

Measuring Usability: Importance Attributes for Mobile Applications

**Ashraf Mousa Saleh, Roesnita Ismail, Norasikin Fabil, Norita Md
Norwawi, Fauziah Abdul Wahid**

This research aims to analyze the importance and relationships between the usability attributes for mobile application. The usability attributes were grouped into nine (9) factors such as efficiency, effectiveness, learnability, memorability, errors, satisfaction, cognitive workload, simplicity, and interruptibility. A total of 411 useable questionnaires form the basis of analysis. The results revealed that Errors (Mean = 3.82) was the most important usability attribute for mobile application and there was a significant correlation between satisfaction and errors, ($r = .591, n = 411, p < .01$, $r = .553, n = 411, p < .01$, $r = .480, n = 411, p < .01$). This study contributed in providing an insight into the importance and relationships between usability attributes which can be applied in usability measurement for mobile applications.

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