

# ESTABLISH THREE CLICK RULE

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## ABSTRACT

The three-click on rule or 3 click rule is an unofficial internet design rule regarding the layout of website navigation. It suggests that a user of a website have to be capable of discover any records without a more than 3 mouse clicks. Getting to applicable content material with as few clicks as possible is not only misleading as a preferred web rule however additionally impossible to use to all web sites

**Keywords:** 3 click rule, website design, online search, product destination

## I. INTRODUCTION:

It is a theory that arose very early on inside the short records of website design, and as such has attached to it a certain kudos. Nobody pretty is aware of why it is held in such excessive esteem, but it's far very not often wondered. Clients who settlement carriers to build web sites or Intranets appear especially keen on quoting this phrase during the necessities gathering section, and appearance on in horror if they're told it is not applicable. The primary layout implications of the 3-click on rule is that navigation menus must not require customers to click via more than one levels in an effort to locate the records they care approximately. The 3-click on rule assumes that users turn into pissed off and will probably surrender on duties that require greater than 3 overall clicks to be completed.

## II. OBJECTIVE:

Three click rule is a website undefined rule, to obtain the rule the web site design should be in established way. The layout must be flexible and smooth to work on the website through the users. The contrast must be in clear way to get an explanation about the product searched, changing the lengthy hyperlink to quick link by the store name.

## III. RELATED WORKS:

This is usually regarding an unofficial net layout rule, the 'three click on rule', particularly speak approximately navigating to content material. It shows that a user of a website, or Intranet, have to be able to discover any information without a extra than three mouse clicks. Any extra than this and the user will become frustrated and abandon the challenge handy [3]. The three clicks rule need to display customers dropping off after hitting the third click on or web page, when attempting to finish a selected project. Tasks taking over 3 clicks ought to display up as unsuccessful, with a candy spot for successful tasks hovering someplace among 1 and 3 clicks. The facts didn't display this at all. In reality it showed customers infrequently quitting after three clicks, and regularly luckily going as much as 12 clicks in some cases. The consequences confirmed that few customers gave up after 3 clicks.

Design isn't always simply what it seems like and looks like. Design is how it works. Make positive to create a design that is respectful, generous and useful to user. A layout is respectful if it offers admire to its person and takes care of user's desires [1]. Whatever user performs or anyplace he is going inside your layout, moves are handled graciously. The reaction of design and the language it makes use of by no means humiliates its customers. A layout has to be created to satisfy its customers' wishes. The first step of a design system is to understand requirements and customers—to fulfill the user and apprehend behavior, working surroundings, likes and dislikes and manner of questioning.[8]

Observed that people simply hold clicking after three clicks – nothing special came about three or maybe 5 clicks in for each a success and unsuccessful clickstreams, we see that it isn't until 15 clicks that we see eighty% of our tasks finished. Successful clickstreams have the same distribution as unsuccessful clickstreams—the variety of clicks doesn't expect undertaking achievement or failure. The failure to locate mission information to guide the Three-Click Rule made us rethink the problem. Could task success and failure be the incorrect way to observe it? Maybe absolutely everyone believes in the rule as it's frustrating to keep clicking past the third page? Decided to look at the problem from a different attitude.[5]

With the average website online presenting hundreds if not hundreds of items and alternatives, the Three-Click Rule sounds preposterous. But it's far clearly fairly smooth to gain in case you start through building person scenarios before you begin to layout the web page. To accommodate the want for fast access to facts, a web clothier creates layouts that straight away reassure the visitor that she has “come to the proper area.” Brand-appropriate layout accomplishes some of this reason. A clean hierarchical structure does the rest. The Rule of Five postulates that complex, multi-layered menus offering greater than five predominant choices tend to confuse net users. It's genuinely just all other tenet maximum running net designers preserve in mind—especially if they want to maintain running.[7]

Click counting is a tough way of assessing interaction value and challenge performance, because it does now not bear in mind cognitive elements that arise whilst users need to examine and recognize a protracted list of alternatives, parent out where they presently are within the web page's structure or build expectations of how a lot of extra work, they want to do to get to their vacation spot intention. These factors are at the least as critical because the sheer wide variety of clicks concerned in getting to a particular web page [9]

Had been surprised while determined the answers from the primary three clicks strongly expected whether the consumer could sooner or later prevail or fail, although the clickstream turned into 15 or 20 clicks lengthy. Not best that, but so long as every next click had excessive confidence values, the consumer became very possibly to prevail. As quickly as the self-belief values dropped, so did the likelihood of the customers locate their preferred content material.[10]

This changed into the clue wanted—the important thing to our research. Once we could see when the person's self-assurance rose and fell, we may want to examine the hyperlinks and determine what become contributing [2]

Jakob Nielsen's usability tests found that users' ability to find products on an e-commerce site increased by 600 percent after the design was changed so that products were 4 clicks from the homepage instead of 3.

Internet customers don't absolutely study content material online, as a minimum consistent with a observe via Dr. Nielsen on studying behaviors of human beings on his website. His evaluation indicates that human being's simplest study 28% of the text on a web page and decreased the greater textual content there may be at the web page.[4]

Alert box A comparable have a look at, by way of seeking advertising corporations Enquire and Did-it in collaboration with eye-tracking research corporation Eye tools, witnessed a comparable pattern once they evaluated Google's seek engine consequences web page with an eye tracking study that blanketed 50 individuals. Dubbed the "Google Golden Triangle" due to the fact the awareness of eye gazes tended to be top and left, the consequences are congruent with the F-shaped pattern visible in Nielsen's impartial research. Usability does not equate to a selected variety of clicks, taps, swipes, pinches, flicks.[6]

## IV. METHODOLOGY

### A. PROPOSED SYSTEM

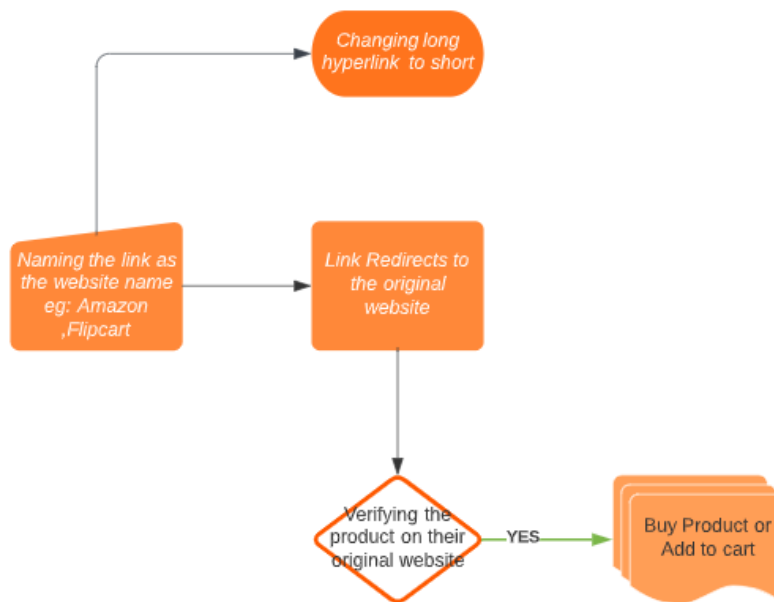
**STEP 1:** Create a undertaking direction this is progressive and intuitive (so customers sense they may be getting in the direction of the content material they're searching for)

**STEP 2:** Use nicely classified links and buttons, mistakes messages, or reproduction telling users where they are (as opposed to them having to bet what they might encounter upon clicking or reading in addition)

**STEP 3:** Optimize website online search gear to return applicable and correct consequences (if web page seek is supplied as a device to discover information at the web site) headed

**STEP 4:** Optimize website performance for various gadgets (i.e., Computing device, computer, cellular, or pill) based totally on context of use (consists of pace of loading as well as rendering based layouts primarily based on consumer's screen length)

## V. WORKFLOW



## VI. RESULT

Comparison Table



Category	Flipkart	Amazon
Prodimage		
Product	SAMSUNG Galaxy Watch4 LTE (4.4cm) Smartwatch	Samsung Electronics Galaxy Watch 4 Classic 42mm Smartwatch with ECG Monitor Tracker for Health Fitness Running Sleep Cycles GPS Fall Detection Bluetooth US Version, Black
Rating	4.2	4.6
Rating Count	346	3,638
Price	31999	25499.15
Product URL	<a href="#">Flipkart</a>	<a href="#">Amazon</a>

FIG:1 The above figure shows the compared product details in the python- visual studio

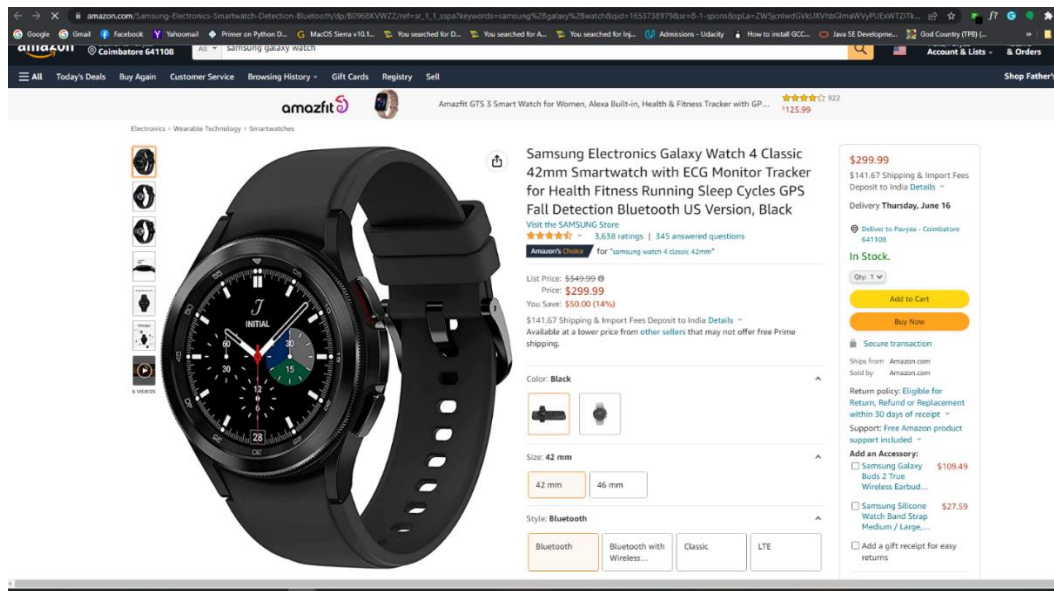


FIG:2 The above figure shows the product in amazon after clicking the amazon link in the comparison table

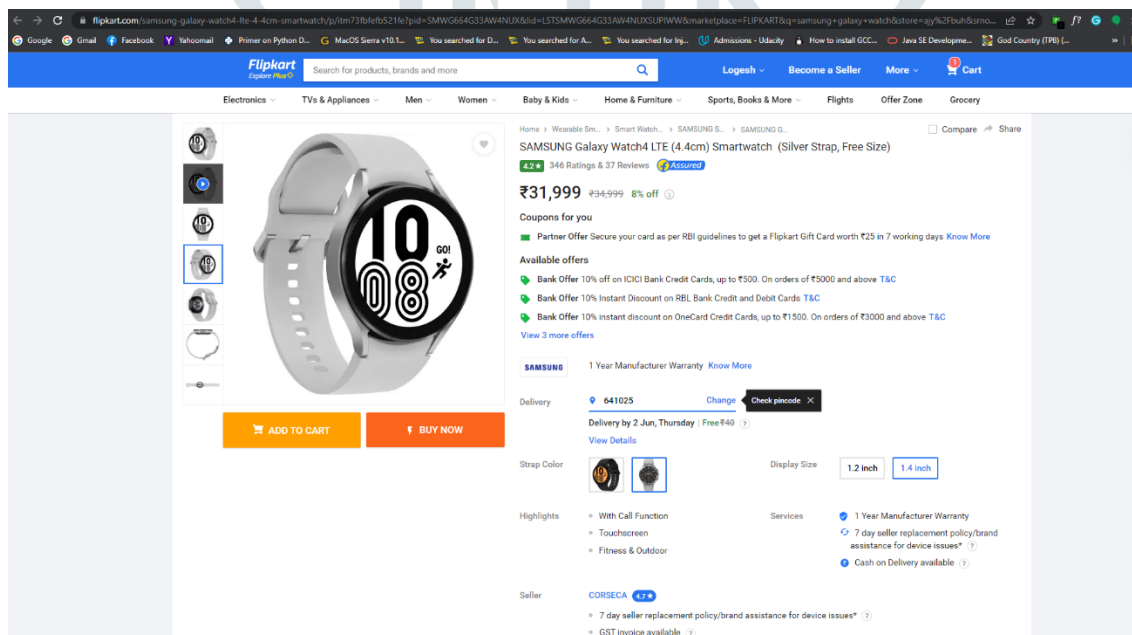


FIG:3 The above figure shows the product in flip kart after clicking the amazon link in the comparison table

## VII. CONCLUSIONS AND FUTURE WORK:

There is nothing inherent about 3 clicks as a mystical threshold before customers gets annoyed. More important than focusing at the raw wide variety of clicks is to make certain that navigation is nicely prepared with clean pathways, that content material gets progressively more unique the deeper into the site shape your customers increase, and that your site visitors constantly understand in which they currently are and the way to get to their destination.

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