

## Technology acceptance model

Functionality vs user interface

The technology acceptance model

Literature

•Kaasbøll, Jens (2009) [Technology Acceptance Model](#). University of Oslo

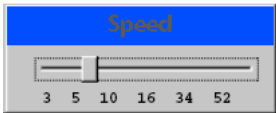
1

### User interface design makes a difference



- 416% increase in the use of the buttons over 2 months
- 48% increase in the use of the web site

2

Functionality What the program can do	User interface How the functionality is available							
Set the speed	Command language >set speed = 7							
	Menu choice <table border="1"><thead><tr><th>Speed</th></tr></thead><tbody><tr><td>3</td></tr><tr><td>7</td></tr><tr><td>10</td></tr><tr><td>16</td></tr><tr><td>34</td></tr><tr><td>52</td></tr></tbody></table>	Speed	3	7	10	16	34	52
	Speed							
3								
7								
10								
16								
34								
52								
Direct manipulation 								

3

## Qualities of IT applications

- Usefulness
  - Effectiveness – Ytre effektivitet
  - The quality of the result achieved
- Usability
  - Efficiency – Indre effektivitet
    - Time and effort used to achieve the result
  - Satisfaction
    - Comfort and acceptability amongst users
- Learnability
  - Time from first encounter to use
  - Number of trials before errorless use

A system for collaboration

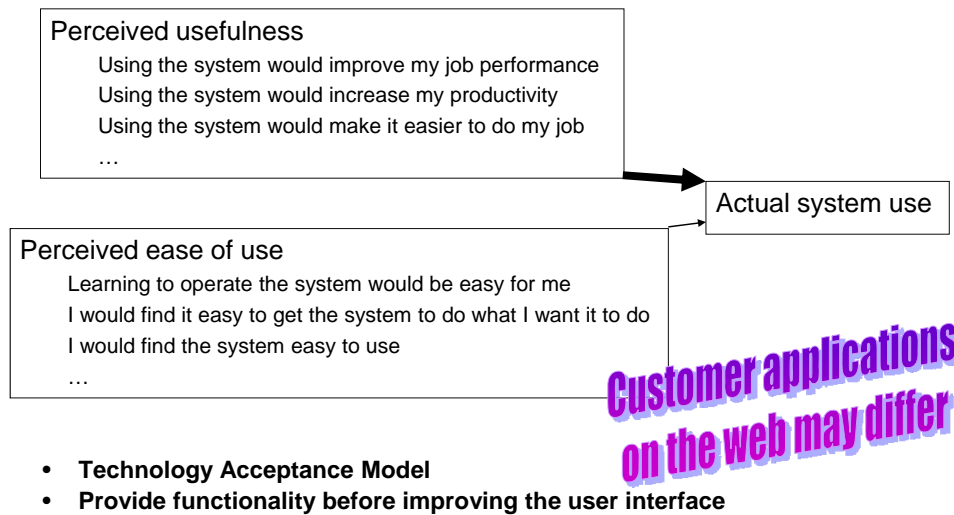
- Good design
- All functionality

Why not used?



4

## Design for usefulness



5

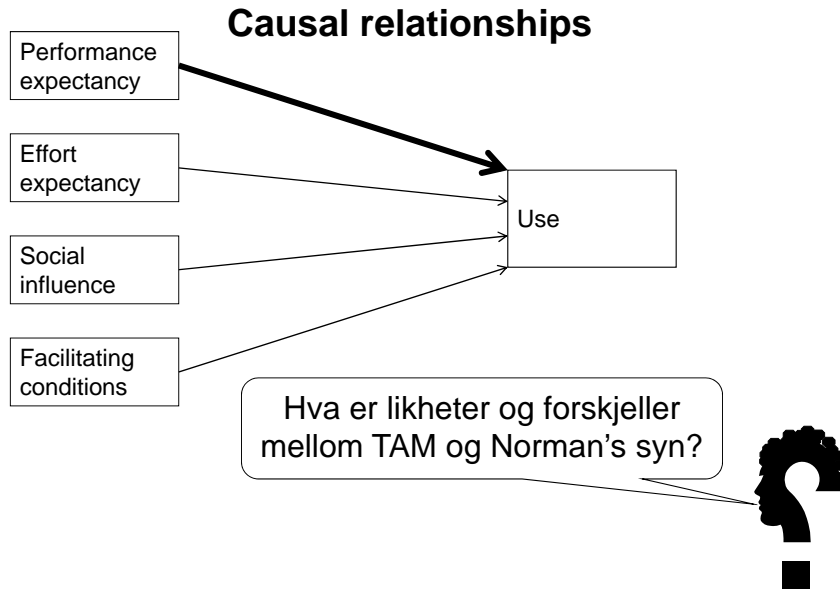
## Unified Theory of Acceptance and Use of Technology

### Independent variables

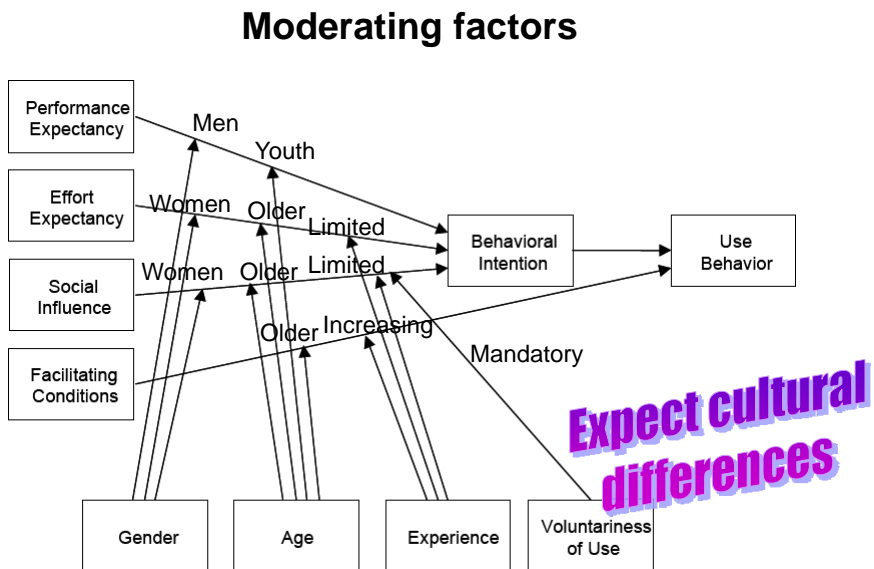
- **Performance expectancy**
  - Degree to which an individual believes that using the system will help to attain gains in job performance
- **Effort expectancy**
  - Degree of ease associated with use
- **Social influence**
  - Degree to which an individual perceives that important others believe he or she should use the system
- **Facilitating conditions**
  - Degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system.

**Dependent variable**  
– Usage

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7



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