ABSTRACT

Design of EIS interface to fit individual user has become one of the important issues on research agenda. To discover different user’s preference on various interface design requires understanding of the relationships between individual difference and interface styles. The objective of this study is to test the degree of preference on various interface design based on different user groups. The survey adopts laboratory experiment including seven dependent variables (i.e., Jungian typology, information processing, Kolb learning styles, field of specialties, computer literacy, interface styles, and multimedia effects) and one independent variable which is user preference. There are 92 volunteers participate the test, among which, 64 participants come from Business Diagnosis Research Course and Public Administration Management Course, 28 participants are private company’s managers. The empirically results show that most users are preferable on multimedia interface effects, yet they still unfamiliar with multimedia communication environments. In the class of Jungian typology, both of introversive and extraversive users to multimedia interface as well as sensing and intuitive users to screen transition show significant difference. In the class of information processing, all users to interface styles and multimedia effects show insignificant difference. While in the class of Kolb learning styles, all users to command menu, animation, and screen transition show significant difference on the degree of preference. In the class of field specialties, all users to command menu and sound effects show significant difference on the degree of preference. In the class of computer literacy, all users to command menu, icon interface, animation and sound effects show significant difference on the degree of preference. Besides, experimental results suggests that most users still will not only accept but continue to use even if a system does not provide their preferable interface styles. Keywords: Executive Information System (EIS), Individual Difference, User Interface.