

Universiti Teknologi Mara

**Exploring Gender Preferences for
Automated Teller Machines (ATMs)
User Interface Design**

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Thesis submitted in fulfillment of the requirement for
Bachelor of Science (Hons) Business Computing
Faculty of Computer and Mathematical Science

MAY 2011

ACKNOWLEDGEMENT

Alhamdulillah and gratitude to Allah S.W.T. for giving me an opportunity to complete my research and proven that my ability and skill on this research. I had been applied what I learned from my previous subject especially subject human computer interaction and user interface design that more helped me to complete my research.

First of all, I would like to thank my family for their constant support and encouragement to complete my research. They always give me a spirit and advice to become the successful person and make them proud of me. It also very thank with the accompanied prayer so I can achieve my goals and desire.

Then, I would like to thank my supervisor, Prof Dr Norlaila binti MD Nor, my coordinator, Dr Emma Nuraihan Binti Mior Ibrahim for providing ideas, helping me at the initial stage of the dissertation and especially helping me a lot at the modelling stages. They also always give me spirit and advice to complete my research although before I have limitation to complete my research.

Besides that, I would like to express my gratitude to all my friends especially who is so generous in helping me checking my writing and help me to analyze data and also how to use the software that I haven't used before. But with their help I can easily to understand and complete my research.

Other than that, Special thanks to all the respondents involved for their willingness to provide feedback on this research project. With their cooperation and time I can analyse the data accurately and achieve my objective on this research about the gender preferences.

ABSTRACT

Nowadays, many technological innovations rely upon user interface design to elevate their technical complexity to a usable product. User interface is the space where interaction between humans and machines occurs. The Automated Teller Machines (ATMs) has become integral part of our society. So, this research focuses on experiment about the differences between male and female on the element of the user interface design on ATMs. This research will be evaluating the element of the gender preferences on the ATM user interface design. Objective of this research is to identify the different types of design for ATMs application based on gender. Besides that, this research is to design the ATM user interface design based on gender preferences and identify the perceptions on the design on the screen of ATM. The research makes significant to the user identify their needs on the ATM application and help ATM designer to better understand what the requirement on that ATM interface design. This research will conduct survey of questionnaire by self-administered to get feedback and accurate data from the both of gender. This research will be carried out and the processes to complete the research about the gender preferences of user interface design Automated Teller Machines (ATMs). The results are graphed, analysed and comparisons made. Each menu design is evaluated. The final chapter draws conclusions from all the previous chapters and concludes if the objectives of the research were met

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Chapter 1

INTRODUCTION

1.0 Introduction

Human Computer Interaction (HCI) is the study of interaction between user and computers. It is often regarded as the intersection of computer science, behavioral sciences, design and several other fields of study (Moss et al. 2006). Interaction between users and computers occurs at the user interface which includes software and hardware. For example, the analysis of user preferences can help to optimize the usability of websites.

The goal of interaction between a human and a machine, and feedback from the machine at the user interface is effective operation and control from the machine. The design considerations applicable when creating user interfaces are related. Generally, the goal of human machine interaction engineering is to produce a user interface which makes it easy, efficient, and enjoyable to operate a machine in the way which produces the desired result. Usability is mainly a characteristic of the user interface, but is also associated with the functionalities of the product and the process to design it. It describes how well a product can be used for its intended purpose by its target users with efficiency, effectiveness, and satisfaction, also taking into account the requirements from its context of use.

One way to achieve this is by examining users' preferences and examining factors that may influence such preferences. For example, there is evidence that men and women exhibit different preference in layout and presentation of stimuli (Moss et al. 2006).