Expected Usability and Product Preference

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ABSTRACT
The design of smart products involves undesirable, yet frequent, cases when compromises between the quality of appearance, functionality, price and usability are required. Usability has lately been considered increasingly important for product competitiveness, but perceiving how usable a product might be prior to actual use is difficult. This paper considers the way people perceive and weight usability related product attributes in a decision making situation.

The dimensions of usability are analysed from consumers attitude formation point of view. A model of evaluation criteria related to expected usability is presented. It includes consumers' beliefs concerning product characteristics, benefits and an overall emotional response. Scales to measure the dimensions are developed.

The scales are applied in a case study with 91 subjects evaluating six different heart rate monitors. The results suggest that the dimensions of usability are highly interrelated in consumers' evaluations and have only a limited potential to explain product preferences.

Keywords
usability, attribute importance, smart product

BACKGROUND
This paper reports a part of a research project called Usability and Product Preference. Its aim is to examine the way people perceive and weight usability related product attributes in a decision making situation.

Designers and users do not perceive products similarly. They have different mental models, which connect the reference for their influences and assumptions. Norman [25] calls these design model and user's model. Design model has evolved in order to structure and simplemess physical and logical product elements. User's model helps one to utilise and evaluate a ready made product. Usability as a concept belongs basically to the design model of interaction. Usability can be seen as a set of measures, design aims and practices for designers to ensure that a product will 'fulfil a specific set of users' needs. Users themselves do not carry out usability measures or use established heuristics for defining usability. The aim of the designers' effort is, however, supposed to somehow influence users' product experience. Usability measures and design for usability influence on the concrete product attributes. Consumers perceive these and form beliefs, which influence their attitudes. Without a trust in this link investments in usability would be unlikely.

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Consumers' Product Evaluation
Consumers' ideas about a product are often considered to form a hierarchy [10]. Concrete beliefs affect higher level constructs like benefits and values. This study measures a specific benefit, expected usability, and corresponding concrete beliefs. It refers to a subjects conventional consuming the quality of a product prior to actual practical experience. The subject may have, and usually has as a member of our technical society, experiences of using other products of the same or a nearby category.

The multiple benefits of usability are widely recognised even from economical point of view [13]. However, interaction designers face difficult problems in evaluating usability. How are then laymen supposed to make any significant inferences regarding a without direct personal experience? In a certain respect the individual users face an easier problem than designers. They know the user, i.e. themselves, the purpose, and the circumstances in which the product will be applied. The hard to foresee variation in the contextual factors, that the designers have to worry about, is essentially diminished. Still, the matching of a set of product attributes to the anticipated use is far from easy.

This paper deals with the influence of expected usability on the preference formation within smart products. They are tack specific pieces of equipment with a lot of interactive functions [4, 19, 23]. They are often small and mobile. The rich information exchange between the user and the device is mediated by few user interface components, i.e. smart products have a dense interface. Usability problems are evident, but ease-of-use may be compensated with size, functionality, manufacturing costs, and even appearance. The manufacturers of these products have recognised the usability problems and increasingly started to attack them, but does it pay back? Do the consumers of these products apply usability as a decision criterion?

Product Evaluation and Expertise
The information applied during product evaluation includes the recognition of the relevant product category and brands belonging to it, the attributes and features of products and terminology used to describe them: beliefs concerning the performance of various brands and the importance of various evaluative criteria. Economics of information approach suggests that information search is continued until the expenses exceed the utility. [32].

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