Multicultural Text Entry: A Usability Study

Abstract:
A detailed study of cultural differences can facilitate the process of introducing a product into a particular market. Such an analysis can be used to decide to what extend a global design of a product needs to be considered and which subsequent measures related to localization or adaptation to a specific target culture need to be taken. In the particular case of text entry input methods to interact with electronic systems, consideration of cultural preferences could lead to a better usability and user experience. Cognitively demanding multimodal interaction with an interface might be reflected in an increased error rate or a decreased typing speed, factors that affect the success and accuracy of a task. We examine in this paper cultural differences through a cross cultural electronic system to determine the degree to which they can affect the ease of use in textual input methodology. Results indicated that users' performance varied depending on the selected language to perform the tasks.

Herausgeber:
Marcus, A.

Kongress- / Buchtitel: Design, User Experience, and Usability: Theories, Methods, and Tools for Designing the User Experience

Band / Teilband: 8517

Verlag / Institution: Springer International Publishing

Verlagsort: Heidelberg, New York

Jahr: 2014

Seiten: