# The Study of Utilizing Multimedia WWW Questionnaire System in Collecting Consumers'' Opinions

E-mail: 8701188@ mail.dyu.edu.tw

## ABSTRACT

The electronic questionnaire system constructed on World Wide Web tocollect customers'' opinions is one of the critical success factors of theCustomer Satisfaction Management. the min purpose of this research was to develop four electronic questionnaire systems withdifferent interface modes(text,game,feedback,and game with feedback).And exam their effects on customers'' response performance(including completing rate,answering time,information recall andinterface preference).The experiment results showed that customers'' responseperformance(completing rate and answering time)of game and game with feedback interface modes were significant better than that of the text interface mode. Interface modes and users'' individualdifferences(experiences of using WWW and playing game) had no intercationeffects on customers'' response performance. Most users perferredgame interface mode.

Keywords :               ;            ;                 ;

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## REFERENCES

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