

Usefulness		Ease of Use	
Subjective measures (satisfaction)	Objective measures	Subjective measures (satisfaction)	Objective measures
<ul style="list-style-type: none"> <li>Perceived usefulness</li> </ul>	<ul style="list-style-type: none"> <li>Task completion time (Efficiency)</li> <li>Task completeness (Effectiveness)</li> </ul>	<ul style="list-style-type: none"> <li>Perceived ease of use</li> </ul>	<ul style="list-style-type: none"> <li>Task difficulty</li> </ul>
<div>measured using</div> <div>↓</div>	<div>measured using</div> <div>↓</div>	<div>measured using</div> <div>↓</div>	<div>measured using</div> <div>↓</div>
Technology Acceptance Model (TAM)	Think Aloud Method	Technology Acceptance Model (TAM)	Think Aloud Method