Has Website Design using Website Builder Fulfilled Usability Aspects? A Study Case of Three Website Builders

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Abstract. *The significance of e-commerce is particularly crucial for businesses. The enhancement of sales can be achieved through the contribution of e-commerce. In the current era of digitalization, it is unnecessary for SMEs to develop e-commerce platforms from scratch. Instead, they can opt for affordable website builders to facilitate their online business operations. However, research on the usability of e-commerce utilizing website builders remains limited. The aim of this study is to measure the level of usability of e-commerce using three different website builders. Three e-commerce websites with different types of businesses were designed using Wix, Weebly, and Ecwid as their website builders. Subsequently, the measurement of usability was conducted through both quantitative and qualitative means using eye tracking, utilizing five metrics, namely accuracy, efficiency, satisfaction, ease of use, and learnability and confusion. Based on the usability measurement, it was found that all three websites have fulfilled almost all aspects of usability. The performance outcome, as a measure of efficiency, was determined by calculating the average time taken to complete tasks which for Wix, Weebly, and Ecwid were 9,72 seconds, 11,16 seconds, and 9,69 seconds, respectively. The duration described above is still considered to be rather brief. However, the satisfaction level for the website utilizing wix.com obtained the lowest score of 56,7. Although Wix offers a wide range of designs, if designer create overly complex designs, their customer level of satisfaction may decrease.*

Keywords: usability, eye tracking, website builder, e-commerce.

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M. Hartono et al. (eds.), *Proceedings of the 4th International Conference on Informatics, Technology and Engineering 2023 (InCITE 2023)*, Atlantis Highlights in Engineering 21,
https://doi.org/10.2991/978-94-6463-288-0_45

1 Introduction

The development of the website changed the way humans interact with information which led to different vector web expansion opportunities, including massive content production [1]. Web is also a crucial factor in various fields, including but not limited to business, academia, manufacturing, and leisure. Consequently, there is a growing apprehension regarding the methodologies employed in website development and the caliber of information dispensed [2].

Business has a strong correlation with e-commerce. The development and strategy of electronic commerce have been in existence for a considerable period. Joseph Wen et al [3] have conducted a study pertaining to two distinct strategic designs for e-commerce websites that have been in place for the past two decades.

During the Covid-19 pandemic, E-commerce has experienced significant growth and development. The COVID-19 pandemic has led to the emergence of E-commerce as a global trend in international trade [4]. Recent research conducted in China has revealed the existence of a substantial number of online retail platforms, particularly e-commerce to the agricultural sector. It has been observed that micro- and small-sized e-commerce establishments exhibit a comparatively higher rate of sales growth as compared to their larger counterparts [5].

The field of e-commerce is poised for significant expansion and technological advancements, as it continues to gain prominence in the business landscapes of both developed and developing country [6]. E-commerce has emerged as a novel medium of commerce in the 21st century, with the potential to facilitate the growth of small and medium-sized enterprises (SMEs) and augment the risk management capabilities of enterprises [7].

Websites are a crucial component in e-commerce as they serve as a means of both enticing and retaining prospective virtual clientele. Communication channels between customers and sellers are crucial and can serve as the primary interface between a company and its customers as well as the broader community [8]. The process of creating a website necessitates a multitude of prerequisites, particularly in the context of electronic commerce. The creation of a successful website requires attention to various aspects beyond just aesthetic design. These include the selection of appropriate payment platforms, effective management of security measures, and informed technology decisions. Additionally, the utilization of implementation tools such as PHP and MySQL are necessary to develop dynamic web pages that enable meaningful interaction with site visitors [9]. The integration of various technologies is imperative for the development of a robust system. These technologies include multi-tiered architecture, server and client-side scripting techniques, implementation technologies such as ASP.NET, programming language (such as C#) and relational databases [10].

The advancement of technology has facilitated the process of developing e-commerce websites, rendering it a more straightforward task. An approach to creating a website is to utilize a website builder or an e-commerce platform for design purposes. Rouse stated [11], browser-based tools known as website builders enable users to create websites without the need for manual code editing. The website builder can be classified into two distinct categories, namely online and offline software. The utiliza-

tion of online website builders, such as Weebly and Wix, is centered on the Software as a Service (SaaS) concept. This model involves the hosting of applications by a vendor or service provider, which are then accessible to customers over a network, typically the Internet.

Numerous website builders are available for use, such as wix.com, weebly.com and ecwid.com. The cumulative number of registered users for the aforementioned three platforms up until 2022 are estimated to be approximately 200 million [12], 25 million [13], and nearly1 million users [14], respectively. Wix.com has been utilized as one of the e-commerce platform designs in the study. Wix is widely regarded as a user-friendly and accessible application that offers practical functionality. Affordable professional website designers are deemed suitable for both established and emerging businesses that prioritize user-friendliness, accessibility, and practicality [15]. Weebly was employed as a website development tool that can be subject to modifications by its employees. The website design created using Weebly was deemed satisfactory by all parties involved [16]. Numerous e-commerce platforms have the capability to be seamlessly integrated with various social media channels. For instance, Ecwid has the ability to be integrated with Facebook. E-commerce has been strengthened by the utilization of tools that facilitate the incorporation of e-commerce functionalities, including catalogs, shopping carts, and payment alternatives, into social network pages. This enables the establishment of digital stores within these networks. Payment and Ecwid are two instances of e-commerce applications that can be found on Facebook's list of available tools [17].

As previously stated, it is evident that there exists a substantial user base for website builders, indicating that users perceive them to be user-friendly and cost-effective for small and medium-sized enterprises. The objective of this study is to demonstrate the efficacy of utilizing eye tracking in conjunction with Geisen and Bergstrom's Quantitative and Qualitative Usability Metrics to evaluate the usability of three websites [18].

The eye tracking methodology has been widely utilized to investigate the user experience of website users. Nevertheless, the extent of usability testing in e-commerce, particularly with website builders, remains constrained. Usability testing has been carried out on various websites that were designed from scratch, without the use of website builders. For instance [19], usability has been conducted for analyzing of user interest in tourism websites. The findings of this study indicate that individuals exhibit a greater inclination towards visual stimuli as opposed to textual content.

The utilization of an eye tracker to conduct user experience measurements yields eye movement data that can be systematically monitored and documented. This phenomenon exhibits a strong correlation with the cognitive processing activity of the individual over a period of time, as posited by Rayner [20]. The cognitive capacity of an individual is intricately linked to their engagement with website pages, encompassing factors such as the intricacy of the page in relation to the duration of task completion and the critical data that the user is required to divulge. The measurement and analysis of visual attention interaction can be conducted through the utilization of gaze plots and heat maps, as posited by Nisiforou et al [21].

The present study focused on the assessment of three websites that were constructed utilizing Wix, Weebly, and Ecwid. The aim was to determine the adequacy of website builders in terms of usability, utilizing five metrics, namely accuracy, efficiency, satisfaction, ease of use, and learnability, as well as attention and/or confusion, both in quantitative and qualitative terms using eye tracking [18].

In order to obtain quantitative data, particularly with regards to complete fixation time (CFT), time to first fixation (TFF), and number of fixations (NF) within the Area of Interest (AOI), is of utmost importance. The measurement of the duration of visual attention within an Area of Interest (AOI) is commonly referred to as CFT. The Time to First Fixation (TFF) metric quantifies the duration required for participants to visually fixate on an Area of Interest (AOI) for the initial instance. NF is a metric that quantifies the frequency of fixations made by participants while observing an area of interest (AOI) [22]. The Area of Interest (AOI) is a region that exhibits the greatest concentration of visual attention and can be analyzed objectively without any subjective factors, as reported in reference [23].

2 Material and Methods

Three websites were developed utilizing diverse website builders, as shown in Table 1, in preparation for carrying out measurements for usability testing via eye tracking. Figures 1, 2, and 3 depict the three websites, namely MiPet, MyTree, and Game Center Accounts, respectively.

Table 1. displays the three websites along with their respective business types.

No	Business Name	Description	Website Builder
1	MiPet	Mipet is an online platform designed for pet matchmaking purposes, with an additional feature offering grooming services.	Wix.com
2	MyTree	My Tree is a digital platform that facilitates the connection between providers of tree rental and maintenance services and individuals who desire to plant trees but face obstacles such as lack of land or unfavorable environmental conditions.	Weebly.com
3	Account Game Center	The Account Game Center serves as a platform for the exchange of game accounts, providing a secure and streamlined process for the buying and selling of such accounts.	Ecwid.com

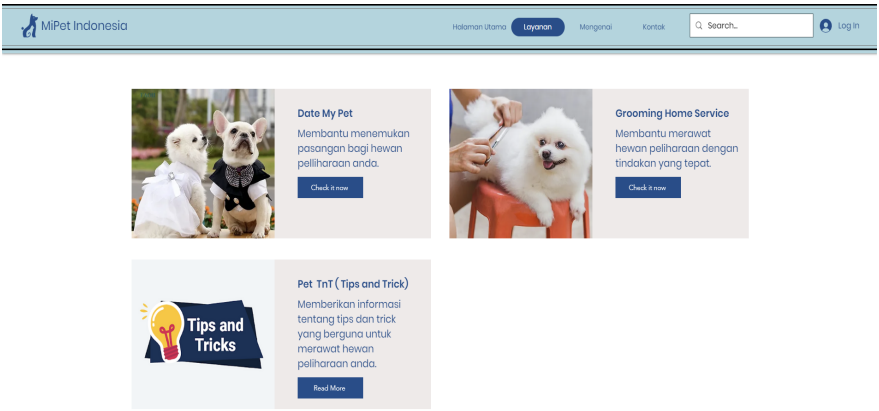

Fig. 1. Design Mipet Indonesia using wix.com

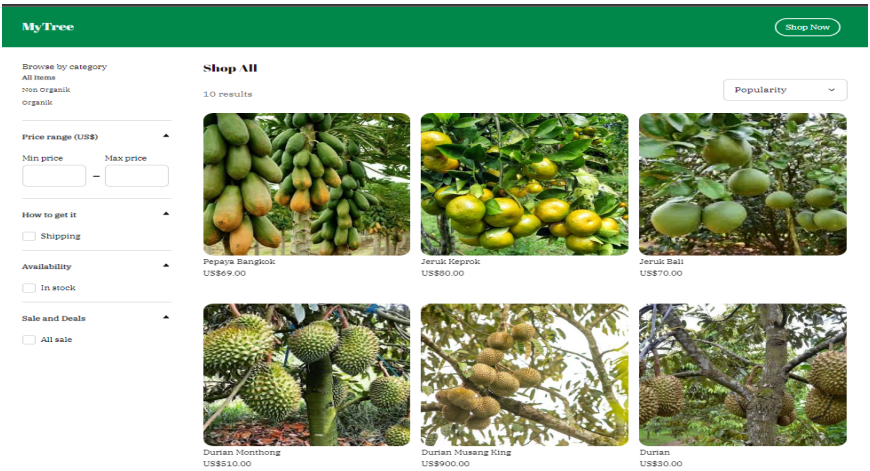

Fig. 2. Design MyTree using weebly.com

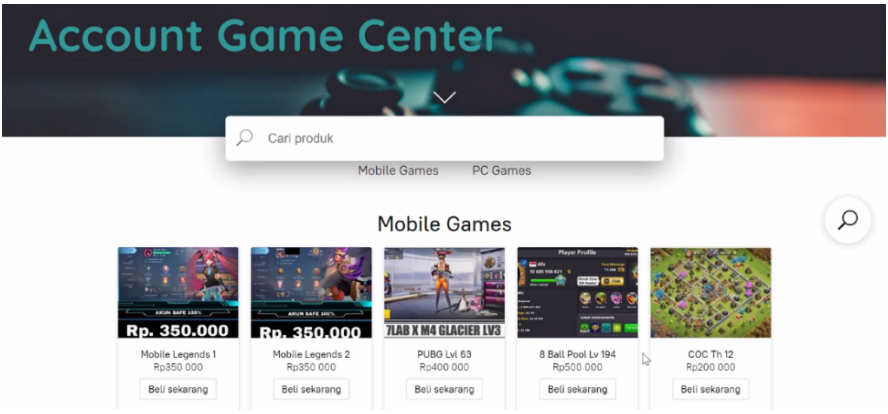

Fig. 3. Design Account Game Center using ecwid.com

The following is a description of the experimental protocol for the eye tracker. The Gaze point eye tracker was utilized to record eye movements. The eye tracker produces unprocessed data on the location of gaze points, with a frequency of 60 Hz corresponding to the camera's field rate. Place GP3 in a centralized position beneath the screen, with its bottom edge as proximate to the lowermost edge of the screen as feasible. The distance from the user is approximately equivalent to the length of an arm, specifically 65 centimeters. The device was positioned at an angle that was approximately 40 cm below the level of the eyes and directed in an upward direction towards them. Prior to conducting the experiment, it is necessary to calibrate the eyes of the respondents [24]. The data acquired will be subjected to analysis through employment of the Gaze Point Analysis system. This methodology offers a robust approach to gathering and evaluating eye-tracking information. Various visualization techniques can be employed for the purpose of gaze analysis, including but not limited to gaze replay, gaze plots, heat maps, and area of interest (AOI), as documented in reference [25]. In the context of iterative usability testing, a typical requirement for a single round is a small sample size, typically ranging from 5 to 10 participants. Modifications are implemented in accordance with the discoveries, and subsequent evaluations are conducted, and this cyclic procedure persists until the usability is optimized, or until no further knowledge can be gained, or until a product deadline is imminent [26]. Therefore, this study recruited 6 different participants for each website.

As previously stated, this investigation employed three websites as the subject of inquiry. The study's participants were instructed to complete a set of 5 to 6 tasks, as presented in the Table 2 below. The assigned tasks vary across websites due to variations in their designs and business models. However, the objective of assigning the task remains unchanged, which is to assess the usability level of each website by analyzing the fixation patterns and response of individual respondents.

Table 2. Task Given for three websites

MiPet	MyTree	Account Game Center
1. Look for grooming features for dogs	1. Sign up on the website,	1. Search and find PC Game and Mobile Game Categories
2. Look for the TnT pet feature	2. Search for non-organic categories	2. Where can you contact this store?
3. Find Address	3. Search for Musang King Durian in the category	3. Use the search feature and search for the keyword Game Name “Valorant”
4. Look for Testimonials	4. Purchase 2 Jeruk Bali (pamelo fruit),	4. How can you find the product description
5. Try logging in	5. Highlight the price of Papaya Bangkok	5. Read the description of Game Account PUBG Lvl 63
	6. Highlight the contact person contacted when buying the Musang King Durian.	

Upon completion of the task assignment, an analysis was conducted utilizing eye tracking measurement metrics that have been adapted from Geisen and Bergstrom [18]. These metrics are outlined in detail in Table 3. The time to first fixation (TFF) metric is utilized to gauge the duration taken to accomplish a task, as the assigned task solely involves browsing through menus, services, making purchases, and the like, without necessitating any typing activity from the respondent. The fifth metric employed is confusion. Analogous to the preceding rationale concerning tasks, it is expected that visitors will fulfill tasks solely until they encounter the AOI that has been generated. The presence of confusion among respondents can be attributed to the frequency of time views (complete fixation time/CFT) and excessive fixations (number of fixation/NF) within the area of interest (AOI), indicating that the design may not be optimal in its effectiveness.

The assessment of satisfaction was conducted through the utilization of the System Usability Scale (SUS) [27]. In order to derive the satisfaction metrics, respondents were requested to assign a numerical value ranging from 1 to 5 to each of the 10 template questions provided, reflecting their degree of concurrence. In relation to the calculation process, we implemented a deduction of one point from the overall score for each question with an odd numerical value. Additionally, we subtracted the numerical value of each question with an even number from a fixed value of 5. Subsequently, the aggregate score was calculated by adding the newly obtained values. Following that, a multiplication procedure was executed using a factor of 2.5. The grading scheme stipulates that scores of 80.3 or above correspond to an A grade, as per the established overview. It is noteworthy that a grade of C can be achieved with a score of approximately 68. It is important to note that a score of 51 or lower would result in a failing grade. It is recommended to prioritize usability and promptly address the issue at hand [28].

Table 3. Metric Quantitative dan Qualitative measurement

Metric	Quantitative Usability Measure	Qualitative Usability Measure
Accuracy	Percent of tasks completed successfully	Description of errors while completing task
Efficiency	Time to complete task (TFF)	First click and click pattern
Satisfaction	Satisfaction ratings using SUS: System Usability Scale [27]	Comments and responds while completing the task (verbalization and reactions) related to usage satisfaction
Ease of Use and Learnability	Difficulty rating using the question of ease of use and learnability in completing assignments.	Comments and responds while completing the task (verbalization and reaction) related ease
Confusion	Complete fixation time (CFT) and number of fixations (NF)	Responses to follow up questions from moderator and eye tracking heatmap

3 Results

As delineated in the methodology section, a total of five metrics were utilized to assess the usability of three distinct websites constructed through three disparate website builders. Each metric will be comprehensively expounded upon, both in quantitative and qualitative terms.

3.1 Accuracy

In quantitative terms, accuracy can be assessed by calculating the percentage of successfully completed tasks. Based on the outcomes of the eye tracking analysis, it could be inferred that the MyTree and Game Center Accounts website exhibited optimal performance, as all participants were able to successfully accomplish the assigned tasks without encountering any mistakes. Although the MiPet findings yielded a favorable outcome of 98.33%, it is worth noting that one participant was able to access the third task page but was unable to complete it.

In qualitative terms, the participants were able to promptly identify the appropriate webpage for the three websites when fulfilling their tasks. This resulted in error-free completion of both the MyTree and Game Center Accounts website. According to the experimental findings, it was observed that a participant encountered a minor error while performing task 3 in MiPet. Specifically, the participant inadvertently clicked on the address feature located on the same page.

3.2 Efficiency

As previously indicated in the methodology section, time to first fixation (TFF) serves as a quantitative measure of task completion time, as presented in Table 4. The efficiency achieved across the three websites' tasks was generally favorable, with notable success observed in the Game Center Account domain. The average time taken for Mipet to complete task 4, which involves searching for testimonials, is 31.65. This can be attributed to the fact that the testimonials are not readily visible on the homepage, but rather on the “service” page. If a testimonial is deemed significant, it ought to be positioned on the homepage. In task 4, MyTree website exhibited the highest time consumption, with a duration of 15.37 seconds. The purchasing of two Pamelo fruits (jeruk bali) involves multiple stages. Distinguishing between the task of searching for or highlighting and the present task is essential. Hence, it is deemed justifiable for the latter task to require the most amount of time. However, the aforementioned duration is still deemed to be relatively short.

Qualitatively, first click is often useful for measuring efficiency. This can highlight a navigational issue—whether people can get started on the right track to complete a task [18]. Almost all tasks on the three websites, first clicks made by respondents and click patterns were straight forward. because the placement of words and logos on the homepage makes navigation easier. In certain instances, respondents may inadvertently make erroneous clicks on pages that are not intended. However, they are able to rectify this issue by utilizing the back feature once they have recognized the mistake. Similar to other quantitative explanations, MiPet lacks appropriate navigation for

testimonials in relation to assignments, leading to confusion among respondents who seek them. Here it can be seen that the first click that was made was not appropriate and most of the click patterns were irregular in task 4. Respondents tended to search testimonial in all menus by clicking it because the respondents were confused in the search.

Table 4. presents the task completion rates for every task across three websites using the Time to First Fixation (TFF) in second

Website	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6
MiPet	6,47	3,31	5,32	31,65	1,85	-
MyTree	6,78	10,24	12,27	15,37	10,61	11,72
Account Game Center	8,75	8,95	10,10	9,95	10,70	-

3.3 Satisfaction

Based on the System Usability Scale (SUS), the level of satisfaction among respondents varies across the three websites. Notably, the MiPet website received the lowest satisfaction score of 56.7. As per the respondents' evaluation, the website exhibited a convoluted visual interface, necessitating their reliance on external support to navigate it, and demonstrated a complexity. The MyTree score currently stands at 76.3, however, it has not yet attained the threshold of 80.3. The MyTree website has potential for further improvement as users have expressed a lack of confidence in utilizing its features. The website for the Account Game Center was perceived as simplistic and primarily geared towards facilitating purchases. As per the responses received, the usability quotient was deemed satisfactory by 93.3% of the participants.

Based on qualitative analysis of user feedback and responses during task completion, including verbalizations and reactions, there were no negative comments regarding usage satisfaction across all three websites trialed. The respondents experienced confusion solely on the MiPet platform, particularly in their quest for testimonials. Some respondents explicitly conveyed their confusion by commenting on the platform and inquiring about the location of the testimonials.

3.4 Ease of Use and Learnability

Based on the quantitative data provided by the six respondents, it can be inferred that the assigned tasks were completed with ease, as evidenced by scores exceeding 88. Notably, MyTree received a perfect score of 100, as indicated in the Table 5.

Based on qualitative measurement, the participants expressed that the assigned task was relatively effortless to perform due to the user-friendly nature of the website's buttons, fonts, and overall visual design. Throughout the trial period of website usage, most participants were able to successfully accomplish their assigned tasks without any assistance. The data suggests that the website is comparatively comprehensible, notwithstanding a few participants who encountered some challenges in locating specific functionalities.

Table 5. percentage of ease of use and learnability from three websites

Website	Ease of Use	Learnability
MiPet	89,52	88,57
MyTree	100,00	100,00
Account Game Center	95,24	92,86

3.5 Confusion

The technique of eye tracking is frequently employed as a means of quantifying the degree of focus. Including the Area of Interest (AOI) in task objectives facilitates the evaluation process. The Table 6 illustrates the correlation between complex fixation time (CFT) and number of fixation (NF) on the three websites. This observation can be attributed to the fact that participants, upon reaching the AOI, exhibit a clear understanding of the designated task without experiencing any confusion. This is due to the clarity of the fonts and images featured on the website.

Qualitatively, there was no significant response observed in the follow-up question or task. According to the analysis of the Gaze Plot and Heat Map, it can be inferred that the typical participant's visual attention was initially drawn towards images that possess a considerable size and visually appealing or attention-grabbing hues. Subsequently, the respondents proceed to focus on and peruse the accompanying text. Hence, in the event that the participants were tasked with the responsibility of searching for merchandise, highlighting the product, and purchasing them, efforts are made to ensure that the visual representation does not overpower the display and the font size is increased to enhance legibility.

Table 6. Confusion in three websites based on complete fixation time (CFT) and number of fixation (NF)

Website	CFT	NF
MiPet	1,01	3,72
MyTree	0,67	2,22
Account Game Center	1,72	4,267

4 Discussions

The objective of this research was to assess the efficacy of website builders in terms of usability, employing both quantitative and qualitative measures through the utilization of eye tracking technology. This study employed five metrics. The analysis of the results indicates that the data is capable of substantiating this evaluation. The practical ramifications of this study's findings are relevant to anyone engaged in amateur web-

site design, as they yield favorable outcomes in usability testing. There exists a wide array of website builders available to designers, who can make their selection based on premium plans that are contingent upon pricing and offer various features such as custom domains, bandwidth, storage space, templates or themes, as well as eCommerce and social network integration. Nevertheless, it should be noted that a website that incurs more costs due to its inclusion of additional features does not automatically guarantee consumer satisfaction, particularly if the designer employs excessively intricate and convoluted design elements.

In this study, the researchers noted that the impact of varying assignments was not observed, thereby suggesting the need for further investigation. Despite the fact that different websites were designed by different individuals, the tasks assigned were set up to facilitate a more comprehensive comparison of website usability. It is important to note, however, that the design of websites is inherently influenced by the individual designer.

5 Conclusion

Presently, the website holds significant importance across multiple domains, particularly in e-commerce. At present, the process of website design does not necessarily entail a comprehensive consideration of various factors, including but not limited to the selection of suitable payment platforms, the implementation of robust security measures, and the making of informed technology-related decisions. Small and medium-sized enterprises (SMEs) have the option to utilize a cost-effective website builder to create e-commerce websites. Effective design can significantly impact a company's sales, making it imperative to conduct a thorough evaluation and development of the website. The present study effectively assessed the websites of diverse business concepts utilizing three distinct website builders. The website design for MiPet was created using the platform Wix.com, while the design for MyTree website was developed through Weebly.com. Additionally, the website design for the Account Game Center was constructed utilizing the platform Ecwid.com. The assessment employed comprises five distinct metrics, specifically accuracy, efficiency, satisfaction, ease of use, and learnability and confusion. This research has elucidated the employment of both quantitative and qualitative measures across these five metrics. Similarly, akin to the confusion parameter, participants did not experience confusion regarding the area of interest (AOI) designated for accessing services, product descriptions, purchases, and other related tasks as per the assigned objectives. The outcomes exhibit a slight deviation from the efficiency measurements. Overall, the proficiency level of participants in task completion was deemed satisfactory, albeit variations were observed across certain assigned tasks. The efficacy of retrieving testimonials from MiPet was deemed suboptimal owing to the placement of testimonials that are incongruent with the navigation, as well as the protracted duration of the task that requires respondents to purchase goods on MyTree. There are satisfaction metrics that exhibit significant variations in their outcomes. The MiPet design was deemed unsatisfactory by the respondents due to its complex appearance, requiring assistance in operation, and

inconsistency, thereby necessitating improvement by business actors. The MyTree in question did not achieve an exemplary grade or attain optimal levels of satisfaction, particularly due to the oversized product images in relation to the product descriptions, which posed readability challenges. The respondents who possessed an Account Game Center expressed high levels of satisfaction with the website's straightforward and uncomplicated design. The present study suggests that the three websites developed with distinct website builders exhibit commendable overall usability. However, it is noteworthy that wix.com, which offers a wider range of features and design options than its counterparts, demands judicious employment of its design elements to avoid overwhelming complexity and ensure user-friendliness.

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