden gems' and contains two paragraphs of text. The right column is titled 'This is Selby!' and contains one paragraph of text.

Home History News Places More

### Welcome to Selby!

Selby is a market town and civil parish in the Selby District of North Yorkshire, England, 14 miles (22.5 km) south of York on the River Ouse

Learn about our history

#### One of Yorkshire's hidden gems

The town's market town of Selby is home to the stunning Abbey and so much more. From Village and Romans to royal births and death, from the wool trade to knap building and tanning industries, the resilient town of Selby has witnessed it all.

Much of the historical wealth of the town is based upon its position upon the banks of the

#### This is Selby!

Today you can take a tour around Selby, following one of the heritage themed walks available. explore the historical streets surrounding the Abbey, taking in an array of small independent shops and places to eat, or visit the traditional weekly market. Running through the heart of the town, the High Street is also home to several well known banks and high street names.


## The homepage for website 2

The screenshot shows a website homepage with a black background. The text 'Selby has witnessed it all \_' is centered in white. Below the text is a small white circle with a dot in the center. At the bottom of the page, the text 'Click anywhere to continue...' is displayed in a smaller white font.

### Selby has witnessed it all \_

Click anywhere to continue...

# Classic vs Expressive Websites

 q180045@selby.ac.uk (not shared) [Switch account](#) 

\* Required

## Participants Information

Please fill out some additional information required for data analysis.

What age bracket do you fit into? \*

Which of the following best represents your gender? \*

[Back](#)

[Next](#)



Page 6 of 14

[Clear form](#)

## Navigation

Which website has a better navigation system? \*

The navigation system relates to how you access the other pages of the website.

- Website 1
- Website 2

Which website makes you feel most in control? \*

- Website 1
- Website 2

Overall, which website has the best navigation? \*

- Website 1
- Website 2

Please provide an explanation for your overall chosen website \*

Your answer

---

Back

Next



Page 7 of 14

Clear form

## Graphical Representation

Which website uses images better? \*

- Website 1
- Website 2

Which website is more visually attractive? \*

- Website 1
- Website 2

Overall, which website has the best graphical representation? \*

- Website 1
- Website 2

Please explain why you have selected this website overall \*

Your answer

---

Back

Next



Page 8 of 14

Clear form

## Organisation

Which website has a more understandable structure? \*

- Website 1
- Website 2

Which website has the best consistency? \*

- Website 1
- Website 2

Overall, which website utilises organisation better? \*

- Website 1
- Website 2

Please explain why you have chosen this website overall \*

Your answer

---

Back

Next

 Page 9 of 14

Clear form

## Content Utility

Which website keeps you more engaged? \*

- Website 1
- Website 2

Which website has the higher quality of content? \*

- Website 1
- Website 2

Overall, which website has the best content utility? \*

- Website 1
- Website 2

Please describe why you have chosen this website overall \*

Your answer

---

Back

Next

Page 10 of 14

Clear form



## Purpose

Please select the website(s) that you think is suitable for the provided content \*

The provided content is information around the Town of Selby.

- Website 1
- Website 2
- Both Websites

Which website has the best interaction? \*

Interaction relates to any part of the website that react to the users inputs.

- Website 1
- Website 2

Overall, which website has the best purpose? \*

- Website 1
- Website 2

Please justify why you chose this answer overall \*

Your answer

---

Back

Next

Page 11 of 14

Clear form

## Simplicity

Which website has the most optimised load times? \*

Load times relate to the time it takes for the pages to display all of the required content.

- Website 1
- Website 2

Which website has the best layout for displaying the content? \*

- Website 1
- Website 2

Overall, which website had better simplicity? \*

- Website 1
- Website 2

Please explain why you chose that website overall \*

Your answer

---

Back

Next



Page 12 of 14

Clear form

## Readability

Which website is more understandable? \*

- Website 1
- Website 2

Which website had a more appropriate amount of content on each page? \*

- Website 1
- Website 2

Overall, which website had better readability? \*

Readability relates how easy the text is to read in terms of colour, size, and background contrast.

- Website 1
- Website 2

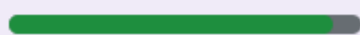
Please explain why you have chosen this answer overall \*

Your answer

---

Back

Next



Page 13 of 14

Clear form

### Conclusion

Which website do you prefer overall? \*

Please consider all of the previously covered elements when deciding your overall answer.

Website 1

Website 2

Please describe why you find this website better overall \*

Your answer

---

Please rate each website element in terms of importance \*

	One of the most important	Required	Nice to have	Not Required
Simplicity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Graphical Representation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purpose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Navigation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content Utility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Readability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Back

Submit

Page 14 of 14

Clear form

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