UNIVERSITI TEKNOLOGI MALAYSIA

HUMAN COMPUTER INTERACTION (SECV2113)

ASSIGNMENT 1

Analysis Report

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Section : 1

Beyond Features: A System Usability Scale (SUS) Comparison of Google Meet, Zoom and Webex

SUS Benchmarking of Video Conferencing Platform

Quantifying Usability Differences between Google Meet, Zoom and Webex Using the System Usability Scale

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This study evaluates the usability of three leading video conferencing applications—Google Meet, Zoom and Webex—using the System Usability Scale (SUS). The SUS, a 10-item Likert scale questionnaire, was employed to assess user satisfaction, ease of use and perceived complexity. Results revealed that Google Meet achieved the highest SUS score (92.5), indicating exceptional usability, followed by Zoom (75) and Webex (60). Google Meet's simplicity and integration with Google Workspace made it the most intuitive while Zoom balanced functionality with minor complexity. Webex, though feature-rich, required technical support due to its steep learning curve. The analysis highlights key strengths and weaknesses of each platform, helping users choose platforms aligned with their needs and guiding developers in refining interfaces.

CCS CONCEPTS •Human-centered computing~Human computer interaction (HCI)~HCI design and evaluation methods~Usability testing

Additional Keywords and Phrases: Usability Evaluation, System Usability Scale (SUS), Google Meet, Zoom, Webex, Video Conferencing

1 INTRODUCTION

In the wake of the COVID-19 pandemic, video conferencing applications have transformed from conveniences into necessities This enables remote work, education and social interaction on an unprecedented scale. By 2023, over 300 million daily meeting participants relied on platforms like Zoom as shown in [1], underscoring their critical role in global communication. Among the myriad of tools available, Google Meet, Zoom and Webex dominate the market. Each of them offers distinct features tailored to diverse user needs. However, with this rapid adoption comes a pressing question: How do these platforms compare in terms of usability—efficiency, learnability, and user satisfaction—especially when users range from tech-novice students to corporate professionals?

In order to address this gap, this study conducts a rigorous, comparative usability evaluation using the System Usability Scale (SUS), a gold standard in usability assessment developed by Brooke in 1986. The SUS's 10-item Likert scale provides a quantifiable measure of user perceptions that can balance subjective feedback with standardized scoring.

The analysis focuses on real-world tasks which are joining meetings, screen sharing and managing participants to mirror common user workflows. The findings not only guide users in selecting platforms aligned with their priorities but also equip developers with evidence-based strategies for improvement, such as simplifying Webex's onboarding or streamlining Zoom's cross-platform User Interface (UI).

Ultimately, this study underscores that usability is as critical as features in video conferencing tools, a lesson with implications for remote collaboration beyond the pandemic era.

1.1 Video Conferencing

As cited in [2], video conferencing is a way for people to connect visually and in real time over the internet, making it feel like a face-to-face meeting. It's important because it allows people who are far apart or even at all corners of the world to interact as if they were in the same room.

At its most basic level, video conferencing involves sending static images and text between two locations. At its most advanced, it transmits high-quality video and audio between multiple places simultaneously. Video conferences can be conducted in various ways. For example, people can use webcams connected to or built into laptops, tablets and desktop computers while smartphones and other mobile devices with cameras can also be used. Typically, a software platform transmits these video calls over internet connections.

The video conferencing process can be broken down into two main steps which are compression and transfer. During the compression, the camera and microphone capture audio and video as analog signals, which are continuous waves of sounds, colours, brightness, depth and shades. These signals are then converted into digital packets using codecs, which compress the data to reduce bandwidth usage. After that, the digital packets are sent over the internet, usually to a cloud service provider, which then relays them to other participants. The provider also combines the audio and video from all participants into a single stream. When the packets arrive at the other end, codecs decompress the data and convert it back into analog form. This enables the receiving device to display the video and play the audio properly.

1.2 Google Meet

Google Meet is a video conferencing platform developed by Google. It's a part of the Google Workspace suite or is formerly known as G Suite. It is designed for online meetings, webinars, and virtual collaboration. It allows users to connect through video, audio and chat from anywhere in the world.

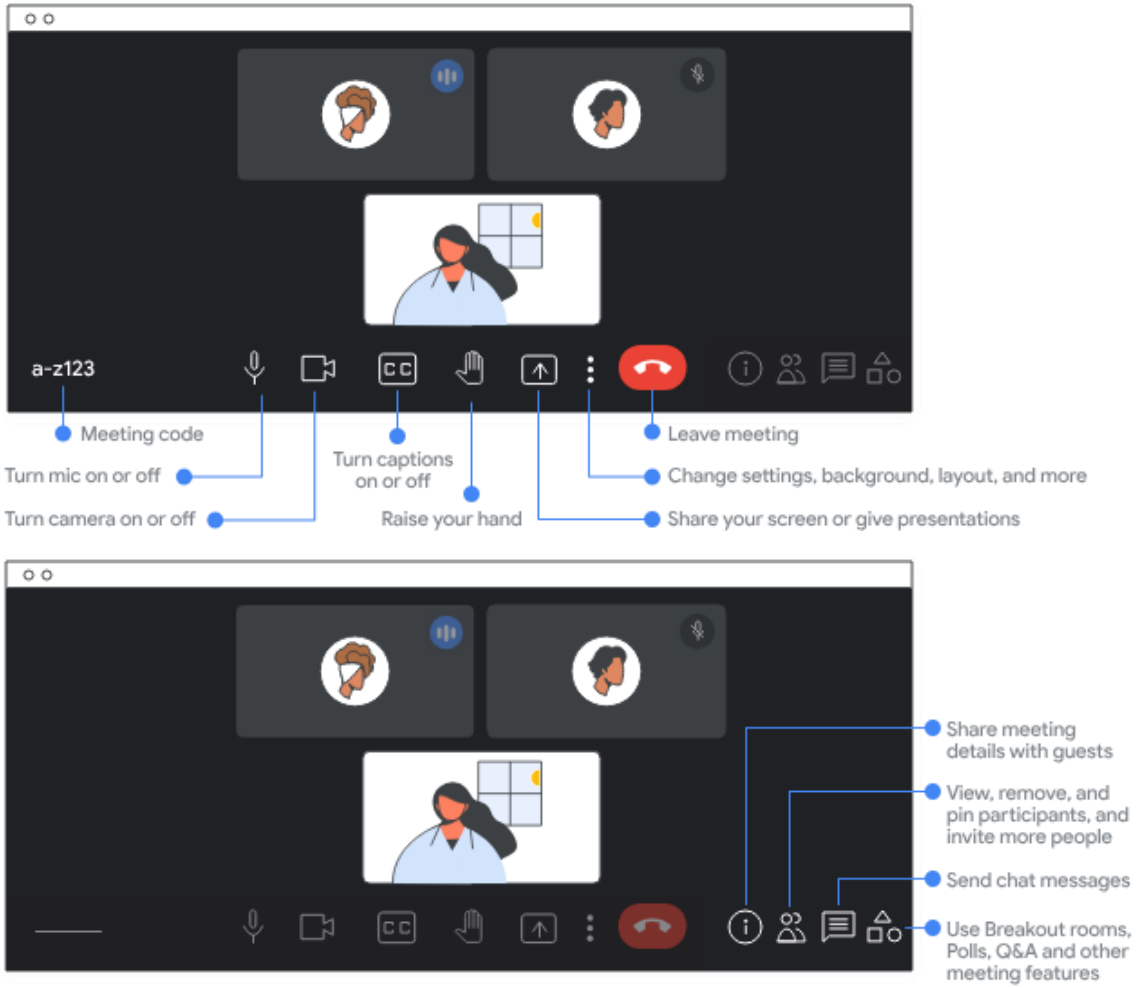

Figure 1: Interface options for meeting controls in Google Meet, , including device toggles (camera, microphone), accessibility features (captions), session management (leave meeting, screen sharing), participant list editing, chat messaging, breakout rooms and Q&A tools.
(https://support.google.com/meet/answer/10550593?hl=en)

As illustrated in Figure 1, the Google Meet interface features a bottom bar that remains visible throughout the meeting. On the bottom left corner, users can find the meeting code and when the window is maximized, a clock also appears in this section. At the centre of the bottom bar, there are core meeting functions such as the microphone, camera, captions, hand raise, presentation controls, additional options and the hang-up button. With the objective of preventing accidental disconnection, the “Leave meeting” button is placed on the far right, away from the mic and camera controls. When hovering over any button, a label appears to indicate its function and undeniably this enhances usability. On the bottom right, users can access the meeting details, joining information, the people panel, the chat panel and the activities panel, which includes features like Breakout rooms, Polls and Q&A. Additionally, for education users, a “Host controls” button is available next to the activities panel which offers more control over the meeting environment.

1.3 Zoom

Zoom or Zoom Meetings is a proprietary video telephony software program developed by Zoom Video Communications. It is a communications platform that allows users to connect with video, audio, phone, and chat. It became especially popular during the COVID-19 pandemic [4] for virtual meetings, classes, webinars and social gatherings. Zoom offers both free and paid plans, making it accessible for various user groups.

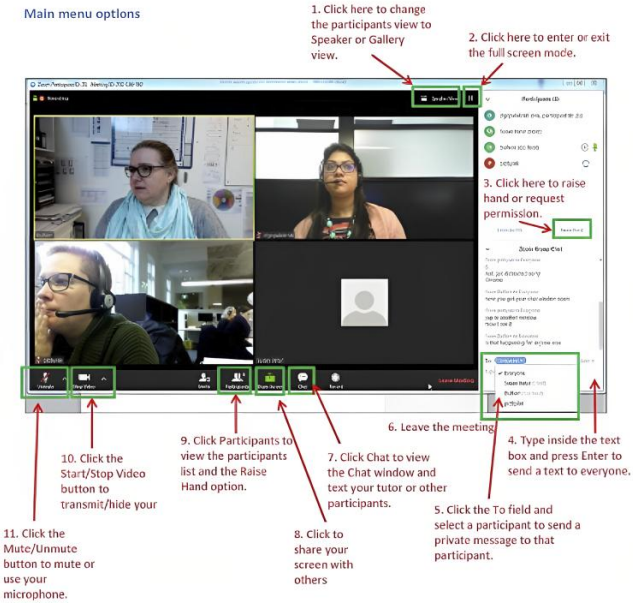

Figure 2: Main menu controls for Zoom, showing participant view options (Speaker/Gallery), full-screen mode, hand-raising, chat functionality (public/private), screen sharing and audio/video controls (https://lms.unimelb.edu.au/students/student-guides/zoom/zoom-getting-familiar-with-the-interface)

Referring to Figure 2, in a Zoom meeting session, the interface provides a range of features designed to enhance user interaction and control. Users can choose between *Gallery View* and *Speaker View* to change how participant videos are displayed depending on their preference. The option to enter or exit "Full Screen Mode" is available. However, staying in windowed mode is often recommended as it allows supporting panels like Chat and Participants to dock neatly within the window instead of floating separately. The Participants panel displays a list of attendees and provides options for users to raise their virtual hand or use other non-verbal feedback tools such as thumbs up, thumbs down or emojis. Users can also communicate through the Chat panel, where they can send group messages or private messages if the host has enabled this feature. The Share Screen function, when permitted, allows users to present their entire screen or specific windows or applications. Additional controls include options to mute or unmute the microphone, start or stop video transmission and access audio and video settings to adjust input/output devices or apply virtual backgrounds. All these controls are easily accessible via the bottom toolbar, which remains visible when the mouse is moved or during interaction.

1.4 Webex

Webex is a collaboration platform developed by Cisco. It is widely used for virtual meetings, online presentations, webinars, and team collaboration. Webex is known for its enterprise-grade security [5] and is popular among businesses

and educational institutions because it provides a secure and reliable way for people to communicate and collaborate from anywhere with an internet connection.

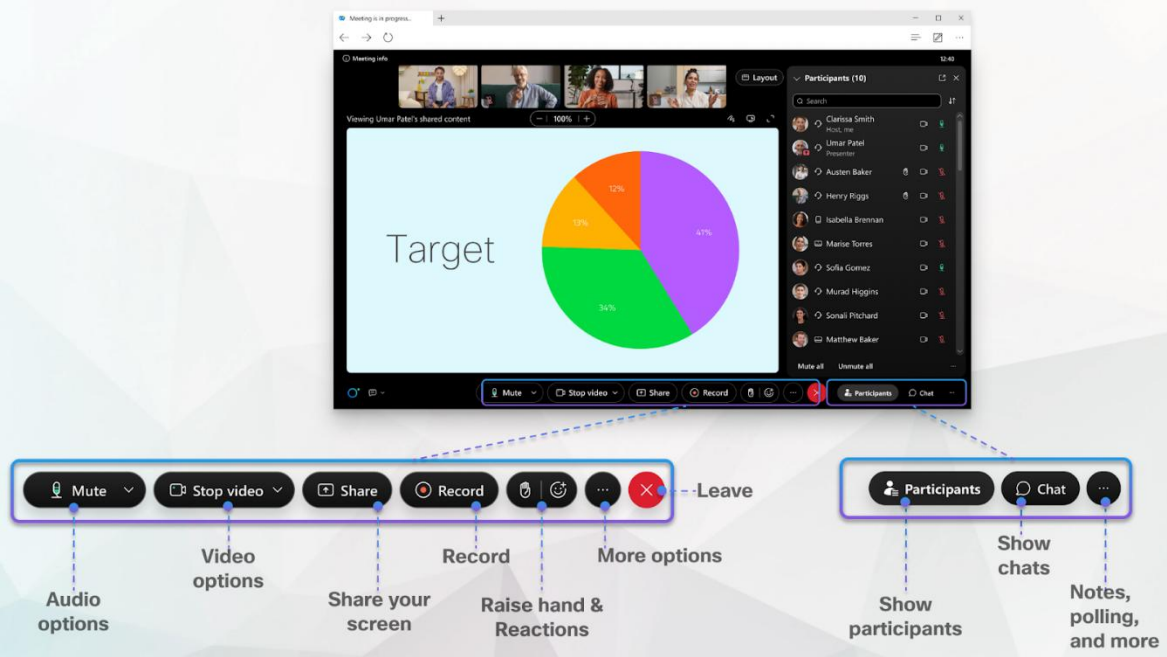

Figure 3: Control panel of Webex Meeting, including primary meeting controls (mute, stop video, share screen, record, leave) and secondary options (audio/video settings, reactions, chat, notes/polling) (https://uwaterloo.atlassian.net/wiki/spaces/ISTKB/pages/293209507/Webex+Meeting+interface+and+features+explained)

Figure 3 displays that the Webex Meeting interface has the main control panel located at the bottom of the meeting window. Users can manage their audio settings using the Mute/Unmute button and adjust video settings through the Stop/Start Video option. The Share button allows participants to present their screen content with others during the meeting. Additionally, the Record button provides an option to record the session if enabled by the host. The interface also includes Raise Hand and Reactions that enables participants to express feedback non-verbally during discussions. To exit a meeting, the Leave button is distinctly marked in red on the far right, reducing the risk of accidental disconnection. On the right side of the interface, participants can access the Participants panel to see who is in the meeting and manage participant actions while the Chat panel for sending public or private messages. There is also a More options menu that contains features such as notes, polling and other interactive tools.

2 METHODOLOGY

To ensure a systematic comparison of usability across Google Meet, Zoom and Webex, this study adopts a three-phase evaluation framework, which are tool selection, task design and scoring protocol. Video conferencing applications were chosen due to their widespread use in education, business and remote collaboration, especially in the post-pandemic digital era where virtual communication tools have become essential. Other than that, Google Meet, Zoom and Webex were specifically selected as they are among the most popular and commonly used platforms globally. They offer a wide range

of features that support real-time communication, screen sharing and collaboration. The decision to focus on these three was based on market presence, user accessibility and institutional adoption in educational and professional settings.

The System Usability Scale (SUS) was chosen for its proven reliability in benchmarking interface usability [3], offering standardized metrics that are comparable across platforms. Real-world scenarios were then selected to reflect common user workflows. SUS's Likert-scale responses were converted to quantitative scores using Brooke's methodology to enable objective comparison. This structured approach minimizes bias while capturing both functional efficiency and subjective user perceptions.

2.1 Evaluation Method

The evaluation method utilized is the System Usability Scale (SUS), a straightforward, ten-item Likert scale that provides an overall assessment of usability from the user's perspective. It was developed by John Brooke at Digital Equipment Corporation in the UK in 1986 [6], SUS was designed as a tool for usability engineering. The SUS was selected for its reliability in benchmarking interface usability as demonstrated in [3] with scores ranging from 0 (worst) to 100 (best). The scale consists of 10 statements related to the application's usability and users indicate their level of agreement using a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). (see Figure 4)

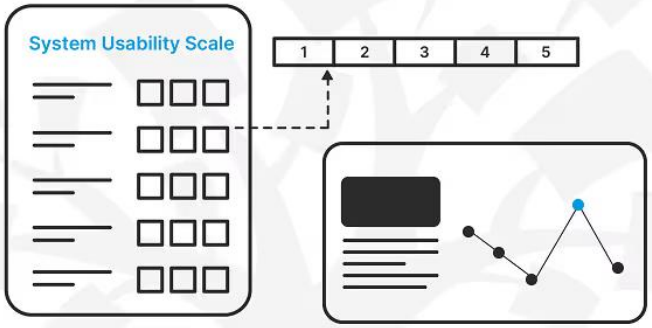

Figure 4: A visual representation of the System Usability Scale (SUS) process, showing the collection of user responses on a Likert scale (ranging from 1 to 5) and the subsequent analysis, leading to the visualization of usability scores through graphical representation. (https://www.interaction-design.org/literature/article/system-usability-scale)

2.2 Data Collection

With the aim of ensuring rigorous and replicable data collection, this study structured the evaluation process into three key phases. Firstly, participant profiling outlines the evaluator's background to contextualize potential biases while testing protocol details the hardware, tasks and repetitions used to simulate real-world conditions. After that, SUS implementation explains how responses were recorded and formatted for analysis. This phased approach balances methodological transparency with practical usability testing.

2.2.1Participant Profile.

To ensure consistency, a single evaluator conducted all tests – a 20-year-old undergraduate student with advanced technical proficiency and prior experience using all three platforms. While this controlled for inter-rater variability, future studies should expand to a diverse user pool to improve generalizability.

2.2.2Testing Protocol.

The three selected applications, which are Google Meet, Zoom and Webex were tested based on real-world video conferencing scenarios. For instance, the evaluator used each platform for each task, including setting up a meeting, joining a meeting, sharing the screen, using chat features, managing the participants during the section such as mute, remove, et cetera. Testing was conducted on a Windows 11 laptop (16GB RAM, AMD RYZEN 5) with a 800Mbps wired connection to minimize performance variability. Each task was repeated three times per platform to account for situational inconsistencies, for example, user interface Lag.

2.2.3SUS Implementation.

After completing all tasks for a platform, the evaluator rated their experience using the standard SUS questionnaire as shown in Table 1. Responses were recorded on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Table 1: SUS Questionnaire Items

Questions	Type
1. I think that I would like to use this system frequently.	Positive
2. I found the system unnecessarily complex.	Negative
3. I thought the system was easy to use.	Positive
4. I think that I would need the support of a technical person to be able to use this system.	Negative
5. I found the various functions in this system were well integrated.	Positive
6. I thought there was too much inconsistency in this system.	Negative
7. I would imagine that most people would learn to use this system very quickly.	Positive
8. I found the system very cumbersome to use.	Negative
9. I felt very confident using the system.	Positive
10. I needed to learn a lot of things before I could get going with this system.	Negative

2.3 Scoring Methodology

As noted in [7], SUS scores were calculated per Brooke's (1996) protocol. For odd-numbered questions (1, 3, 5, 7, 9) which are positively-worded, 1 is subtracted from the given score. In particular, if the response for Question 1 is 4, the calculation is 4 - 1 = 3. However, for even-numbered questions (2, 4, 6, 8, 10) that are negatively-worded, it would be 5 minus the given score. To illustrate, the calculation is 5 - 2 =3 if the response for Question 2 is 2. Then, adjusted scores were summed and multiplied by 2.5 to obtain a final SUS score, ranging from 0 to 100. Repeat the calculation for all three applications. Finally, the SUS score gained can provide insights into the overall usability, including its grade, descriptive rating and level of acceptability as presented in Figure 5.

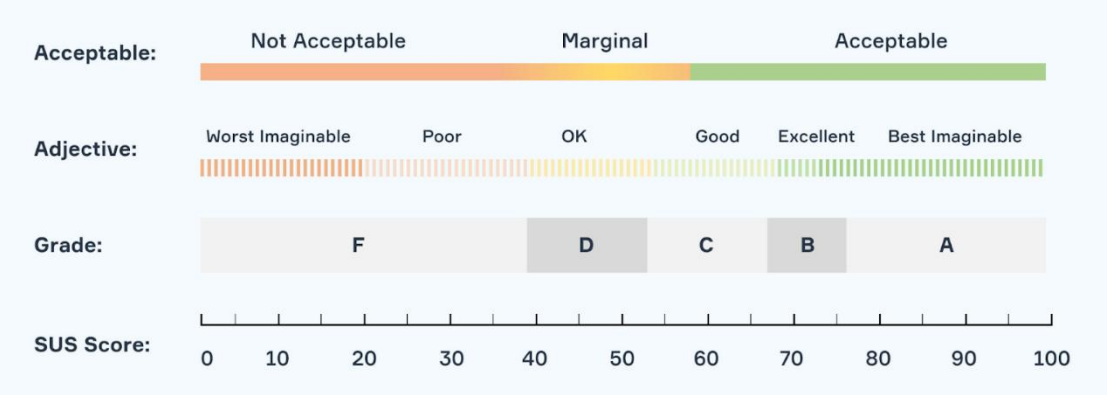

Figure 5: 4 Categories that Help in Interpreting Total Score: From Grades to Adjectives and Acceptability (https://www.flowmapp.com/blog/qa/system-usability-scale-sus)

3 RESULTS AND DISCUSSION

The usability evaluation yielded distinct results for each platform and the results are analysed in detail across the following subsections. First and foremost, Google Meet's exceptional performance demonstrates how minimalist design enhances usability. Next, Zoom's balanced functionality reveals the trade-offs between advanced features and complexity. In contrast, Webex faced usability challenges and it is suggested that its design may prioritize enterprise needs over user-friendliness. These individual evaluations are followed by a direct comparison of SUS scores and usability aspects, offering a clearer picture of each platform's strengths and weaknesses. This structured analysis aims to provide meaningful insights for both users and developers, at the same time, helping guide improvements and informed choices.

3.1 SUS Scores

Table 2 displays the individual response scores for each question, as well as the final SUS scores, for the three video conferencing applications.

Table 2: Individual Question Scores and Final SUS Scores for Google Meet, Zoom and Webex

	Google Meet	Zoom	Webex
1. I think that I would like to use this system frequently.	5	4	4
2. I found the system unnecessarily complex.	1	2	2
3. I thought the system was easy to use.	5	4	3
4. I think that I would need the support of a technical person to be able to use this system.	1	1	2
5. I found the various functions in this system were well integrated.	4	4	3
6. I thought there was too much inconsistency in this system.	1	2	2

	Google Meet	Zoom	Webex
7. I would imagine that most people would learn to use this system very quickly.	5	4	3
8. I found the system very cumbersome to use.	1	2	3
9. I felt very confident using the system.	4	3	3
10. I needed to learn a lot of things before I could get going with this system.	2	2	3
TOTAL	92.5	75	60

The comparative analysis of SUS metrics revealing distinct usability profiles across the three video conferencing platforms is illustrated in Figure 6.

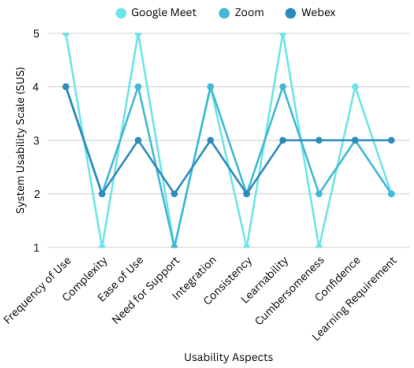

Figure 6: A Line Graph that shows the comparison of scores for each usability aspects between Google Meet, Zoom and Webex

As depicted in Figure 7, Google Meet outperforms the other two applications with the highest SUS score (92.5), indicating its superior usability and ease of use. Zoom follows with a slightly lower score of 75, due to its rich features but slightly steeper learning curve. Webex, with a score of 60, shows acceptable usability, but lacks the intuitive feel of Google Meet and Zoom.

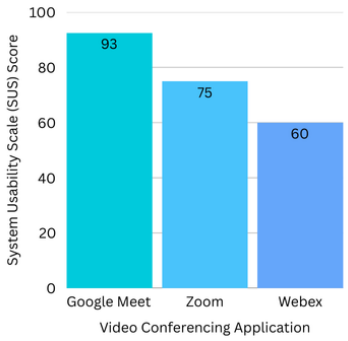

Figure 7: A Bar Chart that shows the System Usability Scale (SUS) Score of Three Video Conferencing Application, which are Google Meet, Zoom and Webex

3.2 Google Meet

The usability testing outcome using the System Usability Scale (SUS) indicated that Google Meet had the highest usability rating of 92.5 which read as excellent usability. High frequency intentions were found to use the system and it was found to be easy to use with low perceived technical dependency and complexity. The integration of features in Google Meet was also rated positively, reflecting a well-structured and intuitive interface. The minimal learning curve noticed means that the platform is easy to use for most of the users without needing extensive prior knowledge or technical assistance.

Overall, Google Meet's high SUS score highlights its outstanding usability and it is the most user-friendly among the platforms tested. The high score demonstrates that Google Meet is perceived as a highly-effective, easy-to-use and well-integrated platform for conducting online meetings. Its simplicity and ease of use play a very significant role in the high usability perception.

3.3 Zoom

Zoom received a moderately high SUS score of 75, indicating good usability. Although the perceived complexity was slightly higher compared to Google Meet, the system was perceived as something that would be used frequently and was found relatively easy to use. There were some minor challenges encountered when using it during initial usage and some inconsistency in the system's functions was noticed. Despite these minor issues, Zoom’s extensive functionality and minimal need for technical assistance were appreciated, specifying that the platform remains practical and versatile for most of the users.

A rating of 75 signifies that Zoom is regarded as a usable and versatile platform but some areas could benefit from further simplification. The slightly lower score compared to Google Meet may be because of the richer feature set which may appear overwhelming to some users. Overall, Zoom remains a popular choice due to its extensive functionality and relatively intuitive design

3.4 Webex

Webex earned the lowest SUS score of 60, indicating acceptable but less user-friendly usability. There was a moderate intention to use the system frequently, but it was found more inconvenient compared to the other two platforms. Complexity issues were more apparent and more technical support was required, which indicates that new users will experience

difficulties. Moreover, the integration of functions also received lower ratings, which shows that the features might feel disjointed or less organized.

A SUS score of 60 suggests that Webex is usable enough but can be better when it comes to interface design and user support. The system can be tuned to work optimally in corporate environments where users already have exposure to advanced features and configurations.

3.5 Comparison

Table 2 shows the more detailed comparison for each usability aspects.

Table 2: Comparison of usability aspects between Google Meet, Zoom and Webex

	Google Meet	Zoom	Webex
1. I think that I would like to use this system frequently.	Google Meet is preferred for quick, hassle-free meetings due to its integration with Google Workspace, for example, Gmail and Google Calendar, making it a frequent choice for group work or classes.	Zoom is frequently used because of its popularity in educational settings and features like breakout rooms and screen sharing.	Although Webex is feature-rich, it may not be preferable as much as Google Meet because of its more professional and corporate-focused interface.
2. I found the system unnecessarily complex.	Simple and straightforward with a minimalistic interface.	Slightly more complex due to its wide range of features but manageable with basic knowledge.	Often considered complex, especially when setting up meetings or navigating the interface.
3. I thought the system was easy to use.	Extremely easy for those familiar with Google products.	Reasonably easy but the abundance of features can sometimes be overwhelming.	Less intuitive compared to Google Meet and Zoom especially for first-time users.
4. I think that I would need the support of a technical person to be able to use this system.	Rarely needed since it's intuitive.	Usually not needed but some advanced settings might require guidance.	More likely to need support, especially for setup or troubleshooting.
5. I found the various functions in this system were well integrated.	Great integration with other Google tools such as Google Docs, Google Calendar and Google Drive.	Integrates well with learning management systems (LMS) like Moodle and Blackboard.	Integrates with Cisco products and other professional tools but less with student-centric platforms.
6. I thought there was too much inconsistency in this system.	Very consistent with its simple design.	Slight inconsistency between mobile and desktop versions.	Slightly inconsistent, especially when switching between the app and browser versions.
7. I would imagine that most people would learn to use this system very quickly.	Quick to learn, especially for those familiar with Google.	Relatively easy to pick up, but learning all features takes time.	Takes longer to master compared to the other two.
8. I found the system very cumbersome to use.	Generally smooth and not cumbersome.	Can feel cumbersome during setup or when managing large meetings.	Most cumbersome due to its detailed and professional-oriented interface.
9. I felt very confident using the system.	High confidence due to ease of use.	Moderate confidence as some features might be tricky at first.	Moderate confidence because there are some features that might be tricky at first.

	Google Meet	Zoom	Webex
10. I needed to learn a lot of things before I could get going with this system.	Some learning needed, especially for host features.	Some learning needed, especially for host features.	Requires the most learning compared to the other two.

3.6 Discussion

The results demonstrate a clear usability hierarchy: Google Meet > Zoom > Webex. Google Meet's simplicity and integration make it ideal for educational and casual use while Zoom's advanced features cater to power users. Webex, even though functional, lags behind due to its complexity and lack of intuitiveness.

However, this study was conducted by a single evaluator which may introduce bias. In order to nip this problem, future research could involve a larger, diverse user group to validate findings. Additionally, testing long-term usability, namely fatigue over extended use could provide deeper insights.

4 CONCLUSION

The System Usability Scale (SUS) evaluation of Google Meet, Zoom and Webex reveals critical differences in their usability that directly impact user experience. Google Meet (92.5 SUS score) stands out as the most intuitive and user-friendly platform, with the best rating for simplicity, ease of integration with Google Workspace and low technical support needs. Its minimal simplicity and low learning curve make it ideal for educational settings, quick meetings and users who prioritize ease of use.

Zoom (75 SUS score) offers a balance between functionality and usability. It caters to users who require advanced features like breakout rooms. However, its slightly steeper learning curve and occasional inconsistencies, particularly between desktop and mobile versions, may hinder less tech-savvy users. Despite these minor drawbacks, Zoom still remains a versatile choice for diverse use cases, from virtual classrooms to large webinars.

In contrast, Webex (60 SUS score) struggles with complexity and lower intuitiveness. Thus, it requires more technical assistance and time to master. While its enterprise-grade security and professional features appeal to corporate environments, the platform's cumbersome interface and disjointed functionality limit its broader adoption. In order to compete with Google Meet and Zoom, Webex would benefit from streamlining its design, improving onboarding and reducing reliance on technical support.

These findings offer clear guidance for both users and developers. For everyday users seeking reliability and simplicity, Google Meet remains the top recommendation while Zoom presents to be the ideal middle ground for those needing richer functionality despite marginally greater complexity. Although scoring lowest in usability, Webex retains value in security-focused corporate environments where its advanced features justify the steeper learning curve. For developers, these results highlight critical improvement areas. For one, Google Meet should preserve its intuitive design while broadening third-party integrations. Contrarily, Zoom must address its interface inconsistencies across platforms and streamline feature accessibility. Nevertheless, Webex urgently requires user-centric enhancements including guided tutorials and simplified workflows to make its robust tools more approachable.

Looking ahead, future studies could strengthen these insights by incorporating diverse user demographics such as age group or tech proficiency to validate generalizability. Moreover, long-term usability factors like feature adoption over time and user fatigue can be accessed despite examining additional dimensions, for instance, accessibility compliance and technical performance latency. Such research would further refine the understanding of what makes video conferencing tools truly effective across different contexts and user needs.

In summary, this study underscores that usability is as critical as functionality in video conferencing tools. While Google Meet leads in user satisfaction, each platform serves distinct needs. By addressing identified weaknesses, developers can enhance inclusivity and ensure their tools meet the evolving demands of remote collaboration.

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5 HISTORY DATES

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APPENDIX

Table 3 shows the list of selected prompts used with AI tool to support the usability analysis and report writing process. These prompts were intentionally crafted to gather ideas, generate structured content and clarify complex points throughout the assignment. The AI responses only served as references and were revised based on personal understanding and requirements of the assignment.

Table 3: Lists of Prompts Used with AI Tools

Prompt	Purpose
Explain the System Usability Scale (SUS) in simple terms.	To support a clearer understanding of the SUS framework and how it applies to the evaluation.
Suggest how to describe a user interface for analysis.	Used to generate ideas on how to describe the layout and controls of video conferencing platforms.
Give some suggestions about content of Methodology.	Help to clarify the scope and sequence of explanation but did not generate full text—only served as a brainstorming tool to ensure coverage of relevant aspects.
Help me compare the usability scores of Google Meet, Zoom and Webex.	To get inspiration for structuring comparison points and the final comparison was manually written and refined.
Check this paragraph for grammar and flow.	Assisted in identifying minor grammatical issues; all corrections were reviewed and finalized independently.
Give a synonym for 'as figure shows'.	Aided in improving vocabulary variety for better academic tone.