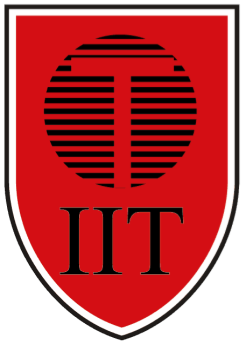

INFORMATICS INSTITUTE OF TECHNOLOGY

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In Collaboration with

UNIVERSITY OF WESTMINSTER

UI Color Recommendation System

A Final Project Proposal by

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Submitted of the requirements for the

BSc in Computer Science degree at the University of Westminster.

Declaration

I hereby declare that this thesis represents my original work and has not been submitted in any form for another degree or qualification. All sources used have been duly acknowledged and the project complies with the rules and regulations of Informatic Information of Technology

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5/10/23

Abstract

All of the components that users interact with make up a software application's user interface, and color is crucial to this process. In addition to improving a website's looks, a strong user interface optimizes a website's performance, efficiency, and accessibility. Without using words, color may inspire, warn, appeal, terrify, highlight, convince, and transmit emotion. Color contains attributes including hue, saturation, chromaticity, and value. In user interface design, color schemes including monochromatic, similar, complementary, split complementary, triadic, and tetradic are crucial. A recommendation engine is a data filtering tool that makes product recommendations based on patterns of user activity. Several of the most well-known businesses, such Netflix and Amazon, are created around these engines, which are frequently used. For websites to succeed and turn visitors into customers, effective user interface design and recommendation systems are crucial.