

Determine a Software Usability Model to Improve User Experience in Generation Z Oriented Software Applications

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User Experience (UX) which focuses on having a deep understanding of users, their needs, their abilities, and their limitations, is one of the most important consideration when developing software applications today. Developing sustainable software application considering the main users of the application is the aim of any software company. Main users of software application are people who belong to workforce. New addition to the workforce is Generation Z and it will continue in the future. Therefore, it is important to pay extra attention to increase usability of software for generation Z who are exposed to digital technologies from their early age which may lead them to have different characteristics, expectations as digital natives than previous generations. Moreover, the literature indicates that they have emotional connection with digital world, more trust in digital sources and high regards for experience and pleasure it gives. In this research generation Z's software usability issues and their expectation towards software applications were identified through literature review and surveys conducted via questionnaires and interviews with generation Z software users, software developers and UX engineers. To address all these requirements, the features which should be incorporated were proposed as the last step and they were validated by software engineers and user experience engineers. Based on the findings, a new model was determined by identifying specific usability challenges in generation Z to improve software usability. Moreover, this study has come up with feasible technologies, approaches that can be incorporated when developing software applications for generation Z.

Keywords: User experience, Usability, Generation Z.