

# Second test 2006

- User evaluations in 2006
- 10 families
- e-newspaper presented in iRex iLiad
- Duration 2 weeks
  - Questionnaire
  - Daily activities with online diary etc
  - Semi-structured interviews
    - 90 minutes
  - Questionnaire



# Our Design Robot

Article list

NYHETER

- Verbena: Bland för skattförst
- Arbetsmarknaden hade Sundsvall som hög
- Barnskademynter rapporteras
- CMF skott för höftfraktur
- Eleverna vill förbättra skolmiljön och läroplan
- Övertalningsarbetet stannar i Sundsvall
- Fem nyheter
- Fyra avsnitt på Lunds universitet
- Stöde mot den höga skatt
- Träsk st...
- Man förklarar utredningsresultat
- Sportutvecklare åker till...
- Skyddet för missand...
- Snartare upptäckt av...
- Inflyttning av...
- Fortsatta arbeten med...
- Myndigheten bekräftar...
- Planeringsarbetet på...

SPORT

- Bowen fixade Saints första hemmaseger
- No headline
- Bäckman var över i...

Edit article

Puff headline

Bowen fixade Saints första hemmaseger

Headline

Bowen fixade Saints första hemmaseger

Drophead

Preamble

Lindsay Bowen har presenterat sig. I sin första hemmamatch satte pointguarden skottet som avgjorde mötet med Jämtland och gav Saints säsongens första vinst i Sporthallen. – Antligen, jublade coachen Henrik Wikström.

Dateline

SUNDSVALL (ST)

Body

Idel segrar på bortaplan. Men hemma har Saints åkt på storförluster mot Solna respektive Jämtland. I tredje försöket bröts den trista trenden. Tack vare den där tvåpoängaren av Bowen med 3,3 sekunder kvar. – Men jag måste ge min lackamrat Linda (Sundelin) credit för det. Det var hon som lyckades ta zonen alldeles innan och som gav bollen till mig, sa Lindsay Bowen. Slutresultatet 88-67 var resultatet av en grym upphämtning av Sundsvall Saints. I slutet av den tredje quartern hade Jämtland – med

Image list

Image container

Med 3,3 sekunder kvar satte amerikanskan Linda Sundelin (10) bollen i korgen. Fotograf: Mårten Englin

Link list

Link description

Article list

Toppbild artikel 1 - spalt

- One person, max. 2 - 3 hours per day.
- 85 percent of the editorial content,
- Two editions; 19.00 and 01:00

# Results - background

- 3 females, 8 men
- 9 subscribers, 2 non-subscribers
- All web readers
- 4 mobile news readers



# Results - diaries



- Day 1: Easy to read, although I'm thinking in web terms when navigating
- Day 5: We are starting to get friends, the e-newspaper and I, but I wouldn't dare to let go of the newspaper – one needs to have a look at the newbornes
- Day 12: Today everything is as usual – no structure in navigation and strange symbols in the middle of the text...

# Results – daily questions



- **Day 4: How do you experience reading the e-newspaper?**
  - The visual is OK. The rest is like being in a hurry and got stuck behind a tractor on the highway.
  - It is hard to skim trough the e-newspaper.
  - I really appreciate the accessibility, and the readability in daylight is terrific. The enlargement function is also very good.
  - I want to have more newspaper feeling, more pictures and overview.

# Results – daily questions



- Day 12: After reading the e-newspaper for a while, what do you think is needed in order to launch it?
  - VERY MUCH! The graphical user interface, the newspaper layout, better performance, wireless, security...
  - Color, but foremost speed and easier navigation
  - All "childrens diseases" need to be eliminated. The navigation and layout needs to be functional and intuitive. It also need added value compared to the newspaper.

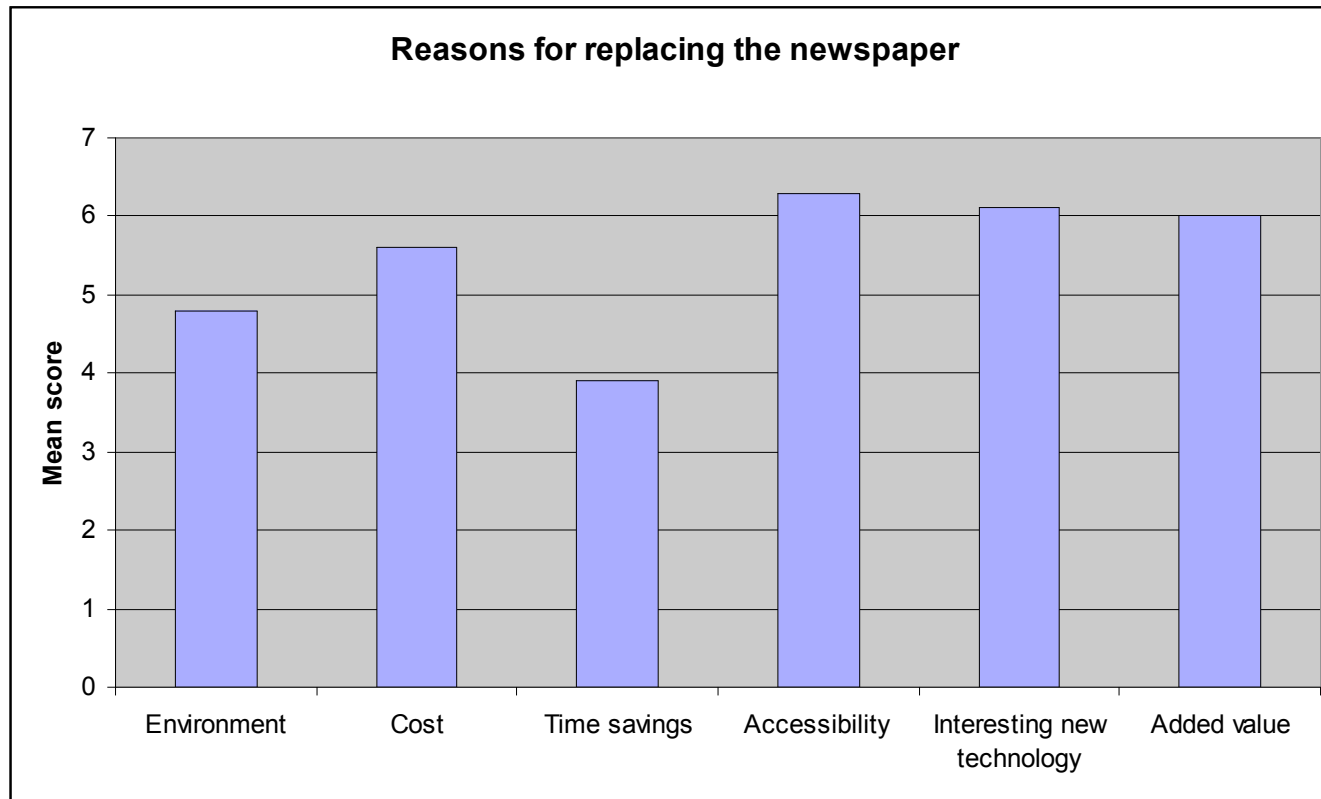


# Results - quotations

- *“I liked this format, even if it initially seemed a little small, it was quite good... I had it with me on the airplane and on the bus, and then this size was perfect”*
- *“I did not feel one hundred percent in control. It was not intuitive, it do not do what I feel is right... when you read you do not want to feel like the distribution of presents on Christmas when you never really know what you will get”*
- *“it is a little bit like a psychology test, you do not know what will happen, this eventually leads to that you do not really dare to press on something cause you do not now what will happen”*
- *“Color would be fun, but it is nothing that I prioritize as essential, I would exchange it even if it is not in color”*



# Results - questionnaire





# Results - questionnaire



- More than one eReader needed within the household?
  - Yes – 4 persons
  - No – 4 persons
- Cost?
  - Cheaper than the newspaper – 5 persons
  - Same price – 4 persons
  - More expensive if added value – 2 persons
- Layout?
  - Similar to the newspaper – 3 persons
  - Similar to the online newspaper – 0 persons
  - Mixture of newspaper and online newspaper – 5 persons
  - Something completely new – 3 persons

# Can e-paper replace print?

# 100 %

# Results - questionnaire

- When?
  - Today – 6 persons
  - Within 2 years – 2 persons
  - Within 5 years – 3 persons



# Our vision



# Read more

[www.ubimedia.se](http://www.ubimedia.se)

[www.diginews.se](http://www.diginews.se)

[www.polymervision.com](http://www.polymervision.com)

[www.E-ink.com](http://www.E-ink.com)

[www.irextechnologies.com](http://www.irextechnologies.com)

[www.media-it.hh.se](http://www.media-it.hh.se)

# Thanks!

[svenake.bostrom@st.nu](mailto:svenake.bostrom@st.nu)

[carina.ihlstrom\\_eriksson@ide.hh.se](mailto:carina.ihlstrom_eriksson@ide.hh.se)