

# The Study of Effects of Text Display Styles in Multimedia Integrated Interface on Users' Performance

李孟峰、魏丕信

E-mail: 8603860@mail.dyu.edu.tw

## ABSTRACT

Multimedia kiosk is a very powerful tool for products promotion. The major purpose of this study was to develop a multimedia kiosk system and investigate the effects of the four different interfaces ("divided-area interface with fixed text display", "integrated interface with fixed text display", "integrated interface with running text display" and "integrated interface with intermittent text display") on users' performance (including browsing time, product information recall and interface preference). The study showed that the amount of browsing time of "integrated interface with fixed text display" was significantly less than that of the other three interfaces. The results also showed that the product information recall of "integrated interface with fixed text display" was significantly better than that of "divided-area interface with fixed text display" and "integrated interface with running text display". Besides, most users preferred "integrated interface with fixed text display".

Keywords : Multimedia Kiosk System ; Integrated Interface

## Table of Contents

0

## REFERENCES

0