LIST OF TABLES

Page

Table 2.1 Relevant Studies..... 15
Table 3.1 Pain Points..... 20
Table 3.2 Prototype of New M-Tix Application.....30
Table 3.3 Example of A/B Testing..... 39
Table 3.4 UEQ Scale Benchmark Interval.....44
Table 4. 1 Respondents Demographics Based on Domicile.....46
Table 4. 2 Respondent Demographics Based on Ages..... 48
Table 4. 3 Respondent Demographic Base on Gender..... 49
Table 4. 4 Respondent Demographic Based on Income..... 50
Table 4. 5 Respondent Demographic Base on Education.....51
Table 4. 6 Respondents Demographic Base on Occupation.....52
Table 4. 9 Results of Instrument Validity Test.....55
Table 4. 10 Results of Reliability Test.....57
Table 4. 11 Normality Test..... 58
Table 4. 12 A/B Testing Results..... 59
Table 4. 13 T-Test Results.....61
Table 4. 14 Questionnaire Rating Scale Mean.....62
Table 4. 15 Attractiveness Scale Mean.....63
Table 4. 16 Perpicuity Scale Mean..... 63
Table 4. 17 Efficiency Scale Mean..... 64
Table 4. 18 Depandability Scale Mean..... 65
Table 4. 19 Stimulation Scale Mean..... 65
Table 4. 20 Novelty Scale Mean.....66
Table 4. 21 Benchmark Results..... 67