

システム情報工学研究科修士論文概要

年 度	平成 23 年度	学位名	修士( ビジネス )
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論文題目 Testing the Ease of Use in Search Performance on eBrochures with a Special Focus on the Top Page Layouts (電子パンフレット上での探索作業の容易さ検証ートップページのレイアウトを中心にー)			
論文概要  <p>This paper aims to study the ease of use of electronic brochures available on iPad with a focus on the effect of ebrochures' top pages on search performance. We conducted an ease of use evaluation of three automobile ebrochures by asking fifteen participants to carry out three different tasks. The findings showed that certain top page usability problems indeed affected negatively the search performance. Generally, participants perceived an ebrochure as easy to use when they did not spend a long time on a task. However, a small number of participants differed as their usability scores were highly positively correlated with the time spent on task.</p> <p><b>Keywords:</b> <i>eBrochure, Top page, Ease of use, Usability, Search Performance</i></p>			
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