

A Study Of The Effects Of Different Multimedia Kiosk Interface Components(Text,Audio Caption And Visual Effects) On Cons

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ABSTRACT

Effectively using multimedia kiosk to promote new products can increase the competitive advantage of the business. The major objectives of this research were to develop a multimedia kiosk system and to study the effects of different multimedia kiosk interface components composition on consumers' performance. The results revealed that consumers using the interface on which text and audio caption displayed simultaneously and with visual effects performed significantly better (evaluated by browsing time and products information recall) than using other three interfaces (text and audio caption displayed simultaneously and without visual effects, text is essential with audio caption to point out the importance, and audio caption is essential with text to mark the importance). The results also showed that most consumers preferred the multimedia kiosk interface which using text and audio caption displayed simultaneously and with visual effects. Keyword: kiosk, User Interface, Human factors

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