

LIST OF TABLES

Table II-1 State of the Art.....	27
Table III-1 Participants Data.....	37
Table IV-1 Reference Platform.....	44
Table IV-2 Interview Sessions Categories.....	44
Table IV-3 Interview Questions.....	45
Table IV-4 Interview Participants.....	46
Table IV-5 Reference Feature Interview Result	48
Table IV-6 Table IV 5 Reference Feature Interview Result 2.....	52
Table IV-7 Persona 1	58
Table IV-8 Persona 2	60
Table IV-9 Persona Needs	83
Table IV-10 Online Store Context Scenarios.....	69
Table IV-11 Online Invest Context Scenario.....	72
Table IV-12 Online Course Context Scenario	74
Table IV-13 Online Charity Context Scenario	78
Table IV-14 Online Tutor Context Scenario	79
Table IV-15 Online Seller Context Scenario	81
Table IV-16 GAP Analysis.....	66
Table IV-17 IHYA Homepage Wireframe (Non-Registered)	84
Table IV-18 Authentication Page Wireframe	91
Table IV-19 Charity Feature Wireframe.....	93
Table IV-20 Invest Feature Wireframe.....	97
Table IV-21 Store Feature Wireframe	102
Table IV-22 Learning Feature Wireframe	107
Table IV-23 Tutor User Wireframe	113
Table IV-24 Seller User Wireframe.....	115
Table IV-25 User Interface Design Result.....	118
Table IV-26 Colors Used in IHYA Application	130
Table IV-27 Typography in IHYA Application	130
Table IV-28 Elements Used in IHYA Application.....	131
Table V-1 Evaluation respondents.....	133
Table V-2 Scenario Usability Table	134

Table V-3 SUS questionnaire	137
Table V-4 SEQ Iteration result 1	138
Table V-5 SUS Iteration result 1	139
Table V-6 SUS Iteration Score	140
Table V-7 Scenario Usability Table iteration no. 2	141
Table V-8 SUS Questionnaire	144
Table V-9 2 nd SEQ Iteration Result	145
Table V-10 2 nd SUS Iteration Result	146
Table V-11 Table V.6 SUS Iteration 2 Score	147