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From Look to Click: How does Interface Design in Fashion-Branding Impacts Trust,
Perception and 'Customer Rate Optimization'?

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Abstract

This study aims to examine the impact of interface design and branding applications on user behavior, trust perception and conversion related metrics on e-commerce websites, specifically for the fashion industry. Even though connections between customer trust and e-commerce are studied before, there is no guide or specific guidance for visual and branding applications to enhance these metrics. This topic can be a challenge and a strategic opportunity for newly built brands, where brand trust is formed in short periods of time.

To shed light on how different implementations affect customer behavior, different variations of a mobile fashion e-commerce site build for the study tested through a designed framework for this research from user research methods A/B testing and survey. Customer conversion and customer trust related literature, interface and branding applications are always presented in general terms and no detailed information is given. However, in this study, the potential impact of the “branding layer” on user trust, interaction, and conversion is analyzed deeply with a new, repeatable approach. The findings obtained through qualitative/quantitative data analysis aim to clarify the critical role and density of branding applications to build trust-based design decisions for better strategies.

Keywords:

CRO, UX Research, UX, UI, Interface, Branding, Visual Brand, Fashion, Trust

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1. Introduction

Nowadays, E-Commerce has become one of the most competitive digital landscapes. Other than opening a website, one has to plan and strategize how to reach the customer and how they will stay on your e-commerce site as well. While marketing budgets and cost per user reach are skyrocketing, turning the user traffic into required action, such as buying or subscribing has become a critical metric of success for brands.

For newly built brands playing the percentage game of e-commerce even harder. As Sharifi puts, Brand awareness helps to form the cognitive thought of the brand and has an indirect effect on the customer's purchase intention in the presence of brand image (Sharifi, 2014). Newly formed brands need to fight harder to gain customer trust and organic traffic that has no cost to the brand due to low brand awareness at the beginning.

Many different fashion industry stakeholders, such as independent designers, operate on a micro-scale and as single-person businesses (Gorgels et al., 2022). While digital personalization attracts some, these businesses remain focused on revenue and daily operations. They lack the resources necessary to establish and operate digital entities. These lacking resources encompass a wide range of needs, from time and labor to financial resources and technical knowledge (Canhoto et al., 2021).

Fashion as an industry is not dissociated from these concerns as well. Most of the E-Commerce based fashion brands are starting their journeys digital first or digital only rather than starting with buying a premium store location. It is cheaper and easy to test customer feedback digitally than starting an offline fashion brand. Shift in trade methodologies often letting the websites of e-commerce companies be the first touchpoint the users experience their brands fully. Thus, when a user views a website, the first impression made within a few seconds likely influences that user's decision to continue interacting with the site or to browse to another. The impression a user gets in those first few seconds is therefore crucial to the success of the website and firm. (Lowry, et al., 2013). On the other hand, while brands turning digital, cuts costs, there are ways to cut costs preferred by many in the digital build of a website such as using templates and these types of applications can easily decrease the surface credibility of a website. The surface credibility of a computing product is critical because it may be the only chance to win over a user and there may not be clear guidelines on which pages are "best," Web-surfers will quickly leave sites that lack surface credibility (Fogg, 2003).

1.1. Problem Definition

Potential e-commerce applications in the fashion industry can easily make a brand's digital experience boring or mundane. However, due to the diversity of brands' product ranges and demographic targeting, there isn't a single brand application and research framework suitable for every brand. While there are general guidelines for brands looking to adapt their digital experiences, there's no structure for how to resonate more with their user base or how to address interface design and branding practices that impact digital visibility and expand their user base through trust. The question of "the right fit," left to brands' own efforts and research, becomes even more crucial in an era where personalization is so widely debated in the digital world. This issue directly relates to user base expansion, one of the biggest pain points for established e-commerce-focused fashion brands.

1.2. Hypothesis

This study examines how interface design and branding applications on e-commerce websites of fashion brands influence user perceptions of trust, brand perception, and purchasing decisions, and the relationships between these topics. Because this is a deep topic with many sub-topics, research questions were formulated to address the relationship and applicability of these topics.

Q.1. What factors influence user trust on e-commerce and fashion websites?

Q.2. What is the relationship between trust signals, interface design, and brand applications?

Q.3. Can user trust be tested through interface design in a practical framework?

2. Literature Review

2.1. Branding Elements in Fashion Brands

In the fashion industry, the elements that shape brand perception are based on numerous communication-based and visual elements. Fashion brand identity is shaped by the name, logo, tone, symbols, and visuals that constitute the brand's outward definition. These elements help a brand establish its identity by distinguishing it from its competitors and creating a foundation for association with users (Naa et al., 2023).

When we consider visual identity separately, fashion brands encompass various graphic elements. This includes the logo, color scheme (the totality of colors that define the brand); typography (the fonts that represent the brand); imagery (the totality of visuals that help users understand the brand's style and story); and graphics (the icons, patterns, and illustrations that represent the brand) (Abonyi, 2024).

2.2. UI & User Engagement

A well-designed interface clearly shows the user what to do, reduces unnecessary steps, and provides a consistent structure. It guides users through digital media with details such as information hierarchy, proper use of whitespace, and clear feedback. Interface design and improvements can have many benefits, including reducing user errors and processing times. Ensuring that the interface structures function as users expect also contributes to these expectations.

When examining the details of interface design and its impact on the user experience on a digital platform like an e-commerce site, a cluster intersecting with visual brand elements becomes apparent. Design decisions related to layout, navigation, visual aesthetics, typography, color scheme, responsiveness, and interactivity play significant roles in shaping the overall user experience on the interface. A clear visual hierarchy and a well-designed layout guide users' attention and facilitate seamless interaction within an accessibility framework. Analyzing how these design decisions contribute to interactivity within a developed user interface requires a multifaceted examination of various design elements and their impact on user behavior, perception, and interactions with digital interfaces (Priyadarshini, 2024, 1-3).

2.3. User Expectations in Fashion E-Commerce

Previous studies have proposed a product detail page layout that can be chosen based on data collected on fashion e-commerce platforms (specifically marketplace-focused) to determine which items are preferred by customers. This approach applies to e-commerce sites as well, excluding seller-specific items. This approach emphasizes the importance of representing product details in the digital world, as users cannot physically interact with the product. The analysis of these details explores trustworthiness signals such as various product details, product image formats, size information, reviews, and statistics (Ng, et al. 2023). This study presents a framework that considers customer

expectations, interface design layout, and accessibility for product detail page, where buying decision happens, this encompassing the full spectrum of interface design that does not intersect with brand applications.

2.4. Building trust in E-Commerce

In research on trust in e-commerce websites, according to Signal Theory, signals are informational cues sent by one party to another to influence desired outcomes. The core of signal theory consists of the signaler, the signal, and the receiver. Signals are informational cues sent from one party to another to achieve desired outcomes, such as increasing the perception of trust. There are also examples of signal theory being applied to e-commerce. Signals can contribute to customer trust by reducing information asymmetry between sellers and buyers in the pre-purchase phase of a transaction. Buyers often lack information about the quality of unknown sellers. Especially in the pre-sale phase, signals can inform buyers about the true quality of sellers. Users can also use signals to distinguish between honest and dishonest sellers (Çevik & Koç, 2022).

Factors that influence consumer trust perception on e-commerce sites vary, including details about the seller's perception, product reliability, and the reliability of the shopping process. A seller's reputation, shaped by past performance and, in particular, customer reviews, is a key indicator that increases consumer trust in a seller and the likelihood of repeat purchases. Consumers' subjective perceptions, often expressed through reviews, generate positive feelings toward the seller, creating a level of trust and reinforcing this trust through the perception that the product meets others' expectations. Payment security often supports trust by promising the protection of personal data such as card information through third-party payment systems and encryption methods such as SSL. This eliminates a technical, yet critical, question about purchasing. Logistics reliability encompasses the process of delivering products to consumers on time, in good condition, and without any problems, as specified by the seller. Regarding the post-purchase process, this issue is indirectly a key factor in repeat purchases and reliability. Proper representation of the legal and regulatory rules of the country where the purchase or sale is made by the seller and compliance with these rules represent to the users that e-commerce will be processed securely on a commercial basis (Xiaoyan & Pertheban, 2023). These details and trust signals also overlap with e-commerce trust in fashion brands, but

they differ based on trust signals related to the transaction process.

3. Methodology

The findings and identified problem obtained through the literature review were developed using the double diamond method, enabling newly established fashion brands to test their branding and interface design vulnerabilities and design hypotheses, and to examine the impact of design applications on different signals across sectors. The double diamond method is a design thinking methodology developed by the British Council. This method essentially consists of four stages: Discover, Define, Develop, and Deliver (Gustafsson, 2019).

During the discovery phase, the findings from the literature review were plotted on a vein diagram to reveal the relationships between interface design details, branding details, and trust signals determined based on consumer expectations (Fig. 1). The structure created in this phase provides a basis for examining the interrelationships of these elements. User expectations from the fashion industry and e-commerce create a layout where different design applications can be tested. This layout will meet accessibility and navigation needs on the website in a CRO-friendly manner, enabling the impact of design changes to be tested.

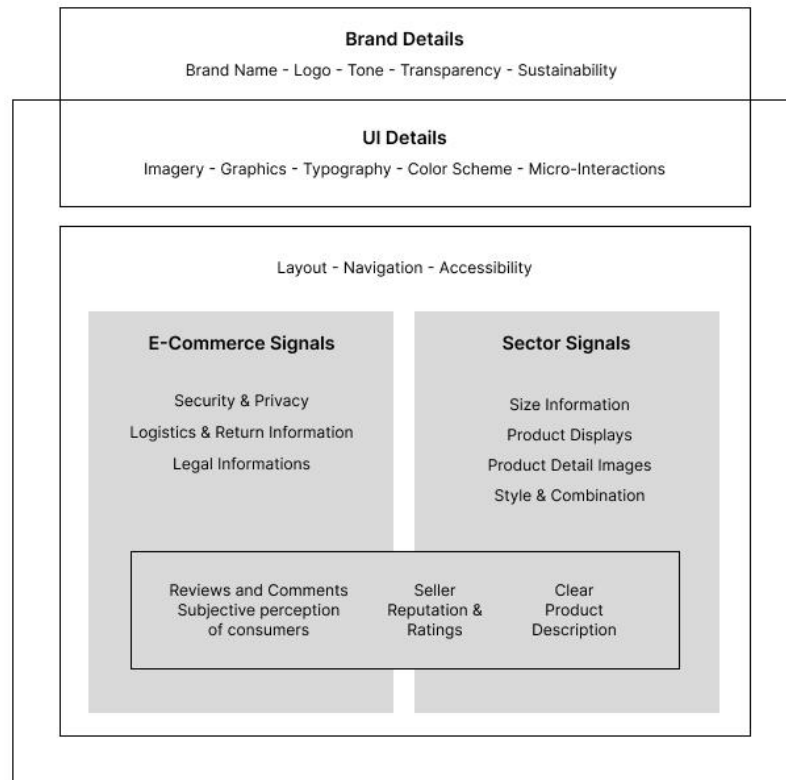


Fig. 1 Signals and Applications Diagram (screenshot from the author’s Figma project)

For the definition phase, a two-stage design application isolation framework was developed based on the resulting diagram. This framework aims to target interface design applications and branding applications and analyze them separately within the same test platform. In the first stage, the application densities of the test variations are defined (Fig. 2). The test variant, designated as the V0 variant, lacks specific interface design details and branding details to test the effects of the applications. The V1 variant includes various applications applied to various signals. This design option includes one application each for selected industry signals and e-commerce. The V2 variant represents a variant with a high-design element implemented by including at least one interface design detail and one branding detail in the selected signals.

		UI Details					
		Low			High		
Brand Details	Low	V0	Low	Low	V1	Low	High
	High	V1	Low	High	V2	High	High

Fig. 2 Implementation Variant Matrix (screenshot from the author's Figma project)

In the second phase of the definition phase, two fashion industry signals and two e-commerce signals were selected and targeted from the isolated signals. These targets were defined in a table format (Fig. 3). Interface design details and branding details deemed appropriate for the targeted signals were critiqued for the V1 and V2 variants. This phase of the definition serves as a legend for the test designs developed during the development phase. Fashion industry signals were identified as product display and size chart, in the order they appear in the layout. E-commerce signals were identified as security and privacy information, and delivery and return policies, in the order they appear on the page. During this selection, signals that do not fall within the intersection set of signals (Fig. 1) were specifically selected, aiming to analyze the impact of design applications on consumer expectations arising from different sources.

Signal	Vo	V1	V2
Product Displays	-	Sustainability	Sustainability / Graphics
Size Information	-	Color Scheme	Color Scheme / Transparency / Graphics
Security & Privacy Information	-	Tone	Tone / Graphics
Logistics & Return Information	-	Graphics	Graphics / Transparency / Color Scheme

Fig. 3 Table of Isolated Implementations

During the development process, a brand was designed to target newly established brands, encompassing basic branding details. This ensured that users' perceptions of trust in a brand they had just encountered were tested. User testing was conducted on the product page, designed to align with the brand's objectives and structure. Users were asked to review the brand's product page. Subsequently, both qualitative and quantitative data

were collected by responding to a trust-focused survey. This user test, conducted using a mixed methodology, tested the impact of this application on building user trust.

In the Deliver phase, the aim was to analyze the collected test results, produce results that could be produced as industry insights or design recommendations, and to illuminate the relationship between the examined topics.

4. User Test Design

4.1. Brand Design

A fashion brand called "Eastwave" was created for testing purposes. Represented through a product range in the "Streetwear" category, this brand targets Gen Z and Millennials (Gen Y), defined as those born in 1981 or later (Karashchuk, et al. 2020).

The logo design was designed to be text-based and readable and understandable. The word "Streetwear" was specifically included in the logo to support the reflection of the brand image and because users would be reviewing it on a single page during the test. The primary color of the brand design was specifically included in the logo. This application aims to ensure that the visual applications selected in the V1 and V2 variants are perceived as brand color. Edgy, angular, sharp-edged, and bold characters were chosen for the logo typography to support the brand image.

The application of brand colors to the V0 variant was done using gray tones and black, while maintaining the hierarchical structure of the design and infostructure. Considering users' prioritization of information, a vibrant and bold blue was chosen as the primary color for the V1 and V2 variants. The darker blue tone was chosen to ensure a similar contrast level across all V0, V1, and V2 variants. This prevented the color choice from overshadowing accessibility.

The remaining visual elements of the branding application to be tested, namely the iconography and pattern titles, were selected to complement the brand image. A wave graphic, indicating a direction from right to left, was chosen to complement the brand name, enhancing the perception of "Eastwave." A non-uniform graphic was chosen to support the perception of "unconventional" streetwear. For the iconography, the content and meaning of the signals to be tested were considered and matched with the values to be graphically represented. Icons that contain the perception of information were chosen, including a ruler icon as a measuring tool for the chart, a shield icon as a security and

privacy indicator, a transportation vehicle for delivery, a backward arrow for return, and a question mark in a circle to represent the information of all policies.



Fig. 4 Branding Representation (screenshot from the author's Figma project)

4.2. Prototype Design and Features

During prototype creation, user consumption habits and details that would appeal to the broadest demographic were considered. A unisex product was selected to enhance participant appeal. Prototype variants created for testing were adapted for mobile resolution based on key features and wireframe layout (Ng, et al.). The reason behind this decision was that, as stated in comprehensive research on the future of e-commerce, mobile usage in e-commerce reaches 75% (Saini, et al. 2025).

The layout of the designed product page for Eastwave brand, taking user expectations into account, lists the following information: Product images are placed within a slider, and to maintain the visibility of the detail images, product detail photos are included. These include the product on a male and female model, individual images of the models from different angles, zoomed-in product details, and flat-lay versions. The product images are followed by the product name (Loose Baggy Jeans), the product price (€69), a review number indicator combined with a rating out of 5 (using star icons), a button sequence offering five sizes from extra small to extra large, a button that opens the size chart overlay, and an add-to-cart button. The product description then focuses on general product features and structure, including details such as the number of pockets and fit expectations, which can't be fully explained in product images. To enhance readability, a space has been left below the product description, and information about the body

measurements and current wear of both models has been added to facilitate user comparisons with the models in the images. The layout continues with the delivery and return policy information. Users then view the reviews section. This section features user ratings for length and waist circumference based on their purchases, verbal comments, and review-specific product ratings, ensuring high transparency. Following the reviews, a trust-building section is provided, consisting of visuals showing sample styles shared by users while using the product. The page ends with the footer component, which is used throughout the site and provides guidance on the entire site structure.

To maintain a consistent product perception across all variants, the logo, product visibility, product name, product price, number and average rating of reviews, product detail images, and rankings have been fixed. The distance between the fields containing this information was kept equal to enhance the sense of order in the layout. Interface applications in areas outside the targeted test scope are also included among the unchanged values.

For the variables between the variants, the variables selected for testing, implemented field by field and different signals, and their implementation details were determined represented in Figure 5. For Product Displays Signal, from industry signals, represented by product images in the variant designs has base details of product images in a navigable image slider, two models together, single model images from different angles and zoom-in versions, and a flat-lay product image. Detail images can be changed using the buttons represented by arrow icons. In V1 variant one detail of branding application added, selected as a sustainability detail. The main product image, with a sustainability badge added, includes the words 'Recycled Fabric' and '100% Cotton' and a 'Recycling' icon. In V2 Details, one UI Application is added on top of sustainability detail. Brand pattern is selected and the main product image, with a sustainability badge and a brand pattern represented in the background.

For Size Information Signal as second industry signal, in V0, base applications contains several UI and UX Details. Interactive size selection: Extra-small, small, medium, large, and extra-large options are left-aligned, with the size boxed upon clicking to indicate selection. A size chart text button is right-aligned and underlined to indicate clickability. When clicked, it opens the overlay component, which contains a table detailing the waist and hip measurements corresponding to the sizes. Participants can return to the overlay page by clicking the close icon. On V1 Variant, one UI application is added. The brand color was placed in the selected size box, the size chart button, and the size column texts in

the table overlay to increase clickability and facilitate separation of images. On V2 Variant two applications are added as one branding application and one UI application. In detail, Brand transparency has been enhanced by adding waist size and length review indicators, displayed as data collected from reviews, also providing guidance for choosing between options. Iconography has been added to the size chart button and overlay with a ruler icon, along with width and height icons to represent the indicators.

For security and privacy information first E-Commerce signal participants sees, base application of SSL & Privacy Protected Payment text is presented as a standard e-commerce security element just below the 'Add to Cart' button in V0 Variant. In V1 Variant, one branding application was applied. The text was changed to reflect the brand's tone. To enhance its appeal and clarity to the target customer base, the phrase "Your payment & info always safe with us" was replaced without any structural changes. In V2 Variant, on top of brand tone application, iconography applied, as an UI application. The perception of trust that was intended to be given was increased with iconography, and this time, the shield icon was used at the beginning of the text, aiming to increase the perception of security.

For delivery and return policies information, as a second E-Commerce signal, base details are presented in a two-part format: title and detailed information. Delivery information includes "Shipping in 1–3 business days" and "Free Shipping available." Return policy includes "Returns within 30 days." In the V1 Variant, iconography is applied as a UI Application. An icon is placed to the left of the two headings in the field. For delivery, there's an icon representing the delivery truck, and for the return policy, there's a return arrow icon. In the V2 Variant, two applications are used as a brand color implementation and to increase transparency on top of iconography. Both information and brand colors were added to enhance the transparency of the iconography. To enhance transparency, text was added to clearly state frequently asked questions, detailed information, and the estimated delivery date. Estimated shipping time, estimated delivery date, return period, and headings and icons were colored in the brand color to match the rest of the variant's features.

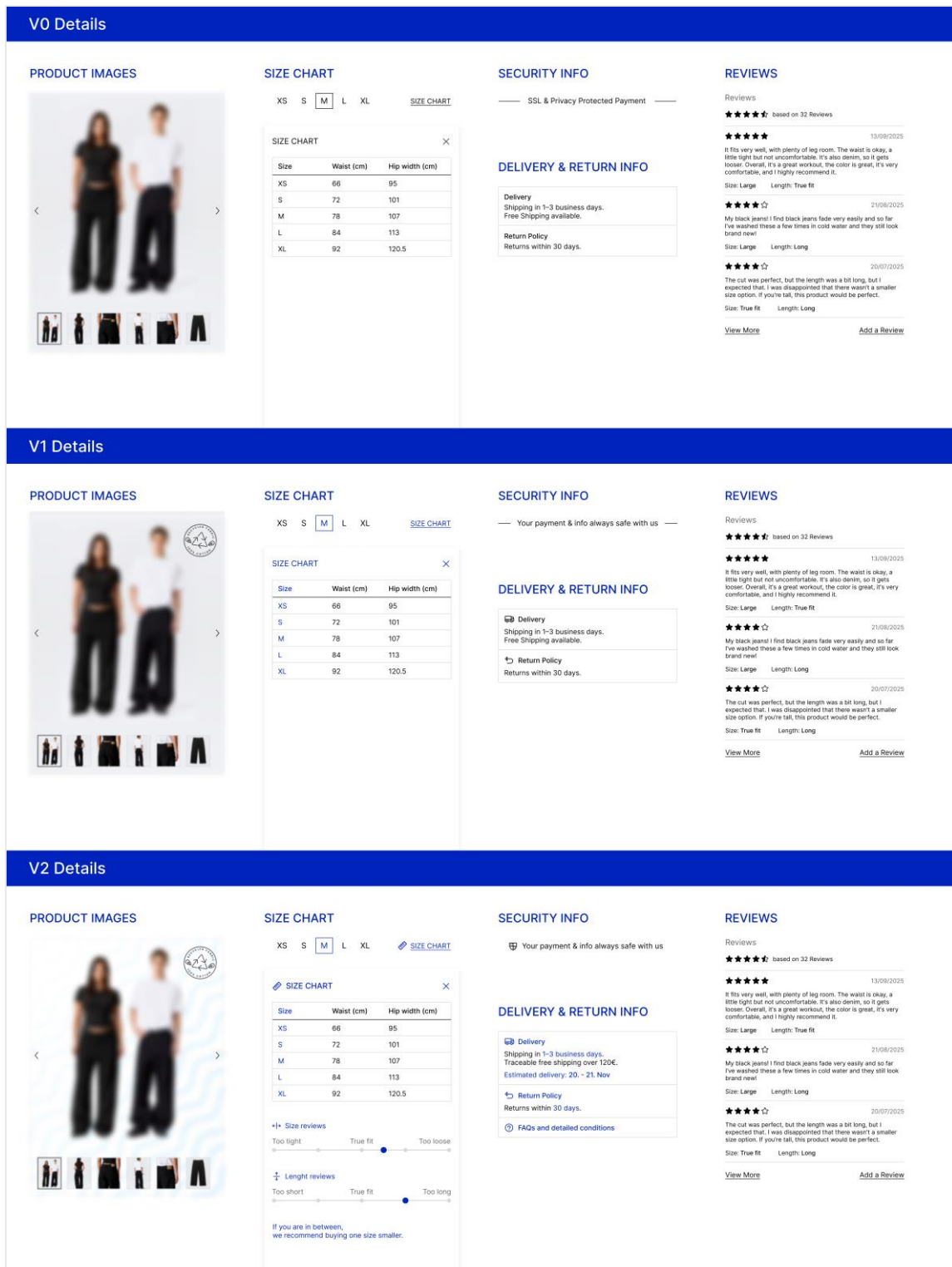


Fig. 5 Application Design Details on Signals in variants
(screenshot from the author's Figma project)

These application variations were created as three different, fully interactive prototypes on Figma. They were made ready for user testing and placed on the preferred user research platform via a shared link.

4.3. Survey Design

Useberry was selected as the testing tool because it includes the modules required for this study, including design implementation and survey modules to enable both qualitative and quantitative data collection. It includes Figma integration, allowing users to view the selected design application outside of live website applications. It facilitates analysis by filtering collected data based on different responses. It also offers data collection mechanics such as screen recording and graphical visualization during the testing process.

The research shared with users begins with an introduction screen that provides the general test purpose and information. The introductory screen explains that this test is for research purposes. It explains that users will generally examine the design of the e-commerce site's product page and answer a few questions. It is emphasized that users' information and answers will be collected anonymously and in a GPDR-friendly manner, aiming to increase their confidence in the testing process. The test will take approximately 2-3 minutes, and they are informed about their current settings before starting the test. As a starting guide, once they felt ready, they were directed to the test by clicking the prominent "Get Started" button below the information.

The first module of the test was chosen to identify and define the test group. This module collected user demographic information. This crucial set of information was chosen to test whether the brand appealed to its target audience and to interpret whether signals affecting trust had an impact on different user groups. This three-question module asked about users' online shopping frequency to understand their gender, age range, and habit levels. For gender, options included male, female, and other, while for age ranges, generational age ranges were used as a reference. To determine whether participants belonged to the Gen Z or Millennial age group, they were presented with options of "13 to 28," "28 to 44," and finally, "44 or older." The participants were presented with options ranging from the most frequent to the least frequent online shopping habits: "A few times a week," which could be considered intense; "A few times a month," which could be considered habitual; "Rarely," which encompasses conscious but not intense online shopping habits; and "Never," which represents participants with no habit at all.

Secondly, there's a module where users review the V0, V1, or V2 prototypes of their assigned alternatives. The module, called Open Analytics, allows users to review the design without having to engage in a specific interface flow or complete a specific task within the prototype. Users who complete this module receive a specific explanation of the module, and after being briefed, they initiate their own review to ensure accurate tracking of metrics such as review duration. The explanation in this module is designed to avoid influencing users' own expectations and habits. The explanation explains that users are welcome to review the page freely and that they can naturally navigate this page, just like any new e-commerce site. Users are informed that when they feel they've reviewed the page sufficiently, they can click the "Complete" button below the prototype area to complete the review session. Users who receive this information initiate their review session by clicking the "OK, got it" button below the description, and complete the interactive prototype review when they feel ready.

Up to this point, users have been given no clue that this test is related to brand trust. To prevent users from searching for specific details during the review and forming a misleading perception, no prompts have been added to the brand's interface. The third phase of the test involves various question structures that probe users' perceptions of brand trust.

In this context, users unfamiliar with the prototype review first encounter the question, "How trustworthy do you find this brand?" Users who select their answer on a Likert chart are presented with options ranging from 0 to 10. "0" is defined as "Not All," while "10" is defined as "Very trustworthy," in an increasing linear relationship. This question was posed directly to users to gauge their overall brand trustworthiness. The second question, a continuation of the first, asked users to provide detailed explanations of their answers in short text form. The second question, "What did you think this way?" The aim was to thoroughly investigate the reasons for users' perception of trustworthiness. Subsequently, users were asked, "Which section on the page most influenced your perception of trust in the brand?" Considering the test implementations, the third question allowed users to select multiple options. Because users might have varying scroll depths, a variant-specific image representing the fields mentioned in the options was added to the question. The image shows different designs of different fields based on the options users selected, and the presence of the image prevents users from being confused about the field names provided in the options. The presented options include both tested signals from

different sources and fields from the untested signal intersection set. The options were listed on the page in the order of their appearance: Product Images, Size Chart, Security Information, Reviews, Color, Overall Layout, and finally, the "Other" option. If the "Other" option was selected, users were asked to write a short description of what inspired them. The users then continued with the question, "If you saw this site for the first time, would you consider shopping here?" The fourth question aimed to measure purchase intentions. In this question, users responded with options such as "Yes, I would," "No, I wouldn't," and "I'm not sure," indicating whether the brand was able to persuade them to purchase or engage them in this process. Following this response, the final question asked users why they chose this answer and asked them to provide a brief explanation of their reasons. This aimed to distinguish whether the purchase decision was influenced by a design implementation or one of the factors determined from the test details.

4.4. Data Metrics

The basis for comparing various data collected from participants on a variant-by-variant basis was the analysis. The collected data distinguishes which participants completed the test and what percentage of them completed it. User interactions with the prototype during the test were recorded via screen recording for detailed analysis. This recording allows us to calculate how far down the page users scrolled, known as scroll depth, and the rate at which users reached structures with detailed interaction details, as in the size chart overlay example. In addition to this recording, the locations and number of clicks made on the prototype were collected via click maps and a heatmap regarding the clicks. The duration of the review was also recorded module by module. The duration of prototype review enables the examination of the planned design change's ability to hold the user on the page.

In survey modules that collected demographic information and included questions about trust and reliability, individual responses were recorded, and the aggregated percentage distributions of all variant-based responses were also collected as data. While knowing which answers were given by how many people was used to interpret the answers as their averages, the text-based answers collected in this module were recorded in a list, also in text form. The development phase of the Double Diamond method was completed with the preparation of test variants, prototypes and survey.

5. Research

Test variants were shared with users, and a total of 85 respondents from 17 different countries reviewed the prototype and completed the survey. Most of the respondents are from South Africa and secondly from European Union Countries. The survey completion rate was 100%. The number of variants solved was balanced. The V0 variant was distributed to 25 participants, the V1 variant to 30 participants, and the V2 variant to 30 participants.

5.1. Sample Details

The gender distribution among participants was female, with 45 participants (52.94%), followed by male, with 39 participants (45.88%). The user who identified as Other had the lowest participation rate, with 1 participant (1.18%). While there was a balanced distribution between female and male participants overall, the variant-specific participation rates were 56% female (14 participants) and 40% male (10 participants) for the V0 variant, 43% female (13 participants) and 57% male (17 participants) for the V1 variant, and 60% female (18 participants) and 40% male (12 participants) for the V2 variant.

When the age ranges of the participants were examined according to generational ranges, the responses collected revealed that GenZ ranked second overall in the study with 30 participants (35.29%) aged 13-28, while Millennials represented the highest age demographic with 53 participants (62.35%) aged 28-44. Participants aged 45 and over had the lowest participation rate in the age demographic with 2 participants (2.35%). The brand's target age demographic reached the target group with a total rate of 97.65%, ensuring a high relevance of the responses. When the age distribution of the participants was examined specifically for the variant, it was 40% GenZ (10 participants) and 52% Millennial (13 participants) for the V0 variant, 37% GenZ (11 participants) and 63% Millennial (19 participants) for the V1 variant, and 30% GenZ (9 people) and 70% Millennials (21 participants) for the V2 variant.

Regarding the responses to the question asked to measure participants' online shopping habits, the option "several times a week," indicating a heavy online shopping habit, represented 56 participants (49.12%), while the option "several times a month," representing an average online shopping habit, represented 52 participants (45.61%). The option "rarely," representing users with limited consumption habits but some online

shopping experience, represented 6 participants (5.26%). The option "never," representing users with no online shopping habits, represented no participants. This distribution showed that all participants had online consumption habits and were competent to answer the questions and analyze the results during the testing process. When variant specific participants' online shopping habits were examined specifically for the V0 variant, 40% (10 participants) reported heavy online shopping habits, 56% (14 participants) reported average online shopping habits, and 4% (1 participant) reported rarely shopping online. For the V1 variant, 30% (9 participants) reported heavy online shopping habits, 63% (19 participants) reported average online shopping habits, and 7% (2 participants) reported rarely shopping online. For the V2 variant, 37% (11 participants) reported heavy online shopping habits, 63% (19 participants) reported average online shopping habits, and 0% (0 participants) reported rarely shopping online. When comparing the variants, participants in the V2 variant were found to have the highest online shopping habits.

	Type	V0 Variant	V1 Variant	V2 Variant	Total (85)
Gender	Male	10 (40%)	17 (57%)	12 (40%)	39 (45.88%)
	Female	14 (56%)	13 (43%)	18 (60%)	45 (52.94%)
	Other	1 (4%)	0 (0%)	0 (0%)	1 (1.18%)
Age	13 - 28	10 (40%)	11 (37%)	9 (30%)	30 (35.29%)
	28 - 44	13 (52%)	19 (63%)	21 (70%)	53 (62.35%)
	44+	2 (8%)	0 (0%)	0 (0%)	2 (2.35%)
Online Shopping Habits	Frequently	10 (40%)	9 (30%)	11 (37%)	56 (49.12%)
	Avarage	14 (56%)	19 (63%)	19 (63%)	52 (45.61%)
	Rarely	1 (4%)	2 (7%)	0 (0%)	6 (5.26%)
	Never	0 (0%)	0 (0%)	0 (0%)	0 (0%)

Fig. 6 Demographics Graphic of Participants

5.2. Survey Results

The trust-focused questions, determined as required during the survey phase, consisted of five questions and were answered by all participants. The question "How trustworthy do you find this brand?" was answered on a Likert chart with options ranging from 0 to 10. The subsequent question, "What made you think this way?", was answered

open-ended with a short text. The subsequent question, "Which section on the page most influenced your perception of trust in the brand?", was answered as a multiple-choice question, providing a detailed analysis of trust based on options corresponding to isolated applications. The fourth question, "If you saw this site for the first time, would you consider shopping here?", was answered with a single answer from multiple options. Finally, participants provided a short text explanation with the question "What made you think this way?". Data from the responses to the survey questions specific to each variant were collected separately for comparison.

5.2.1. V0 Variant

The data collected for V0 is as follows: In the first question, no participants rated the brand's perceived trust lower than 5. Twelve percent (three participants) chose five, four percent (one participant) chose six, twenty percent (five participants) chose seven, thirty-two percent (eight participants) chose eight, sixteen percent (four participants) chose nine, and sixteen percent (four participants) chose ten. In the open-ended responses to the second question, participants who chose options five and six, the lowest in the group, indicated that this perception of the brand's trust had not been strongly formed because they had not seen the brand before or had only experienced it visually. It was observed that positive responses began to indicate a perception of trust starting with option seven. At this level, four out of five comments were positive, citing the brand's good format and clarity, a modern website perception, and numerous positive reviews. Users who chose option eight gave entirely positive responses, and the factors influencing user perception at this stage varied. The most influential factors were the site structure and design, the representation of different product angles, the quality of the product images, and the inclusion of a review score and return policy. While users who chose options nine and ten shared similar approaches to option eight, all participants emphasized that they made this decision based on the quality and detail of the review.

When the responses to the third question were analyzed to determine which areas users believed influenced their perception of brand trust, the following were preferred by users, based on their order of placement on the page: Product Images - fifty-six percent of participants (fourteen participants), Size Chart - sixteen percent of participants (four participants), Security Information - eight percent of participants (two participants), Delivery & Return Information - sixteen percent of participants (four participants),

Reviews - seventy-two percent of participants (eighteen participants), and Colors & Overall Layout - twenty-eight percent of participants (seven participants). For the variant without branding and interface implementation, reviews were the most preferred option among users, while product images came in second and were also associated with a much higher level of brand reliability than the remaining options.

The distribution of participants' responses to the fourth question measuring purchase intention showed that "Yes, I would." was chosen by seventy-six percent (nineteen participants), twenty percent (five participants) fell in between with "I'm not sure." Four percent (one participant) said they would choose not to purchase, saying "No, I wouldn't.". Similarly, participants who expressed a positive purchase decision favored product images and reviews because they found the website's surface credibility good. Those who were unsure and decided not to purchase emphasized that they needed more research because they had encountered the brand for the first time or because they were unfamiliar with the brand.

5.2.2. V1 Variant

The data collected for V1 is as follows: In the first question, no participants rated the brand's perceived trust lower than five. Fourteen percent (four participants) chose five, ten percent (three participant) chose six, ten percent (three participants) chose seven, ten percent (three participants) chose eight, thirty percent (nine participants) chose nine, and twenty percent (six participants) chose ten. In the open-ended responses to the second question, participants who selected options five and six, the lowest in the group, liked the design, and despite scoring below average, only 10% of participants in this group mentioned not being able to find the necessary security information. Positive responses were observed to build a strong sense of trust starting with option seven. Participants who reported a level of trust of seven, close to the average, frequently mentioned the sustainability implementation as trustworthy and that the website was both accessible and attractive. Among participants who expressed a level of trust of eight and nine, the reviews and the website's professional appearance were equally weighted. Participants who selected option ten prioritized the perception of trust, which stemmed from repeated reviews and high scores, and also emphasized the trust provided through security information.

When the responses to the third question were analyzed to determine which areas users believed influenced their perception of brand trust, the following were preferred by users, based on their order of placement on the page: Product Images – sixty six percent of participants (twenty participants), Size Chart - twenty percent of participants (six participants), Security Information - thirty seven percent of participants (eleven participants), Delivery & Return Information - fifty percent of participants (fifteen participants), Reviews - eighty-seven percent of participants (twenty six participants), and Colors & Overall Layout - thirty percent of participants (nine participants). For the variant with single branding or interface implementations, reviews were the most preferred option among users, while product images came in second and were also associated with a much higher level of brand reliability than the remaining options. This variant also reveals a significant increase in test areas.

The distribution of participants' responses to the fourth question measuring purchase intention showed that "Yes, I would." was chosen by eighty-seven percent (twenty six participants), thirteen percent (four participants) fell in between with "I'm not sure." None of the participants, zero percent said they would choose not to purchase, saying "No, I wouldn't.". In the distribution of this answer, the answers vary, such as the trust provided by the website's appearance of reliability, reviews, professional appearance and similarity to other websites they are used to.

5.2.3. V2 Variant

The data collected for V2 is as follows: In the first question, no participants rated the brand's perceived trust lower than four, different from other variants. Seven percent (two participants) chose four, Ten percent (three participants) chose five, ten percent (three participant) chose six, twenty percent (six participants) chose seven, twenty-seven percent (eight participants) chose eight, seven percent (two participants) chose nine, and twenty percent (six participants) chose ten. In the open-ended responses to the second question, participants who selected option four, the lowest in the group, stated that they were concerned about the excessive information on the page and whether the fit would be good for unisex products. Users who chose option five noted a lack of brand awareness. Similar to the other variants, option six received positive and similar feedback. Participants who selected options seven to ten responded positively to reviews and website visibility at

similar rates. Similarly, participants who gave a score of ten stated that they mostly focused on reviews and formed their perception of trust accordingly.

When the responses to the third question were analyzed to determine which areas users believed influenced their perception of brand trust, the following were preferred by users, based on their order of placement on the page: Product Images – sixty percent of participants (eighteen participants), Size Chart – thirty seven percent of participants (eleven participants), Security Information – thirty three percent of participants (ten participants), Delivery & Return Information – fourthy seven percent of participants (fourteen participants), Reviews - eighty-three percent of participants (nine participants), and Colors & Overall Layout - thirty percent of participants (nine participants). For the variant with multiple branding or interface implementations, reviews were the most preferred option among users, while product images came in second and were also associated with a much higher level of brand reliability than the remaining options. This variant also reveals a significant increase against V0, but a slight decrease within a negligible range in selections of implementation areas, compared to the V1 variant.

The distribution of participants' responses to the fourth question measuring purchase intention showed that "Yes, I would." was chosen by eighty percent (twenty-four participants), and seventeen percent (five participants) fell in between with "I'm not sure." Three percent (one participant) said they would choose not to purchase, saying "No, I wouldn't.". Other than "Yes, I would.", a detailed look in other answers contain concerns of lack of styling and catalogue and sought third party accreditation on seller reputation due to low brand awareness.

5.3. Prototype Review

From the data collected on the prototype, the average time users spent on the product page was first calculated. This data is a key indicator for comparing users' interest and engagement levels with the page they interacted with. In the V0 variant, users browsing spent an average of 45.4 seconds on the product page, while users viewing the size chart overlay spent an average of 2.8 seconds. Participants viewing the V1 variant spent an average of 64.4 seconds on the product page and 3.9 seconds on the size chart overlay. In the V2 variant, participants spent an average of 55.7 seconds on the page and 9.7 seconds on the size chart.

Analyzing user behavior on the page revealed that users' first clicks on the prototypes almost always occurred on product images or the size chart. In the V0 variant,

56% of users viewed the detail product image, while 24% initiated their interaction by interacting with the size chart. In the V1 variant, 63% of users viewed product detail images. In the V2 variant, this rate dropped to 50%. This change demonstrated that the addition of a visual pattern to product images decreased product interest. This incorrect implementation resulted in the lowest product review percentage for the V2 variant, which had the most applications in product images.

5.4. Comparison

Signal	V0 Application	V0 Results	V1 Application	V1 Results
Product Displays	-	%56	Sustainability	%66 
Size Information	-	%16	Color Scheme	%20 
Security & Privacy Information	-	%8	Tone	%37 
Logistics & Return Information	-	%16	Iconography	%50 
Reviews	-	%72	-	%80
Overall Color & Layout	-	%28	Color Scheme	%30

Data Type	V0 Results	V1 Results
Purchase Intention	%76	%87
Time Spent	48 secs	83 secs
Product Analysis	%56	%63
Avg. Brand Trust	7,84/10	7,93/10

Signal	V0 Application	V0 Results	V2 Application	V2 Results
Product Displays	-	%56	Sustainability / Pattern	%59 
Size Information	-	%16	Color/Icon/Transparency	%34 
Security & Privacy Information	-	%8	Tone / Icon	%34 
Logistics & Return Information	-	%16	Color/Icon/Transparency	%45 
Reviews	-	%72	-	%79
Overall Color & Layout	-	%28	Color Scheme x2	%34

Data Type	V0 Results	V2 Results
Purchase Intention	%76	%80
Time Spent	48 secs	72 secs
Product Analysis	%56	%50
Avg. Brand Trust	7,84/10	7,5/10

Signal	V1 Application	V1 Results	V2 Application	V2 Results
Product Displays	Sustainability	%66	Sustainability / Pattern	%59 
Size Information	Color Scheme	%20	Color/Icon/Transparency	%34 
Security & Privacy Information	Tone	%37	Tone / Icon	%34 
Logistics & Return Information	Iconography	%50	Color/Icon/Transparency	%45 
Reviews	-	%80	-	%79
Overall Color & Layout	Color Scheme	%30	Color Scheme x2	%34

Data Type	V1 Results	V2 Results
Purchase Intention	%87	%80
Time Spent	83 secs	72 secs
Product Analysis	%63	%50
Avg. Brand Trust	7,93/10	7,5/10

Fig. 7 Data Comparison between variants

Figure 6 shows the responses collected from participants via surveys and the metrics found through the analysis of prototype interactions. The tables show comparisons of the data collected for the V0 and V1 variants, the V0 and V2 variants, and the V1 and V2 variants.

The trust vote results were observed in the Reviews area, chosen as the control area. This fluctuation indicated that the remaining responses in the same vote likely had a similar deviation rate. Therefore, the observed value range (Max Value - Min Value = R) of the Control area was used as a reference to determine the success of the control group based on traffic light signaling compared to the reference. When the difference in the score evaluation given for the Reviews area was calculated:

The maximum value was found to be 80% for the V1 variant and 72% for the V0 variant. Therefore, the reference threshold (R) was set at 8.

The X value was considered as the value between the data, and the visualization criteria were formulated as follows; $X = \text{Data1} - \text{Data2}$, $R = 8$, Green Color: $X > +R$ (Successful performance), Yellow Color: $-R \leq X \leq +R$ (Performance within reference), Red Color: $X < -R$ (Failing performance). This approach was chosen to visualize the relative performance of the variants compared to the control group.

Comparing V0 and V1, product images with sustainability implementation ($X=10$), security information with enhanced brand tone compatibility ($X=29$), logistics & return information with iconography layouts ($X=34$), and purchase intention ($X=11$) performed well, while size information with brand colors ($X=4$) and overall color & layout ($X=2$) performed within the reference range.

Comparing V0 and V2 data, product images with brand pattern and sustainability implementation ($X=19$) and purchase intention ($X=4$) performed within the reference range. Size chart with brand colors, iconography, and transparency ($X=18$), security information with brand colors, iconography, and transparency ($X=26$), and logistics & return information with iconography, transparency, and brand colors ($X=29$) performed well.

When comparing V1 and V2, product images with brand pattern and sustainability application ($X=-7$), purchasing tendency ($X=-7$), security information with brand tone and iconography applied ($X=-3$), logistics & return information with iconography and transparency and brand colors applied ($X=-5$) performed within the reference, while size chart with brand colors and iconography and transparency applied ($X=14$) performed successfully.

5.5. Effects of User Interface and Branding Details on Trust Signals

Data collected from prototype analysis and user surveys demonstrate that branding and interface applications positively contribute to the perception of trust in newly established fashion brands. No poor performance (red signals) was found in traffic light displays between V0 and V1 and between V0 and V2.

Considering the two main categories of trust signals in the study, signals selected from the e-commerce domain, security and privacy information, contributed 26-29% to user trust, while delivery and return information applications increased trust in this area by 29-34%. Looking at fashion industry-related signals, changes to product images contributed 3-10%, and size information contributed 4-18%. This comparison revealed that interface and brand applications provide more successful performance in areas related to e-commerce processes and are more important in establishing brand trust.

Despite being a control group and excluded from the test, merchant repetition and brand awareness, as well as customer reviews, were frequently highlighted in survey responses. Although users often expressed their opinions based on surface credibility and website appearance, a significant finding was that users with low confidence ratings emphasized a lack of brand recognition, while those with high ratings emphasized the quality and quantity of reviews. The Reviews section received the highest confidence ratings for each option compared to the other options. The V0 option received a 72% rating, with the closest rating being 56%; the V1 option received a 80% rating, with the closest rating being 66%; and the V2 option received a 79% rating, with the closest rating being 59%. When considering the ratio of users' comments (20) to the total number of feedback (163), it was observed that 12.3% of users were directly affected by this deficiency.

Looking at the details of the areas selected as the main test subjects, we can compare the effects of the implemented applications as follows. Sustainability detail, tested to increase brand value perception, received a 1/1 green light, while communication-based development alternatives targeting brand tone and transparency received a 2/3 green light and a 1/3 yellow light. The Pattern application received feedback that it increased page density in user feedback and reduced the viewing rate of product detail images, but also yielded a 1/1 yellow light. The application of brand colors on the product page received a 2/2 yellow light in both types of signals. Iconography, on the other hand, was the element that best supported the perception of trust among interface details, with a 2/3 green light

and a 1/3 yellow light signal. Comparing these green light and yellow light ratios, it was observed that branding applications performed better in building customer trust than interface applications.

When comparing the V2 variant, which tested multiple applications, with the V1 variant, which implemented more targeted, single applications, no direct correlation was found between the intensity of branding/interface applications and perceived brand trust, as the V2 variant both reduced page viewing time and evoked the lowest purchase intention among the variants. The fact that the V1 variant yielded the most successful results in prototype analysis and survey results compared to the remaining variants highlights the importance of implementing targeted, appropriate applications in relevant areas. Conversely, we can say that there is a direct correlation between purchase intention, a critical metric for customer rate optimization, and application success. The survey results in Figure 8 indicate a similar increase or decrease in purchase intention.

A demographic comparison between GenZ and Millennials revealed that, on average, design decisions made across all variants, based on the responses provided, generated more trust in GenZ. Millennials formed a more balanced trust perception based on product visuals and reviews, while GenZ participants formed a more review-focused trust perception. Similarly, the results showed that GenZ participants were more likely to build trust in review-related size chart applications. Across all variants, GenZ participants were less likely to develop trust in security and privacy information than Millennials. While differences in application specific responses were observed in the remaining test applications, it is clear that, the test applications varied demographically. With the completion of user testing and analysis of the collected data, the deliver phase of the double diamond method was completed.

6. Conclusion

6.1. Asnwers to Research Questions

The research questions were critically answered using information collected from various points of the double diamond method applied in the process.

Q.1. What factors influence user trust on e-commerce and fashion websites?

A.1. Based on the literature review, trust signals related to e-commerce and user expectations for fashion interfaces were collected. As shown in Figure 1, the expectations

for e-commerce include Security & Privacy, Logistics Reliability, Legal and Regulatory Details, and Fashion Website Size Information, Product Displays, Product Detail Images, Style & Combination. Furthermore, the factors that contribute to building trust, both commonly and most, are Review and Comment, Subjective Perception of Consumers, Seller Reputation & Rating, and Clear Product Description.

This demonstrates the potential for these signals to vary across interface needs and brands. This demonstrates that brands operating in e-commerce for different purposes or areas are open to different groupings to address different user needs and expectations. For fashion brands, signals such as color swatches or fabric selection, which could be incorporated into the scope of the study, are another good example.

Q.2. What is the relationship between trust signals, interface design, and brand applications?

A.2. Branding and interface design applications have a positive impact on user trust. This is demonstrated by the fact that the applications made during the testing process, in contrast to the variant that does not include an application, have increased the trust awareness in the fields, regardless of the success rate. The data collected in the research revealed that the impact of branding applications on trust is a more significant trust factor than interface applications. Branding and interface applications implemented in trust-related website areas increase the impact of those areas on the trust-building process.

Q.3. Can user trust be tested through interface design in a practical framework?

A.3. Within the limitations of the research, isolating a CRO-friendly layout created in line with user expectations and testing variations on it produced interpretable results consistent with the survey data. Since the multiple applications were not observed to be directly correlated with brand trust perception in the test variants built upon it, more definitive results can be obtained by adding only one prioritized application to each variant and testing it. Within this system, where qualitative and quantitative data are collected together, it appears possible to collect a large number of metrics that can demonstrate the internal validation of the test. Detailed guidance, considering the potential for improvement in this structure, is provided in the recommendations for future work section.

6.2. Personal Reflections

This study demonstrated the value of approaching the topic not only from a theoretical or conventional perspective, but also through user data, and how detailed information can be leveraged to inform our existing assumptions. While the data was limited at some points, the findings provided a more systematic understanding of the impact of design on trust perception and a framework for constructing context through mixed methodologies. It was surprising that some of the decisions I had anticipated at the beginning of this process yielded positive results in direct contrast. The research, like the color palette applications in this scenario, became a humbling experience, reminding us that our preconceptions as designers may not fully resonate with users. It further underscored the importance of user research and feedback.

6.3. Practical Implications

During the research, a framework was created to test the effects of branding and interface applications on e-commerce websites on customer purchase intentions and brand trust perception, considering newly established brands. The testing process can be replicated by other brands and generated insights for the fashion-specific test group.

In this context, the following insights were found to be positive for customer trust and CRO-focused design during fashion related UI/UX studies:

1. Prioritize applying your branding elements. Branding applications contribute significantly to trust perception over interface applications.

Practices such as sustainability cue that can increase brand value perception, or communication-focused transparency enhancements, and improvements that can be made to a brand tone suitable for your target audience will be your strongest trump card in strengthening the trust relationship between your customers and the brand.

Increasing the density of user interface and branding features that align with user expectations on the page has been shown to similarly increase user trust and purchase intentions. Conversely, it has been observed that inappropriate, potentially misconstrued features, such as the pattern placement in the V2 product image, reduce purchase intentions. When we examined this effect demographically through the time spent on the prototype, it was seen that the interface and branding applications increased the interest of Millennials at a specific level, while they increased the interest of participants in the GenZ group less.

2. Iconography-focused Clean UI. Visual elements other than iconography, such as brand color palettes and patterns, do not positively contribute to user trust perception on fashion product pages.

Brand color application only increased trust perception on application when linked to click-ability. Since styling-oriented brand color implementations have no noteworthy effect on customer trust perception and purchase intention, a product page with a UI detailing based on a single color that provides high contrast will provide better customer conversion. This approach will provide a healthy design basis for testing priority branding experiments.

Given that interface design is a visually focused practice, it's expected that designers striving to brand a page would prioritize advancing this effort through brand colors. This approach is likely to become more common, especially when combined with the ability to quickly assign colors offered by template-based interfaces. Conversely, a Clean UI-focused approach will be more user-friendly and successful for a brand's success.

3. Review-focused design. In locations where brand awareness is low, users primarily form trust perceptions based on reviews and the application of data collected through reviews on the page.

To build trust where brand awareness is lacking, reviews as the strongest trust builder also help to build trust in other parts of brand's e-commerce experience. While the integration of review-related data into other components of the site should be developed creatively by brands, it also highlights the importance of collecting as much diverse feedback as possible during the feedback collection process.

This approach will significantly impact users who haven't purchased from the brand before, like the test results in size chart, application fostered trust by reinforcing the perception of finding the right fit, based on the reviews. Users have also expressed a need to build trust through a third party. It appears that newly established brands may be able to address their gaps in the review-building process through third parties. On the one hand, if your brand is targeting the GenZ demographic group, prioritizing this approach will help you achieve successful results.

4. Recommended product page details prioritization list to improve user trust perception: reviews, product displays, logistics and return information, size information, security, and privacy information.

Even high-quality product images and positive reviews effects on customer trust are well known trust builders. This list gives the insight to which services to focus for building

or enlarging brands' customer base. Some improvements in these areas may be time-consuming or demanding for most brands, but a healthy interface improvement strategy can be created by considering the effort required in this prioritization.

6.4. Limitations

In line with the scope of the research, the framework developed was implemented specifically for a product page using a limited number of participants and a prototype. The lack of a site-wide scope of the prototype prevented the collection of cross-page metrics, and the examination of site-wide trust-focused design and branding applications and test, needs a larger number of participants for further validation. Prototypes also created and tested in mobile resolution. For web and tablet resolutions according to available space and visibility options on different screen sizes or resolutions, results may vary.

Asking participants to review the prototype prevented a realistic scroll depth measurement because it encouraged a full-page review. It is observed in prototype click map even every button in footer section is clicked, which is unlikely in real life scenarios. Participants did not spend real money during the test, and risk and trust factors may have been limited accordingly. Validating the framework on a live e-commerce site using real conversion rates, considering the entire purchase process and especially checkout processes, will deepen the prototype analysis and pave the way for more detailed findings.

To generalize the framework, it should be tested with higher participant numbers and live traffic. Experimenting a specific streetwear style may yield different results across different industries or target groups. The application types tested do not cover all combinations of test elements; therefore, more diverse experiments should be conducted.

6.5. Recommendations for Further Studies

It is recommended that the proposed design variants be tested on the live site using A/B testing and real-world traffic data. This can allow for a more accurate assessment of the impact of design changes on completion targets such as conversion rate, add-to-cart rate, and abandonment rate, as well as the variety of metrics collected. Future studies supported by eye-tracking or session recording tools could increase the level of detail by incorporating different metrics into the research, such as which areas of the interface users actually focus on and which trust signals they notice. While this test structure focuses on customer trust and customer rating, it can also be interpreted using metrics such as task

completion time and success rate, which are important metrics in interface design, to investigate the relationship between trust perception and the remaining research metrics.

The framework can be confirmed and generalized through various sectors and industries considering different signal buckets and groups. Similar buckets on different industries such as testing E-commerce signals group with non-fashion related signal group can verify the results on found effects in E-commerce signal in the study. In this way, it can be understood whether the results and suggestions discovered during the research process can be seen as best practices in the industry.

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8. Appendix

Survey Module A Questions

Q.1. What is your gender?

- A. Female
- B. Male.
- C. Other

Q.2. What is your gender?

- A. Female
- B. Male.
- C. Other

Q.3. What is your age?

- A. 13 to 28
- B. 28 to 44
- C. 45 or older

Q.4. How often do you shop online?

- A. A few times a week
- B. A few times a month
- C. Rarely
- D. Never

Survey Module C Questions

Q.1. How trustworthy do you find this brand?

0-1-2-3-4-5-6-7-8-9-10

Q.2. What made you think this way? (Open Ended Question)

Q.3. Which section on the page most influenced your perception of trust in the brand?
(Multiple Choice)

- A. Product Images
- B. Size Chart
- C. Security Information
- D. Delivery & Return Information
- E. Reviews
- F. Colors & Overall Layout
- G. Other

Q.4. If you saw this site for the first time, would you consider shopping here?

A. Yes, I would.

B. No, I wouldn't.

C. I'm not sure.

Q.5. What made you think this way? (Open Ended Question)