



## SDI FINAL EVALUATION FORM 1.1

### PART 1:

Journal Name:	<a href="#">Asian Journal of Research in Computer Science</a>
Manuscript Number:	Ms_AJRCOS_40920
Title of the Manuscript:	An Investigation Into The Effect of Smartphone Back Button Location On Users' Experience: A case study comparing Apple iPhone and Android UI.
Type of Article:	Short Research Article

### PART 2:

FINAL EVALUATOR'S comments on revised paper (if any)	Authors' response to final evaluator's comments
<p>I found that you have improved your paper. However, several issues of my remarks in my last review still apply, so I would suggest to address them in a further major revision of your paper. Some of the revisions I ask for, however, are not difficult and not time consuming to implement, so I strongly encourage you to address and implement them in your revision. The last one needs some more thought on your part, but please try to address that point in particular. I would only suggest acceptance of your paper if you can convince me that it still makes sense.</p> <p>Here are the points:</p> <p>There are quite a number of small grammar and writing issues. Sometimes there are missing spaces, sometimes you write iphone, sometimes iPhone, the new literature citations are not completely formatted in the same way as the others, and many other small but distracting issues. I am not sure if the publisher will help you with these. If so, you do not need to do anything as they will take care of it and they are not important from the point of view of the content of your paper, but otherwise please try to go over it yourself with a fine comb, ask for help from skilled friends, and/or get professional help. All these minor problems and issues distract from the actual content of your paper.</p> <p>Please shortly address the changes that have occurred in the smartphone interfaces since 2012. You do not need to conduct any new experiments, but just highlighting the issues will show to the reader that you are aware of them. For instance, on some of the newer Android phones there is no visible back button anymore, and the Material Design Guidelines now have placed the standard navigation control on the top left of all apps, so from the point of view of your results, this placement</p>	



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has actually worsened the user experience, both for new users, as well as considering the issue with the reaching the button with small thumbs. On the other hand, there is now less difference between Android and iOS interfaces. I am working with both, and what was rather disturbing for me initially was that in the Android interface, the user has to press on the text part of a "< back button" navigation element on the top left of the screen (tapping on the "<" element does not work), whereas on iOS tapping on the text does not work and the user, instead, has to tap on the "<" part of the top left navigation element, which additionally especially on small iPhones often is difficult to "hit", since most developers probably only test their apps on larger iPhones. In the context of your cross-usage experiments, such a difference might be significant, as the users will probably have troubles to find out which part on the device to which they are not used they have to press, especially since there is no visual indication what parts in the top left of the screen are touch sensitive to go back in an app. On the other hand, Android users will have an easier time finding the back button on the top left on iPhones, and iPhone users will also be more successful finding the general area, even though they might still be hampered because of the differenced in the interface usage I mentioned above.

**Please also address the statistical relevance of your findings.** You should at least evaluate the significance levels based on standard mathematical methods, and deduce whether the results can be generalized in a meaningful way. I fear that the small sample means that the significance will be very low, but there are still arguments from usability research showing that even small samples can guide further research.

My biggest critique of your paper concern its point, and has not been addressed in your revision. Why does asking iPhone users to understand an Android GUI and vice-versa make any sense or is important? As I wrote, a back button is crucial to all interactions on one's phone, so users learn very quickly how to use it on their own phone. At the same time, there is no need to know how it works on another phone. What one knows from daily use shapes one's expectations, but I would hesitate to deduce any implications out of the study. What can you say about this point?



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**Reviewer Details:**

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