

Influence of User Interface Layout on Usability: A Comparison Between Japanese and European Users – Pilot Test

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Outline

Background

Method

- Prototype

- Initial Test Design

Results

- Test Design Results

- Pilot Test Results

Future Work





Figure 1a: [1]



Figure 1b: [1]

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Figure 2a: [2]

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楽天24
リーベイツ
ROOM
カード
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リアルタイムランキング

1位	2位	3位	4位	5位	6位	7位

Figure 2b: [3]

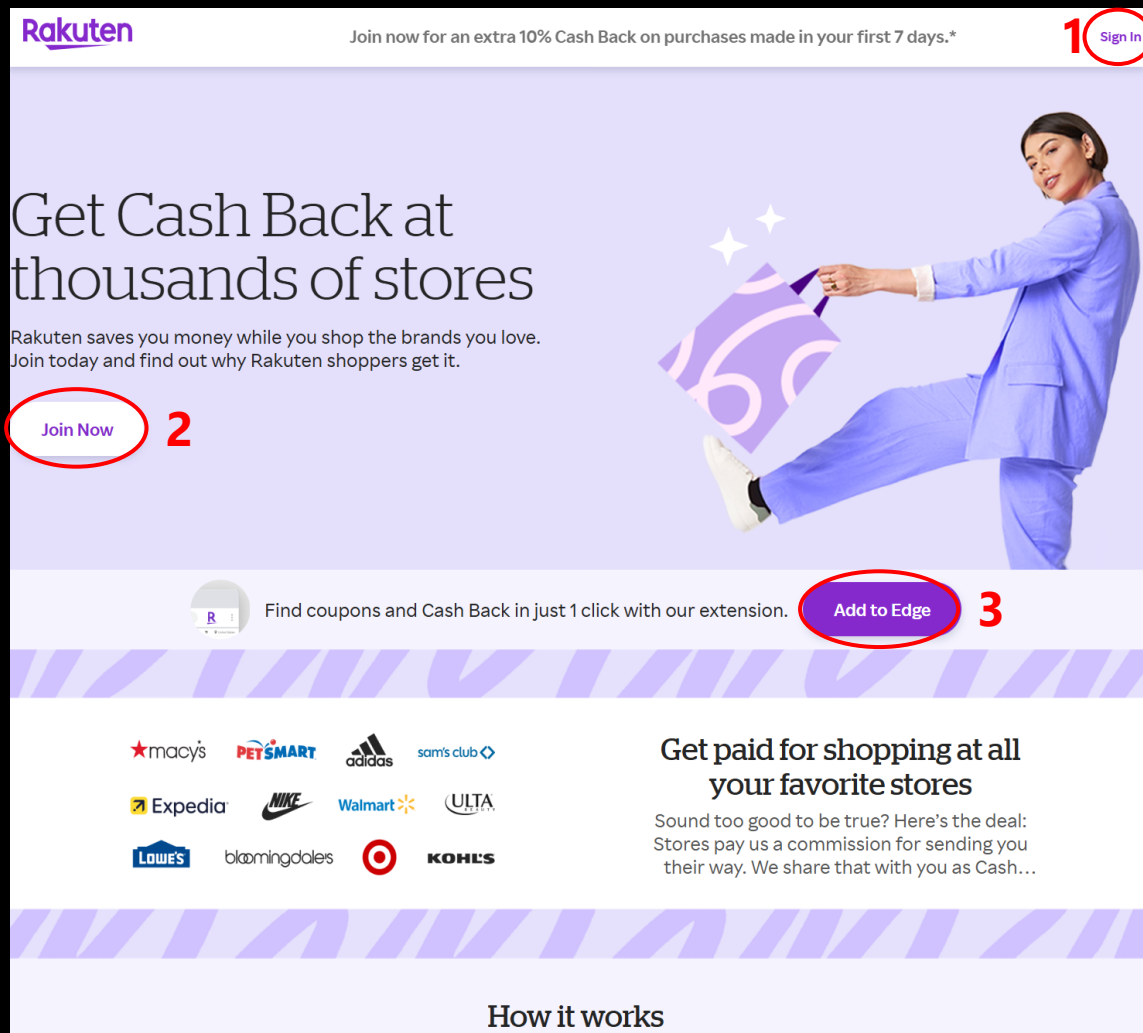


Figure 2a: [2]

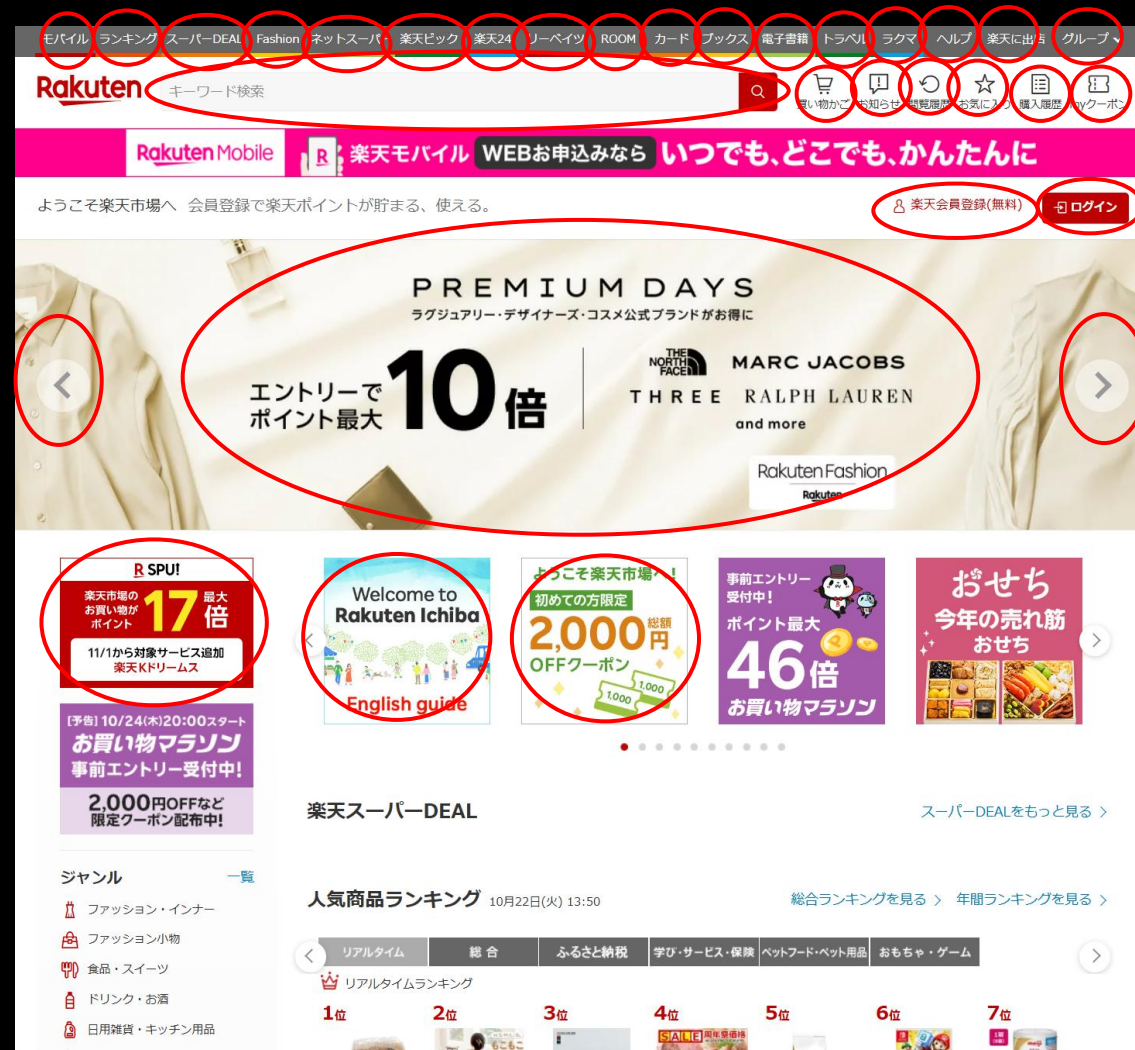


Figure 2b: [3]

BACKGROUND

METHOD

RESULTS

FUTURE WORK

Background

Lack of localized design guidelines

-> Designers fallback to minimalism [5]



BACKGROUND**METHOD****RESULTS****FUTURE WORK**

Background

- **Layout**
- Wording
- Icons
- Kawaiiification [4]



BACKGROUND

METHOD

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FUTURE WORK

Prototype

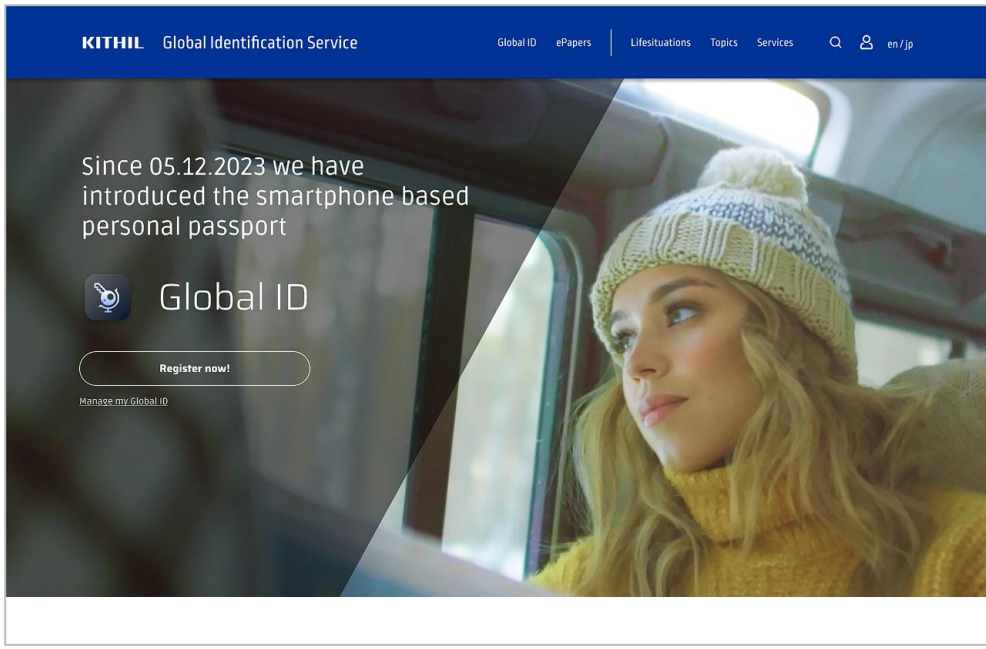


Figure 3a: [6]

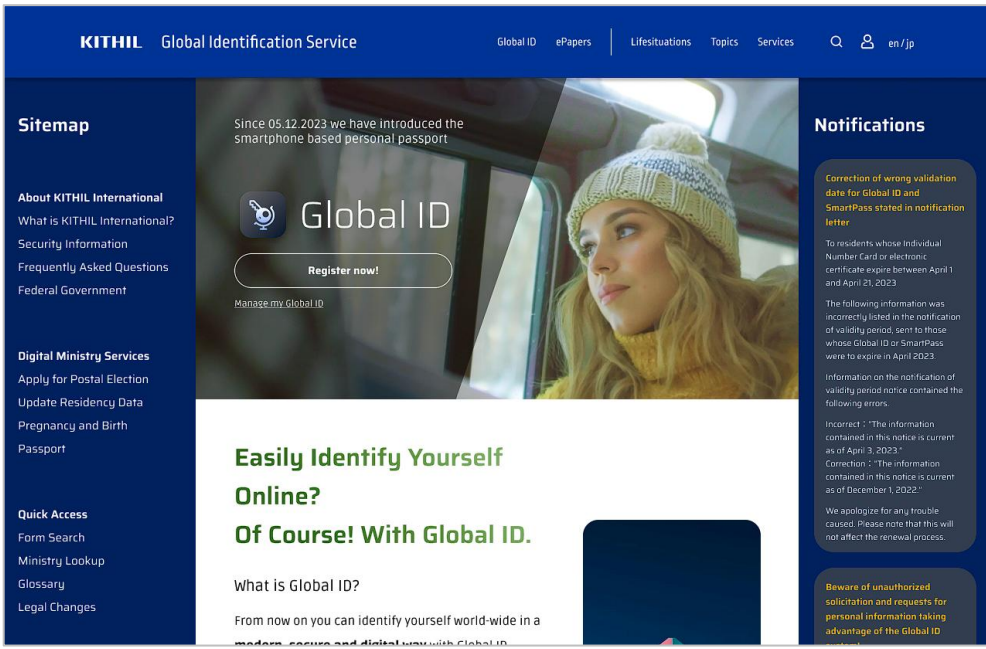


Figure 3b: [7]



BACKGROUND

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Test Design

Action	Time
Introduction	5 min
2x Tasks (System A)	10 min
Questionnaire	10 min
2x Tasks (System B)	10 min
Questionnaire	10 min
Outro	5 min
Total	50 min



BACKGROUND

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Test Design

Questionnaire
8 Open-Ended Questions
7 Likert-Style Questions
System Usability Scale (SUS)
Statistical



BACKGROUND

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Results » Test Design

- Test was up to 100 minutes
- English proficiency gap
- Test design not fit for large scale



Results » Test Design Changes

- Test was up to 100 minutes
- English proficiency gap
- Test design not fit for large scale

1. Use standardized questionnaire

Questionnaire	
old	new
8 Open-Ended Questions	Laugwitz et al.'s 26-Element Likert Scale
7 Likert-Style Questions	
System Usability Scale (SUS)	System Usability Scale (SUS)
Statistical	Statistical



BACKGROUND

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Results » Test Design Changes

- Test was up to 100 minutes
 - English proficiency gap
 - Test design not fit for large scale
1. Use standardized questionnaire
 2. Task descriptions in English **and Japanese**
 3. Enable autonomous testing



BACKGROUND

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Results » Pilot Data

DISCLAIMER: STATISTICALLY INSIGNIFICANT!

JAPANESE	AUSTRIAN
SUS SCORE	
1-col: 57,5	1-col: 85
3-col: 37,5	3-col: 70
TIME TASK 1	
1-col: 95 sec	1-col: 62 sec
TIME TASK 3	
3-col: 125 sec	3-col: 637 sec
3-col: Font too small	3-col: Too much information → abstraction through sub-pages



BACKGROUND

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Future Work

1. Formal Study
2. Investigation of other factors
 - i. Wording
 - ii. Icons
 - iii. Kawaii [4]
3. Consolidated Usability Guideline



References

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- [5] M. Nordhoff, T. August, N. A. Oliveira, and K. Reinecke, "A Case for Design Localization: Diversity of Website Aesthetics in 44 Countries," in *Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems*, ser. CHI '18. New York, NY, USA: Association for Computing Machinery, Apr. 2018, pp. 1–12.
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Thank you for coming to my presentation!

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Questions or Feedback?

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