

Modeling Measurement Metrics for E-Book App on Mobile Devices

Munya Saleh Ba Matraf^{1,2}, Azham Hussain¹

¹Human-Centered Computing Research Lab, School of Computing, Universiti Utara Malaysia, Malaysia, ²Hadhramout University for Science and Technology, Yemen.

Abstract: Usability evaluation for mobile e-book applications is limited and did not address all the important metrics for usability measurements. Hence, this study aimed to identify the characteristics that affect user satisfaction on the usability of mobile e-book applications. Five characteristics that have a significant effect on the user satisfaction of mobile e-book applications have been identified namely readability, effectiveness, accessibility, efficiency, and navigation. A usability evaluation test was conducted on three mobile e-book applications namely Adobe Acrobat Reader, E-book Reader, and Amazon Kindle. 30 students from Universiti Utara Malaysia evaluated the mobile e-book applications and their satisfaction was measured using questionnaire. The outcomes discovered that the five characteristics have a significant positive relationship with user satisfaction. This provides insights into the main characteristics that increase user satisfaction.

Key words:

E-Book Applications, usability evaluation, user satisfaction.

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