

# 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

Utbildning för skattförare [Läst avbrot] [Läst avbrot]

Arbetsmarknaden hade Sundsvall som hög [Läst avbrot] [Läst avbrot]

Barnvårdscenter revideras [Läst avbrot] [Läst avbrot]

CMF skott för höftfraktur [Läst avbrot] [Läst avbrot]

Eleverna vill förbättra programmet vid skolorna [Läst avbrot] [Läst avbrot]

Övertidsavgifter skänks i Sundsvall [Läst avbrot] [Läst avbrot]

Fem nyheter [Läst avbrot] [Läst avbrot]

Fyra avsnitt på Lunds universitet [Läst avbrot] [Läst avbrot]

Stödtekniken hade de senaste [Läst avbrot] [Läst avbrot]

Nya arrangemang mot god månad [Läst avbrot] [Läst avbrot]

Träsk stäm [Läst avbrot] [Läst avbrot]

Han förklarar utvecklingen [Läst avbrot] [Läst avbrot]

Hansen betror hyrd skoter - nu brukas han [Läst avbrot] [Läst avbrot]

Sportutvecklare åker fast [Läst avbrot] [Läst avbrot]

Skyddet för missandlet [Läst avbrot] [Läst avbrot]

Snartare upptäckt bakskadade [Läst avbrot] [Läst avbrot]

Uttusningsarbetet räddar inte till slut [Läst avbrot] [Läst avbrot]

Fortsatta arbetet med samhällsbyggnad [Läst avbrot] [Läst avbrot]

Medvetenheten om attityderna [Läst avbrot] [Läst avbrot]

Enligt vissa stäm på partiet [Läst avbrot] [Läst avbrot]

Link selected articles

SPORT

Bowen fixade Saints första hemmaseger [Läst avbrot] [Läst avbrot]

No headline [Läst avbrot] [Läst avbrot]

Bäckman var över i topplag [Läst avbrot] [Läst avbrot]

Link list

Link description

File [Bladdra...] [Save]

Image list

Image container

Med 3,3 sekunder kvar satte amerikanskan Linda [0002]

Photographer: [Mårten Englin] [Save]

Link list

Link description

File [Bladdra...] [Save]

Article list

Toppbild artikel 1 - spalt [Change template]

Article list

Toppbild artikel 1 - spalt [Change template]

- 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



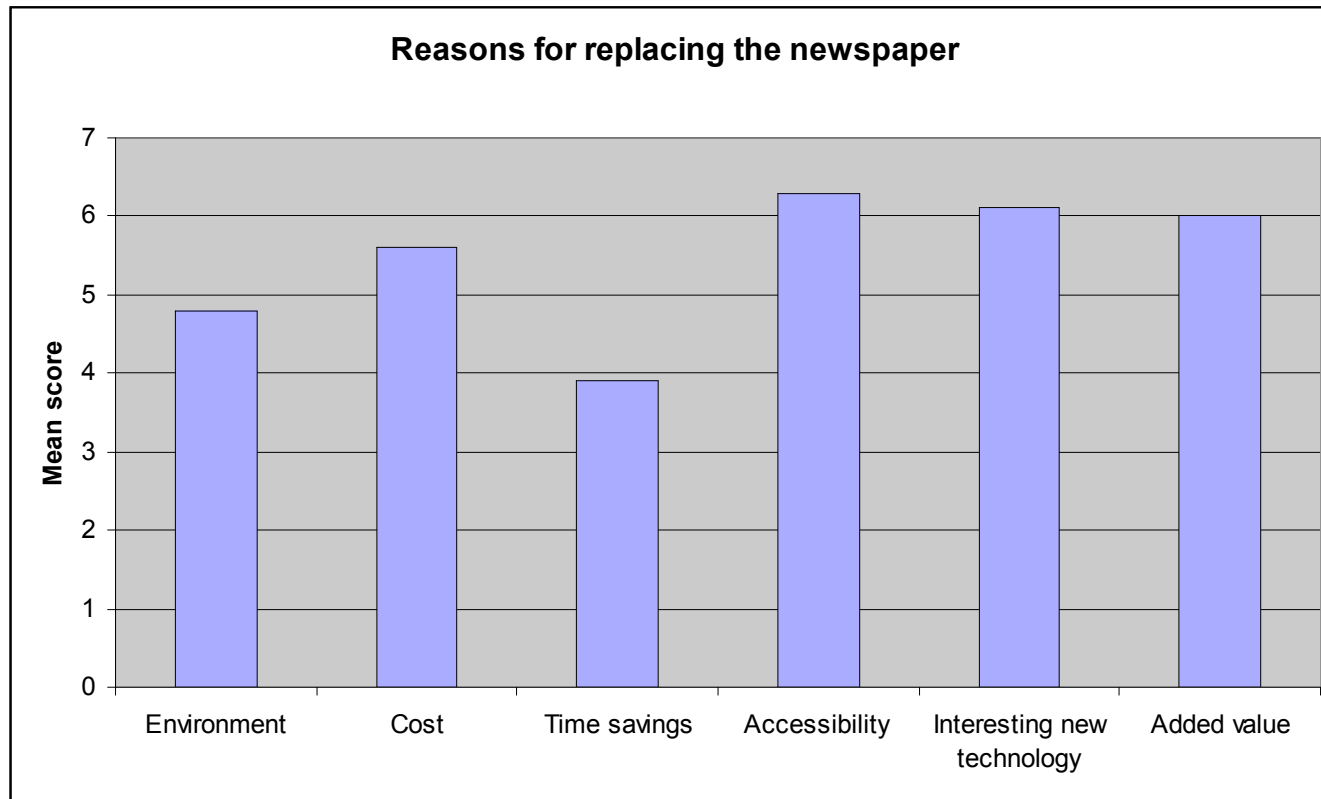
- Day 12: After reading the e-newspaper for a while, what do you think is needed in order to launch it?
  - VERY MUCH! The graphical user interface, the newspaper layout, better performance, wireless, security...
  - Color, but foremost speed and easier navigation
  - All "childrens diseases" need to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

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