

INVESTIGATION OF IMPROVING USER INTERACTION ON WEBSITES

P.D.C. Ranaweera and R.P.T.H. Gunesekara

Department of Computing and Information Systems, Faculty of Applied Sciences, Wayamba University of Sri Lanka, Kuliyaipitiya, Sri Lanka
Corresponding author: diluurana@gmail.com

Currently, user interaction on computer applications is one of the most concentrated research area in computer science and also it is one of the most important parts to consider when developing a web application or a desktop application. It induces users to use web sites or software packages in a friendly environment and creates the user loyalty on computer applications. This research based on finding important factors to improve the user interaction on websites, created by a software and internet application development company in Sri Lanka. The main objective of this study is to improve the quality and standard of websites by combining data security, functionality together with user interaction features. This study was conducted as a survey among web users who are involving with main business process of the organisation; they are employees, trainees and students. User interaction features were obtained by providing questionnaires that mainly focused on user expectations of functional and non-functional requirements of a website. The user satisfaction, included functions and features on created websites were checked in the experiment. According to the results of the study, factors affecting user interaction are image galleries, automatically generating notices and user profiles. Those are identified as user expected features on a web application. The organisational theme is expected as the colour of the web application in the organisation. Also user expecting functions on websites are data searching, data inserting, updating, deleting and downloading images and reports etc. Functions and features already included on created websites are also identified, they are; data encryption on when storing data in database, user levels, creating user logins by administrator, displaying links for previously accessed pages, number of average clicks to find web pages and fast downloading facility. Considering those findings user interaction features were redesigned to a particular website and general layout is provided. Finally, this research suggests solutions to improve the quality and standard of the websites with the user interaction features and it provide more benefits to organisation.

Keywords: Features, User interaction, User satisfaction, Websites