Implementation of Gestalt Theory in Corporate Website Design

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Abstract In the modern era, electrical appliances have become a necessity of life, and many well-known brands release many new models every year. Brand's corporate websites have become a main resource for finding out a great deal for consumers, to get information about their products including specs, features, specifications, appearance, and price. The importance of online services including websites has increased dramatically from a business perspective, specifically after the Covid-19 pandemic. Accordingly, many designers are studying UX design in order to create highly usable web designs. Corporate websites, in particular, are increasingly being used not only to acquire consumers but also to build relationships with them. Interactivity is crucial to occupy visitors and lead them to the desired action and they are more likely to return to that website. However, many companies aren't making effective use of their websites. Instead of improving their brand image and increasing their willingness to purchase, many companies are losing credibility due to the inconvenience and lack of information on their websites. Therefore, this study was limited to electronics brands and examined the visual design of their corporate websites while applying the knowledge from existing research by other scholars, specifically Gestalt theory.

Key words Corporate website, Design, User experience, Gestalt principle, Consumer Electronics Brands

Introduction

This research was to improve the comprehensive overall design of a corporate website. This article highlights the methods and findings of the qualitative research only as it correlates to the focus of the article, which is how to implement Gestalt theory in the design of corporate websites. These were the conclusions made by the researcher based on the research findings that were obtained through two quantitative methods of research (surveys for the consumer side and provider side), in which the findings were presented, analysed, and discussed.
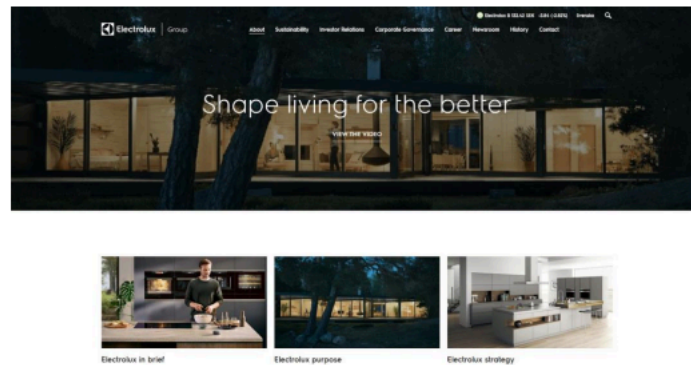

Figure 1. Study of Corporate Website Design: Reference to an actual website "Electrolux" (2022).

The Gestalt principles, based on the basic cognitive abilities of the human brain, is one of the design theories that has already been definitely established over time, and at this point