

SATISFICING IN UI/UX DESIGN: A THEORETICAL REVIEW TOWARDS E-COMMERCE USERS' BEHAVIOR

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Abstract: *Satisficing is one of the users' behavioral patterns in decision-making. In which users tend to choose a "good enough" option compared to an optimal one. In the context of e-commerce UI/UX design, which has been facing challenges such as choice overload, it became important to understand this behavior, since the process of satisficing can happen quickly. This process might influence users' perception of interface usability and aesthetics, also affecting users' loyalty to the platform. The aim of this research is to study the characteristics of the user's satisficing behavior and its implications for UI/UX design. This research adopts a qualitative approach through synthesis from literature studies such as scientific articles, books, official reports, and professional articles. The results show that there are two users' satisficing behavior characteristics in the e-commerce UI/UX design context. Interface navigation satisficing, and purchase decision satisficing. However, both characteristics share similar motivations and solutions. An efficient, simple, and straightforward interface design can help both satisficing behaviors, and classic aesthetics and informative visual presentation can reduce the user's cognitive process and elevate usability perception. This research recommends several interface design implementations that help users achieve goals with minimum time and effort, such as recommendation features, clear and intuitive navigation, and consistent visual presentations.*

Keywords: *aesthetic, UI/UX design, user behavior, satisficing, usability*

Introduction

Satisficing is one of the user's behavioral patterns that needs to be considered in the interface design process (The Interaction Design Foundation, 2016; Tidwell et al., 2019; Whitenton, 2024). It refers to a user's tendency to choose a "good enough" option compared to an optimal one, to minimize cognitive effort and decision-making time (Tidwell et al., 2019). Satisficing is a portmanteau,

a word formed by blending both sounds and meanings of "satisfy" and "suffice". This term was originally introduced by Herbert Simon in 1957, in accordance with Simon's bounded rationality theory, in which individual decision-making processes tend to be limited by the available information and sources they have (Soltwisch et al., 2022).

This behavior is also closely associated with users' perceptions of interface

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usability and aesthetics. Past research shows that there is a reciprocal perception linked to the interface aesthetic-usability, in which an aesthetically pleasing interface is considered easier to use and an easy-to-use interface is considered beautiful (Schrepp et al., 2021). This reciprocal perception implies that users have their own “enough” parameter to tolerate the weaknesses of either aesthetic or usability for the preferred aspect. To support this, Schrepp et al. (2021) associated the phenomenon with Fishwick (2004) theory of emotional design, in which it is found that when facing interface difficulties, good mood users tend to disregard the problems by coming up with creative solutions, while bad mood users tend to feel dissatisfied and consider the difficulties as major issues.

Since 2017, Indonesia's e-commerce sector has experienced substantial growth, driven by the digital transformations of retail (Erlyana & Hartono, 2017). According to Direktorat Statistik Keuangan, Teknologi Informasi, dan Pariwisata, (2025), there were an estimated 3,934,981 e-commerce businesses in Indonesia, with the total value of transactions being 1,100,87 trillion rupiah. This shows how competitive the e-commerce market is, and in digital commerce, UI/UX design is considered a strategic tool to stand out in the highly competitive market (Felix & Rembulan, 2023; Hasan et al., 2024). A good UI/UX design can elevate users' satisfaction, loyalty, and engagement, also driving sales and a higher conversion rate. A bad UI/UX design will result in dissatisfying user feedback and lower application installation (Hiu & Erlyana, 2024).

E-commerce users as consumers make decisions based on available information, cognitive limitations, and in the context of situation and time constraints (Hwang, 2025; Shin & Yoon, 2023). When browsing e-commerce, users are presented with information for different products and

their attributes (brand, price, review, and other specifications). This can make the decision-making process difficult, as users have to identify the objectives, collect information, and compare every option (Mushtaq et al., 2020). Choice overload is a challenge that needs to be addressed in e-commerce UI/UX design. The variety of products that come in many choices may cause decision fatigue, a situation where an individual feels overwhelmed, tired, or faces difficulties in making choices, which can reduce the quality of options and the satisfaction after (Zaheer, 2025). According to Shin & Yoon (2023), users who fall into the category of satisficers tend to feel overwhelmed with that many available choices, even for trivial matters. Meanwhile, it is known that users satisfice because of the need to minimize effort and time in making decisions. A good e-commerce UI/UX design must be able to address these needs. It must help users achieve their goals or do their tasks efficiently through an interface that is aesthetically pleasing, easy to understand, and user-friendly (Andry et al., 2024). A case study by Hiu & Erlyana (2024) about Datascripmall shows that in consequence of a poorly designed UI/UX, users feel dissatisfied with the e-commerce and are not willing to use the platform because of the difficulties in finding products, the checkout process, and the absence of personalized recommendations. Therefore, the UI/UX design of e-commerce must help users find information quickly without feeling overwhelmed, preventing choice overload or information overload, and paying attention to users' expectations of aesthetic and usability.

Users' final decision and experience in e-commerce are influenced by the platform's UI/UX design and bounded rationality. Users' satisficing behavior and its rational constraints might influence the “good enough” perceptions of the interface aesthetic and usability. However, literature exploring the satisficing charac-

teristics in relation to the e-commerce UI/UX design is still minimal. In the past five years, several literatures that can be found in terms of satisficing in human-computer interaction (HCI) context are either only a short section in a book (Tidwell et al., 2019), or focusing more on users' satisficing behavior in purchasing products digitally (Mushtaq et al., 2020; Shin, 2022; Shin & Yoon, 2023).

Prior literature merely studied the behavior or the solutions in the general context of digital interfaces. Therefore, this research aims to study the characteristics of users' satisficing behavior, their challenges in e-commerce UI/UX design, the relations to aesthetic and usability, and their design implications in e-commerce development. Offering broader and deeper insights into the relations between satisficing characteristics in users' decision-making process, necessities in the e-commerce context, and the aesthetic and usability of UI/UX design.

Methodology

This research adopts a qualitative approach with literature synthesis as the main analytical method. This approach is used because it allows exploration of various opinions and explanations, providing a critical overview of where this research topic stands in current literature (Wesner, 2025). The study aimed to examine the concept of users' satisficing behavior within the context of e-commerce UI/UX design and its relationship with design implications such as aesthetics and usability.

The collected data were secondary data. According to Wesner (2024), secondary data are not collected by the researcher themselves. They are collected by others. In this case, the data were from books, peer-reviewed journal articles, industry reports, and professional design publications.

To ensure the quality of data, the selection was conducted through academic databases such as Google Scholar, ResearchGate, Wiley, using keywords in relations to satisficing behavior, UI/UX design aesthetic-usability, and e-commerce interface.

The analysis was carried out through four stages. First is literature screening, in which articles were selected based on relevance to topics and publication date. The second stage is the identification and categorization of findings. Divided into three thematic clusters: users' satisficing behavior, satisficing and interface aesthetics, and satisficing and interface usability. All findings were then cross-analyzed to find patterns, similarities, and gaps. The last stage is synthesizing. Theoretical insights and framework explaining the relationship of users' satisficing behavior, aesthetics, and usability, and the design implications are developed based on findings.

Result

Users' satisficing behavior on the interface is driven by time constraints, the absence of consequences for missed actions, the lack of better results after further considerations, and the possibility of feeling excited after making the right choice at the first try (Krug, 2014). These are the reasons why users only scan pages and select links that appear to fulfill their needs, disregarding the design of the pages (Whitenton, 2024). A prior study by Schwartz et al. (2002) mentioned that to feel satisfied, a satisficer, the term for an individual who satisfices, only needs to find options that fit a certain adequacy scale. This indicates that users are spending only enough time to achieve their goals, and a certain level of impression might be a deciding factor, despite the influence of several other factors.

In general, there are two characteristics of the decision-making process: maximizing and satisficing (Shin, 2022). A simple example of how these two behaviors influenced UI/UX design is in the process of ordering online food. A maximizer will spend more time exploring restaurants and menu options, reading reviews, and comparing costs. A satisficer will choose a restaurant and menu that has been ordered before (Shin & Yoon, 2023). Therefore, as can be seen in Figures 1 and 2, in online food ordering platforms, we can find navigational categories or indicators for restaurants or menus that have been ordered before.



Figure 1. A recommendation menu in the Gojek application, for ordering before restaurants
(Source: Gojek Mobile Application)

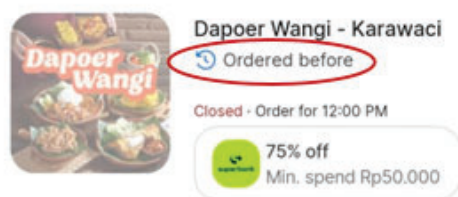


Figure 2. An indicator for ordered before restaurants in the Grab application
(Source: Grab Mobile Application)

The definition of satisficing behavior by Krug (2014) and Whitenton (2024) aligns with what is explained in Tidwell et al. (2019) book and an article published by The Interaction Design Foundation (2016), which suggests that all users have the tendency to satisfice. However,

this is different from what is implied by Shin (2022) and Shin & Yoon (2023), that there is another behavior opposite to satisficing. Although both definitions are fundamentally the same, the behavioral implications might be different because of the different contexts of users and consumers. In this case, it may require different UI/UX design strategies to accommodate both behavioral implications. As for the definition in which every user has the tendency to satisfice while looking for information, impressions play an important role. Meanwhile, in terms of satisficing in purchase decisions, users might require additional indicators.

Aesthetic Interface and Users' Satisficing Behavior

In general, Hasan et al. (2024) suggest that to strengthen the market position, an e-commerce platform should have these three aspects: 1) an attractive and unique homepage design that promotes further exploration, 2) easy-to-use navigations that make users comfortable returning to the site, and 3) an attractive and consistent color scheme that helps enhance products, therefore elevating product sales. Prior research suggests that aesthetics also influences perceived usability, users' willingness, and trust to use the platform (Perrig et al., 2023) to the extent of helping users make decisions in a digital interface (Krug, 2014; Shin & Yoon, 2023). Meanwhile, poor interface aesthetics can trigger negative emotions by confusing and slowing down users, to the extent of lowering the user's intentions to reuse the platform (Sulikowski et al., 2022; Rejón-Guardia, 2024).

According to Saltsman et al. (2020), satisficers' tendency to choose sufficiently is a consequence of their inability to choose from many options. This supports the findings from Shin & Yoon (2023), in which satisficers suffer from the over-

whelming number of options, as they also go through the process of searching, reviewing, and comparing alternatives. To assist this, by reducing complexity and elevating consistency (Perrig et al., 2023), aesthetics might have the capacity to reduce the overwhelming effect on the e-commerce interface (Seifi & Moshayeri, 2024).

For example, in the case of food delivery applications, Rejón-Guardia (2024) found that users' feelings of dominance or control over the app might increase if the interface is friendly and well structured. Cai et al. (2008) and Seifi & Moshayeri (2024) found that interface design with classical aesthetics helps users find information and finish tasks in a shorter time and with minimal effort. Classical aesthetics are characterized by clean, attractive, and symmetrical design (Perrig et al., 2023) through the implementation of a simple color scheme and consistent visual elements (Seifi & Moshayeri, 2024).

Information visualization through pictorial presentation can solve information overload in digital interfaces (Mushtaq et al., 2020). Particularly in relation to the fact that the brain part where visual objects are processed is closely connected with other brain parts that can trigger emotional response and informational memory, making it easier for pictures to be interpreted (Robier, 2015). Therefore, in the context of e-commerce, information visualization might help shoppers in comparing and understanding products faster and more easily. Furthermore, this process of visual recognition can be faster through a good design with low complexity and high consistency (Perrig et al., 2023; Ologunbe et al., 2025).

Specifically, in the case of satisficers' behavior when making purchase decisions, they rely on simple rules of thumb, such as impressions, feelings, or product recommendations (Shin & Yoon, 2023).

This underlines the importance of interface aesthetics in building a good impression around regular and recommended products. According to Sulikowski et al. (2022), an aesthetic interface helps users notice the essential elements on the interface and makes users pay more attention to recommendations. Furthermore, the study suggests several aesthetic-related principles that can be considered when designing an e-commerce interface, such as 1) the golden ratio for product photos proportions, 2) contrast color as a border to highlight products, 3) readable navigation font color, and 4) consistent spacing between website elements.

Usability and Users' Satisficing Behavior

Usability is achieved when a product helps users to achieve goals efficiently, effectively, and satisfyingly (International Organization for Standardization, 2018). Usability encompasses interface design that is easy to use and navigate, therefore reducing users' cognitive processes. The synthesis of aesthetics interface approaches for users' satisficing behavior suggests several design recommendations that promote easier ways to navigate and understand information on interfaces. This shows how aesthetics can be one of the strategies in achieving usability. However, it does not cover the whole aspect of usability. It may guarantee that the interface is usable, but does not guarantee its user friendliness (Robier, 2015).

The principle of usability itself inherently supports users' satisficing goals—achieving satisfactory outcomes with minimum time and effort. Which means that applying general usability recommendations in UI/UX design—such as clear information hierarchy, straightforward information, consistent interface elements, simple navigation paths, and fast system feedback can be used as an-

other strategy (Hasan et al., 2024; Robier, 2015).

In terms of making purchase decisions, users went through several steps from recognition, searching, evaluating, comparing, and reviewing options (Mush-taq et al., 2020). The stages where users will most likely spend a longer time are evaluating, comparing, and reviewing. In this case, decision-supportive tools such as product suggestions, including recommendations from experts, third parties, or personalized recommendations, are found to help minimize decision-making time and effort for satisficers (Shin & Yoon, 2023).

Discussion

The synthesis of findings indicates that users' satisficing needs might differ when they are looking for information and when they are making purchase decisions. When looking for information, UI/UX principles suggest that every user tends to satisfice. Meanwhile, according to bounded rationality theory, satisficing is a certain decision-making characteristic that can be found only in a certain population. However, both are driven by the need to make good decisions quickly and effortlessly, and in the context of UI/UX design, both can be approached with aesthetics and usability solutions.

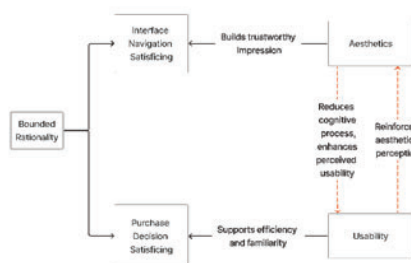


Figure 3. The relationship between aesthetics, usability, and users' satisficing behavior in e-commerce UI/UX design.

(Source: personal research documentation)

The relationship of aesthetics, usability, and different characteristics of users' satisficing behavior in e-commerce UI/UX design is as illustrated in Figure 3.

As illustrated in Figure 3, users' satisficing behavior in the e-commerce context is divided into two characteristics. First is interface navigation satisficing, which represents users' tendencies to satisfice in the information-seeking mode. Second is purchase decision satisficing, which represents e-commerce consumers' tendencies to make purchase decisions based on familiarity and recommendation.

Although both are motivated by bounded rationality, it is understood that the contributing factors are not all the same. Time constraints and a lack of better results after further exploration are the two shared motivations. However, the other two contributing factors, the absence of consequences for missed actions and the possibility of feeling excited after making the right choice at the first try (Krug, 2014), can only be related to interface navigation satisficing behavior. As in purchasing, if consumers make a wrong purchase, then they will have to go through a long process of return and refund. It is not as easy as clicking the back or undo button on the interface.

It is also understood that aesthetics and usability create a reciprocal connection in supporting both satisficing needs. Aesthetics might build trustworthy impressions and enhance perceived usability for first-time users. As individuals tend to infer unknown information based on their evaluation of the entire product (Schrepp et al., 2021). While a good implementation of usability principles proves the first-time users' perception of the aesthetics. Therefore, building trust on the site or app creates a sense of familiarity for returning customers.

Usability can also be enhanced through certain aesthetic approaches to

minimize the chance of information overloading. For example, the repetitive use of red hue on every button element, as shown in Figure 4, may help users find clickable components, a list of options, and learn the interface faster.

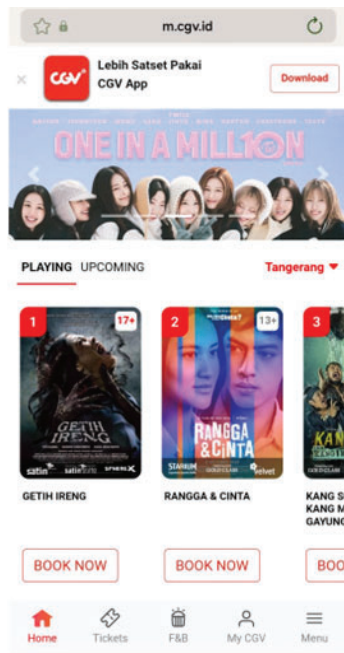


Figure 4. homepage design from the website of CGV Indonesia
(Source: m.cgv.id)

Furthermore, in terms of purchase decision satisficing behavior, satisficers will rely on recommendations to avoid choice overload. To support these needs, aesthetics alone will not be able to solve the problem, as this relates more to options availability. In this case, to fulfill usability, e-commerce platforms are suggested to provide recommendation tools through personalized advertisements or features like the frequently bought together section. Product recommendations can then be highlighted with certain aesthetic approaches to shorten the duration of information processing. For example, as can be seen in Figure 5, Tokopedia implements

several navigational menus based on what users have checked before. This can be helpful for users to find what they want to purchase based on their last unfinished browsing activity. These combined strategies ensure that users find information faster, achieve goals efficiently and effectively, and engage more, therefore elevating users' satisfaction and trust (Ologunbi, 2025).

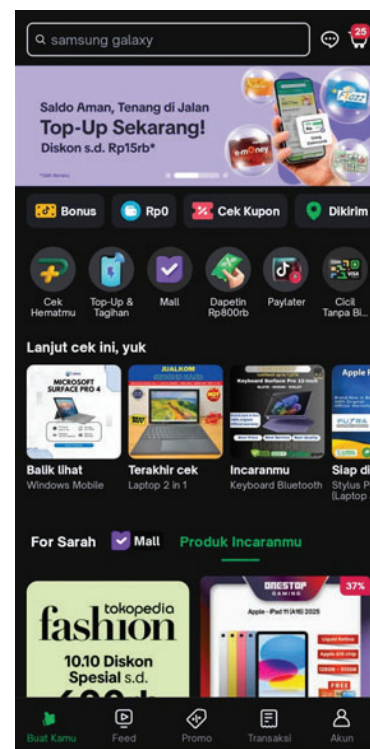


Figure 5. Homepage design from the Tokopedia app
(Source: Tokopedia)

To further clarify the relationship between satisficing theory and its implications in digital interfaces, Table 1 summarizes how the two illustrative examples (Tokopedia and CGV) employ aesthetics and usability cues that support users' bounded rationality.

Table 1. Aesthetics and Usability Features in CGV and Tokopedia Interfaces
(source: personal documentation)

Platform	Aesthetics	Usability
CGV	<ul style="list-style-type: none">• Consistent color palette• Clear visual hierarchy• Structured use of white space and alignment	<ul style="list-style-type: none">• Linear booking flow• Highlighted key information• Straightforward action buttons
Tokopedia	<ul style="list-style-type: none">• Repetitive color use• Clear Visual Hierarchy	<ul style="list-style-type: none">• Personalized product recommendations• Category shortcuts for faster navigation• Supports prospective memory (saved items, reminders)• Highlighted rewards and promotions

Note: the dark theme in Tokopedia depends on users' phone settings.

As shown in Table 1, CGV illustrates how aesthetic implications such as a consistent color palette and structured space strengthen visual hierarchy, therefore enhancing usability. These aesthetic cues guide users more intuitively through the interface, helping them complete tasks efficiently and locate key information with ease. Meanwhile, Tokopedia demonstrates that features such as recommendations and shortcuts support satisficing by helping users make quick decisions with minimal cognitive effort. These functional

elements are further reinforced through repetitive color use for highlighted information and a clear visual hierarchy, creating an interface that aligns aesthetics with decision-making efficiency.

While this study provides a theoretical understanding of the relationship between satisficing behavior, aesthetics, and usability, it is limited by its conceptual nature and reliance on secondary sources. The analysis was built through literature synthesis, which means the findings are interpretive rather than empirical. Most references used were derived from global contexts, which may not fully represent the behavior and preferences of e-commerce users in different geographical contexts.

Future research is recommended to evaluate the conceptual relationships and design implications for satisficing behavior that were proposed in this study empirically. To better understand the users' criteria for a "good enough" interface in terms of usability or aesthetics, it is recommended to conduct user testing, experiments, or usability evaluations. Furthermore, cross-cultural and context-specific studies can also help refine and localize the framework, providing more actionable design guidelines for e-commerce UI/UX practitioners.

Conclusion

This theoretical study explored the definition of users' satisficing behavior, its relationship with aesthetic and usability design implications in the context of e-commerce UI/UX design. Through a synthesis of literature from UI/UX design theory, consumer behavior, and human-computer interaction, this study identified two distinctive satisficing behaviors in the e-commerce context. First is satisficing in interface navigation. This can be found in every user. Second is sat-

isficing in purchasing decisions. This can be found only in a specific population, often referred to as satisficers. Both behaviors are influenced by an individual's bounded rationality.

Through the comparative overview of CGV and Tokopedia (Table 1), the findings highlight that aesthetics and usability play a mutually supportive role in facilitating satisficing behavior. Aesthetic quality builds a trustworthy impression and perceived usability. Therefore, it can be very helpful in attracting first-time customers. Consistent usability reinforces long-term trust and the core needs of satisficing. Although in terms of satisficing in purchase decisions, e-commerce will need additional features such as product suggestions or recommendations to help reduce choice overload. These features can then be enhanced with certain aesthetic implementations, such as aesthetic coherence, to ensure usability and work as a guiding path for users through the interface.

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