

## Designing of a Web App for Hiring Vehicles and Purchasing Travelling Items Using Kansei Engineering

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In web designing, user interface design is crucial. Designing a user interface that meets the emotional requirements of users is critical since the user interface plays an essential part in creating memorable user experiences for websites. A poorly designed user interface gives a wrong impression on users and decreases their comfortability. It will provide them with opposing ideas and less satisfaction. This must be avoided to get the best results from a user interface design in applications. Kansei Engineering, a well-known technique for designing applications, considers the emotions and feelings of particular users. This study attempts to turn users' feelings and emotions into design aspects using Kansei Engineering technology to develop an appropriate travel website by defining a standard web design that fosters emotional engagement. This study proposes and explains the idea of Kansei Engineering and an overview of a developed travel website using Kansei Engineering, including all critical factors considered while designing and statistical data.

**Keywords:** *e-commerce site, Kansei engineering, travel*