

## **Extension of PACMAD model for usability evaluation metrics using Goal Question Metrics (GQM) Approach**

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Usability measurement is tedious work, particularly for current smart mobile devices. With an increasing capacity for greater user interactivity through a range of tasks and in a variety of contexts during time, the importance and impact of mobile device context-of-use components is of particular interest to researchers. PACMAD was introduced as comprehensive usability model for mobile applications to evaluate usability based on usability factor; user, context of use, and task. PACMAD model identified the usability attributes without considering related low level metrics which represents each attribute. Thus, there is a need to be extended to include relative low level metrics in addition to usability attributes. This motivates us to performed comprehensive literature revise to collect studies that evaluate mobile applications in order to find validated usability evaluation metrics based on PACMAD model attributes by applying Goal Question Metrics (GQM).

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