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First Line of Your Title
Second Line
Third

By

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A thesis submitted as part of the requirements
for the degree of MSc User Experience Design
at the College of Computing
Birmingham City University, Birmingham, UK

Month Year

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ABSTRACT

Your abstract goes here

DEDICATION

Dedicated to my cats - This is optional

ACKNOWLEDGMENTS

I acknowledge the people who helped me.

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maths What mathemeticians do.. 1

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Introduction

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Subsection of a Subsection

Example of double quotes "word". Example of citation (Altschul et al., 1997). Example of multiple citations (Altschul et al., 1997; Baker et al., 2007).

Example of italic text - *Escherichia*, *Salmonella*, and *Shigella* spp.

Example of hyperlink http://www.wikibooks.org.

Another example of hyperlink Wikibooks home.

LaTeX has a special way to embed maths symbols and notations. Here are some of them. Also, observe how a bullet list is made.

- greater than $\geq$
- less than $\leq$

- percent sign %
- multiply $N \times N$
- inline equation $M = N(N-1)/2$

Example of a mathematical formula:

$$ADD = \sum_{i=1}^{M} | < D(n+1,i) > - < D(n,i) > | \tag{1.1}$$

Example of a figure.

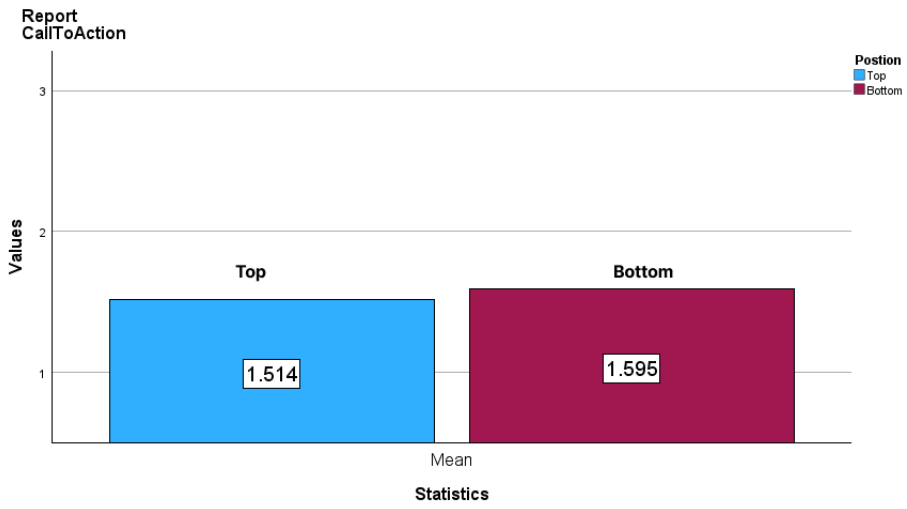

Figure 1.1: An example graph

Example of a table and here is the reference to Table 1.1.

Organism	Accession no.	Genome size (bp)	No. CDS
Mesorhizobium loti	NC_002678	7036071	6743
Sinorhizobium meliloti	NC_003047	3654135	3359
Bradyrhizobium japonicum	NC_004463	9105828	8317
Rhodopseudomonas palustris	NC_005296	5459213	4813
Bartonella quintana	NC_005955	1581384	1142
Bartonella henselae	NC_005956	1931047	1488
Rickettsia typhi	NC_006142	1111496	837
Beijerinckia indica	NC_010581	4170153	3569

Table 1.1: Whole-genome sequences used in this study

Chapter 2

Indicative Literature

2.1 Background

The placement and design of Call-to-Action (CTA) buttons on a webpage is a significant aspect of User Experience (UX) design. It helps in directing user engagement and decision-making. Several studies have proven that the positioning of CTAs can significantly affect user behaviour and their actions (Experience, n.d.).

Online platforms such as e-commerce, online advertising, and news/blog systems benefit from predicting click-through rates (CTR). This allows them to estimate how likely a user is to click on a specific item in a given context. During six months on Taobao, it has been observed that over 1000 actions were performed by 23% of the users (Qin et al., 2020). Observing user click behaviour is important in predicting click-through rates, especially when it comes to visual and position aspects of calls to action. It is important to pay attention to these factors to accurately predict user behaviour.

2.2 Sub Heading

When individuals are faced with multiple clickable options within a unified design component, their decision-making processes can vary based on factors such as personal preferences,

cognitive load, and the overall user experience. Lu. H has pointed out that while personal preference may have some influence on click behaviour, there are several other factors that are equally important. The factors that determine click behaviour include the position of the content on the page, the level of trust that the user has in the source of the content, and the way in which the content is presented to the user (Lu, Zhang, and Ma, 2018).

Another factor that affects clicks is the user's past mental models. when people browse your website, they bring with them certain expectations and assumptions based on their prior experiences with other sites. As a result, it's crucial to use recognizable labels and layouts that align with their existing mental models of website navigation (Burnett, 2014). According to (Li, Tang, and Zhao, 2023) study, correlation analysis demonstrates a significant and positive relationship between click behaviour and the level of interest that a user has in a particular topic, situation, or individual. This suggests that users who are interested in a specific topic or situation are more likely to engage in click behaviour related to that topic or situation.

2.3 Sub Heading

A call to action (CTA) is a prompt that encourages visitors, leads, and customers to take action. Essentially, it is a request to engage further with a brand. A CTA usually appears as a specific area of a webpage, such as an image, a button, or a designated section of the digital content, that motivates the reader to click through. Its primary purpose is to drive viewers to take action and produce some kind of immediate, quantifiable outcome. A CTA can also ask for more information about a product or service, and this approach identifies visitors as having an interest in or need for what the advertisers are offering. (Chen, Yeh, and Chang, 2018)

Jakob Nielsen's guideline discusses the appropriate usage of images on websites. In his article titled "Photos as Web Content," Nielsen reveals that our eye-tracking studies have shown a significant difference in how users interact with website images. Large decorative images that evoke positive emotions are often ignored, while images of real people and products (not stock photos of models) are generally considered important content and examined closely (Nielsen, 2010).

Our focus is to investigate people's preference for call-to-action buttons while browsing the web. We aim to understand if there is any particular type of call-to-action that people click more often and whether the position of the button has any influence on its clickability.

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Appendix

First Appendix

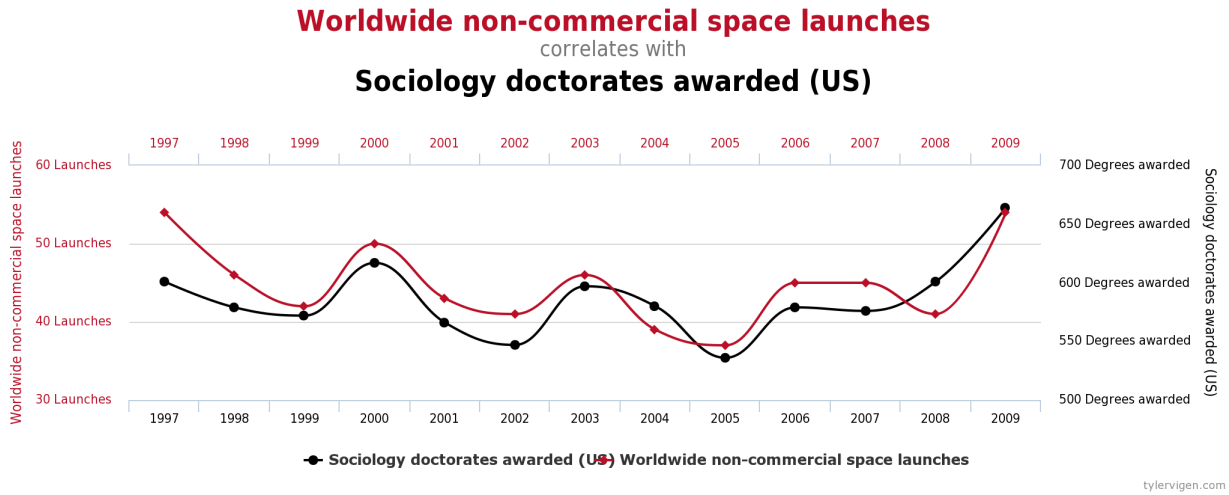

Figure 1: Again, the example graph.