

報 告 タ イ ト ル	長期利用ユーザと短期利用ユーザの製品満足感評価の違い
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1. Method

In order to reveal the structure of Long Term Usability evaluation in an actual environment, we investigated product satisfaction as perceived by existing and inexperienced users for an HDD Camcorder. We developed a product satisfaction questionnaire that consisted of 14 categories and items of 63 and conducted research on a sample size of 16 users (Existing users: 9, Inexperienced users: 7).

2. Result

A confirmatory factor analysis was conducted for every category of the satisfaction evaluation items using covariance structural analysis. Finally, 7 factors have been extracted (Total coefficient alpha is 0.94).

In order to reveal a correlation between subjective satisfaction and 7 factors of product satisfaction, we conducted the multiple linear regression analysis. As a result, it was determined that “Pleasure of usage” exerted the most strong influence among all factors and it was an only significant factor. Thus, it is believed that the users’ subjective satisfaction can be established by the “Pleasure of usage” score.

3. Analysis

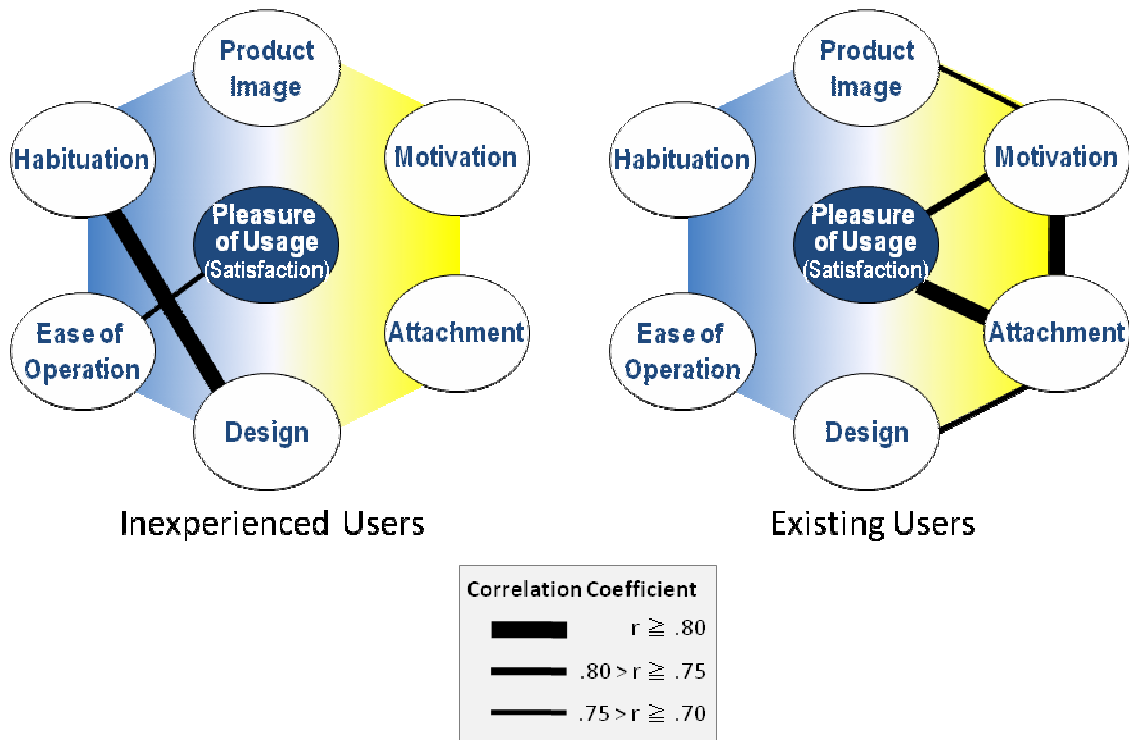
The difference in the satisfaction evaluation between the existing and inexperienced users was examined by t assay.

The results revealed that the scores of 4 factors were significantly higher for the existing users: “Attachment”, “Pleasure of usage”, “Product image”, and “Design Evaluation”

Results of the t Assay between Inexperienced and Existing Users

	Inexperienced users		Existing users		
	Mean	SD	Mean	SD	t
Habituation	3.71	0.76	4.19	0.44	1.56
Attachment	3.54	0.46	4.38	0.87	2.30*
Pleasure of usage	3.37	0.58	4.20	0.67	2.59*
Ease of operation	3.67	0.69	4.15	0.38	1.78
Product image	3.90	0.63	4.56	0.44	2.44*
Motivation	3.95	0.49	4.51	1.23	1.15
Design Evaluation	3.50	0.56	4.36	0.45	3.41**

The following pictures show the correlation of each factors of the satisfaction. It can show the structure of satisfaction evaluation by using strong correlation coefficient.



4. Conclusion

By the difference of time to touch the product, the structure of satisfaction was different. On beginning to use a product, a user attaches considerable importance to usability factors such as "Ease of operation" and "Habituation." The user perceives a sense of attachment with the product with the continuation of its usage. This attachment characterizes product evaluation in the case of long-term use.

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