Defining Intuitive Use

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Abstract

The term “Intuitive use” has become a common phrase to describe interfaces and products, however it is rarely defined. Research regarding intuitive use is in its infancy, beginning primarily in 2003. With the development of new terms in Human Factors and Human-Computer Interaction, it is important for Designers and Users to clearly understand their definitions and how those definitions impact design requirements. The three research questions were as follows. (1) Is there a significant gap between Users’ and Designers’ definitions of intuitive use? (2) Do their definitions agree with the literature definition? (3) Can they distinguish the attributes separating intuitive use from usability?

A survey was conducted of 134 participants (41 Users and 93 Designers). The results showed no significant difference between Users’ and Designers’ perceptions of the attributes that comprise intuitive use (Subconscious use, Effective results, Prior Knowledge, Low mental effort, and Satisfying results). Participants showed mixed agreement with the literature definition. Users and Designers agreed with the literature for the attributes Effective Results, Prior Knowledge, and Low mental effort. Designers agreed upon the attribute Subconscious, but Users’ results were inconclusive. The attribute Satisfying results was inconclusive for both groups. Lastly, Users correctly distinguished the attribute Users’ Physical Effort while Designers did not. For the attribute Time both groups’ results were inconclusive and showed indifference. Both groups correctly distinguished Cost ($) from intuitive use as described in the literature.

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