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Usability Metrics

Between learnability, efficiency and satisfaction, I would rate satisfaction as the most important usability metric, followed by efficiency and learnability. Because there are similar interfaces for e-commerce (Ebay versus Amazon), the way a customer feels after they use the interface is going to make them come back or leave and find a different interface.   
 From the results, it can easily be seen that the users were overall moderately to highly satisfied with both Amazon and Ebay when it came to creating an account as well as searching for an item. But the big drop in satisfaction was on Ebay when it came to writing a review/leaving feedback. The user usually took at least a minute to find the feedback form and many users chose to give up after about two minutes. Because of this, Ebay got a very bad average score of ??? for satisfaction in relation to writing a review/leaving feedback.  
 The second most important usability metric, efficiency, was measured with the timing of each task. When it came to creating an account, Ebay usually had slightly better times only because on Amazon, when a user clicked “start here”, they were directed to a general login page and therefore usually missed the fact that they had to move a bubble from “Yes, I have a password” to “No, I am a new customer”. Other than this, searching for items was pretty equivalent on both interfaces and the review/feedback issue created a lag in times on Ebay (as discussed above). I would say that since creating an account is a one-time thing, the efficiency of this is not as important as the efficiency of leaving a review/feedback, which could potentially be an issue every time a user buys something.  
 The third usability metric, learnability, was seen with how quickly new users were able to do tasks in relation to proficient users. From the results, it is easy to see that new users’ times generally were not much longer than proficient users for all three tasks. Therefore, learnability turns out to be done extremely well on both interfaces.  
 So in all, Amazon performed better on all three of these metrics even though it had one slight problem with creating a new account. Therefore I would have to say that Amazon performed better than Ebay.