

Research Method

Number of Participants

Start Date

End Date

SUS Questionnaire

(7-point likert scale)

28

2020-02-13

2020-03-04

Questions

我覺得【樂遊戲後台】並不需要設計得這麼複雜

我覺得【樂遊戲後台】的操作很簡單

我覺得【樂遊戲後台】的各項功能整合得很好

我覺得【樂遊戲後台】的設定很麻煩

我覺得【樂遊戲後台】有很多地方設計得不一致

我覺得在【樂遊戲後台】中操作時，需要有人在一旁協助或指導

我覺得我會經常使用【樂遊戲後台】推出的服務

我覺得在【樂遊戲後台】中操作時，感到很有把握

我相信大多數人都可以很快學會如何在【樂遊戲後台】中操作

我覺得在開始使用【樂遊戲後台】之前，要先學會很多東西

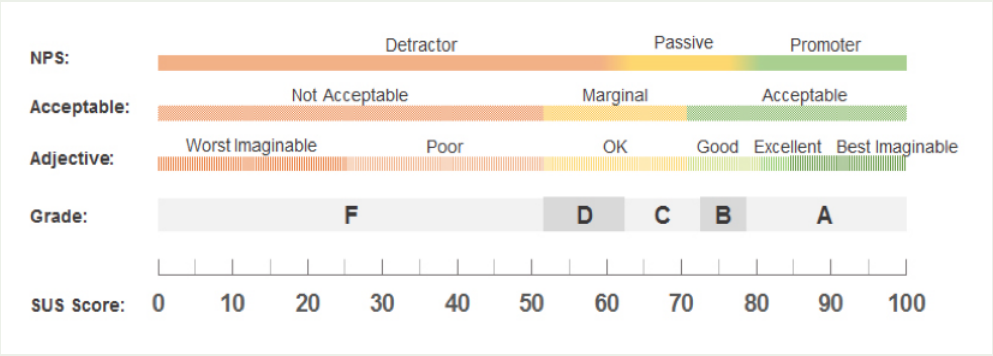
Results

61.34

Average SUS

An average SUS score of 61.34 may suggest that the Entertainment Platform is considered "OK" to use but not "Good" enough.

There's still much room for improvement.



0.88

Cronbach's Alpha

With a Cronbach's Alphas of 0.88, the internal consistency of the answers from our participants is deemed very good which means that the test results are reliable.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Conclusion

The Entertainment Platform System designed for merchants is considered to be fairly usable but not good enough. However, the more complex a product is, the less SUS score it can get. As the Entertainment Platform might require technical and advanced marketing skills, the SUS score is likely to be less than average.

Research Method

Kano Prioritization

Number of Participants

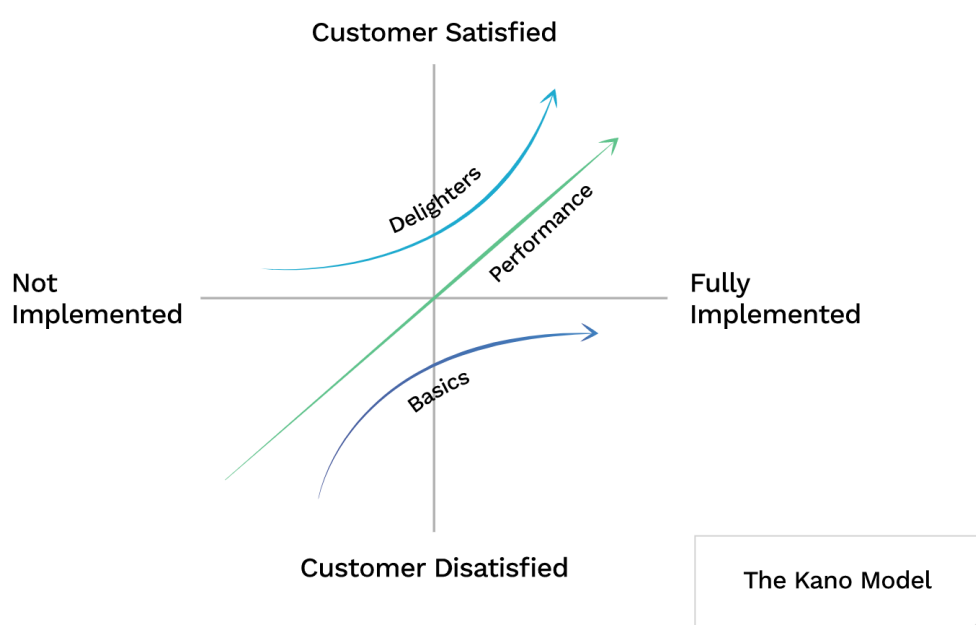
28

Start Date

2020-02-13

End Date

2020-03-04



Results

1: To increase types of games

Performance

0.86

-0.61

Type of Requirement

Extent Of Satisfaction

Entent of Dissatisfaction

2: To increase types of prizes

Performance

0.54

-0.62

Type of Requirement

Extent Of Satisfaction

Entent of Dissatisfaction

3. To provide more features for product recommendation/promotion

Performance

0.61

-0.57

Type of Requirement

Extent Of Satisfaction

Entent of Dissatisfaction

4. To provide more data such as coupon redemption rate

Performance

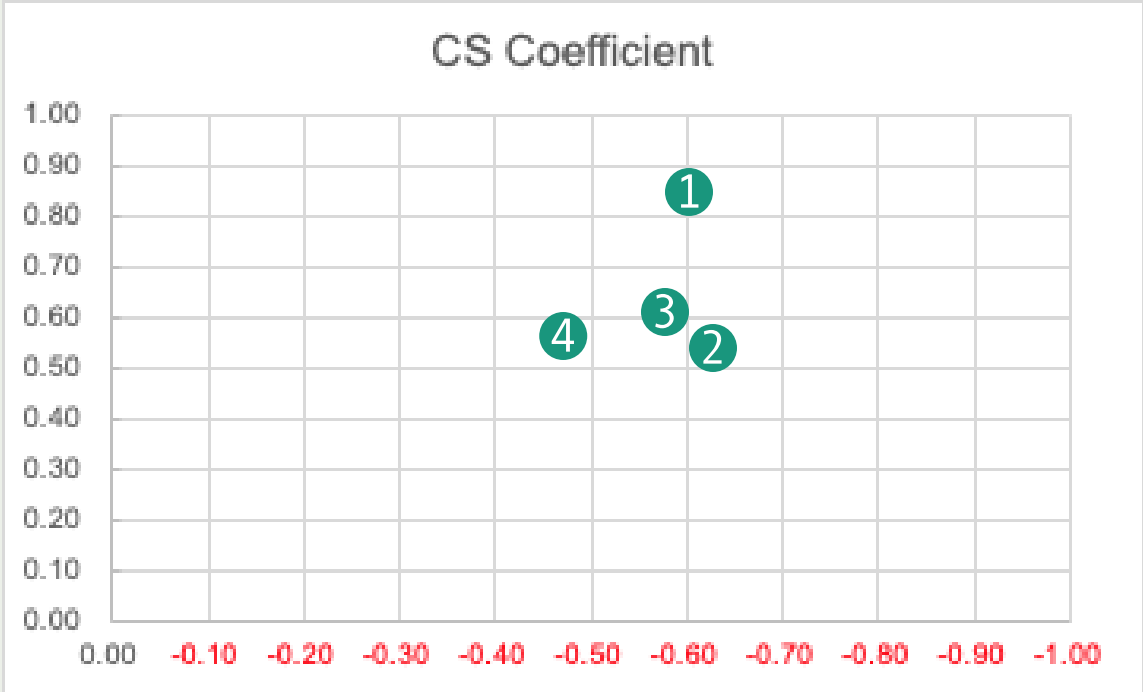
0.57

-0.46

Type of Requirement

Extent Of Satisfaction

Entent of Dissatisfaction



Conclusion

The aforementioned requirements are expected to improve customer satisfaction if fulfilled and are likely to damage customer satisfaction if not fulfilled.

As shown in the CS coefficient scatterplot, we can see that by fulfilling requirement 1, user satisfaction will improve the most, while failing to fulfill requirement 2 will have the most negative impact on user satisfaction.