An Experimental Evaluation of the User Friendliness of Gmail, Yahoo and Outlook

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Abstract: This paper addresses usability testing on three email domains: Yahoo, Gmail and Outlook. To conduct a comparative evaluation, an empirical-based, within-group, experiment of 19 subjects, performing 16 tasks, was executed to compare users' performance/feedback. ANOVA was conducted to analyze the collected data for every task individually. Seven tasks were statistically different at a significance level of 0.05. Furthermore, weights of 1-5 were given to the tasks based on what is essential in using the email service. The significant factors from ANOVA that were assigned weights helped calculate scores of 29 for Gmail, 14 for Yahoo, and 14 for Outlook, concluding that Gmail is the most user-friendly email domain. Second, Analytic Hierarchical Process (AHP) was used based on five criteria: Interface and Organization, Storage, Reputation, Applications, and Special Features. Subjects were asked to do a pair-wise comparison between them. The highest ranking went to Applications with (38.64%), while the lowest went to Special Features (3.48%).

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