

Investigating User Interaction in User Interface Designs of Educational Websites for 7-8-Year-Old Children: A Comparative Study

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Abstract

Focusing on User Interface (UI) design for websites targeted at 7-8-year-old students is essential to providing them with a positive, engaging, and educational online experience. Thoughtful design can make learning more accessible, fun, and effective for this young audience. This research delves into the attraction and user interaction of 7-8-year-old children with existing UI designs of educational websites. The study centres around three local websites, aiming to scrutinize children's design preferences. A sample group of 5 boys and 5 girls were selected from local schools. The collection of qualitative data was accomplished through structured interviews employing questionnaires, while the use of audio-visual recordings ensured meticulous and accurate documentation of the gathered information. 979 feedbacks were possible to gather using a survey. The findings indicate that children exhibit a preference for creative websites. The comparative analysis revealed distinct levels of user interaction across the studied websites. One website demonstrated the highest level of engagement, while another exhibited a less favourable performance in this regard. A third website fell in between, with a moderate level of user interaction observed. In conclusion, these findings emphasize the pivotal role of user preferences and interaction in the design of educational websites tailored for young learners. This highlights the responsibility of UI designers to adhere to appropriate design standards when developing websites for young children. The research assessed various aspects of the selected websites, including user interaction, fonts, colour, user behaviour, and gestures.

Keywords: *User Interface design, User interaction, Educational websites*