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I am interested in researching how people interact with technology (web apps, mobile apps, VR/AR apps, etc.) by identifying variables that provide insight into painful, pleasurable, and practical aspects of interacting with that technology in order to accomplish a goal.

1. The number of minutes it takes to accomplish a particular task using the interface. A task can be defined by the needs of the study; some examples may include logging in to a website, checking notifications on a mobile app, reading an article, locating a post, using a search engine to find a document, etc.
2. The percentage of users that reported enjoying the app after using it.
3. The percentage of users who said they would use the app again to accomplish the goal or task being studied.
4. The section of the interface the users’ eyes were first drawn to. (This could be measured with an eye tracker.)
5. What the users reported as their favorite part of using the app. Their answers would be coded based on the aspect of the app they selected as their favorite.
6. What the users reported as the most difficult part of using the app. Their answers would be coded based on the aspect of the app they selected as the most difficult part of using it.
7. The percentage of users who abandoned the app before completing the goal or task being studied.