



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 after minor revision.

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

Reviewer's Comment for Publication.

(To be published with the manuscript in the journal)

The reviewer is requested to provide a brief comment (3-4 lines) highlighting the significance, strengths, or key insights of the manuscript. This comment will be Displayed in the journal publication alongside with the reviewers name.

- Significance:** This research is significant because it extends the Technology Acceptance Model beyond conventional technology adoption contexts into methodological innovation within creative industries. By examining designers' willingness to adopt and financially invest in UX tools, the study provides empirical evidence of commercial feasibility in digital-era visual communication. It contributes to bridging theoretical innovation frameworks and practical design market transformation.
- Strength:** A major strength lies in its clear theoretical grounding in the Technology Acceptance Model and its structured quantitative methodology. The study successfully connects perceived usefulness and ease of use with adoption intention and willingness to pay. The inclusion of mediation analysis enhances explanatory depth, while focusing on designers rather than end-users offers a novel and valuable perspective.
- Key Insight:** The central insight is that perceived usefulness outweighs ease of use in driving designers' adoption intentions and financial commitment toward UX tools. This indicates that creative professionals prioritize measurable performance enhancement and competitive advantage over convenience alone. Consequently, methodological innovation in visual communication gains legitimacy when it demonstrates tangible market value and strategic benefit.

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The paper titled “*Integrating User Experience Tools into Visual Communication Design: A Market Acceptance Study of Adoption and Purchase Intentions*” quantitative survey-based study explores market acceptance of integrating UX tools (e.g., personas, empathy maps, journey mapping) into visual communication design. Drawing on perceived usefulness and ease of use, it examines adoption intentions and willingness to pay among design professionals and students. Findings indicate growing acceptance and commercial viability of UX-enhanced workflows in the digital era, supporting enhanced interaction quality and competitiveness. The paper addresses an under-researched intersection of UX and visual communication, though it lacks methodological detail (sample size, response rate, statistical techniques) and deeper discussion of barriers or specific tools. A timely, relevant contribution to design practice evolution.

Suggestions for Improvement:

1. Streamline background discussion to reduce redundancy and improve coherence.
2. Provide stronger justification for selecting market acceptance as primary analytical lens instead of purely pedagogical or creative innovation perspectives.
3. Refine research questions into measurable hypotheses aligned explicitly with TAM constructs and proposed statistical testing approach.
4. Integrate interdisciplinary perspectives linking visual communication theory with innovation diffusion and behavioral intention frameworks more systematically.
5. Develop a conceptual model diagram illustrating hypothesized relationships among perceived usefulness, ease of use, intention, and willingness to pay.
6. Provide explicit justification for purposive sampling strategy selection.
7. Clarify questionnaire pretesting and pilot validation procedures conducted.
8. Report sampling frame, response rate, and demographic distribution more transparently to enhance methodological rigor and reproducibility.
9. Explain statistical power calculation and rationale for SEM usage given expected sample size and model complexity.
10. Present full regression tables including standardized coefficients and confidence intervals.
11. Address potential alternative explanations for willingness-to-pay outcomes.

This manuscript addresses an important intersection between UX methodologies and visual communication practice, applying the Technology Acceptance Model to examine market feasibility.

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The study demonstrates sound conceptual grounding and promising empirical findings. However, stronger methodological transparency, deeper theoretical synthesis, and more comprehensive statistical reporting are required. With minor revisions addressing analytical depth and structural clarity, the paper has solid potential for publication in IJAR. Addressing the identified weaknesses will make it suitable for publication in IJAR.

I recommend this paper for publication after minor revision.