

REFERENCES

- [1] J. Garrett, *The Elements of User Experience*, 2nd ed. Berkeley (CA): New Riders, 2011, pp. 21-36.
- [2] User Experience Design. [Blog] *Semantic Studios*.2004 Available at: http://semanticstudios.com/user_experience_design/ [Accessed 6 Nov. 2017].
- [3] O. Gabry. (2016). UX—A quick glance about The 5 Elements of User Experience. [Blog] Available at: <https://medium.com/omarelgabrys-blog/ux-a-quick-glance-about-the-5-elements-of-user-experience-part-2-a0da8798cd52> [Accessed 6 Nov. 2017].
- [4] UX evaluation methods. [Blog] *ALL ABOUT UX*. 2015 Available at: <http://www.allaboutux.org/all-methods> [Accessed 6 Nov. 2017].
- [5] T. Lavie. and N. Tractinsky. Assessing dimensions of perceived visual aesthetics of web sites. *International Journal of Human-Computer Studies*, 60(3), pp.269-298.2004
- [6] K. Bang, M Kanstrup, A. Kjems, and J. Stage. *UX Evaluation Methods: An Investigation of the Danish IT-Industry's Work and the Relevance of Literature*. Master Thesis. Aalborg University - Department of Computer Science.2015.
- [7] V. Roto , M. Obrist, and K. Mattila. User Experience Evaluation Methods in Academic and Industrial Contexts. In: *CHI2009 Conference*. Boston, Massachusetts: ACM Press.2009.
- [8] G. Gediga, K. Hamborg and I. Düntsch, "The IsoMetrics usability inventory: An operationalization of ISO 9241-10 supporting summative and formative evaluation of

software systems", *Behaviour & Information Technology*, vol. 18, no. 3, pp. 151-164, 1999.

[9] M. Macleod, "Usability: Practical Methods for Testing and Improvement", in *Norwegian Computer Society Software 94 Conference*, Sandvika, Norway, 1994, pp. 1-12.

[10] "Software Usability Measurement Inventory", *Sumi.uxp.ie*. [Online]. Available: <http://sumi.uxp.ie/en/>. [Accessed: 11- Nov- 2017].

[11] B. Laugwitz, T. Held and M. Schrepp, "Construction and Evaluation of a User Experience Questionnaire", *Lecture Notes in Computer Science*, pp. 63-76, 2008.

[12] M. Rauschenberger, M. Schrepp, M. Perez-Cota, S. Olschner and J. Thomaschewski, "Efficient Measurement of the User Experience of Interactive Products. How to use the User Experience Questionnaire (UEQ). Example: Spanish Language Version", *International Journal of Interactive Multimedia and Artificial Intelligence*, vol. 2, no. 1, p. 39, 2013.

[13] M. Manzoor, "Measuring user experience of usability tool, designed for higher educational websites". *Middle East Journal of Scientific Research*. 14. pp. 347-353.2013

[14] L. Hasan, "Evaluating the Usability of Educational Websites Based on Students' Preferences of Design Characteristics", *International Arab Journal of e-Technology*, vol. 3, no. 3, pp. 179-193, 2014.

[15] T. Koponen, J. Varsaluoma and T. Walsh, "Introduction to Long-Term User Experience Methods", Department of Software Systems Tampere University of Technology (TUT), 2011.

- [16] S. Kujala, V. Roto, K. Väänänen-Vainio-Mattila, E. Karapanos and A. Sinnelä, "UX Curve: A method for evaluating long-term user experience", *Interacting with Computers*, vol. 23, no. 5, pp. 473-483, 2011.
- [17] A. Kittur, E. Chi and B. Suh, "Crowdsourcing user studies with Mechanical Turk", *Proceeding of the twenty-sixth annual CHI conference on Human factors in computing systems - CHI '08*, 2008.
- [18] D. Liu, R. Bias, M. Lease and R. Kuipers, "Crowdsourcing for usability testing", *Proceedings of the American Society for Information Science and Technology*, vol. 49, no. 1, pp. 1-10, 2012.
- [19] G. Meedin and I. Perera, "Crowdsourcing towards User Experience evaluation: An intelligent user experience questionnaire (IUEQ)", *2014 14th International Conference on Advances in ICT for Emerging Regions (ICTer)*, 2014.
- [20] U. Kuter and C. Yilmaz, "Survey Methods: Questionnaires and Interviews", *Lte-projects.umd.edu*, 2001. [Online]. Available: <http://lte-projects.umd.edu/hci-rm/survey.html>. [Accessed: 06- Dec- 2017].
- [21] W. Trochim, "Social Research Methods - Knowledge Base", *Socialresearchmethods.net*, 2000. [Online]. Available: <https://www.socialresearchmethods.net/kb/>. [Accessed: 06- Dec- 2017].
- [22] "Ethical Guidelines for Statistical Practice", American Statistical Association, 2016.
- [23] K. Flaherty, "Are Your Personas Outdated? Know When It's Right To Revise", *Nielsen Norman Group*, 2016.
- [24] A. Affairs, "Personas | Usability.gov", *Usability.gov*. [Online]. Available: <https://www.usability.gov/how-to-and-tools/methods/personas.html>. [Accessed: 30- Nov- 2017].

- [25] G. Ball, D. Ling, D. Kurlander, J. Miller, D. Pugh, T. Skelly, A. Stankosky, D. Thiel, M. Dantzich and T. Wax, "Lifelike Computer Characters: the Persona project at Microsoft Research", Microsoft Research, 2008.
- [26] Nass, C.S., Jonathan; Tauber, Ellen R. Computers are Social Actors. In Proceedings of CHI'94: Human Factors in Computing Systems (April 24-28, Boston, MA), Association for Computing Machinery, 1994, pp. 72-77.
- [27] B. Tidball and P. Stappers, "Crowdsourcing Contextual User Insights for UCD", 2011.
- [28] "LUIS: Language Understanding Intelligent Service", *Luis.ai*. [Online]. Available: <https://www.luis.ai>. [Accessed: 06- Dec- 2017].
- [29] J. Claridge, "WAMMI - Questionnaire", *Wammi.com*. [Online]. Available: <http://www.wammi.com/questionnaire.html>. [Accessed: 06- Dec- 2017].
- [30] N. Eagle, "txteagle: Mobile Crowdsourcing", Lecture Notes in Computer Science, pp. 447-456, 2009.
- [31] B. Ye, Y. Wang and L. Liu, "Crowd Trust: A Context-Aware Trust Model for Worker Selection in Crowdsourcing Environments", 2015 IEEE International Conference on Web Services, 2015.
- [32] H. Yu, C. Miao, C. Leung, Y. Chen, S. Fauvel, V. Lesser and Q. Yang, "Mitigating Herding in Hierarchical Crowdsourcing Networks", Scientific Reports, vol. 6, no. 1, 2016.
- [33] Response Burden and Questionnaire Length: Is Shorter Better? A Review and Meta-analysis Sindre Rolstad, PhD^{low asterisk}, Correspondence information about the author PhD Sindre Rolstad Email the author PhD Sindre Rolstad, John Adler, PhD^{Lic}, Anna Rydén, PhD AstraZeneca R&D, Mölndal, Sweden

- [34] S. Zhang, E. Dinan, J. Urbanek, A. Szlam, D. Kiela and J. Weston, "Personalizing Dialogue Agents: I have a dog, do you have pets too?", Montreal Institute for Learning Algorithms, MILA, 2018.
- [35] P. Mazaré, S. Humeau, M. Raison and A. Bordes, "Training Millions of Personalized Dialogue Agents", arXiv.org, 2019. [Online]. Available: <https://arxiv.org/abs/1809.01984>. [Accessed: 2019].
- [36] M. Dörflinger, A. Auinger and W. Wetzlinger, "Comparing Effectiveness, Efficiency, Ease of Use, Usability and User Experience When Using Tablets and Laptops", in International Conference of Design, User Experience, and Usability, University of Applied Sciences Upper Austria, Campus Steyr, 2014.
- [37] "Usability Goal Setting Tool", IIT, Bombay.
- [38] Everest Global, Inc, "Driving Enterprise Chatbot Adoption", 2018.
- [39] M. Canonico and L. Russis, "A Comparison and Critique of Natural Language Understanding Tools", in The Ninth International Conference on Cloud Computing, GRIDs, and Virtualization, 2018, pp. 110-115.
- [40] "Text Analytics API | Microsoft Azure", Azure.microsoft.com. [Online]. Available: <https://azure.microsoft.com/en-us/services/cognitive-services/text-analytics/>. [Accessed: 01- Apr- 2019].