Strayer University

**Mobile Devices and Self-Service E-Commerce.**

Week 10

**Assignment**

for the

Course of

**human-computer interaction**

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By

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**Mobile Devices and Self-Service E-Commerce**

This paper is about the topic of Usability Evaluation. I conducted an online survey about an e-reader on behalf of the developers of a new e-reader who wanted to find out how appealing it would be to young people under eighteen years of age. Therefore, on Friday, August 18,2017, I visited this website <https://www.questionpro.com/> which is good at carry out survey. I signed up for a free account to do that and started the whole process. In the survey, eight different questions were asked like What is your Gender? What is your age Group? Have you used an e-reader before?  **Would you like to read a book using an e-reader?** In your opinion, is the e-reader easy to handle or Cumbersome? **What do you like most about the e-reader?** What do you like least about the e-reader? And the final question was, please give me an example where the e-reader was uncomfortable or difficult to use.

Before I started giving the whole report, I would like to define what an e- reader is and what it is used for. It is a handheld device on which electronic versions of books, newspapers, magazines can be read. In addition, it is used for reading eBooks, watching movies, and browsing photographs and there are available on the market. After two days, the survey was officially completed and ready for the report. As you can see there were more male than female who answered the question and more middle age group than teenager. In addition, it shows eighty percent of them have used an e-reader and would like to read books on it. Sixty percentage of them like to carry and handle it. Then fifty percent like it font size and forty percent find it difficult to use If the battle gets low and in public.

1. **Describe the following terms**

Web self-service is a type of electronic support ([e-support](http://searchcrm.techtarget.com/definition/e-support)) that allows customers and employees to access information and perform routine tasks over the Internet, without requiring any interaction with a representative of an enterprise. Web self-service is widely used in customer relationship management ([CRM](http://searchcrm.techtarget.com/definition/CRM)) and employee relationship management ([ERM](http://searchsap.techtarget.com/definition/ERM)). profile of the user for research and targeted marketing **purposes**. ... is a **mobile** app that enables chat, voice and video communications between ... **Audience segmentation** is a process of dividing people into homogeneous subgroups based upon defined criterion such as product usage, demographics, psychographics, communication behaviors and media use. **Audience needs** may be **wants**, deficits, conditions, or other gaps between skills/knowledge **audiences** already have and those they want.

 A responsive **website** automatically changes to fit the **device** you're reading it on. ... Why Should I Care About **Mobile** Responsive **Design**? A **mobile** user **interface** (**mobile** UI) is the graphical and usually touch-sensitive display on a **mobile device**, such as a smartphone or tablet, that allows the user to interact with the**device's** apps, features, content and functions.

Online surveys are a great way to reach and engage with your target audience. It Increase response rates by reaching your target audience fast, conduct research at a fraction of time and get real time results for quick and easy analysis. The amount of time needed to complete an online survey is on average shorter than that of other methods. Because information is being gathered automatically, you don't have to wait for paper questionnaires to come back to you. Moreover, using online questionnaires reduces your research costs. You will save money on postage. In addition, the results of the online survey are ready to be analyzed at any time. Moreover, you can view results in real-time so you can act quickly, create graphs for reporting, export data for further analysis and share your results with anyone. Also, a lot of people that have access to the Internet prefer to answer surveys online instead of using the telephone. With an online survey, participants can pick a moment that suits them best and the time needed to complete the survey is much shorter than other methods. It also gives people the chance to skip questions that are not relevant to them. However, some people cannot give true answers online compared to interview because no one is looking at them.

1. **Design each of the following using Microsoft Visio**

The data which is collected electronically by the way in which the data is typed by a user directly into a computer supplied form can be more reliable than data collected by handwritten forms. On the other hand, data taken verbally, is not as reliable because it can be true or false depends on how accurate the person supplied it. One of the best ways to ensure the accuracy of data is to apply data verification techniques. The most common data verification technique is to enter every piece of data twice, using two different operators for each piece of data. The results of the two data entries are compared by computer. Any variation is highlighted, and a person in charge is required to make any appropriate correction. This technique usually gives very high accuracy rates. Therefore, data collected can be eighty percent accurate because of the above-mentioned points.

1. **Recommend one (1) prototype that could be created.**

Qualitative and quantitative are the two methods I would recommend for validating the collected data. Qualitative method is the one which focus on group discussions and interviews. In addition, it’s approaches are good for further exploring the effects and unintended consequences of a program. Quantitative, on the other hand is the one which address the ‘what’ of the program. Its advantages are cheaper to implement and its size of the effect can be measured compared to other methods. Mixed these two methods produce the best result and strengthen the weakness one method can have. Therefore, it is a good idea to use both to get the best result.

1. **Determine the type of evaluation method to use in a Web design for the best user experience.**

After using web based online questionnaire surveys, it is cheaper than other and the data collection was quicker and easier to administrate than it could have been on a face-to-face survey. However, there were some challenges which I had to overcome. There were two problems: the first was that the participate were not online at the time I wanted them to do that which made me started calling them and there were in different parts of the world. This could had been overcome by giving them enough time. However, when considering surveying just internet users, this would not had been a problem. The second problem, and by far a bigger problem, was the issue of being in different regions of the country and world. Some parts of the country have different in time zone and the same apply to the world.

1. **Provide key details of how the mobile self-service will be implemented on various mobile devices**.
2. **Conclusion**

Finally, the online survey was successfully. The information I wanted to know was found and an evaluation according to the software ‘s preformation to me was great. Using questionpro was better to achieve the whole task and would recommended anyone who want to do a survey use it because it is one of the greatest tool which does the job well. Moreover, the report was great because it shows different region of the world where the result came from. The e-reader has been proven to be unsuccessful in the teenager group according to the survey. Moreover researcher, would have a much understanding of the data collected on the survey which would be greater and better report for them to see what age group their market is going to target.

**Bibliography**

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