

# Exploring The User Experience In Fashion E-Commerce Platforms Through The Implementation Of Haptic Feedback.

Author: Aarshiya Afsheen Moahmmed Kaleem

## Abstract

This thesis examines how haptic technology may help fashion e-commerce. Literature, surveys, interviews, and prototype testing reveal the primary pain points caused by not being able to see fabrics before buying. Results indicate that haptics can mimic tactile properties, potentially addressing issues like high return rates. Although there are limitations in haptic feedback integration for mobile, more research needed to improve consumer confidence and lower returns by improving product evaluation for mobile device.

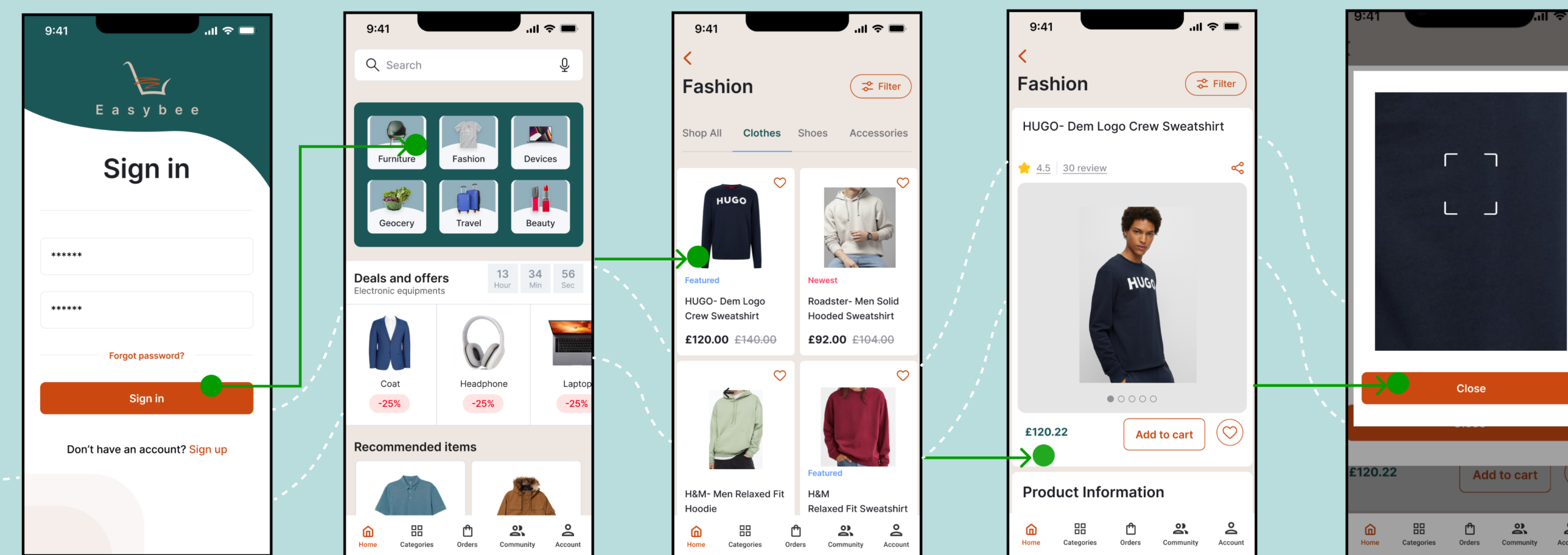
## Introduction

Fashion e-commerce has grown, as consumers shift from brick-and-mortar stores. Due to the inability of personally inspect products before purchasing, the fashion industry encounters particular challenges in e-commerce. High return rates, poor customer trust, and financial losses result from this. Improving user experience is crucial for fashion retailers to remain competitive as consumers increased satisfaction.

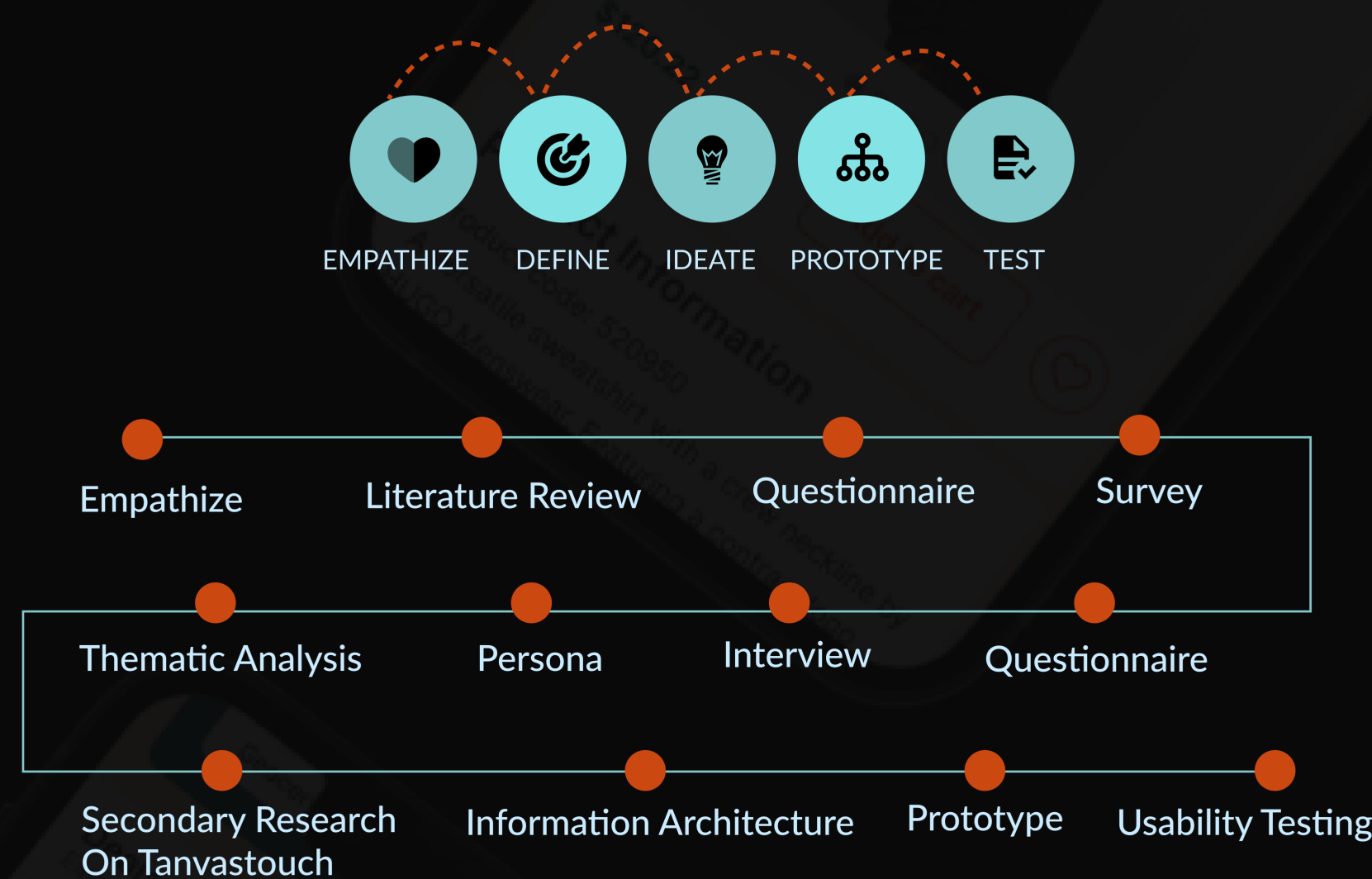
## Retail Experience



## Online shopping

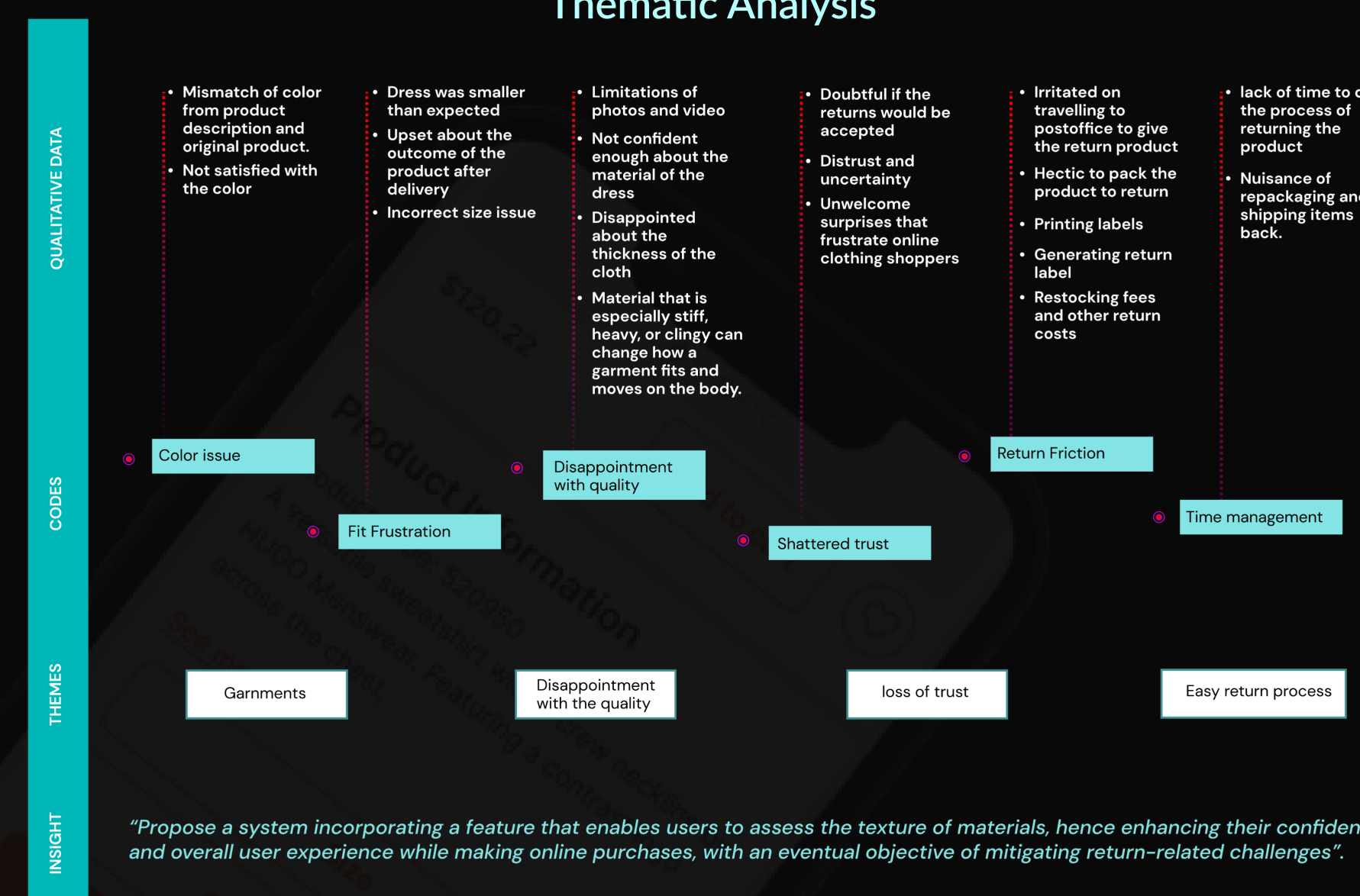


## Study Methodology



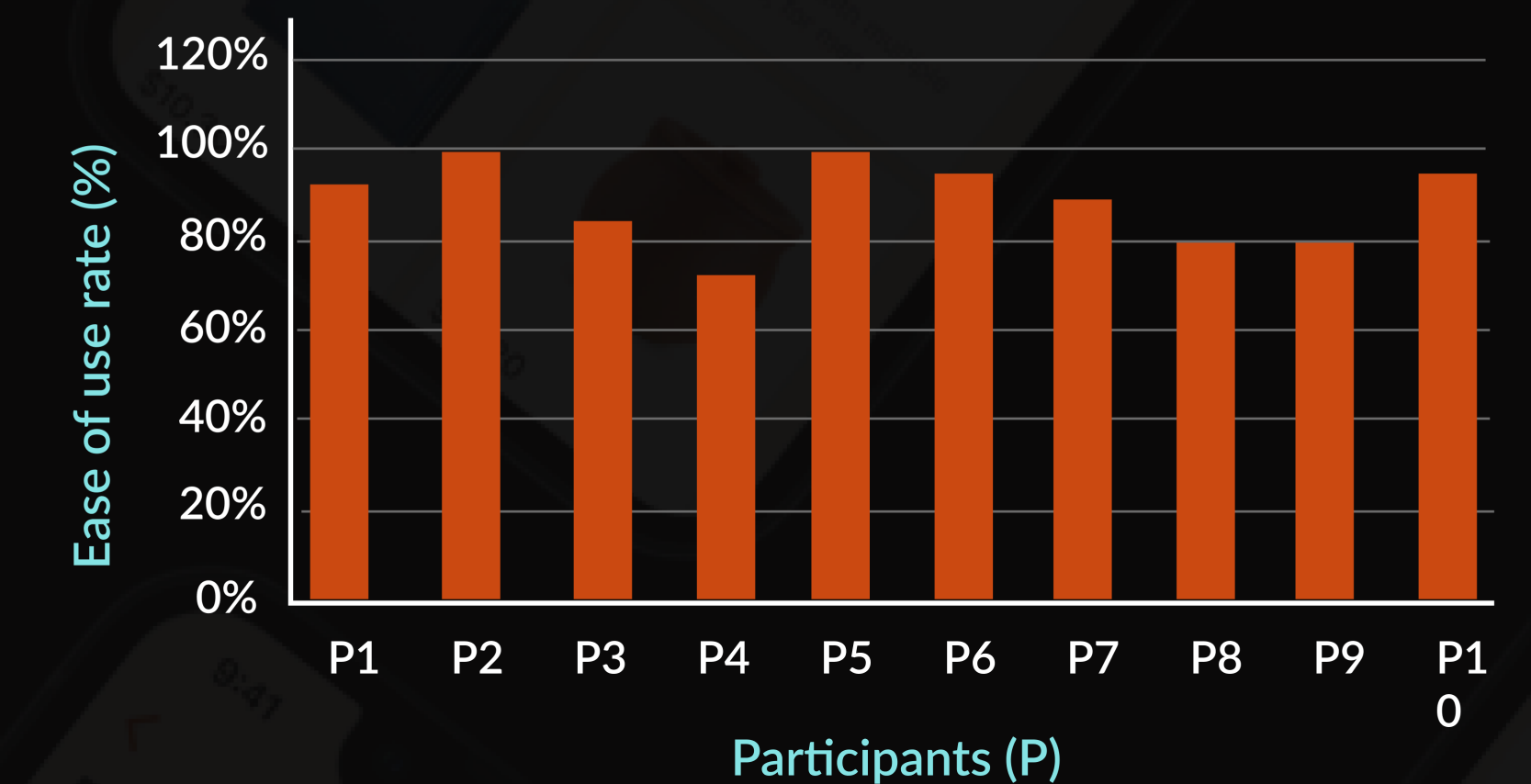
## Research Results

### Thematic Analysis



## Testing and Evaluation

### Ease of use rate (%)



The rate of ease of use is approximately 90% on average. The difficulty in locating or comprehending the "check texture" feature was by far the most prevalent problem that users encountered.

## Conclusions and Future works

This study concluded that tactile feedback in fashion e-commerce increases customer satisfaction and decreases returns. User study with more participants and test on actual tanvastouch devices is recommended to evaluate effectiveness and impact. To use haptic technology like TanvasTouch, mobile device limitation must be investigated. Haptics' potential in e-commerce needs further study.