

## **USER EXPERIENCE ON DEEP VS. SHALLOW WEBSITE ARCHITECTURES: A SURVEY-BASED APPROACH FOR E-COMMERCE PLATFORMS**

*Pierre Subeh<sup>1</sup>, Dr. Shakeb Khan<sup>2</sup> & Er. Aman Shrivastav<sup>3</sup>*

*<sup>1</sup>SUBEH Enterprises LLC, Sheridan, WY, 82801, USA*

*<sup>2</sup>Maharaja Agrasen Himalayan Garhwal University, Uttarakhand, India*

*<sup>3</sup>ABESIT Engineering College, Ghaziabad, India*

### **ABSTRACT**

*The evolution of website architectures plays a crucial role in shaping the user experience (UX) on e-commerce platforms. This study investigates the impact of deep versus shallow website architectures on user satisfaction and performance, using a survey-based approach. Deep website architecture refers to websites with multiple nested layers of navigation, requiring users to click through several pages to reach desired information. In contrast, shallow architecture features fewer layers, making content more accessible with fewer clicks. With the rise of e-commerce, understanding how these architectural choices influence user behavior is vital for improving website design and enhancing customer engagement.*

*To explore this, a survey was conducted among 300 participants who regularly use e-commerce platforms. The survey focused on aspects such as ease of navigation, loading times, search efficiency, and overall satisfaction with deep and shallow website structures. The study highlights that while deep architectures may offer extensive content categorization, they often result in increased cognitive load and slower navigation. On the other hand, shallow architectures generally provide quicker access to desired information, contributing to better user satisfaction and retention rates.*

*This paper discusses the key findings of the survey, shedding light on how different website structures can either enhance or detract from the e-commerce user experience. The results suggest that shallow architectures tend to be more effective in retaining user attention and fostering a positive UX, making them preferable for most e-commerce platforms. Recommendations for optimizing website architecture for better UX are also provided based on the survey results.*

**KEYWORDS:** *User Experience, Website Architecture, Deep Vs. Shallow Design, E-Commerce Platforms, Navigation Efficiency, User Satisfaction, Cognitive Load, Survey-Based Approach, Website Performance, Content Accessibility*

---

### **Article History**

**Received: 14 Jun 2023 | Revised: 15 Jun 2023 | Accepted: 18 Jun 2023**

---