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The Correlation between Users' Star Rating and Usability on Mobile Applications

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Abstract : Star rating for mobile applications is a very useful way to differentiate between the best and worst rated applications. However, the question is whether the rating reflects the level of usability or not. The aim of this paper is to find out if the user’ star ratings on mobile apps correlate with the usability of those apps. Thus, we tested three mobile apps, which have different star ratings: low, medium, and high. Participating in the study, 15 mobile phone users were asked to do one single task for each of the three tested apps. After each task, the participant evaluated the app by answering a survey based on the System Usability Scale (SUS). The results found that there is no major correlation between the star rating and the usability. However, it was found that the task completion time and the numbers of errors that may happen while completing the task were significantly correlated to the usability.

Keywords : mobile applications, SUS, star rating, usability