



ISSN NO. 2320-5407

ISSN(O): 2320-5407 | ISSN(P): 3107-4928

# International Journal of Advanced Research

Publisher's Name: Jana Publication and Research LLP

www.journalijar.com

## REVIEWER'S REPORT

Manuscript No.: IJAR-56387

Title: Integrating User Experience Tools into Visual Communication Design: A Market Acceptance Study of Adoption and Purchase Intentions

**Recommendation:**

- Accept as it is .....
- Accept after minor revision.....
- Accept after major revision .....
- Do not accept (*Reasons below*).....

Rating	Excel.	Good	Fair	Poor
Originality		Yes		
Techn. Quality		Yes		
Clarity		Yes		
Significance		Yes		

### *Detailed Reviewer's Report*

The manuscript titled “*Integrating User Experience Tools into Visual Communication Design: A Market Acceptance Study of Adoption and Purchase Intentions*” addresses a timely and relevant topic by examining the growing convergence of UX methodologies and visual communication design from a market acceptance perspective. The abstract clearly outlines the research problem, objectives, methodology, and key constructs such as perceived usefulness, perceived ease of use, adoption intention, and willingness to pay, which are appropriate for a technology acceptance–based study. The quantitative approach and inclusion of both professionals and students enhance the potential generalizability of the findings, while the focus on commercial feasibility adds practical value for software developers and design practitioners. The study contributes to the limited empirical literature in this interdisciplinary domain and reflects contemporary industry trends in digital and interactive media. However, minor revisions are recommended, including improving grammatical clarity, ensuring consistency in terminology, refining the methodological description (sample size, sampling technique, and analysis tools), and slightly strengthening the statement of theoretical and managerial implications. Subject to these minor corrections, the manuscript is suitable for publication.