

Identifying Gen Y schema for the location of web objects: a case study of ASEAN Community

Abstract

According to the World Population Clock, over 50% of the world's population is currently aged less than 30 years, specifically comprising the individuals belonging to Generation Y (Gen Y). It is believed that in specific demography studies, age groups or generations will have different behavior processes when accessing web pages. The aim of this study is to improve website design and implementation which is important based on specific user expectations. This study examined the circumstances wherein individuals from Gen Y (age 18-31) expect specific web objects to be located on the website. The web objects were: Logo, Site title, Login, Search engine, Internal links, External links, Language selection, Content, Calendar and Advertisement(s) respectively. The results found a pattern schema for Gen Y relating to defined expectations concerning the location of these web objects. It is anticipated that this will ultimately help web designers to improve the usability of web page specifically for Gen Y as target users.