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2016

## **Abstract**

### **“UEQ-MD: a Protocol to Compare User Experience in Mobile Applications Made with Google's Material Design.”**

In 2014 Google published their Material Design proposal. It is described as a *visual language* that makes use of classic principles of good design (Google design guidelines, 2014). The Google Design specification is available for the general public. It is arguably a comprehensive tool, effective in the creation of successful designs. However this is not the only instrument available, and it is important to assess which tools are more adequate for the needs of each particular project.

This research project wishes to address the question: Is Material Design the best alternative compared to other available design frameworks?. With this in mind a user experience evaluation protocol that can compare mobile applications made with Material Design against other mobile applications with different design guidelines was developed and is presented in this paper. It is a practical instrument for designers and developers to assess the tools available, particularly Material Design. The User Experience Questionnaire - Material Design (UEQ-MD) protocol proposed in this paper has a particular focus on integrating qualitative data that can provide insights into users emotional responses and overall interaction experience. One of the major successes of the UEQ-MD is that it builds upon a validated instrument (UEQ) and that this validation was further developed with the feedback of an expert panel. It is important to continue academic work on instruments that evaluate user experience. It is also increasingly important as technology permeates more and more aspects of everyday life, and as more people around the world have access to interactive devices. The development of critical tools promotes transparency, expands our understanding of human-computer interaction, and pushes the boundaries of UI design.