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HOW VISUAL DESIGN INFLUENCES IN CONVEYING MESSAGES TO CUSTOMERS

Case: Design Mobile Landing Pages for RoarBike

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ABSTRACT

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The purpose of this study is to figure out a suitable solution for RoarBike to design its landing pages. Understanding the main role of the landing page which is the driving factor to increase in conversion rate, this study was conducted to understand customers' insight and discover how to deliver messages to customers by applying visual design. The data was collected and analyzed descriptively by applying different analysis tools.

Different aspects and knowledge in design were identified and analyzed based on the combination of quantitative and qualitative research to give a bigger picture for the company and other researchers in the field. Data collected by the survey through private messages and email with target age groups from 15 – 50 in different regions of the world.

The results of the research suggested different approaches and further research to the case company and to other stakeholders. Further research and redesign for RoarBike were offered with the aim to meet the expectation of target customers of the business. The company can get benefit from this study to collect feedback from respondents and to conduct further research for its web page.

Keywords	Visual Design, Marketing Message, Landing Pages

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LIST OF ABBREVIATIONS

B2B.   Business to Business

CTA.   Call to Action

SMILE Simple-Memorable-Interesting-Link to Brand, Emotional

SPSS   Statistical Package for the Social Sciences

LIST OF APPENDICES

1   INTRODUCTION

Digital technology plays an important role in creating messages and interaction in a fundamental way and becomes a part of everyday life. The development of digital technology, digital automation, modern application, and internet activities brought different and interesting activities to the global mass market. The research will focus on introducing visual design and how visual design affects the way people perceive companies' messages and how mobile landing pages with graphics and colors that have an influence on the user's experience and emotion that leads to online shopper' actions and decision-making.

In the past, to advertise for customers, companies used posters, banners, newspapers, public boards, or billboards. However, one of the effective presences in the digital world is a website that is considered as a useful channel to increase the rapid traffic for the company besides other traditional types of advertisements.

The work is done for the client Roar Bike with the objective to make mobile landing pages for a bike manufacturing company that contemporary bicycles sell exclusively from their own websites and to illustrate how good landing pages have positive effects on enhancing online shoppers' experience. The report will provide a general description of visual design, marketing message, and example of landing pages for the mobile version. The thesis attempts to provide Roar Bike's customers with simple but elegant landing pages for mobile applications.

During the implementation and design process, user interface design, graphical elements, and colors will be applied in the project. For Roar Bike, this is a crucial process to make a good impression on potential customers since a landing page is where visitors will pay a visit through a search engine. Therefore, it is the first impression for visitors to get general and basic information about unfamiliar companies and also support for a business to achieve the goals. Increasing the number of visitors to web pages can be done in various ways, for example, optimization for search engines, buying more traffic to increase visitors; however, more efforts should be made in creating and improving the company's landing pages.

The content of the thesis will be structured as follow. For the first chapter, the author will introduce the background of the thesis topic, present some similar topics, difficulty, and limitations involved in the thesis process. The second chapter will define the principles of visual design, marketing message, online marketing mix, landing pages including basic principles, the process of visual design, and how to have effective and successful landing pages. In chapter three, the research methodology will be presented together with user testing and interviews as methods for testing the landing pages. In addition, chapter four presents the final project that aligns with the final landing pages for Roar Bike on the mobile version. Chapter five will illustrate the result from the survey questionnaire and analyze the collected data and in the final chapter conclusion and results are made based on the research and findings.

1.1 Background of topic and earlier research

In the world of globalization and digitalization nowadays, digital marketing plays an undeniable role in promoting and attracting all types of customers. A visual landing page is a part of websites that contributes to the conversion rates and matches modern buyer's behavior and is blooming globally and digitally. The main idea of the thesis is to apply the design aspects as a part of the user interface to a bicycle company and to observe how customers experience these elements in a complete landing page for the mobile version. The ideas come from the author's experience when studying some essential user experience and user interface courses for marketing how visual design elements support customers in finding answers through search engines, booking flights, or online shopping. These are considered as the essential features that together create products and services that provide customers consequential experience. The main target audience is online shoppers and can be anyone that has the potential in browsing websites and making purchase decisions. Since the marketing department cannot make huge changes by itself, sales managers and business owners can also find useful and valuable information in this thesis to understand more about customer opinion. Some previous research that also illustrates the important role of the visual design in marketing was found by the author as "Enhance Search user interface of an Asset Management". The topic was written by Siddhant Gupta that exploring the concept of search user Interface on a deep level to understand the industry standards and research previously. This thesis well defined the prototype of a search user interface to identify the problems of a website, such as a lack

of features, search criteria to evaluate customers' perceptions and opinions. This topic is not exactly close to the author's topic however, from this topic what the author has gained is to know the important steps of the search user interface to gain a better insight of customer opinions and to increase user's productivity.

Another well worth mentioning topic is "Effective user Interface design for Consumer Trust" which was written by Xiling Zhou and Xiang Chun Liu. The thesis analyzed user interface interaction in the accelerating stage of e-commerce. The thesis clarified the points where e-commerce requires more trust than traditional shopping with an effective visual design of the user interface. By understanding the crucial role of e-commerce it illustrates the relationship between visual design and trust then it takes to all the decisions of buying products later for the customers. As the thesis stated that user interface is the system to online users that also a fundamental reality of development thus, to have the impression on the website, beautiful graphic design and layout can directly affect the acceptability and also the usage of the system. From this thesis topic, the author understands better that different visual design can also reduce customer confidence and recreate a barrier to the growth of e-commerce. This thesis may not have many ideas for the author's thesis in terms of a mobile landing page, however, based on what was analyzed here of how to build the initial trust in B2C e-commerce, the author will have clear ideas to design and interactive appearance for the product and also focus on how to select design elements for the Roar Bike's project.

Another thesis topic that the author analyzed was "Improving User Experience and User Interface on the Havusport Website". The thesis was written by Rykanova Olga in November 2015. The thesis analyzed improving user experience is such a crucial step in increasing the interaction of the users. Since the user interface has a strong relationship regarding how it works closely and to understand in-depth what the user needs or the company standards and other criteria. Since this is a practice-based thesis that the author created a user interface online for a company name Havusport then it is similar to the author's plan is to design a mobile landing page appearance for Roar Bike to attract more potential buyers. Conducting a survey to collect background information from the mobile's user then review the content and finalize the product phase. For the thesis, what the author is really into is how to point out the existing problem of the interface as well

as the lack of consistency between elements and "visual noise" or functionality and poor structure of the mobile landing page. From this thesis, the author discovered various important ideas to avoid the actual user interface development, understand both negative and positive feedback that help perceiving the user experience from the customers' point of view.

1.2   Research limitations

Regarding different aspects of the study, there are also some limitations and challenges that the author might have for research writing. The limitations are clearly defined as the time needed for conducting long research from professionals in the field. The thesis gives a practical view to understanding customers' conversation by building a mobile landing page to test customers' experience and to analyze its performance from the user's perspective. Another challenge for this thesis is the lack of previous research on customer experience from browsing a landing page and giving critical feedback on how to improve the landing pages to attract the customers. Some of the research is more focusing on general design and visual design plays a vital in enhancing customer online shopping. Therefore, to find more sources for visual design the author has to pay extra effort in researching the visual design aspects in marketing which is relevant in the researcher's field.

Due to the development of e-commerce online shopping plays a vital role in contributing to analyzing trust and customers' experience. Therefore, by paying attention to the webpage, mobile applications create a convenient environment for customers, and also it is a competitive advantage for the company. Though, designers and marketing professionals need to provide different ideas and design patterns for the mobile landing page in the project in order to learn the best customer experience regarding the positive feedback, visit company websites, or make purchase decisions.

To create an attractive and functional landing page, the author needs to involve various elements from animations, icons, graphics colors, campaign and call to action. Although, animation as a tool for engaging customer's experience, and attention has not been studied thoroughly. Therefore, the thesis is to indicate how these elements can be applied for interacting and directing attention from Roar bike potential customers and the testers.

1.3   Gap in knowledge

To conduct the thesis the author has been analyzing other similar reports and thesis since what the author mentioned in the topic is to create a landing page for a mobile phone application and test it with the users. Therefore more deep knowledge about user interface and user experience that the author does not understand professionally. By reading more other sources and books the author will get more knowledge in the field. However, some practical aspects that the authors need to learn by working on various projects to experience more skills and understand the taste of users. Besides, learning to design for landing pages by Adobe XD is important for the author, since it supports what the author has learned by apply theory into practice.

1.4   Aim of the research

The aim of this research is to understand user opinion based on their experience after using a landing page to see how visual language has a positive influence in conveying messages to customers which leads to further decision making. This thesis discusses the role of mobile landing pages in a way that creates meaningful conversations for customers in an international context. This study relates different knowledge concerning the dimensions of customer experience, visual elements, marketing messages, and customer perception.

Four supporting research questions also need to be identified:

Why are mobile landing pages an indispensable part of marketing that creates good flow for customer conversation and the best customer experience?

How do customers perceive messages through the landing pages?

How does a company use visual design to convey messages to customers?

What should companies consider when managing visual design in marketing?

2 VISUAL DESIGN AND MARKETINGF MESSAGE

2.1 Principles of visual design

2.1.1 Basic principles of visual design

Visual design plays a vital role in conveying information thus understanding the principles of visual design contributes to the success of the company's sale and interaction rate. The purpose of visual design is to improve and shape the experience of users by using the effects of illustrations, photography, typography, spaces, colors. Since visual design focuses on the aesthetics of products it helps build trust and interest in making purchasing decisions. However, there are different taxonomy of visual design ranging from illustration, photographic, modeled, animation, video, and virtual reality that is defined by Clark and Lyon (2004). In this thesis, the author will focus on delivering landing pages for mobile applications in which the project will be tested by non-moderated users to understand their experience. Several functions of visual designs are identified as decorative, representational, organizational, transformational, interpretive, and relational according to Clark and Lyons (2011). Since the purpose of the report is to test user experience on mobile landing pages the author also considered the cognitive aspects of the pages but also emotional aspects as they are the initiative process of customers before making purchasing decisions. In terms of making decisions on visual design, the selection process of colors, shapes, and typography is considered a complicated task that follows the requirements of clients. Most design projects go through different steps and are based on the designer's personal preference. However, in the opinion of Brown and Green (2011) visual design is not only solely based on the designer's personal preference. The principles and elements of visual design are balance, unity, proximity, contrast, and alignment.

The first concept is the balance that describes the arrangement of visual weight to achieve visual and psychological equilibrium according to Lohr, 2008. Four types of balance that were identified by Evans and Thomas (2013), symmetrical, asymmetrical, radial, crystallographic. Symmetrical balance is the type of balance that requires one half of the canvas is an exact or mirrored of the adjacent half. To achieve symmetrical balance, the designer should create a balance with the objects and harmonize with both positive and negative spaces in the composition. The opposite of symmetrical balance is the

asymmetrical balance which is lack of symmetry but still looks balanced and still reaches the visual expectation of the users. Radial balance focuses on features of circular shapes with a design that extends and diverges into the center. According to Gatto, Porter and Sellect in 2011, radial balance conveys more a sense of movement in the design. The last type of balance is crystallographic or well known as the allover pattern or mosaic balance that consists of repeating objects to create a uniform emphasis on the design.
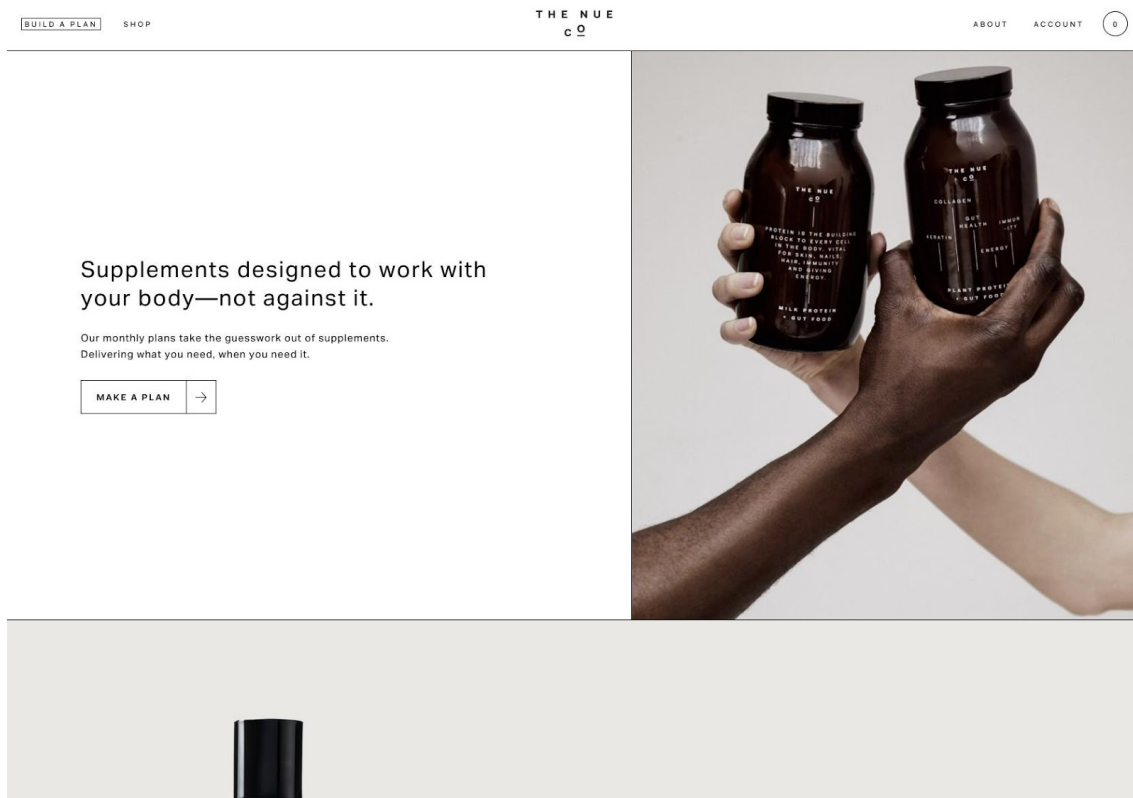
Figure 1. Minimalist typography with bold impahe on the Nue Co's website (UXplanet)

Unity is commonly known as the element that makes the visual design looks more interesting, it is considered as to how one element interacts with other elements to create a unified layout or a big picture rather than being separated as a single piece. It is a widely accepted notion that the unity principle creates a conceptually harmonious and maintain visual consistency of the design. Gatto, Porter and Selleck 2011 once mentioned the way to make unity is repeat elements or create a dominant element while creating other subordinate elements.
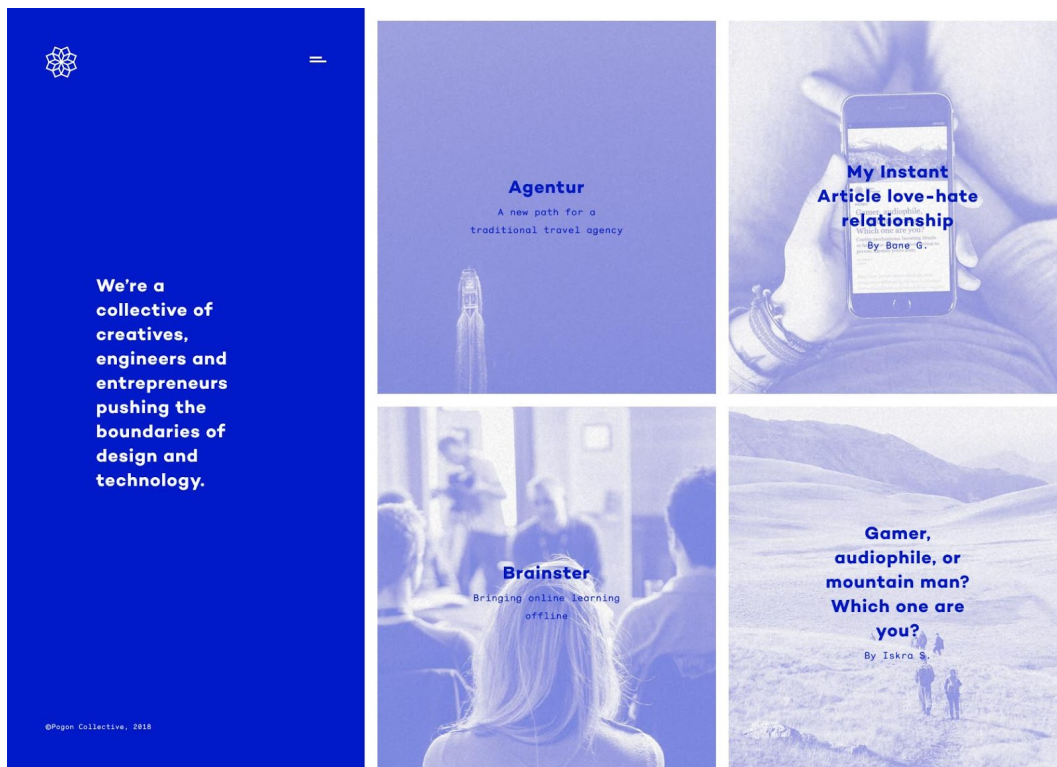
Figure 2. Unity of Selleck's Design (medium.com)

By using the overlays blue throughout the whole process of design the designer created a consistent and sense of unity in the design perspective.

The third principle that contributes to the interaction rate is proximity. As good visual identity proximity requires all the design elements that are placed together while other unrelated items should be spaced apart to create a connected relationship of the layout. Evans and Thomas, 2013 believed that the importance of space and position are genuine matters of visual elements in the proximity. Other researchers also have the same opinion as proximity is related to arranging elements that help customers perceive better ideas and contributes to improving the consumption of information (Lohr, 2008; Brown and Green, 2011).

In many elements of design, contrast plays an undeniable role in creating differences in customers' moods (Gatto, Porter & Selleck, 2011). There are different ways to create a contrast to direct the reader's eyes such as using harmonizing colors, complementary, and opposite colors to bring value to the whole picture (Lidwell, Holden and Butler, 2003; Ware 2008; brown and Green, 2011; Gatto, Potter & Selleck, 2011). Objecting different sizes can also be considered to achieve contrast (Ware, 2008; Brown and Green, 2011;

Gatto, Potter & Selleck, 2011). An example can be to leave white space to bring in size contrast. By using different shapes, typefaces, alignment and texture that also creates noticeable value to bring emphasis (Gatto, Porter & Selleck, 2011). By bringing in hierarchy Lohr, 2008; Evans & Thomas, 2013 believed that will dominate and emphasize other elements and also make other elements standout from others.

The final principle that aligns with the imaginary line is alignment which Lohr, 2008 perceived as the key principal in visual design. Moreover, other researchers also stated that by focusing on alignment it can make different effects and add more aesthetic aspects in the design (Gatto, Porter & Selleck, 2011).

Understanding the basic principles of design is certainly vital for designers, artists, and art researchers to work successfully on any design project. Besides these principles of design mentioned above, other principles of design also contribute a huge impact on the visual design aspect as grid, framing, shape, and typography.

2.1.2 Elements of visual design

Visual elements design is described as fundamental ideas that form a structure and to convey visual messages to customers. Many researchers, painters, artists, and designers have applied different theories about elements of visual design to make elegant shapes, typography, and texture. The ideas of visual were presented in various design books and resources including the painter and design theorist Maitland E.Graves (1902-1978) who defined all the visual elements as line, shape, texture, and color in the book "The Art of Color and Design (1941) as the main materials that built all the design". Those elements are also mentioned as tangible elements in design according to Evans and Thomas (2013) in the book "Exploring the Elements of Design". All elements will be described and explained in the following section.

The first element is the line which is defined as the crucial part of the design, it is used to emphasize the direction of the design or used as decoration and represent information in infographics. Seven kinds of lines in visual design are outline, structure line, gesture line, contour line, sketch line, and implied line by Gatto, Porter and Selleck (2011). The outline is specified as an edge line that gives a visual structure and shows the relationship and

hierarchies of the content in the design. The outline is used in organizing the introduction, thesis, body and also the conclusion of any written paper. While contour lines are used in representing an imaginary line on a map or shape of objects, Sketch lines indicated lines that are more detailed and consist of various straight lines to create shapes and objects. Gesture line of called movement line that the designers converge and create shadows intending to capture the subject's movement, form, or structure. Another line that is well mentioned is the implied line which refers to the path where the viewers' eyes take as they follow shapes, colors, and forms along various given paths. Implied lines are created by numerous rows of objects. In other words, implied lines can be broken by different intermittent marks or it may not be visible.

Besides all the types of lines mentioned, horizontal, vertical, diagonal, and curved lines are as crucial as the main six lines. Especially vertical lines that represent stability or the feeling of height and dignity while horizontal lines are used to denote movement and dynamism. Horizontal lines tend to create a calm, peaceful, tranquil, and balanced composition in the design. A diagonal line or called a sloping line is specified as a straight line that connects two opposite corners of shape and the diagonal line does not go straight up, down, or across. In design, a diagonal line makes the design more dynamic of energy and motion. In terms of curved lines, it expresses fluid movement to create calm or dynamic depending on the level of the curves. The less active of the curve the calmer of the feeling for the appearance of exuberant emotionality from the audience.

The second element in visual design is mentioned in the two-dimensional option called shape. The shape is made by lines and can be categorized into two different types as geometric and organic according to Gatto, Porter and Selleck (2011). The geometric shape is created by combining the specific amount of straight lines, curves, and points to make a rectangle, circle, and triangle. Besides geometric shapes, organic shapes are defined as unusual shapes that are asymmetrical or non-uniform in appearance. Shapes can also address various concepts of positive or negative environments. For example, a circle represents eternity since there is no beginning or end while squares and rectangles indicate stability, honesty, and equality. In any successful design positive and negative space aligned together can create a story by using creatively and intelligently composition. The next important element is formed which is defined as three-dimensional

figures as spheres, cubes, pyramids, and cones. An object is considered as good quality when it has depth, width, and height. Differences in design and in architecture can be obviously seen in terms of form since most forms architecture are geometric. For example, The Dutch architect Piet Blom's Cube Village was built by various cubes, each cube is a repetition of form to create rhythm and balance for the audience.

Color is acknowledged as a powerful element to bring up the emotion of customers in visual design. It is intrinsically important that color sparks ideas express messages and decides the mood of a design. An example is blue that has a positive effect on the human mind and body, as the color spirit invokes the energy of sincerity and peace. The blue color communicates significance, confidence, and unity in any conversation that intrigues inspiration and trustworthiness in the design. While yellow stands for freshness, happiness, and all the positive energy and enlightenment. Yellow can grab the attention of customers, especially children, who are highly targeted in marketing advertisements for spontaneous and unstable color. Some research papers stated that yellow has a disturbing effect since it causes a distraction for employees in a yellow-painted room or people becoming more critical and demanding in an overwhelmed yellow environment. It is clarified that in different cultures, colors represent distinctive meaning and perception (Collin Ware, 2008). Another indispensable element in visual design is a value which is known as "Brightness and luminance" or called "the intensity of white in a color" (Lohr, 2008, p.262). Value refers to the relationship between light and dark color on an object or layout where it illuminates the actual color of the subject in the design. Therefore, value is considered a crucial element in the language of art to make the design more elegant and create an eye-catching design. Nevertheless, the value does not create mood, sentiment, and depth of objects since it emphasizes the focal point for the design of a picture. Gatto, Porter & Selleck, 2011 expresses that lighter values of colors are connected with high-keyed while low-keyed terms are aligned with dark value colors.

The element of design space indicates that areas where the objects exist including three-dimensional and two-dimensional objects. In graphic design having space plays a vital role to place objects or create both negative and positive space. Negative space is described when the main shape generates other shapes that surround the main one.

Negative space offers viewers' eyes a place to rest and absorb the other elements and information on the page.

An example of using white space within a layout as mentioned below to indicate how it creates balance, clean and contemporary of the topic while positive can still convey the whole message.

Rotate°
We help brands sell online
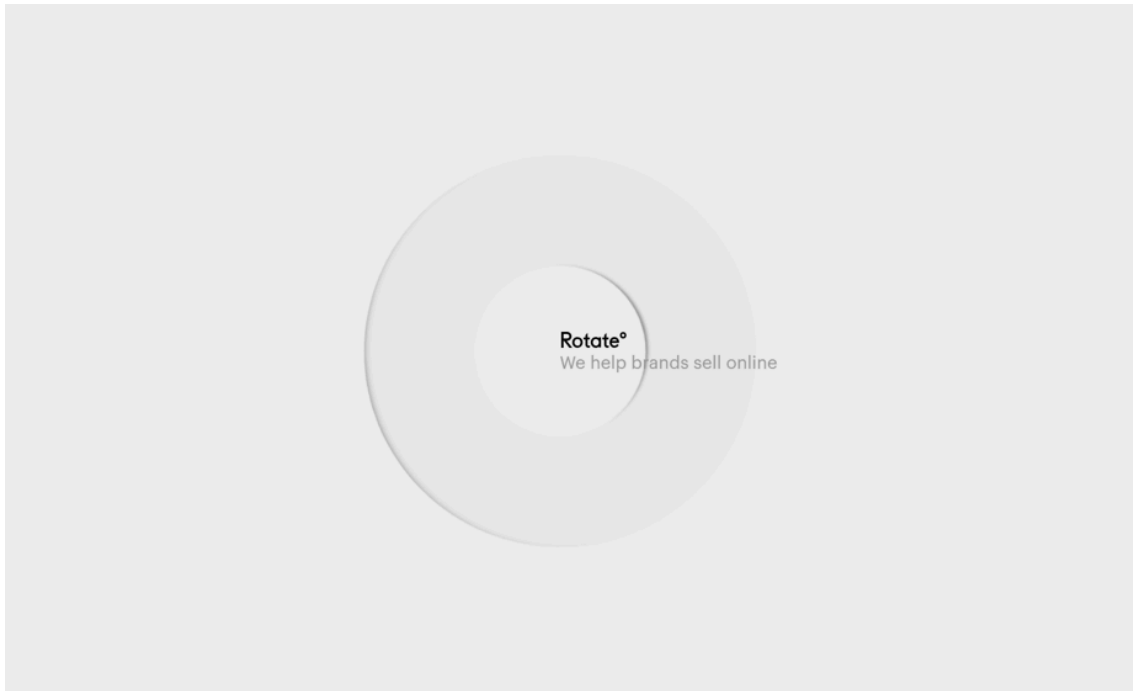
Figure 3. White Space design from StudioRotate (Studiorotate.com)

The texture is another important element that describes the surfaces of shapes and it is distinguished by physical properties and visual perception. Texture contributes to the design of a more aesthetic appearance whether it is a tactile texture or visual texture. The final important element in visual design is the typeface which includes two terms as "font" and "typeface". The typeface can include variations as bold, extra bold, light, italic, or condensed letters. In general, a typeface is the design of lettering and each typeface illustrates an individual number or any other symbol.

These elements play an important role which guide designers to create a more elegant visual design. Since designing including different elements and principles it contains a whole and complicated process of processing and judgment. Thus by observing and

analyzing the actual visual design process it brings valuable knowledge by its far-reaching impact in the design field.

2.2 Landing page

2.2.1 Definition of landing page and types of landing pages

A landing page is considered a web page that is standalone from company's website and was created for marketing, advertising or also other purposes as deliver company information. It is defined as the word "Land" within the landing page indicates an area where frequenters pay a visit to look for products after driving from online sources as social media sites, internet, or other websites result. Landing pages are designed with different and single goals, and its purposes are different from websites (Scherer 2015; Harwood & Harwood 2009). Companies can design landing page for various purposes from collecting emails, signup letters and even free providedd materials. The prolonged purpose of the landing page is to continue with company marketing advertisement and to encourage customers to take further actions on the website after visiting. Therefore, targeting on a specific goal which is termed a call to action is a good solution to enhance the conversation rates of company's marketing campaigns, reduce company's costs of amassing a lead or sale or increase the level of trust from customers.

The primary objective of landing pages is to draw visitors' attention to take actions that were desired by the business as purchasing, visit other pages, watching advertisement videos, downloading materials, and finally to drive traffic to improve company SEO. Good landing pages hoist potential customers to the whole process of becoming customers which converts them from web browsers to make any purchasing decisions.

The landing page can be a part of the principal website therefore, it has its special purpose to receive traffic and perform marketing and advertising campaigns. Landing pages were categorized into three major types as a main site landing page, microsite landing page, and stand-alone landing page (ash et al 2012 and Gardner 2009). Depending on different purposes of landing pages these types of landing pages perform a specific function in achieving marketing funnel and customer insight.

The first type is the main site landing page or called the internal website landing page and is considered as the most common type of landing page. It is acceptable as a homepage or product interpretation page where it represents information about the product and other specifications of selling items. While the product page displays certain products and features to help users make decisions, the homepage illustrates different conversation goals for various advertising campaigns.

The second category os landing page that is acknowledged as a site let of a miniature version of a website is Microsite. A microsite is designed for a single audience with branded content sites and is independent of the main website with its different URLs. Microsite does not include company sponsoring names and odes not have infrastructure of the primary site since its purpose is to indicate more detailed specifications of the product, Microsite is classified into two categories as the campaign.based microsite page and ongoing content that has a regular schedule of the published content. Campaign-based microsites are unconventional sites with their URL and its sole purpose is to company's brand campaign. An example of a campaign-based microsite is Prudential's "Bring your Challenges" site that includes interactive features and multiple campaign advertisements, digital buss for customers.

Figure 4. Prudential's campaign-based microsite (Contently.com)

The second type of microsite is an ongoing content site where they publish original content with a specific schedule. A well-mentioned example is Red Bull's or is well known as red Bulletin. The site comprises all the new contents in every daily with a focused marketplace and constant iteration that together maintain relationships with the audiences.
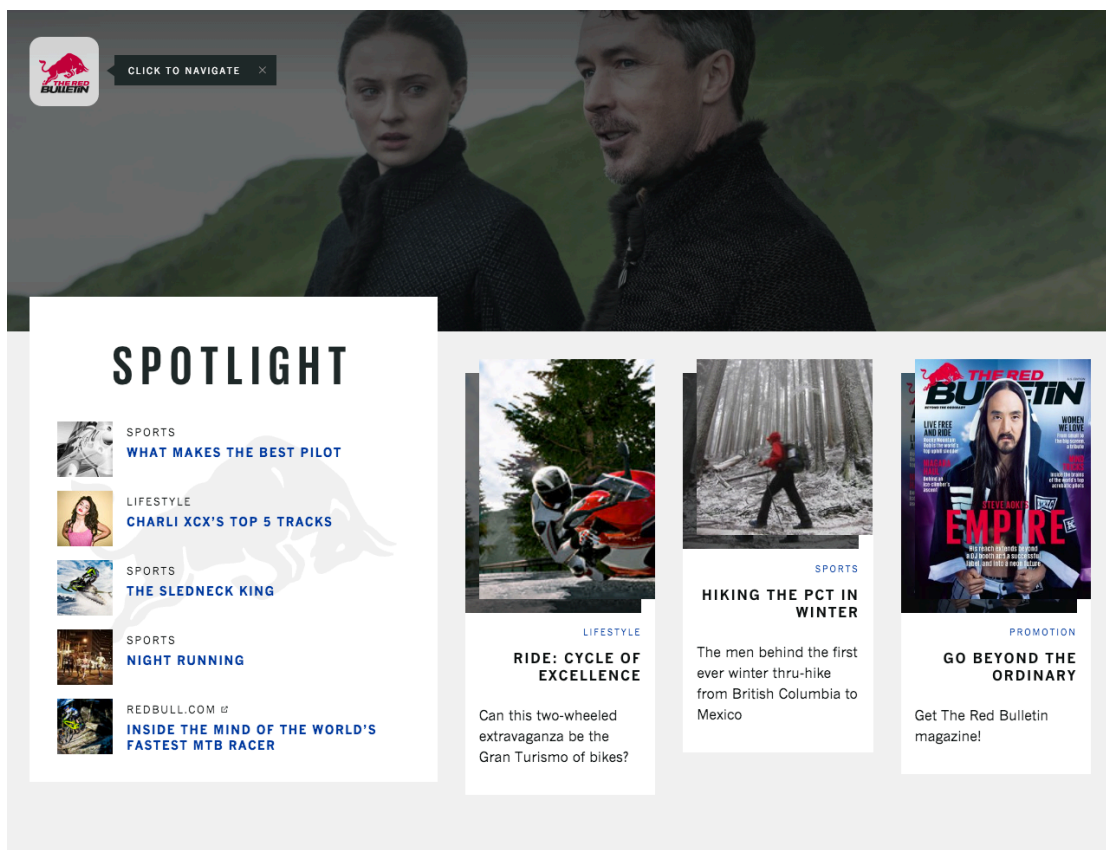
Figure 5. RedBull's microsite (RedBull)

Since a microsite is a miniature of a website it is created to bolster consistent sales messages, services, and brand awareness which creates conversation for customers. Therefore, to embark on microsites, companies focus on strategy and research carefully before creating any message to communicate with customers. The third type of landing page is a standalone landing page which is created for online marketing purposes. Standalone landing pages can be the Lead-Capture, Informercial and Viral landing pages or click-through pages where it offers advertising and persuades visitors to make decisions on main websites, lead-capture landing page is designed to draw details of visitor's contacts as electronic mail, phone contacts. The role of the lead-capture landing page is to elicit more trust and authority from other landing pages which contributes to increasing sales of the company. While the Infomercial landing page boosts product and sales that help companies persuade visitors to make any purchasing decision, viral landing promotes word of mouth marketing through social media, According to Gardner 2009 and Ash et al. 2012, pp.17-19) viral landing page includes two important elements as great content and enable sharing, therefore, to build interesting information that draws

audience's attraction the company should understand its products, markets, and customers. An example from Milk Milk which experienced a successful landing page on its website.
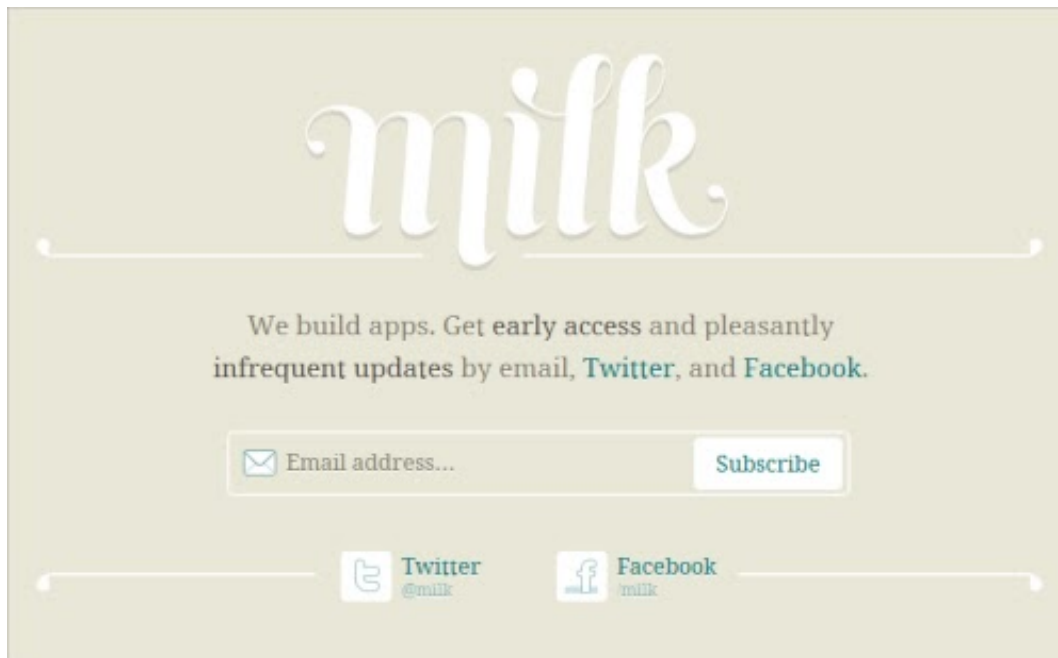
Figure 6. Milk Milk landing page (Milk Inc)

Besides all types of landing pages mentioned above, there are also differences of variation such as squeeze page, splash landing page, unsubscribe landing page, and thank you landing page. By understanding different types of landing pages, business goals, and target audiences, the company will realize how to choose the right landing pages for its campaign.

2.2.2 Landing page optimization and conversion process

Landing page optimization which is well known as conversion rate optimization is a procedure with the aim to improve the website's efficiency by enhancing landing page elements. Since landing page optimization generates leads and creates meaningful conversations with customers, it is considered a vital focus to improve performance in business results. To achieve the highest conversion rate business should focus on optimizing its landing pages since it reduces acquisition costs while maximizing the value of the company's advertisements to reach potential customers. A high conversion rate illustrates the successful marketing strategies and indicates how well the company

conveys its messages to visitors. Therefore, by focusing on improving conversion rate the company can enahnce its performance on websites and also across the mobile advertising industry.

According to the research by D. Dave Chaffey a Digital strategist and content director of an online marketing platform and publisher of Smart Insights indicates that website traffic visits and sessions are increasing through mobile devices. The amount of mobile conversion rate for Google Ads with the google search network in the year 2018 is 3.88 percent together with 0.72 percent which illustrates the network across all industries. Therefore, to achieve a high conversion rate mobile phone also is considered as an important indicator for achieving conversion targets of the business.

Conversion process including landing page and other multiple assets that cooperate together to make the company's conversion rate successful. The conversion rate is calculated by the number of conversions/unique visitors (Ash et al. 2012, p.2013). The conversion process is recommended to be defined and measurable beforehand in order to understand the purpose and message that the company wants to send to target customers. Marketing landing page conversion focused on gaining high traffic volume which contributes to the increasing chances that visitors will take specific actions such as purchase products, subscribe, or register for newsletters (Ash, 2008; Kanagal, 2015). Consequently, marketing landing page conversion is simple but straightforward which shapes the company to achieve its objectives and long-term strategies and it needs thorough study to conduct more market research.

2.2.3 Elements of successful landing page

It is acknowledged that landing pages can do their job to advertise the product when it can convince online visitors with memorable and desirable information.

A good fold

Therefore, the fold area is considered as a crucial part of the successful landing page since it displays all important information without customers having to scroll down. According to Ash et al. 2012, p.131 mentioned that a well-organized fold area should avoid horizontal scrolling since it affects customers' surfing experience. However, in some cases as expensive products or services customers may need more detailed information thus horizontal scrolling is acceptable for the customer's making process.

Harwood & Harwood 2009, I. 1389 indicated that information and text on landing pages should be acceptable for customers scanning and skimming because online users do not have time and pay attention to read a full page of paragraph words. Standard screen solution and size browser of windows also be considered for designing the fold area because it can affect the loading time of the page according to the research of (hardwood & Hardwood 2009, I.1389). Recommendation time for the website to fully load is within two seconds while internet surfers will leave the page when the loading time exceeds three seconds.

Below is the figure which indicates the percentage of readers to different screen solutions.
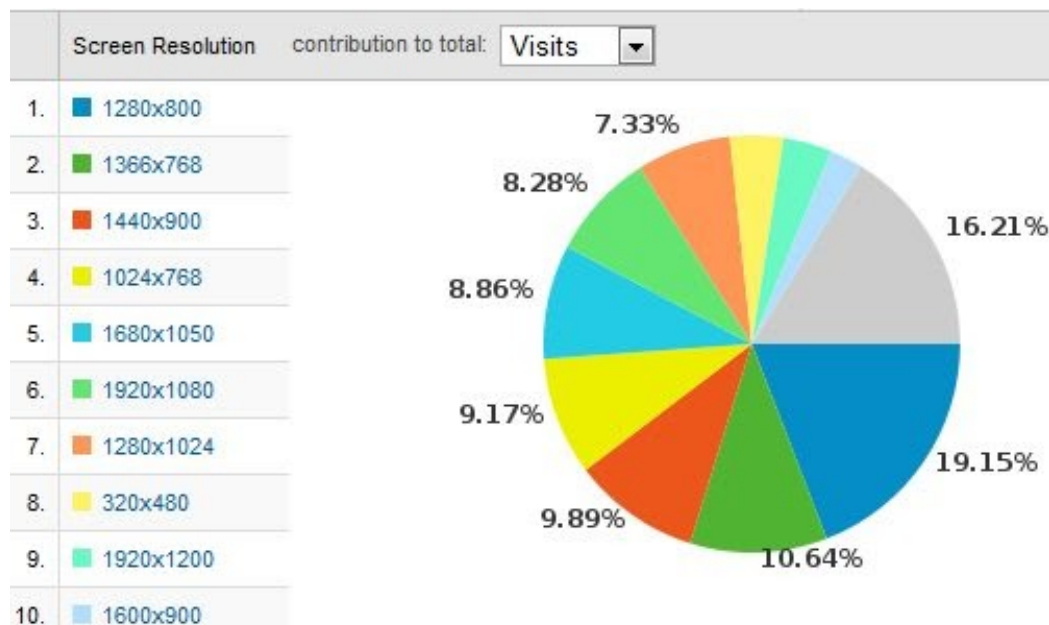
Figure 7. Screen Resolution (WebStrategies)

Good headline and subheading

According to experts, acquiring attention and elicit curiosity form customers landing pages should involve strong compelling headlines that retain customers. Ash (2012) states that the headline determines target customers or not therefore it plays a vital role in conveying information to customers. The research of Ash (2012) mentioned that eight out of ten online visitors only read the headline and decide to continue with the page or just leave depending on the impression of the headline (Ash et at. 2012, p.191).

The heading is recommended to be related to customers' needs with simple content and concise information (Harwood & Harwood 2009, I.1775). Besides grab customers' attention, heading also increases readership, searchability, and the beginning of messages for the audience. Morris (2014) stated in the research that the heading should not be too general since it will not reach the potential online shoppers.

To write better and more attractive headlines Aaron (2013) suggested eight words headlines which had a positive response in increasing over 21% of the click-through rate (CTR) average. Contributing to a higher click-through rate is the colon (:), hyphen (-) and exclamation mark (!!!) or by using some question words as "How to save…" or questioning the readers.

Subheading may be needed in some cases when the main heading can not convey the whole message to customers however subheading could be omitted when the headline is more clarified.

Another element that is involved in the process of creating successful landing pages is text in the body. Since body text conveys information and knowledge of the products to customers it should be simplified and shortened with the length not exceeding four lines and also without unexpected grammatical mistakes (Harwood & Harwood 2009, I. 1736). The most crucial information or ideas also should be placed in the beginning or at the end of the paragraph therefore customers can easily conclude the most essential data of the products while reading through the whole long content.

Call to action button

As stated from some research "read more" or "see details" are recommended to be moved to supporting pages since it is a good way to optimize the number of limited words on the

landing pages. It will reduce the total pages read of customers if more than 200 words are added on the landing page (Ash et al. 2012, p. 191). In addition, promotion is recommended not to be included on the landing pages since landing pages should be objective and focus on conveying precise messages to visitors with information related to the products.

An important element in landing pages is the call-to-action button which is suggested to be included within the fold area toward where the customers are able to see without scrolling to other pages. According to (Ash et al. 2012, p.68) messages if the call-to-action should be clear, precise. Phrases for example "Book now, to get free delivery" in order to have an effective call-to-action button. Depending on the type of landing page designers will have different strategies in selecting words for the call-to-action button to get the desired outcome. It is said that the goal of the call-to-action button is to convert visitors to pursuing products consequently it should stand out from other elements of the page. Aagaard (2013) indicates that colors of the call-to-action button contribute to the positives result of the landing page, for example, orange and green colors are often used in landing page design.

An example of the call-to-action button from company EverNote. EverNote uses sign up message with simple designs that makes visitors immediately understand the message at the time they land on the page.
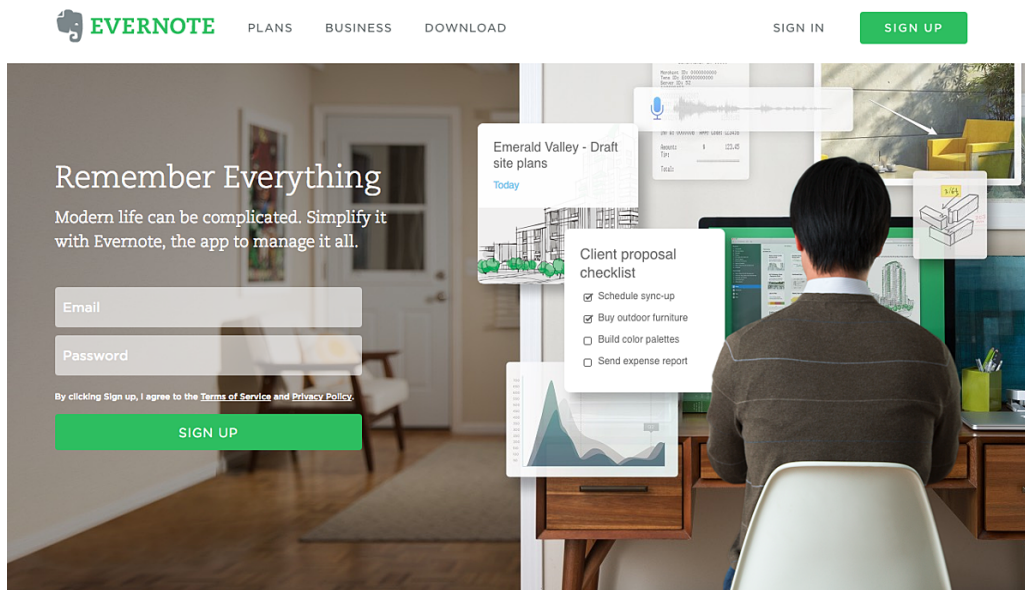
Figure 8. Call to action (Evernote)
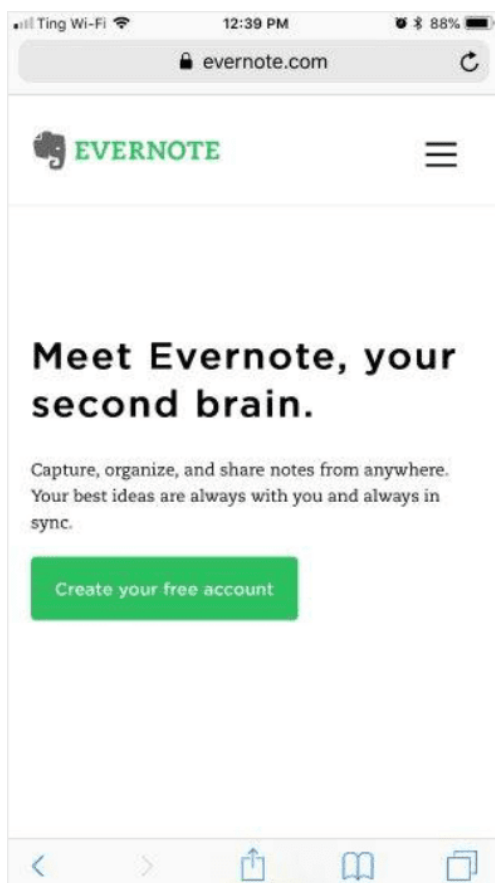
Figure 9. Call to action (Evernote)

Another call-to-action button from the mobile version of EverNote with the simple message "Create your free account" and minimalism design that makes EverNote stand out from other companies.

Hero shot a video teaser advertises the product or an image promotes the products or services on the landing page. It is the visual representation of the branding therefore, it contributes to the success of customers' experience with the company's page. Since the hero shot plays a crucial role in providing the best users experience a study at Standford University indicated that a poor landing page experience committed up to 75% of the sale loss of the company. Consequently, focusing on a hero shot contributes to the accomplishment of delivering positive messages to potential customers. Otting (2015) illustrates four different types of hero shots as the embedded video, the happy user, how it works, and the product shot.

Embedded video is reviewed as the king of hero shot due to its massive effective result in contributing to an 80% increase in conversion rate. The video should contain brief and short information about the product to keep visitors' attention. The length time recommended for the video should be no more than 2.7 minutes with all relevant information as the company, products, and what are the benefits of the products or services to customers (Liptrap 2016; Otting 2015).

The happy user hero shot is the most common hero shot by using a smiley icon or picture of people enjoying all the products or services which the company is promoting. The image used for the happy user hero with a happy kid face looking at the headlines and information about the product. An experiment from Kissmap indicates the attention of people's tendency when looking at the picture whenever the character in the picture is looking at.
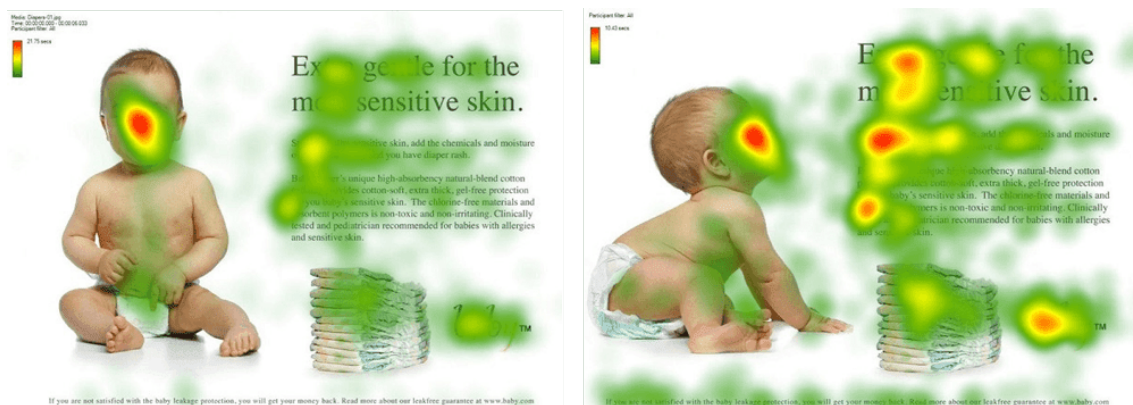
Figure 10. Kissmap's experiment of web users attention (glueglue.com)

How it works hero shot is usually present under the diagram or chart that explains how the product or service works step by step. By answering various questions from customers this category of hero shot is a great example of banishing users' inquiry of products or services. Indicated below is the example of "how it works" hero shot from Unbounce.
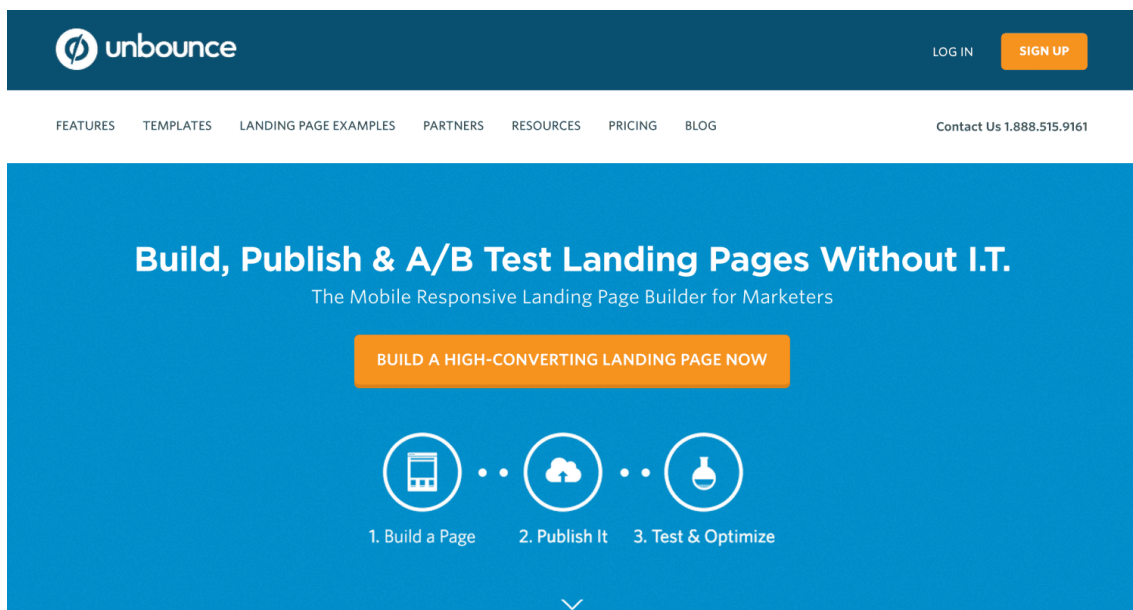
Figure 11. Unbounce hero shot (Unbounce)

The product shot is usually presented under a photograph or digital mockup it is used to illustrate what customers receive at the end of the shopping day. The product shot is a good way to build trust with online shoppers since it shows the whole physics product on a sample that provides customers with more experience. A case study from Woorank.com

is well worth mentioning when the company added a model wearing bracelets to its page and surprisingly with an increase of 271% in conversion rate.

Trust elements

Many potential visitors who pay a visit to an online shop do not trust an unknown random company when landing for the first time on the company's landing page. It means that online shoppers will have a look at the overall landing page design, reading some testimonials of the company products, skimming contents information, and design of the landing pages top make further decisions. Those elements are mentioned as the trust elements which are essential to have a far-reaching impact on visitors' behavior and customers' trust in the level of the page's credibility.

In addition, trust elements also involve the company's privacy policies. Guarantee, terms of use, sales and refunds, third-party validation, endorsements, and other trusted mentioned partnerships in media as some companies used teaser videos of its CEO to promote products or services. By using credible video the businesses gained positive feedback on the markets. Below is the statistic from Edelman.com that indicates the level of belief based on a representative brand spokesperson.

Figure 12. Credibility of Brand Spokespeople from Edelman (Edelman)

Another example is well worth mentioning is the transactional assurance which is also one of the elements that convince customers to trust the credibility of the page. Thus, customers are willing to give contact details such as emails, phone numbers, credit card, and other personal data to become a member of the company. (Ash et al.2012, p.96)

Testimonials are suggested as vital elements that align with clients' logos in creating belief in online customers. Since previews on products display the genuine experience of customers as Econsultancy summarized in the below graph.
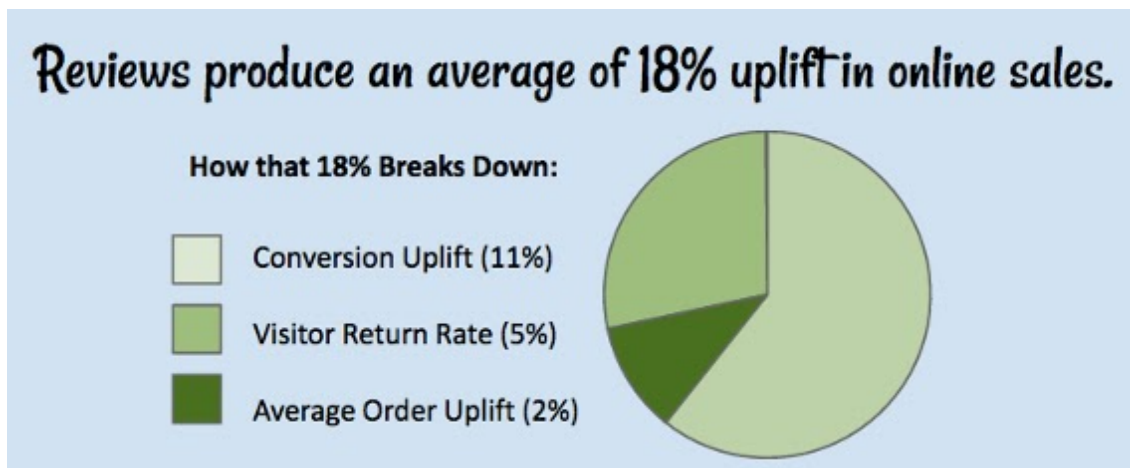
Figure 13. Reviews on products (Econsultancy)

The graph shows an improvement on the average of online sales based on testimonials of online shoppers. Besides the mentioned result above, there is a 63% of customers who are more likely to purchase if the site has user reviews (iPerception, 2011). Moreover, another study also displays that the number of percentages purchasing in customers is up to 105% when the customer has a chance to interact with both customers' questions and reviews from other users. (Bazaarvoice, Conversation Index, Q2, 2011)

Design and Colors

In order to succeed in attracting visitors' attention, companies should pay more focus on creating well-designed landing pages. As landing pages play an important role in directing the audience to commit an action to the company thus it contributes a huge influence on a company's impression to customers in both positive and negative ways. In the study of Liptrap 2016 which indicated a focus on design that leads customers' attention to a vivid place and turns all customers experience into an unforgettable experience.

Whitespace around other design elements also is mentioned with the help to organize the structure of the page. According to Silverman (2015) illustrated website conversion rate

has a relation with the increase of the font size since it affects the readability of the audience.

Besides some trust elements, Ash et al (2012) also considered some other aspects that landing pages should not include for example contrast colors with gaudy text, visual decorations which distract customers focus, irrelevant video and animation, or annoying unnecessary pop-up windows which restrain online shoppers from reading content. Since landing pages create the first impression and substantially improve high conversion rates therefore it is essential to have a visually appealing design of landing pages.

In terms of the design aspect, color is the most powerful tool which is applied in design to trigger a customer's emotion. Since it is a crucial part of branding it is indicated that the impression of the product or service has 62 – 90% strongly related to the use of color in the design (Smith, 2004). Michael Campbell the author of the book Color persuasion: The Science of using Color to Persuade and Influence Purchasing Decisions demonstrated that colored background has the potential to stir the customer's emotion deeply and also online customer buying behavior to a greater extent. The right color usage has a positive result in customers' decisions making process as a well-combined color of the company landing page creates credibility and aesthetics that make customers want to purchase the product. Although there is no universal guidance on the usage of colors because they have a different meaning in various contexts and cultures.

Figure 14. Color wheel (Internet)

Although there are differences in color perception there are some common rules that create a pleasant visual experience for companies to follow to gain better flow. According to Harwood in 2009 mentioned in the research that colors for background should consider light colors with less distracting elements while text or paragraph should use a darker color in order to create contrast and balance for the readers. Some scientists have found that colors have a widespread effect on humans therefore, to avoid color distraction on the page, comapanies should avoid using more than 3-4 colors including shades.

Red is perceived as an emotional color which is usually used in some urgent situation, as a warning for danger, strength, or energy (Color Wheel Pro 2015). Green represents the environment, nature and ecology which has strong correspondence to growth, freshness and fertility. Blue is often associated with depth, and stability, tranquility, and serenity, it symbolized trust, confidence, and peaceful color. It is said that blue has benefits to humans' minds and bodies as it produces a calming effect. Orange is a cheerful color since it combines the energy of red and the happiness of yellow. Orange is used to display enthusiasm, fascination, creativity, attraction, success, and encouragement. Studies indicate that oranges can create physical effects such as increased hunger, therefore, it is recommended to use in the food industry.

Figure 15. Color meaning (Neilpatel)

2.2.4 Successful and worst landing pages and stories behind

Landing pages are acknowledged as the key part of the customer experience journey since they contribute to the conversation with audiences and promote the company's message. Landing pages are one of the brands therefore, investing in the time, research and budget plays a vital role in designing engagement landing pages. There are some stories of landing pages that users have negative experiences for example as a cruise company. Cruise is a company with a website that advertises all cruise deals in the United kingdom. On Cruise's website there is various information that makes readers' eyes hurt. Below is the picture of the Cruise landing page with many large boxes, shapes, and texts are going on.

Figure 16. Cruise's landing page (Cruise)

Cruise layout including multiple navigation patterns with large and various size boxes that crammed onto the screen of users. The headline of Cruise is not clear and persuasive since the font size and bold colors are distracting and confusing. The unwell-defined header of Cruise does not give space for heading to stand out. Using too much red color does not draw the attention of users since it seems intimidating and daunting.

Another story from Square indicates a death for the company landing pages since it does not convey the message to customers. Square experiences various headline syndromes from the headlines and subheadlines that are not clearly communicated thus it does not reflect the company's priorities of Square.

Figure 17. Square's landing page (Square)

By listening to users' experience and opinions, the landing page of Square has been improved with headlines, subheadlines, and an effective call to action.
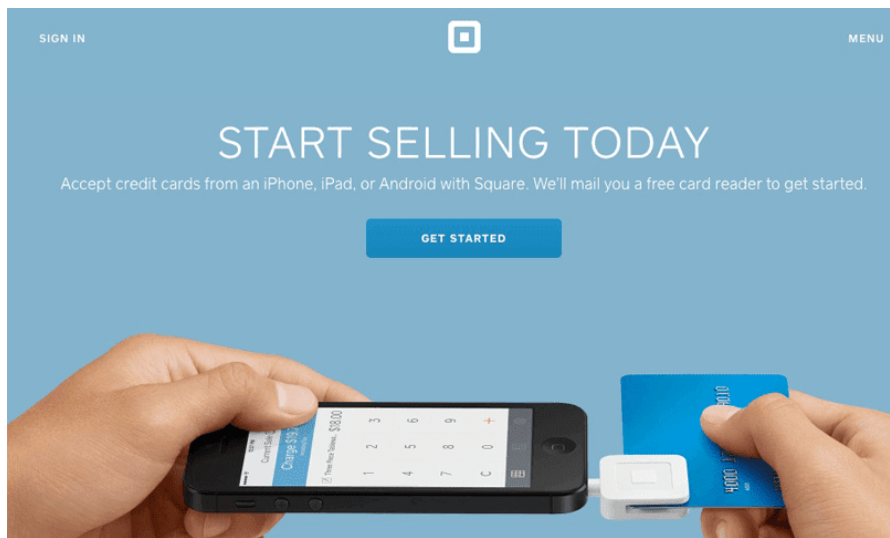
Figure 18 Square's headline and subbheadline design (Square)

Having a clear call-to-action button on the landing page offers customers' journey crystal clear and increases the chance of attracting other potential customers since the call-to-action eliminates confusion. However, since the call-to-action button leads customers to take action, having various call-to-action as the national bank Chase in Manhattan disorients and distracts it's landing pages visitors.

Figure 19. Chase's call-to-action button design (Chase)

Chase has a call-to-action button that requires customers to sign up for an account on the right corner, while there is a "learn more" button and provides five different links to other

destinations. Since it offers multiple paths to conversation customers of Chase will not understand what the company is trying to propel. Besides some worst examples of a landing page, Shopify's follows a user-oriented headline to make a high converting conversational landing page. Shopify's communication trial page only has a few words with simple bullets and no irrelevant paragraphs that organize content and make it more visual.
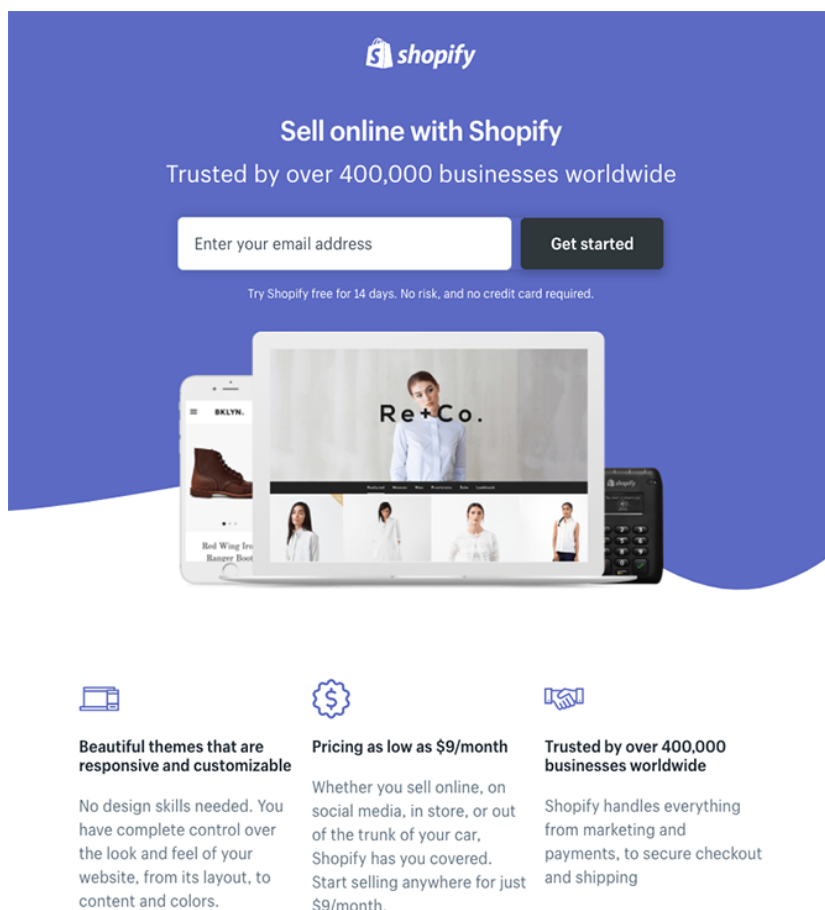
Figure 20. Shopify's communication trial page (Shopify)

Another excellent example of a landing page platform that won the users' heart as Glints, an online talent recruitment and career path discovery in Singapore. Glints is where young talent builds up and improves skills through various internships. The brand involves strong content with precise descriptive information and various white spaces to communicate their service effectively. Glints uses a hero image to reinforce its headline which makes the message stand out and drives target audiences.
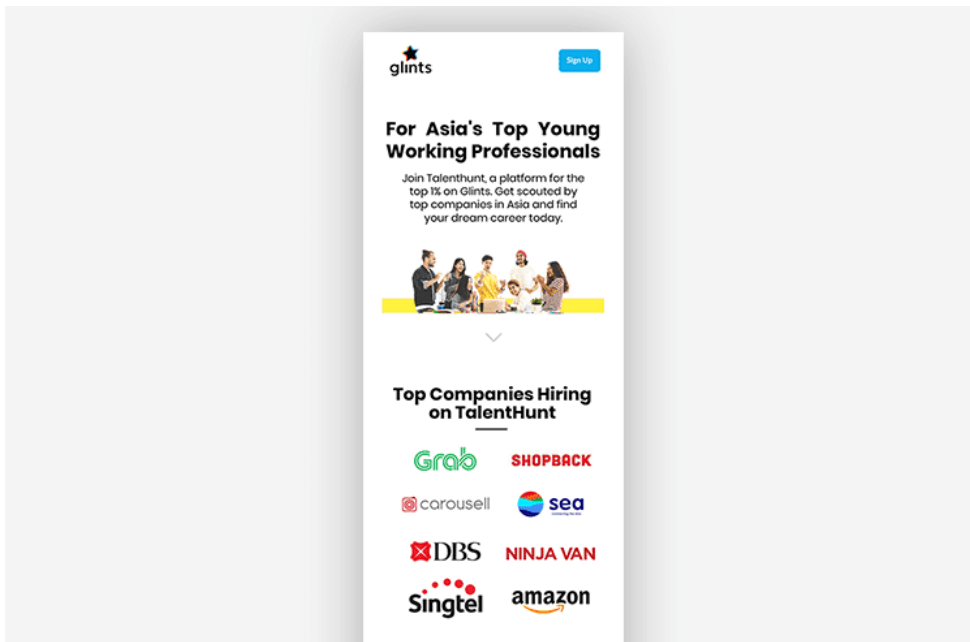
Figure 21. Glints'mobile landing page (Glint)

A lesson of high-converting and conversational landing pages were highlighted as the company Promo. Promo is an expert video maker and cloud-based video creation service provider that uses video to drive conversations on their landing pages. The company provides an easy-to-use platform to create a friendly and quick environment for users. Promo's unique selling headline includes Facebook and Instagram partner badges that affirm as trusted by major social media and ensures the interaction with customers.
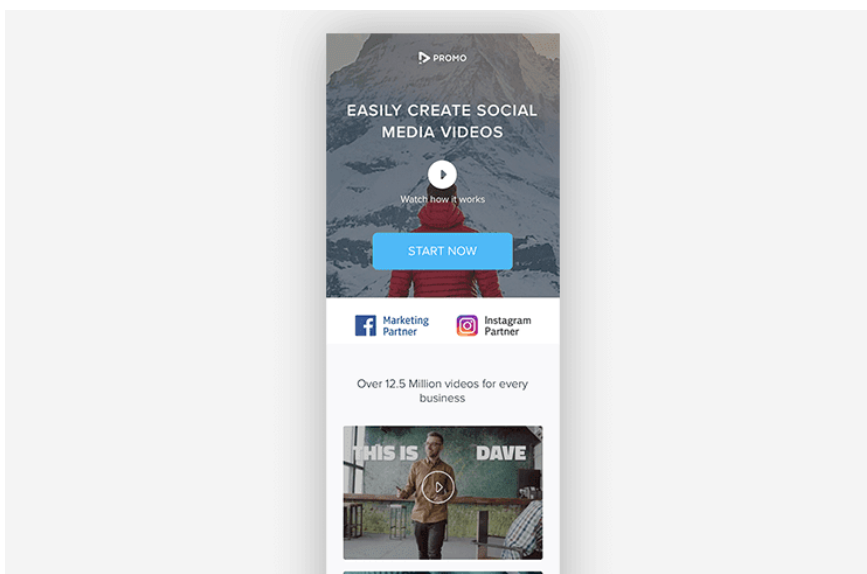
Figure 22. Promo's mobile landing page (Promo)

2.3 Marketing messages

2.3.1 Marketing message definition

In terms of "messaging" in marketing, it refers to how the organization communicates about itself and its value for the business. A marketing message is acknowledged as any type of media or communication which is designed to create a positive or negative influence on customers. An effective message is acknowledged as the key point which business uses to communicate about their brand, products, a campaign to target audience. It is created with different purposes to transmit what the company provides to the customers and to build awareness of the customers. Provided below are the basic types of marketing messages.
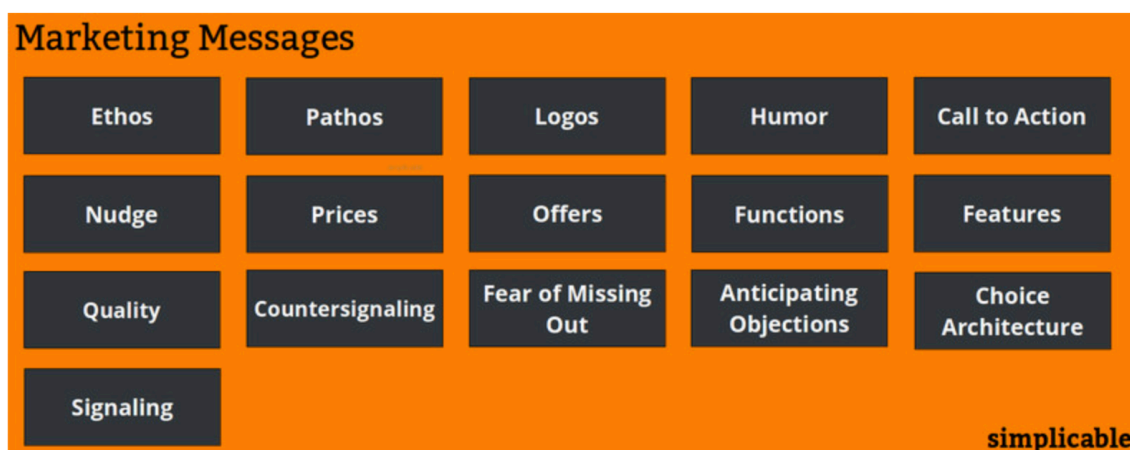
Figure 23. Marketing Messages (Simplicable)

There are different types of marketing messages as from the figure given above, however, the author will focus on types of marketing message that convey messages on landing pages which support the author's articles.

The first type of marketing message is an ethos that is based on the authority and credibility of the brand. In terms of design in marketing the credential is important since it represents what products the company offers to customers when the potential customers visit the website for the first time.

Pathos is perceived as an appeal to emotion that is associated with a brand with positive emotion in order to build brand awareness. By understanding this type of message,

advertisers, managers, and designers can apply pathos to appeal to the audience's emotions which helps increase user. Experience on the website.

Logos is a persuasive appeal to the audience's logic which is applied to persuade the audience with reason by using facts and figures.

Call to action is a direct and unambiguous command including the message "buy now", "Shop now" or "check it out" with the aim to drive conversion and convince customers to make further decisions.

Storytelling is an interactive art of transforming information into interesting stories, humorous and relatable topics that narrows down barriers between the company and the customers.

Those types of messages mentioned above contribute to the success of the way the author selects messages to convey to customers by evaluating requirements of the design project, customer-oriented communication, the company's vision and objectives. By understanding different messages, the author is able to understand visual design and how to apply those aspects into the landing pages to convey positive messages to customers.

2.3.2 The importance of marketing message

Marketing messages contribute to the success of a company's goal of how the company's target customers receive the message that the company wants to convey. Marketing message has a large impact on the audience since it distinguishes the company from other competitors. Therefore, understanding markets, customers' insight, and the company's products will reduce the risk of offering wrong messages which damage the brand's reputation.

An effective marketing message will address the key target customers while reinforcing the company image. It is acknowledged as the strategy to engage customers to make decisions, promote company products or services, and more importantly, it communicates the company value proposition to the customers.

2.4 Customer

This section will represent the role of customers who drive revenues and play an important role in business strategies. Analyzing customers' needs, customers' behaviors, and perception is the first step in recognizing customers decision-making process, customers' purchasing journey and providing to customers suitable products and, solutions.

2.4.1 Customer centric conversation

According to Schultz's (1991) that describes the one-way communication of a company towards its customers by sending a message through all the communication channels at once. The company plays a role as a sender and the customer as a receiver, and it is obvious that the communication will be controlled by the originator (Finne and Grönroons, 2017). However, with the rapid increase of the internet and social media, it is acknowledged that it requires considerable attention and needs to be focused on the communication process between customers and organizations.

Finne and Grönroos, 2017 defined that customer-centric communication can be referred to as the inside-out orientation. This is as a push communication with its one-way content that was controlled by the organization. Inside-out orientation is well known as customer-centric communication in which the customers are central in the communication process while the business can receive feedback and improve the performance of the company (Bruhn and Schnebelen, 2017).

There is no conflict in understanding customers are quintessential to provide valuable services and experience. Since listening to customer needs, following the customer journey, identify and analyze the market the business is able to meet customer expectations, and higher it chances to gain loyalty from potential customers. Bruhn and Schnebelen (2017) define key challenges that companies may encounter when executing customer-centric approaches to the business's marketing communication. There are various problems involving for example the accession management when customers contribute to the communication and content of the organization. As customers are able to actively contribute to create content, the company will lose control while its customers

gain more power in the communication channels. The second challenge which was highlighted is associated with the sustainable development of marketing on the internet. Since it creates a dynamic environment that follows the climb of a new number of generation audiences with different interests in content and knowledge base. The third challenge for businesses is the comprehensive dialogues that are characterized to meet the goal of satisfying the audience.

According to Jefferson and Tanton (2013), to be successful define the company's role in the obstreperous social media environment, businesses need to be cautious in preparing its communication strategies, providing consistent content with useful topics, attractive presentation, clear and visual cues information.

As online shopping is emerging nowadays, the vital role of website service is becoming a prominent market sector. Therefore, it leads businesses to pay more attention to communication with potential customers through every means to enhance the chances of selling products, services, and open up new possibilities for the companies.

Based on the above, the author acknowledges that online communication plays a vital role in conveying positive messages to audiences. Thus, by investing more in content, visual design, and focusing on market buyer's behavior the author believes that helps the projects' business to achieve sustainability goals in the current market environment.

2.4.2 Customer online behavior and online marketing mix

Behaviour is defined as the evident and noticeable response of an individual towards others or towards a specific situation. With the rapid. Increase of the internet, online shopping is experiencing a profound impact on its process in the digital world in ´recent years.

Customers' online behavior has been defined as the study of individuals, groups, or organizations that together with the emergence of the internet show differences between internet shopping behavior and offline shopping. A research conducted by Heskett et al (1977, 2000) indicates that customers are more loyal and enthusiastic when they are more satisfied. Customer orientation is crucial for the survival of the business, and also was expressed by the study of Novak at al (2000) which indicated that the number of orders,

contacts, cancels, payments and returns are the main characteristics of the overall online shopping experience of customers. In addition, visual elements contribute to 43% more effective in persuading audiences to take further action (Randy Krum, 2017).

The online customer behavior process is divided into three different stages
The first state represents the use of the internet which supports the pre-purchase stage since it helps customers to compare different options from different websites as credibility, delivery time, price, services.

The second stage of online customer behavior is the period during the purchasing stage. In this phase, online shoppers based on the company sale services, product information, company preference to decide who they should buy from or what product they want to purchase.

The third stage is the post-purchase behaviors phase which is considered as more crucial after the online purchasing phase. In this stage, customers might have different opinions after purchasing products. For example, some customers want to change or return products.
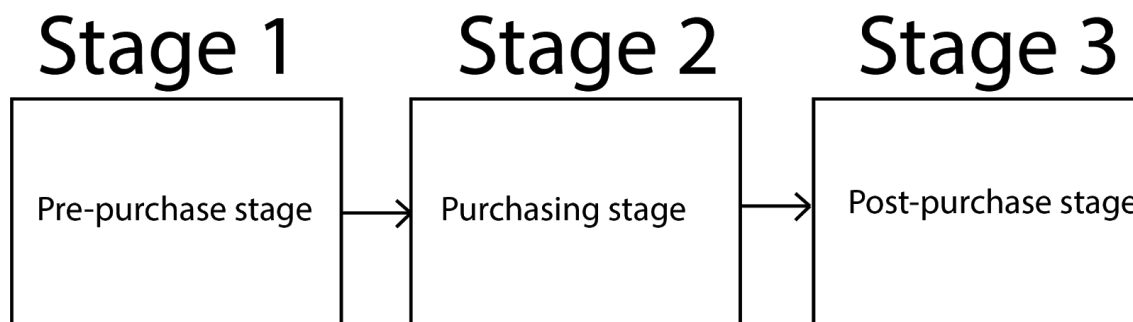
Figure 24. Purchasing stages (Author)

According to the research by Gehrt et al (2001) indicated some predisposition factors that lead customers to purchase products are the shopping lifestyle orientation of customers. While Childers et al., 2001 state on the technical field of the website as the interaction of customers with the website, graphic elements, and also the convenience. Some other researchers as Lee and Lin (2005) had empirically found that the design elements on websites play an important role in influencing customer satisfaction since customers will perceive it as service design.

In addition, researchers Song and Zinkhan, 2003 identified the behavioral intentions associated with visual elements on websites as repeat purchases, repetition of visits, positive recommendation of company's website illustrated customers' positive attitude towards the website and company. There were several tests on trust including the elemental design on the website which indicated that it is one of the factors that affects trust and decision making (Hampton-Sosa and Koufairs, 2005)

Several researchers have been conducting research on the influence of marketing mix elements on the online customers' mobile and web experience in searching the internet or buying products and services online, indicated to the research that many researchers agree that the marketing mix's 4Ps and it's modification 4Cs which include communication are essential contributors to the customers' experience.

From the definition of concept marketing mix written by Philip T.kotler Gary Armstrong indicated that "Marketing Mix" as the art of science to select, keep, grow, and communicate customer value. There are four components of the marketing mix model as product, price, place, and promotion. However, with the development of internet strategies and models are developed for online products that have changed the way customers research and purchase products on websites.

The role of 4Ps was mentioned since it raised a debate on the value and how the marketing mix contributes to conventional marketing as the tollkit (Dixon & Blois, 1983, Grönroos, 1994, Grummsson, 1997, Goldsmith, 1999). The modification version of 4Ps which is called 4C was created by Robert F.Lauterborn in 1990 illustrated as below.

Figure 25. 4Ps to 4Cs model (Marketingmix.uk)

Online marketing also owns communication as the marketing mix element which refers to the information provided on a website as the information about selling products or conditions. Since this element affects the customer's experience it plays an important role in engaging with the organization's audience. Websites belonging to a set of tools that businesses can use to communicate besides personal selling, advertising, therefore communication information on websites should connect company and customers' experience to deliver company messages.

The version of 7P's of online marketing represents a core marketing decision that brings a better tool for business marketing. The 7P's online marketing is an extended marketing mix developed by (Booms and Bitner, 1981). In 7P's online marketing mix physical evidence in an online setting refers to a service experience of online marketing, since it includes all the elements as design and engagement. All designed elements of the website contribute to the crucial impact of customer experience and improve their decision making significantly. It means that by investing in website content will boost company search engine position to reach potential customers.
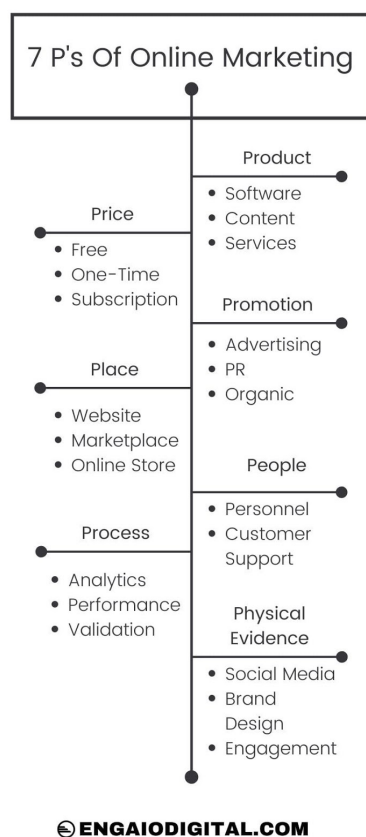
Figure 26. 7 P's of Online Marketing (Engaiodigital)

2.4.3 Conversation and customer emotion

Customer emotion is a measure of how customers feel about their experience with the company's products, services and how those connection affect the way customers make further decisions. In the research, the author is going to figure out the important relation of customer emotion which leads stronger memory traces and to define focused messages to drive a potential customer. This is considered a crucial step to convert a purchase intention into an action through these visual landing pages which reflect various degrees of customer emotional appeal.

By understanding how customer emotion works and how it affects customer decision and response to the design the author can focus on different and the relation of elements in the design to design for an emotional response which helps to increase the number of potential customers. For landing pages or other digital experiences, in order to gain success in triggering an emotional response and further purchase decisions, the design

should be designed to generate emotion from users and potential customers. To bring value and convey the message of the company to customers through landing page tools the designers must be able to understand what are user goals and needs by research, analysis and figure out customers' emotional process. Cocille (2014) once mentioned in the study that "communicating changes minds but, importantly, changes behavior and sustains that change". Therefore, Talia Wolf's methodology at Conversioner (2013) indicated the relevance of interaction design strategy will contribute to the infiltrating the landing pages with emotional appeals. To create an attractive landing pages design there are six vital components including messaging, color, images, call to action, user interface and psychology.
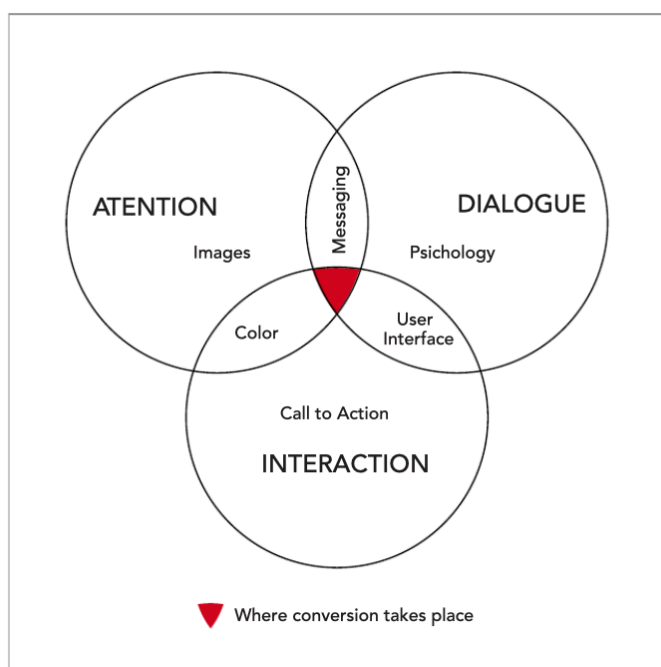
Figure 27. ADI Model's interaction design strategy (Internet)

The conversation is defined as an informal talk that involves a small group of people or only two people. In other words, the conversation is well defined in the modern technology aspect as conversational landing pages which engage customers through a chatbot to drive interaction without using a call-to-action button or other sales copy. Nevertheless, in this research, the author considered conversation as the term that is used to describe the author considered conversation as the term that is used to describe the flow of messages from marketing landing page designs which contribute to the user experiencing emotion, knowledge and further changes in users' purchasing decision.

3   EMPIRICAL RESEARCH

3.1   Research methodology

In this empirical study chapter of this report the selected approach to research study is introduced. Qualitative and Quantitative research approaches with questionnaire surveys will be applied in the study. The case company is defined as required to build visually appealing landing pages that attract potential customers.

The process of the study will be structured as presenting the case company with its requirement and data collection from the surveys then gather all data to analyze and estimate based on validity and reliability. All findings concerning the sample, the scope that is relevant to this study will be mentioned in this section. This study also employs secondary data which were collected from other thesis research, journals, books, articles, research papers, and websites. Since empirical research can be mentioned in both means of quantitative and qualitative research in many academic disciplines, thus it is important to discuss the principles and the purpose of both methods in this study.

3.1.1 Qualitative research

The qualitative research methodology is applied to this research study in order to explain and gain more insight into the question "how" and "why" which related to the landing page. Qualitative research provides insights into the problem since it has different ways to collect empirical materials for example open questions which illustrate a deep understanding of how customers perceive the message, visual elements and design content on landing pages that qualitative research focuses on discovering the relationship of the sample, observing existing research and data to generate theories. There are different categories of qualitative research methods ranging from in-depth interviews, focus groups, documents, ethnography and case study research, however, collecting data from former documents, blog posts and articles and also individual interviews will be chosen as the methods in collecting opinions and figure out deeper into the problem of the designed landing pages.

3.1.2 Quantitative research

In comparison, the author also applied quantitative research as the method which generates numerical data into statistics and in a logical structure than qualitative data collection. The ultimate aim of this research is to test existing theories rather than generating new theories. It means that results collected from respondents should be under the form of numerical, close-ended answers, and multiple choice answers that can be used in analyzing in different forms of graphs. The author will create a questionnaire ranging from 10 to 15 questions and send out a broader range of samples to gather data and information. Sample groups will be selected with different age groups, but mostly focus on potential online shopping groups ranging from age 15-50 years old. Although there are various methods and forms of survey like paper surveys, mobile surveys, kiosk surveys, telephone interviews, online polls and systematic observations. Online surveys as questionnaires will be applied to collect data and information from different potential respondents. By using a quantitative approach, the author will have the opportunity to develop a real sense of a person's perspective since respondents have a chance to express their own words.

There is no scientifically proven evidence which indicates that quantitative research out weighted qualitative research in contrast. It is acknowledged to consider research topics and the purpose of the study to select appropriate methods to enrich results and data collection.

3.2   Introduce to Adobe XD

Adobe XD is a prototyping tool for user experience, and interaction designers with different features for creating wireframes, prototypes and designs for websites and mobile apps. It is a vector-based user experience design tool therefore, by using it the author is easier to design landing pages for prototype screens with a friendly environment layout. Since Adobe XD offers different plans including free plans for students and designers can design and review across various devices and platforms on Mac, iOS, and Android platforms.
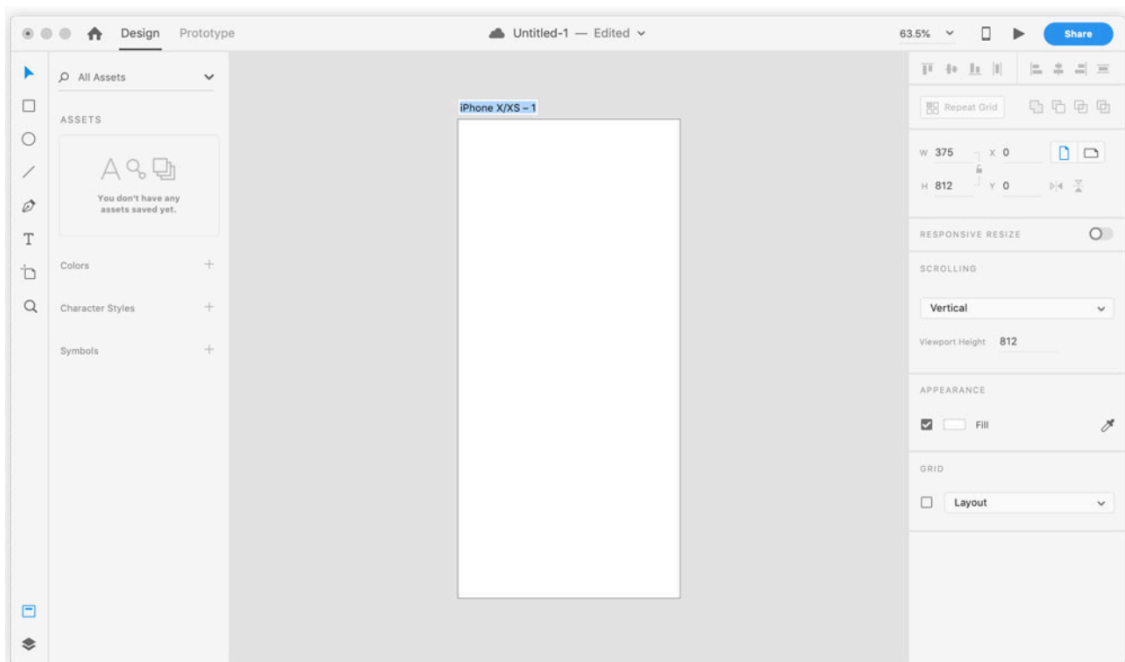
Figure 28. Adobe XD Artboard (Adobe)

The project window is indicated above for the iPhone X/XS screens including different tools and options for design. The author can apply various graphics, by using a pen tool, picture, and other available elements which are needed for the design.
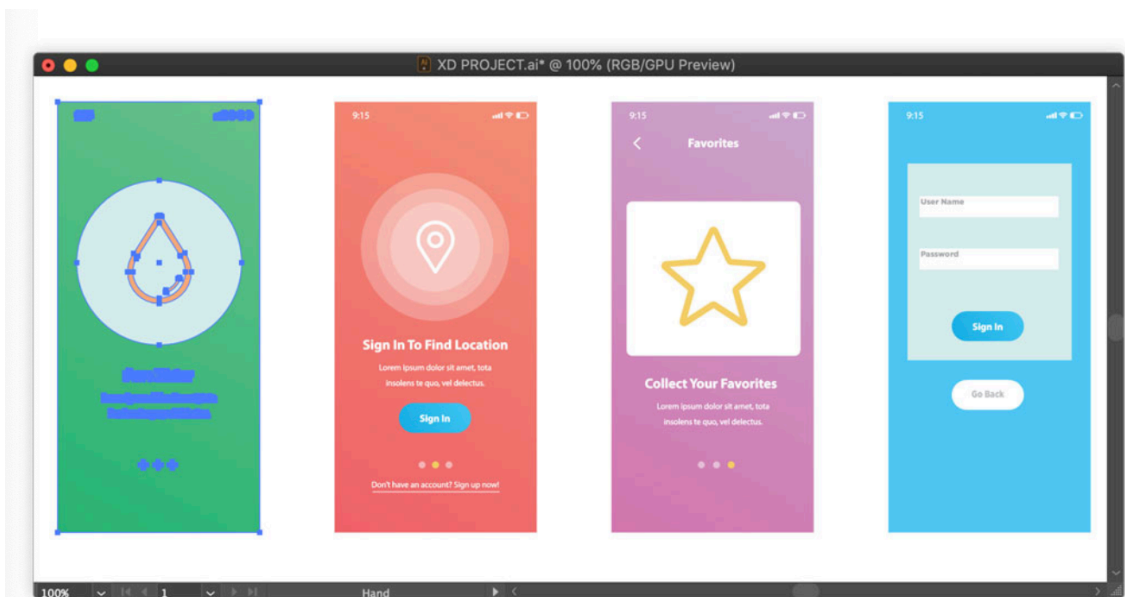

Figure 29. Original vectors via Hardguardy (Hardguardy)

4   DESIGN FOR THE PROJECT

4.1   Introduction to the project

The project is developed based on a company name Roar Bike which is a small run company selling bikes in the market. The company sold exclusively products from its website offering three models of bike for customers to select from Siamese, Sphynx, and Bengal. As e-commerce websites play an important role for the company to runt its business, Roar Bike's main plan is to focus on delivering purchases and encourage people to become its members of the company. Selling abroad is a long-term goal therefore, RoarBike prefers to convey simple but concise information through its website. RoarBike wants to offer its potential customers simple messages to advertise its products and bring the emotional stories of bikes to customers. Some requirements of the company include a clean design with visual elements that attract online shoppers and use the company's main color to create brand awareness to its customers.

4.2   Understanding customers

In the competitive marketplace of the digital age, as a small business Roar Bike target its market both domestic customers and global customer. Thus Roar Bike's target online audience is people from aged 15 to 50 who likely to spend time and purchase through online platforms. Since there is highly an interaction between age and online shopping experience it is beneficial for the researcher to understand who to target and what to provide for the potential customers. It is conventional wisdom to indicate that young generations and adults have benefits in online platforms in terms of digital learning and adapting to online environment while in older generation are less familiar with the digital environment. Compare to young counterparts senior generation prefer to traditional shopping rather than the online environment.

By understanding the characteristics of the potential group from 15 to 50 Roar Bike is able to evaluate strategies which are suitable for its customers. It is highly acknowledged that it is a rough indicator which their shopping experience accumulated through the times. The younger group has less experience in traditional shopping but easier to adapt to digitial shopping environment. As a result of several studies, the young generation purchases online more than the senior generation. As a study by Stafford et al illustrates

that gender has no significant influence on the online environment in a cross-cultural perspective. The most active group for online shopping regardless of origin is the age group from 15 to 34 and the following is the age from 18 to 24. According to some research indicate that the young generation and adults have a more positive attitude towards online shopping therefore Roar Bike prior to target 15 to 50 years-old age group to design visual experience that serves the potential group.

4.3   Design results, outcomes

Figure 30. RoarBike's landing page (Author)

The first landing page was designed for RoarBike to display the headline which starts the journey to draw internet shoppers attention. The deadline defined is "It's Time" and it is represented as a bold letter to capture the eyes web shoppers at first sight. The call to

action button is designed with rounded corner button and is placed in the middle of the page with light blue. The design of the button is commonly seen as endearing and friendly that can bring an immediate effect to the overall impression of the customer to their journey. As the researcher wants to bring a friendly design to all the browsers thus every little visual element adding up that contributes to users perceive subconsciously is applied within the RoarBike project.

Figure 31. RoarBike's landing pages (Author)

The second and third pages the researcher design to display different types of products that Roar Bike manufactures in the company while the third landing page shows specification therefore customers will have more information during the browsing time before making a further decision. The aim of the second and third landing pages is to

provide general information for customers which helps online shoppers perceive various information before access to Roar Bike 's home page.
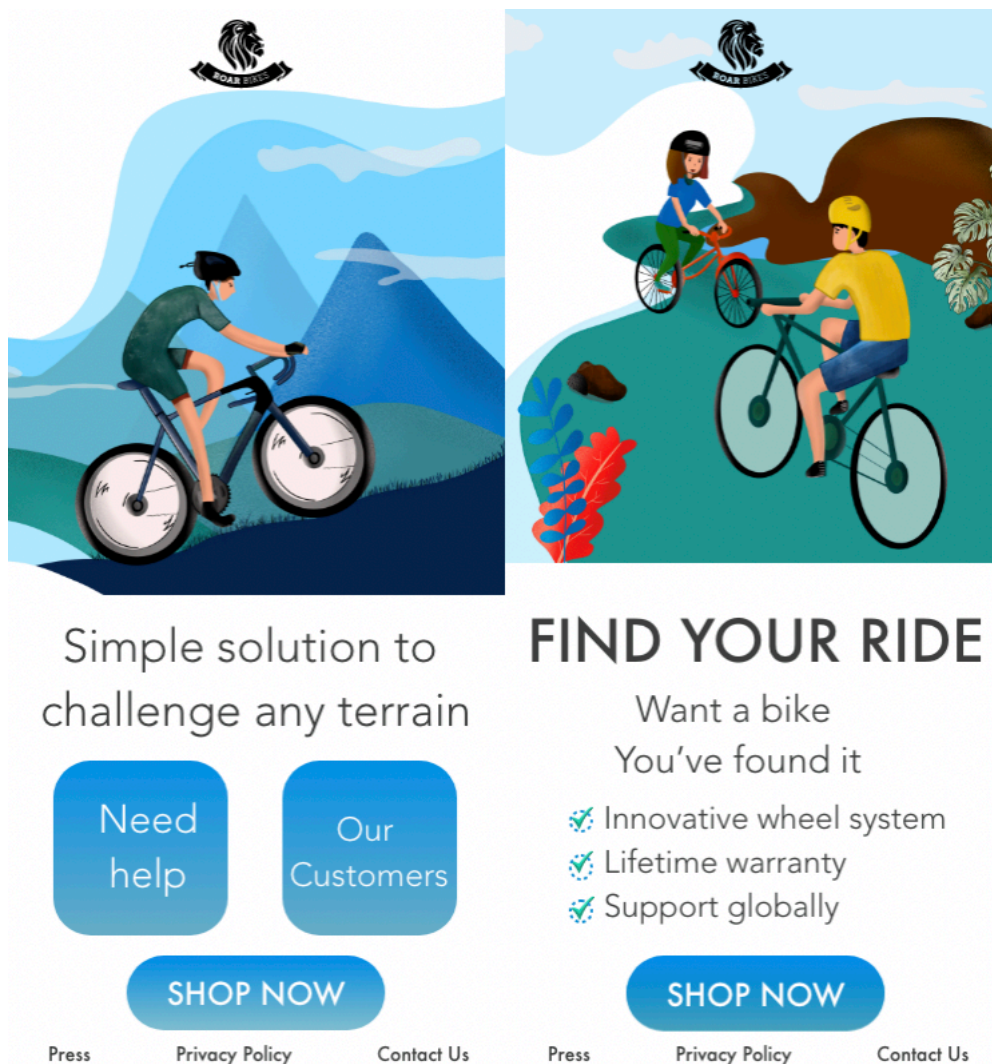
Figure 32. RoarBike's landing pages (Author)

The two-second landing pages provide customer with different options to find for frequently asked questions or browser other trusted customers. The final landing page offers the call to action with the message to encourage visitors to click through the page and visit Roar Bike's landing page. To provide a better surfing experience Roar Bike's landing pages were added with selected information that to enhance credibility and create a trust for customers. Rounded corner is one of the shape styles that also be applied to bring a modern-looking and signify optimism for minimalistic. Since rounded edges have a positive reach impact on the eyes therefore it is usually to apply in the design button to direct customer's attention to a specific action.

Below is the applied rounded button of the Roar Bike's design.
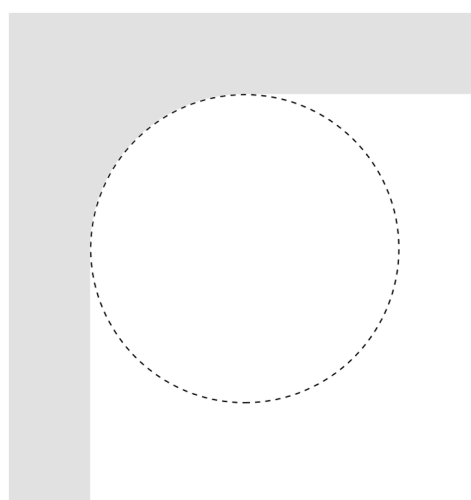
A rounded corner

Figure 33. Rounded button (Material Design)

In the digital age, color has become an important part that has to convey positive or negative feelings that make customers make up their minds within the first few seconds. By contributing to the role of color to landing pages it plays a vital role in capture the attention and trust of Roar Bike's site visitors straight away.

Light blue and contrast colors combination of blue is presented throughout the entire pages in order to create a friendliness and faith for all visitors. Since blue symbolizes trust and loyalty, it was selected to bring an open space to all customers which is suitable for the sporty concept of the company. Blue and the contrast of blue color schemes were selected as it is a marker of loyalty and fidelity which Roar Bike expected from its customers is to give the perfect products and a trusted company for worldwide customers. In addition, blue conjures the color of bravery and dedication that represents the message that Roar Bike wants to convey to all customers as to begin with, their journey, to start a healthy lifestyle with RoarBike. As Roar Bike will always show dedicated support to all its customers thus providing crystal clear landing pages will drive more conversions for the company.

Futura font is a geometric sans-serif typeface which is applied in the design of Roar Bike's landing page. It was first created in 1927 by Paul Renner and is acknowledged as a high-quality font for clean and elegant design. As Roar Bike wants to encourage people to have

a healthy and simple lifestyle that is all starts with an easy way of exercise or discover a sporty journey with Roar Bike's products.

Call to action button at the first page shows exclusively since it triggers customer's curiosity when they first land the site. Another call to action buttons and bullet points quickly sum up what the reader can expect after the short introduction from the first landing page.

Figure 34. The three-column content block (Author)

The three column content block was applied to introduce what Roar Bike offer at first sight. It clearly display what products are available in customer's journey when surfing all the landing page before take further action in company's product pages.

5 DATA ANALYSIS

5.1 Data collection

To collection quantitative data it begins with conducting a research questionnaire for online customers to obtain different perspectives. Survey questions will be based mostly on landing page topics and from previous qualitative data to gain insight into how customers think on landing page designs. Suggestions for improvement and other users' experience will be given to enrich the information for the research. Important data collection in this method will be used to understand customers' experience in the design and how to find a suitable solution for RoarBike in conveying marketing messages to online shoppers. Since this mode of survey provides flexibility for the researcher and also other users to fill in the questionnaire, the researcher will conduct it in different hours of days. There is a limitation of the age group for this method and a random of respondents for the survey will be utilized for the objectivity of the finalized results. The data collection method to be indicated in the research is a probability which is considered to give the most reliable result. More specifically, simple random samples will be applied and combined with purposive sampling in order to select who to ask to participate in the study. The population illustrated in this research is online shoppers from selected age groups who are under 50-year-old. Researchers combined two different types of sampling methods to identify a representative sample that suits the need and also based on who has the potential to browse and do online shopping on smart devices as mobile phones. Once the data is collected, the researcher will analyze based on previous empirical data collected will be provided as to indicate the confidence of the survey collection.

Prior sections and analyzed data will be combined together to conclude the final conclusions. Lessons learned and improvements from respondents will be drawn up in discussion with the primary goal to understand research objectives and finalize a well-designed landing page for RoarBike company.

To measure the number of necessary samples to meet the statistical constraints, the researcher first to know the total number of the world population and find out the percentages of the population from 15 to 50-year-old group to have a precise number. Data collection for the samples is being collected through Statista website, as a source to accumulate the percentages of the world population by age groups in the year 2020.

Distribution of the global population in 2020, by age group and world region
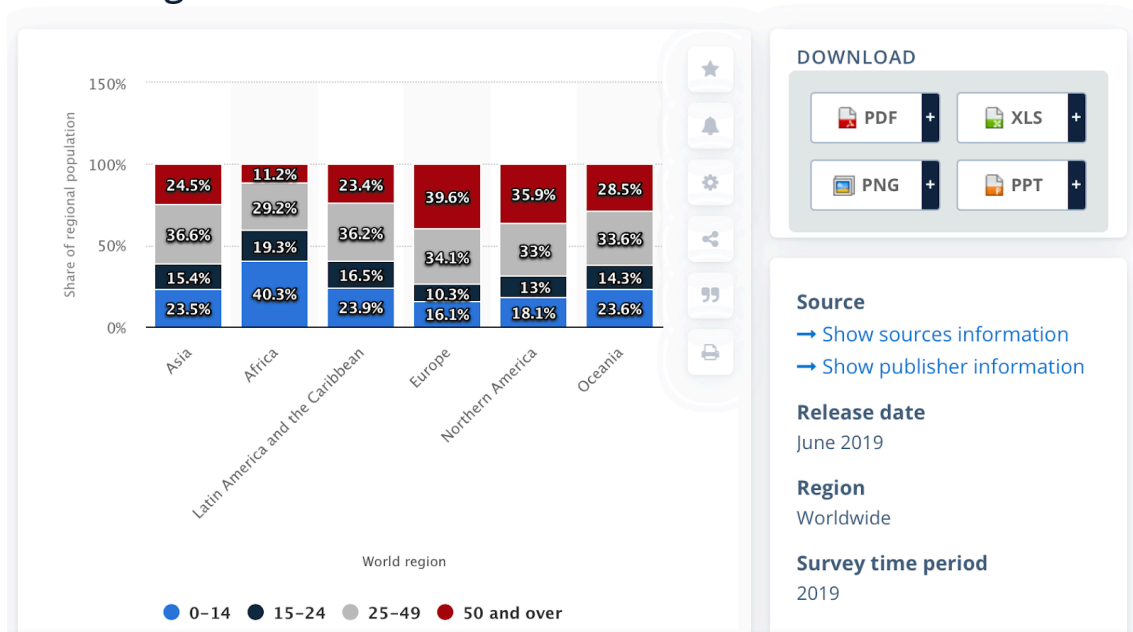
Figure 35. Distribution of the global population in 2020 by age group (Statista)

Collected data is used to calculate sample size based on the population of the selected age group with the observation of confidence level and margin or error.

Based on the data from the world populatiopn, the population size of the age group from 15-50 is 3789240000, population proportion can be applied as 50% that is conservative and indicates the largest sample size. The error of margin within 5% for the confidence level approximately 95%. The result displays that there is a need of 385 answers from the survey questionnaire with a confidence level of 95% and gives a small error margin of 5%.

Result

Sample size: **385**

This means 385 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within ±5% of the measured/surveyed value.

Confidence Level: ⑦ 95%
Margin of Error: ⑦ 5%
Population Proportion: ⑦ 50% Use 50% if not sure
Population Size: ⑦ 378924000 Leave blank if unlimited population size.

Calculate ▶ Clear

Figure 36. Population size (Calculator.net)

The final questionnaire (see Appendix 1.) was collected anonymously to introduce the presence of the research, followed by 14 questions divided into the main goals of the study. The first part contained 2 background questions of the respondents which are used to define insight of different age groups from distinct countries. The second part included 8 questions which were measured by a five-level Likert scale to obtain information from respondents' perspective of RoarBike's landing pages. The third section of the questionnaire was designed to split respondents into two groups to define the effect of visual design elements on online users. The final part compounded of 2 open questions to clarify respondents' points of view to the goal to discover whether assenters understand the conveyed message and to receive improvement contribution to the design.

Likert scale was applied mostly in this study due to its popularity in quantitative research and reflected a clear perception of respondents. The answers obtained will analyze insight into the perception of customers about RoarBike visual design. Below is the table 1 which illustrated the structure of the survey.

Table 1. Survey structure (Author)

Subject	Characteristics	Measurement scale
Introduction Background	Introduction and explanation of abbreviation and marketing terms from the survey Question 1-2 (age, country of origin)	Multiple choice
Understand and visual of the headline	Question 3,4	Likert scale 5 (extremely - not at all)
Motivation to CTAs	Question 5	Likert scale 5 (extremely – not at all)
Perceived reliable, friendly and compelling visual design	Question 6,7	Likert scale (extremely – not at all)
Measure trust level and landing pages length	Question 9,10	Likert scale (extremely – not at all)
Rate design elements	Question 8	Likert scale 5 (excellent – poor)
Visit and purchase products	Question 11,12	Close questions (yes, no)
Perceived message and other comments	Question 13, 14	Open questions (short answer, give feedback for improvement)

5.2 Validity and reliability of the data

Regarding validity, there are 207 people filled in the full questionnaire while the researcher sent more than 700 surveys by Linkedin and survey for dissertation groups. Some people did not have time to participate and others did not concern themselves with filling in the survey. Language barriers also may be considered as one of the reasons that affect respondents since the questionnaire was conducted in English. The researcher

utilizes and combines two methods quantitative and qualitative measures and the data collected will be analyzed by SPSS system and by google form survey.

The reliability of the sample plays an important role in providing the data therefore, the sample size was calculated to narrow the scope based on the total population to meet a reliable result. The initial sample size expected from the survey was 385, which would have indicated the confidence level of 95% and an error margin applied is 5%. However, only 207 answers were obtained which enabled the study to increase the confidence interval (the margin of error) to 6.81.

5.3   Data collection

Data collection was conducted from 14 of August to 24 September 2020. The answers were collected online by google form and were delivered to respondents by private message on Linkedin and emails. To increase the number of answers, the researcher was motivated to send out the survey to different groups in different countries to collect answers. Information of respondents accumulated through online channels will be kept as anonymous and all were recorded to serve for thesis analysis purposes.

A qualitative interview was conducted in late August with the aim to understand the different opinions of senior designers, and brand strategists in current agencies, with the aim to understand insight, trends in design and gain a deeper knowledge of how different companies contrive to communicate with customers.

5.4   Analysis the respondents

For the purpose of data analysis, data collected will be utilized by SPSS statistical software and google survey form. Firstly, data collected will be analyzed based on respondents' background age groups. Variation and crosstabulation will be applied as analytical tools in this thesis in order to explain and give more information for the study. Linear correlation analysis is applied to indicate the relation of customers' experience to visual elements on RoarBike's landing pages.

There were 207 survey answers collected during two weeks of questionnaire sending. Data were collected in different areas of the countries from Asia to Europe, Pacific, South and North America and Africa to illustrate the background of respondents participating

in the survey. The number of the world population with the age from 15-50 selected is 3789240000 people, with the expected number of survey answers is 385 people.

However, the final participants taking in the survey were 207 people from different countries. The sample was region unbalanced as the number of Asia represents 48.5% following the number of respondents from European countries as 39.8% compared to other regions like Oceania, Africa, North America & South America in a total of 11.7%. This inequality might be caused by the number of interested people in different countries towards online shopping and also from the researcher's methods of sending surveys.
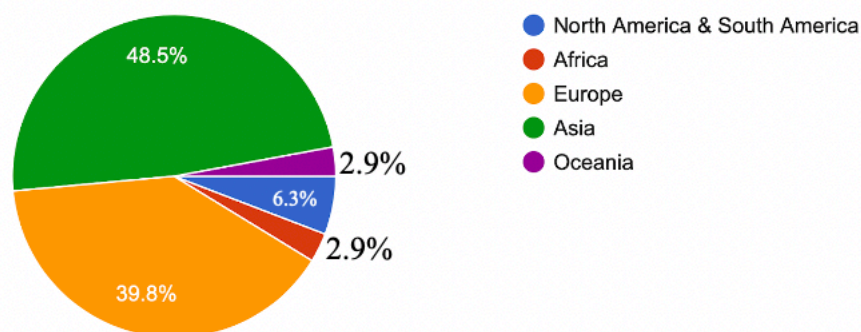
Figure 37. Region of Origin Pie Chart (Author)

The age represents the different perceptions of customer groups on online websites. Among 207 respondents there are 81.2% of the respondents are from 18 to 29 years-old compared with 13.5% of the respondents from the age groups 30-41. Similarly distributed were the middle age groups from 42-60 accounting for 2.9%. From the pie chart, it is illustrated that the target group for online shopping is from 18-29 following the age groups 30-45, due to the evolving technology and convenience of online shopping. While this number in the elderly indicated a huge difference in the percentage as senior citizens prefer traditional shopping stores. Since the younger generation demands more from the online shopping experience, as well as using mobile devices to surf and purchase products through social channels, it is a shred of clear evidence for RoarBike to focus on designing its company website.

1. What is your age group?
207 responses

under 18
18 - 29
30 - 41
42 - 60
over 60

13.5%
2.9%
1.4%
81.2%
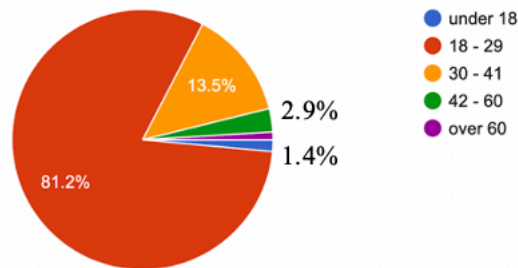
Figure 38. Age Group Pie Chart (Author)

Perception of customer's understanding what RoarBike offers through these landing pages is indicated by the pie chart below. It was measured by Likert scale 1 (not at all) – 5 (extremely). According to the given pie chart, the number of respondents who moderately understand RoarBike's product accounted for approximately 32%, following by 30% of respondents saying that they very understand after visiting the company's landing pages. Only a small percentage of respondents do not understand what is RoarBike products (10%).

3. How well do you understand what RoarBike does through these landing pages?
207 responses

Not at all
Slightly
Moderately
Very
Extremely

30%
4.8%
31.9%
10.1%
23.2%
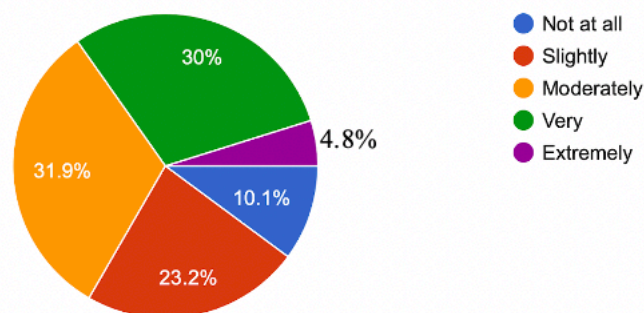
Figure 39. Level of understand Pie Chart (Author)

The table 2 indicates the cross-tabulation of Age with the level of perception of RoarBike's landing page visual design. Of the 29 respondents who agreed that RoarBike's landing pages are friendly and compelling, 24 respondents show the highest

agreement level are from the age group 18-29, accounted for 82.75%. This corresponds with 86.4% of respondents think the designs are very friendly and compelling and 77.2% of respondents agreed moderately with the visual design. Whilst the third large group, with 19 people were slightly agreed to the visual design of the landing page, and only 4 respondents represent for not at all options. Focusing on the 30-41 aged group, respondents all agreed moderately with the researcher that the landing pages are friendly and compelling, with a total of 10 respondents (15.15%). In comparison to people who think the design is extremely friendly and compelling, only 13.7% (4 respondents) agreed with this option and 6 respondents slightly agreed, while the other 8 respondents very agreed to the friendly design of the pages.

Table 2. Age group and visual design element Crosstabulation (Author)

1. What is your age group? * friendly and compelling visual design Crosstabulation

Count

		friendly and compelling visual design					Total
		Extremely	Moderately	Not at all	Slightly	Very	
1. What is your age group?	18 - 29	24	51	4	19	70	168
	30 - 41	4	10	0	6	8	28
	42 - 60	0	4	0	0	2	6
	over 60	1	0	0	0	1	2
	under 18	0	1	0	2	0	3
Total		29	66	4	27	81	207

Given the pie chart illustrated the number of respondents agreeed with the researcher that RoarBike offers a friendly and compelling visual design. Of the 207 answers. 39.1% of respondents think it was very friendly and compelling visual design, following is 31.9% agreed moderately with the researcher's statement. Below is the pie chart mentioned.

7. RoarBike offers a friendly and compelling visual design?

207 responses
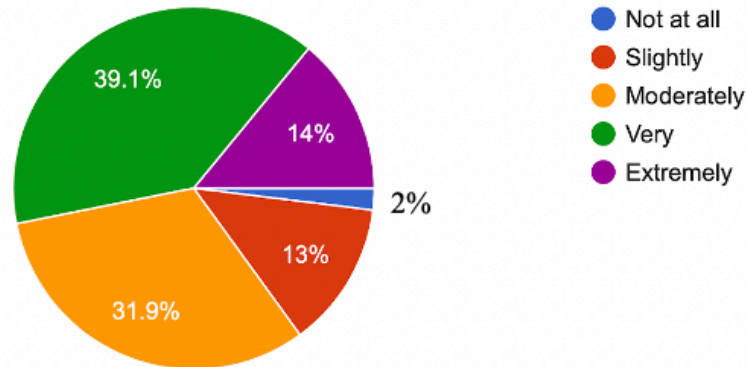
Figure 40. Friendly and Compelling Visual Design Pie Chart (Author)

All elements play a vital role in encouraging customers to take further action, thus, the researcher focuses on each different element to design and bring better experience to online shoppers. As a strategic call-to-action button contributes to guiding visitors through the buying journey and affects directly the company's conversion rates. The below pie chart illustrates how motivation that customers respond to the call-to-action button with the Roarbike's design. 38.6 percent is the percentage of respondents who selected the moderately option to show their responses level to the call-to-action button. RoarBike's design button provides an informative and logical flow to drive online users to take further action. Approximately, a quarter of respondents said they were slightly motivated to react to the call-to-action button. Whereas, there were 22.7% of respondents which is 47 people over 207 were very motivated to click through the button. While 12.1% said that they were not motivated at all by RoarBike's CTAs button. Only a small percentage of respondents have an extreme motivation to click through the call-to-action button.

5. How motivated are you to respond to the CTAs (Call to action) button?
207 responses
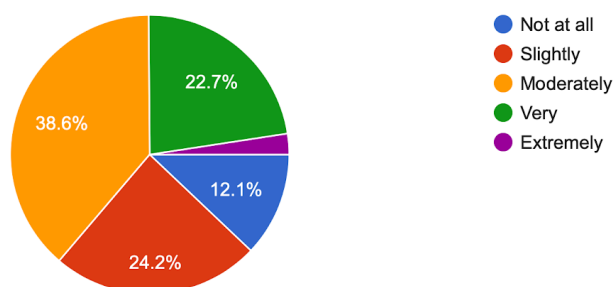
Figure 41. Percentage of Motivation (Author)

Questions 8 and 9 were evaluated landing pages and customers trusted level on RoarBike's landing pages by applying Likert scale 1 (Not at all) – 5 (Extrememly). A set of questions regarding the level of customers' trust and design of RoarBike's landing pages outlined in table 3 revealed interesting information as the correlation between online shoppers' trust and all design elements on the landing pages which contribute to a better shopping experience.

Based on the correlation coefficients, it is proven the assumption derived from the analysis that all elements on landing pages as aesthetics, message, clarity of the design, simplicity, impact, and call-to-action button indicated positively correlated with the level of trust based on RoarBike's landing page design. Impact and clarity indicated a quite equally positive correlation of 0,369 and 0,345 respectively. It can be observed from the correlation table as the message also contributes to the level of trust from online customers with a positive correlation of 0,349. This can be explained as a fact that if RoarBike focuses on its landing page design, online shoppers tend to show higher and positive trust in the company's webpage. Also, the correlation coefficients among all variables as aesthetics, message, clarity, simplicity, impact, and call to action indicate all positive signaling relationships and the indispensable part of these elements for the landing pages design. Pearson correlation between message and clarity illustrates a high number, which is up to 0,679, and positive the attributes of the call-to-action button with impact is 0,631.

Table 3. Correlation of level of trust and design elements (Author)

		How much do you trust the information on RoarBike's landing pages?	Aesthetics	Message	Clarity	Simplicity	Impact	Call to Action
How much do you trust the information on RoarBike's landing pages?	Pearson Correlation	1	,284**	,349**	,361**	,315**	,369**	,345**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	207	207	207	207	207	207	207
Aesthetics	Pearson Correlation	,284**	1	,369**	,321**	,408**	,401**	,432**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	207	207	207	207	207	207	207
Message	Pearson Correlation	,349**	,369**	1	,670**	,428**	,500**	,509**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	207	207	207	207	207	207	207
Clarity	Pearson Correlation	,361**	,321**	,670**	1	,547**	,504**	,466**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	207	207	207	207	207	207	207
Simplicity	Pearson Correlation	,315**	,408**	,428**	,547**	1	,466**	,468**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	207	207	207	207	207	207	207
Impact	Pearson Correlation	,369**	,401**	,500**	,504**	,466**	1	,631**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	207	207	207	207	207	207	207
Call to Action	Pearson Correlation	,345**	,432**	,509**	,466**	,468**	,631**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	207	207	207	207	207	207	207

**. Correlation is significant at the 0.01 level (2-tailed).

According to the bar chart, there was a difference in the percentage of customers' trust based on landing page information. The highest percentage of respondents who favour the option that they very trust the information provided on RoarBike's landing pages, around two-fifths agreed on that option, and over a third with moderate trust in the company's website information. While only 8.7 percent totally trust all provided information.

9. How much do you trust the information on RoarBike's landing pages?

207 responses
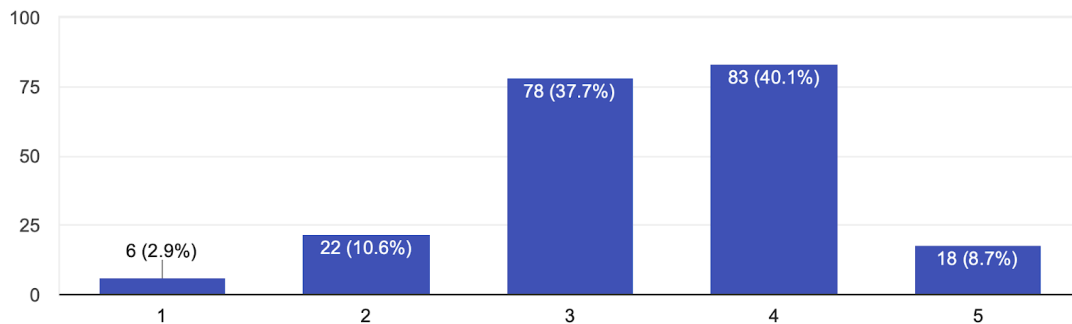
Figure 42. Percentage of trust Bar Chart (Author)

The bar chart examines how the respondent rate of different elements on the company's landing pages. RoarBike landing pages show the highest percentage of respondents who rate good for aesthetic, simplicity, and clarity elements from the landing page. Other elements only received an average including message, impact, and call-to-action button.

8. Please rate the landing pages based on a scale from 1 to 5: (1=Poor / 2=Fair / 3=Average / 4=Good / 5=Excellent)
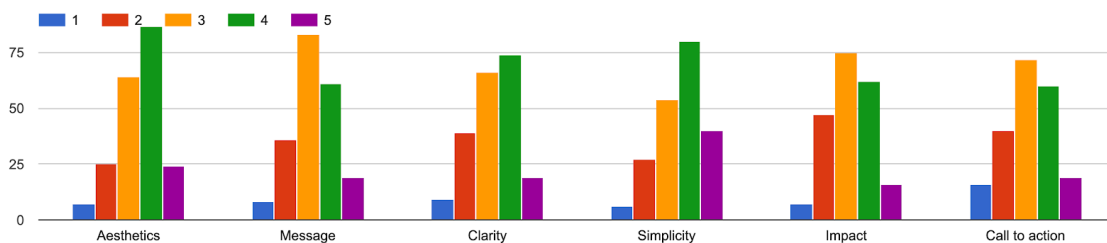
Figure 43. Rate the elements on landing page bar graph (Author)

As important in this research is to find whether more landing pages indicate a positive or negative influence on customer experience. Question 10 focuses on if the number of landing pages from RoarBike makes respondents stop using the sites. It is clearly indicated from the pie chart that most respondents are not affected by the number of landing pages, with approximately 31.4%. Following is 23.7% of respondents feel many landing pages make them slightly want to stop using the pages. While this figure is higher in moderate option, accounted for 27.1%. When it comes to the negative perception from

respondents 11.6 percent said that many landing pages from RoarBike stop their further intention of continuing to use the site.
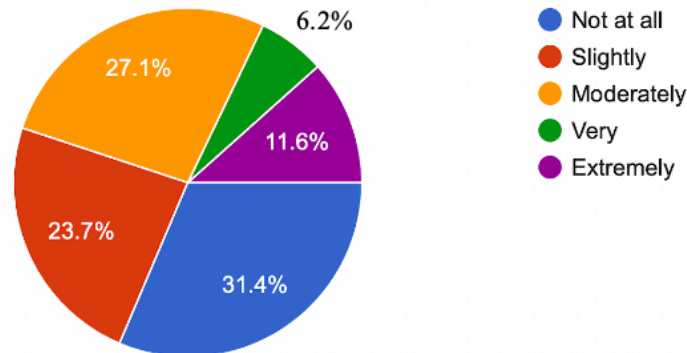
Figure 44. Percentage of reason to stop using landing page (Author)

When looking at the relationship between the reliability aspect and customer buying decision, it could be observed that an increase in the level of reliability does not affect strongly the purchasing decision from customers. This is deducted from the observation from the reliable and buy product in the crosstabulation below, it shows there are 50 respondents believe that RoarBike's landing pages are moderately reliable there were 41 said "no" to buy the products. The same answer also analyzed from the given table 4 that in total 81 respondents said the landing pages look very reliable, 46 equivocators do not want to buy the products. Moreover, the option yes was outweighed by the answers no in the slight level of reliability of the landing pages. The collected data from the pie chart also indicated that over 66 percent of respondents said they would not purchase products after visiting the landing pages, only one-third of the answers are willing to purchase products after visiting the landing pages.

Table 4. Level of Reliability and Buying Decision Crosstabulation (Author)

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Reliable * Buy product	207	100,0%	0	0,0%	207	100,0%
Reliable * Visit RoarBike's website	207	100,0%	0	0,0%	207	100,0%

Reliable * Buy product Crosstabulation

Count

		Buy product		Total
		No	Yes	
Reliable	Extremely	8	12	20
	Moderately	41	17	58
	Not at all	5	0	5
	Slightly	38	5	43
	Very	46	35	81
Total		138	69	207

A similar observation is discovered in the perceived ease of question 11, however, though the relationship of reliability level and increasing in the second visit show a positive result. In the total of 20 respondents agreed that RoarBike's landing pages are extremely reliable, there are 18 said "yes" to pay a visit to the company website. The overall respondents said "yes" also in other levels of reliability with 44 in the total of 58 respondents wanted to visit the company's webpage as they are all perceived company landing pages are moderately reliable.

Table 5. Level of Reliability and Visit Webpage Crosstabulation (Author)

Reliable * Visit RoarBike's website Crosstabulation

Count

		Visit RoarBike's website		
		No (if no please explain below)	Yes	Total
Reliable	Extremely	2	18	20
	Moderately	14	44	58
	Not at all	3	2	5
	Slightly	20	23	43
	Very	13	68	81
Total		52	155	207

The pie chart below provides information whether customers want to visit the company websites after engaging in RoarBike's landing pages. The answer "yes" is by far the most popular responses with approximately three quarters (74.9%) of respodents would like to visit the site. Non-visitors to the website with the answer "no" accounted for 25.1 percent.

12. Would you visit RoarBike's website after spending time on our landing pages?

207 responses
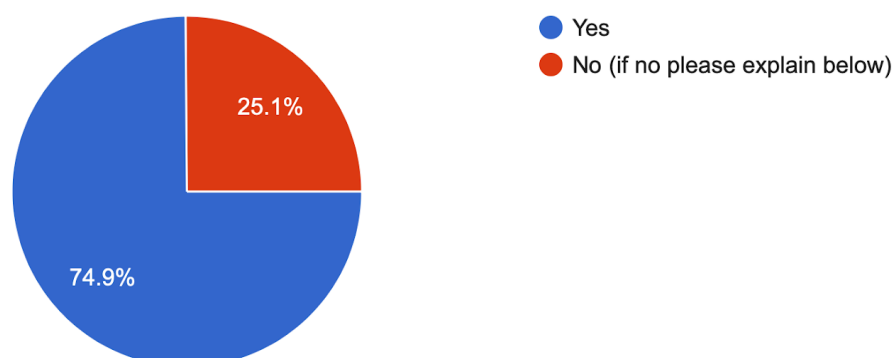
Figure 45. Percentage of respondents to visit company's website (Author)

6   RESULTS

6.1   Discussion and Conslusion

This conclusion consists of a brief summary of the findings and analyzing parts of the study. Since the conclusion perceived the foremost concise data and knowledge for the case company to receive the fultimate result. Recommendation for the design will also be indicated and knowledge obtained from the survey will be presented in this section.

The objective of this study was to understand the user experience after browsing RoarBike's landing pages with a deeper goal to find the influences of visual design in conveying messages. Methods employed in this research are quantitative research, descriptive analysis, crosstabulation analysis, design research and applied typography in Adobe XD software. To give insight of the All the mentioned knowledge was literally studied concerning marketing and project's design. Additionally, in terms of literature relations, the researcher's perceived knowledge in the design aspect by the supportive online platforms, theory lessons and other researchers' papers from the internet. Four auxiliary questions aligned with the main question to grant deeper knowledge for the benefit of the company and the researcher. Firstly, to answer "How do customer discern messages on the landing pages?" Knowledge can be obtained by the survey answers that different customers from different age groups and nationalities tend to perceive things differently from the visual design, colors, and information on the landing pages. In total of 207 answers, there are 76 respondents which accounted for 36.7 percent of the answers correctly with the message of what researcher want to convey. The message from RoarBike's landing pages is "to promote, sell and encourage people to buy bikes". While there have been alittle number of 9 respondents replied that they did not understand the message, provided a blank space and provided senseless answers for question 13. However, other respondents perceived the question in other away from what they obtained and understood from the given information on RoarBike's landing pages. Those figures mentioned above displayed different aspects of perceiving information and message from customers, it is different from range of age groups and design expectation, therefore although the bulk of respondents could understand the fundamental of the message conveying on the landing pages, there are some colors and products'

specification aspects that need to be improved to achieve professional design, meet potential customer's expectation and reflect a high conversion rate.

Secondly, answering "Why are mobile landing pages an indispensable part of marketing that creates good flow for customer conversation and best customer experience?" can be obtained from the theory part and empirical research part which explains the important role of landing pages. As collected from Cheryl Baldwin, a Director of Marketing and Communications stated that the landing page is a good way to drive traffic, which improves company SEO and builds company brand. According to the researchers, many B2B businesses use landing pages to generate leads for its further conversion. Since it directs customers to specific items, products of the company, landing pages encourage online shoppers to make further decisions. Thus, it considered as a crucial value for many businesses.

Another well worth mentioning opinion from Pamela Vaugan illustrated that landing pages support marketing offers that direct website visitors exchange their contact information for valuable offers. It is a perfect tool to track reconversions of existing leads which benefits companies to engage with other businesses and collect customer behaviors' activities on websites for further study. John Jantsch explained in DuctTapemarketing some reasons which make landing pages become a must. Besides promoting company web pages and products, landing pages also help feature companies to personalize and address target segments, which contribute to engaging online visitors and an increase in sales.

The third question " How does a company use visual design to convey messages to customers?" was illustrated through the whole process of researching, planning and designing RoarBike's landing pages. By understanding what is the main message of the company case and researching the target customer group, the researcher was able to apply appropriate design elements on the landing pages. Conveying messages to customers requires a long process of understanding different elements in the landing pages, for example, the evokes of customer mood, tonality intention of the business, visual aspects, and other color perception. This could be done in terms of long-time research, user testing, and learning from other opinions to figure unique strategies in design.

From the empirical finding, the researcher was able to understand the whole process of applying visual elements in conveying company messages to customers by focusing on all present elements on the landing page. Typography is acknowledged as the essence of clear communication that raises the voice of the brand. It is used to inspire customers to express their feelings and connect the audience to the content of the webpages. Contrast is another element that brings the aesthetics to create an overall picture of the design. As from the data, the aesthetics aspect received a good score from all the respondents, it displays an undeniable role of it in general design. Besides some mentioned elements above, there are some design rules which support the conspectus picture of emphasis designs that need to be applied including minimalist approach, uniform marketing messages on different channels, and brand recognition.

Further, according to the qualitative interview research, a Senior Account Executive form an agency Brand2Asia in Vietnam emphasized the crucial role of messages through photos on the website, visual design and content contribute to enhance the message flow. Applying SMILE standardize was recommended by a member of iRep Japan Subsidiary, as. SMILE stands for Simple, Memorable, Interesting, Link to Brand, and Emotional. As the interviewee said, good design needs to meet all five elements in SMILE, from the precise message to deliver to customers which encourages customers to remember the company. Memorable is the other word of impressive and unique which makes customers pay attention to what the company delivers. Interesting aligns with Memorable since with interesting information, the topic audiences are easier to remember stories and products of the company. Nevertheless, Link to Brand is the success of the design when customers are able to recognize the brand by color, shape, size of its logo. Last but not least, Emotional involvement plays a vital role as a catalyst for further rational purchasing decisions and undying brand loyalty from customers.

The final question "What should companies consider when managing visual design in marketing?" was answered by a member of Brand2Asia in Vietnam. The interviewer responded that all design elements should be considered however, as the advent of new design trends and shifting customer preferences in new ideas, the pictures option and simple designs cannot fully deliver the whole story and messages of businesses.

Therefore, the need for animation can bring concept combined thoughts to create a storyline that keeps the audiences engage and immerse in the company's story. The animation is a provable reason for many businesses to cut through the noise to increase conversion rate, gain customer loyalty, and deliver eye-catching design to interact with potential customers.

Another suggestion from Thomas Trịnh who is working as a Digital Marketing Vietnam Corporation in iRep Japan Subsidiary mentioned some aspects that should be considered including target audience, brand guidelines, and campaign objectives. The target Audience is acknowledged as the most crucial element because it makes the company focus on whom it will serve and how to prioritize resources accordingly. By understand target customers, it provides a clear focus to develop effective marketing communication strategies. In terms of campaign goals, it is important to contemplate a clear vision and mission before delivering any marketing messages. As campaign goals cannot be conceived without doing prior research, businesses should consider defining what they want to achieve and evaluate different perspective of the market which they want to operate. After reviewing all points, it can be concluded that these aspects are vital for businesses to manage visual design in marketing.

6.2   Recommendations

Providing theoretical improvement for the topic, this study also suggests some practical implications to benefit the RoarBike company and other people who want to gain deeper knowledge of this study. As providing conveniently brilliant and good landing pages the whole process of design should be carefully researched and planned. Therefore, by improving this trial version of RoarBike landing pages the company can bring a positive perception and good surfing experience for its customers. This research should benefit the company case, further research, and all other managers, researchers, and designers in both marketing and design fields.

Since it is a testing landing page version various designing aspects need to be taken into account to improve the general ideas based on the contribution feedbacks of respondents. The current color theme and design pictures were not a favorite of all the respondents therefore, some respondents suggest more clean and suitable color options that are

perceived as for sport and energy like orange, yellow combined green. The respondents recommended using real photos of athletic with RoarBike's products instead of using illustrating pictures to create trust and increase visitor engagement due to the fact that they prefer to connect with other people emotionally than illustrating characters. There has been significant scientific research on whether using human photos on websites or illustration photos generates a higher conversion rate. Many public e-commerce as The Human Face of E-business said that by using facial characteristics from human indicated an increase in conversion rate and initial trust for online shoppers. Another example is an online art platform called Mealia Art examined a test to figure out what happens if they replace all artists' photos on the websites instead of showcase only paintings. As a result, the conversion rate with painting photos was 8.8% while in artist photos, the percentage increased to 17.2%. The same experiment was conducted by Jason was a 48 percent conversion rate increase compared to the simple icon.

Moreover, as from the previous design, the research provided 7 landing pages. In the theoretical part indicated that businesses with 10-15 landing pages tend to increase conversion by 55% over business websites with less than the number of 10 landing pages. While this percentage increased to over 500% if companies applied more than 40 landing pages. Nevertheless, having many landing pages was not a good solution for many respondents as it was the main reason to stop continuing using the pages according to the researcher collected survey. The number of appropriate landing pages for RoarBike can be decided through further research to give a positive effect on online customers' perception leading to a higher intention to visit RoarBike.

Current information on RoarBike's landing pages still needs to be more attractive and reduce some irrelevant information as the specification of the product on the landing page. Provide enough information on what is being offered, headline, and highly recommended a promotion video was suggested by many participating respondents. As video on landing pages can enhance the number of conversions by up to 86% according to a study from an online tutoring company named Eye View Digital, it offers more visual elements than just written words. Video on the landing page allowed visitors to receive and experience on the online shopping journey with little effort, thus, by adding a promotion video on the landing page, it connects products and services with RoarBike's

customers. Besides some suggestions for color and design on the company's landing pages, other respondents said that they would like the simple idea of company message since it personalizes the product itself and encourages them to make a purchase. Therefore, it is necessary for the company to make further research in order to design a better version of this landing page to encourage customers to enjoy the online shopping journey.

6.3   Limitation and future research

This research encountered different limitations during the process of conducting a plan, research, design, and analysis. The research was conducted on a small sample of 207 respondents who did not meet the expectation of 385 answers. These reasons could be caused due to the language barriers of different regions and busy time schedules of other people which stop them from participating in the survey. All survey, were delivered through personal messages from a circle of acquaintances, emails, and other target groups of respondents.

Another limitation that is well worth mentioning is the knowledge of the researcher in the design field. Since the researcher's background is in international business it took a few months for the researcher to obtain knowledge and acquire skills in landing page design and learn to use Adobe. XD software. Therefore, many skills in design and the knowledge of design aspects in marketing require a prolonged time to comprehend to achieve professional results.

In terms of questionnaire structure, the length of the survey included an introduction, and an abbreviation explanation assumably demoralized some attesters to read and finish the survey. Especially question 13 with the aim to encourage people to show their knowledge of the message from what they ascertained after browsing RoarBike's landing pages. The researcher was mistaken to put example messages thus, some of the respondents copied the example answer without thinking about the correct message they could perceive. More accurate answers could have been obtained if the researcher eliminated sample messages on the question.

This study indicated the consequential role of mobile landing pages contributing to the aggrandizement of online shopping in the digital age. By focusing on company websites from both the desktop version and mobile version, companies are able to discover the major potential of e-commerce in the digital world. Further research on creating interactive landing pages, could be conducted based on insight results from this foundation study.

Time limitation could restrain the cultural research on the visual design since cultural plays a crucial role in some design research. Contemporary culture and cultural background are acknowledged as the mirror that reflects and has an effect on visual design. As from the background question in the study, the researcher realizes the different points of view that affect the evaluation and customers' experience in the design. Some respondents are extremely like the design, while others said that the design did not encourage them to take further action. Moreover, absorbing content also reflects their cultural perspectives that define how customers feel about their online journey. Therefore, it is stated that visual design and culture have a direct connection with each other. For further research is highly recommended to aware of the differences and to create a cross-cultural experience for more effective messages to customers.

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APPENDICES

Appendix 1. Survey Questionnaire

Dear respondents,

I am on a quest to find out "How visual design elements convey messages to customers through landing pages" which supports my thesis research for Bachelor degree. I kindly ask you to fill out the questionnaire and all responses will remain completely anonymous. Completing the questionnaire takes about 5 minutes and data will be reported on an aggregated level without any identification possible.

Results will be used to support for the Bachelor thesis of Business of Administration at Vaasa University of Applied Sciences.

Thank you for your time and support.

You can use the link for a full browsing experience of ROAR BIKE's landing pages design or simply take the survey, all pictures will be provided in the questions below.

If you decide to experience the design through the link below, you can click or tap any button, picture or simply just click on the page to move to next page.

ROAR BIKE Landing pages

https://xd.adobe.com/view/f529e453-4c72-47d1-b1d5-c8a7abf82640-a07a/

Quantitative Survey Questions

1. **What is your age group?**

   under 18

   18-29

   30-41

   42-60

   over 60

2. **What region of origin you are from?**

   North America & South America

   Africa

   Europe

   Asia

   Oceania

3. **How well do you understand what RoarBike does through these landing pages?**

   Not at all

   Slightly

   Moderately

   Very

   Extremely

4. **The headline is specific and clear what is being offered?**

   Not at all

   Slightly

   Moderately

   Very

   Extremely

5. **How motivated are you to respond to the CTAs (Call to action) button?**

   Not at all

   Slightly

   Moderately

   Very

   Extremely

6. **Visual design elements make these landing page look reliable?**

   Not at all

   Slightly

   Moderately

   Very

   Extremely

7. **RoarBike offers a friendly and compelling visual design?**

   Not at all

   Slightly

   Moderately

   Very

   Extremely

8. **Please rate the landing pages based on a scale from 1 to 5: (1=Poor/ 2=Fair/ 3=Average/ 4=Good/ 5=Excellent)**

Aesthetics

Message

Clarity

Simplicity

Impact Call to action

9. **How much do you trust the information on RoarBike's landing pages?**

   Not at all – Very much

10. **RoarBike has many landing pages that stop you from continuing using the pages?**

    Not at all

    Slightly

    Moderately

    Very

    Extremely

11. **Would you buy the product after visiting our landing pages?**

    Yes

    No

12. **Would you visit RoarBike's website after spending time on our landing pages?**

    Yes

    No

13. **What was the message conveyed from RoarBike's landing pages? Please briefly explain below. (E.g: Promote a free trial, gather email newsletter sign up, offer free coupon sign up…)**

14. **Do you have other comments that we can improve our landing pages? (If No please type "no")**

Appendix 2. Quantitative Quesions Message Cover for the Questionnaire sending

Dear ….,

My name is Trinh and I am a final year student at Vaasa University of Applied Sciences. Currently, I am on a quest to find out "How visual design elements convey messages to customers through landing pages" which supports my thesis research for a Bachelor degree. I kindly ask you to fill out the questionnaire and all responses will remain completely anonymous. Completing the questionnaire takes about 5 minutes and data will be reported on an aggregated level without any identification possible. Results will be used to support the Bachelor thesis of Business of Administration at Vaasa University of Applied Sciences.

Thank you for your time and support

LINK TO THE QUESTIONNAIRE

Appendix 3. Qualitative Interview

Dear Interviewee,

My name is Trinh and I am a final year student at Vaasa University of Applied Sciences in Finland. I am on a quest to find out "How Visual Design Elements Convey Messages to Customer through Landing Pages" which support my thesis research for a bachelor degree. I kindly ask you to take part in the interview and answer a few questions which will be used in my thesis.Your answers will be recorded and contributed to the qualitative data analysing section of this study.

Your participation is voluntary and data will be reported on an aggregated level without any identification possible. Your personal information as name and job title will be mentioned in this study as an evidence for the validity of th einterview.

Results will be used to support the Bachelor thesis of Business of Administration at Vaasa University of Applied Sciences.

Thank you for your time and support.

Qualitative Interview Questions

1. What is your name?
   Could you tell me what is your job title?
2. Which company do you work for? (optional)
3. What do you think about the role of landing pages? Do you think landing pages are an indispensable part of marketing?
4. What does your company consider when managing visual design in marketing?
5. How does your company use visual design to convey messages to customers (Website)?
6. Do you have any suggestions or tips to design an effective landing page?

I extremely grateful for your contributing your valuable time, your honest information and your thoughtful suggestions.

Thank you very much