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Full Length Research Paper

Interface design and netizen behavior of immediate communication software

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As Taiwan is becoming more networked coupled with the use of Instant Messaging (IM) which is becoming increasingly popular, instant messaging has become the most popular online activity. The emergence of instant messaging software is used for connecting the relationship between people. However, a combination of interface design with the changing times and the function of instant messaging software and development are also changing. IM is no longer only a chat function, but has also introduced a variety of additional functions, and have joined the emoticons, chat background (situation), animation express (choking sound) with interesting features of dolls resulting from real-time communications software which is not just a simple chat tool, but a full-featured Internet software. instant messaging software not only allows a person to see the other person's face in emoticons and animations Express (choking sound Doll), it also allows users to see each other at the same time express in their present expression. Through our research from the user point of view, the selection of two new instant messaging interface for its assessment of human-computer interaction research; the beginning of the study using experimental methods to enable users to do gymnastics in person, then take the completed questionnaire to give. The results showed that there are two advantages and disadvantages of instant messaging, but on the whole, in regards to MSN Messenger emoticons as compared to other users, Yahoo! Kimo Messenger's audible doll animated interface is more susceptible to love than MSN Messenger Express user interface. However, it is anticipated that its results can provide instant messaging software designers.

Key words: Instant messaging, emoticons, animations express (audible dolls), human-computer interactive interface.

INTRODUCTION

There has been increasing interest in computer-aided techniques and their applications in recent years (Hsiao et al., 2005a, b, c, d, e; Chen et al., 2008d, e, 2011a, b; Chen and Huang, 2011; Shih et al., 2011a, b; Lee et al., 2011), engineering applications (Lu, 2003; Amini and Vahdani, 2008; Chang et al., 2008; Chen, 2006; Trabia et al., 2008; Tu et al., 2008; Yang et al., 2008a; Shih et al., 2010b; Yeh and Chen, 2010), architectural engineering (Chen et al., 2004, 2010i, 2011c, d; Hsieh et al., 2006; Chen, 2010a, b, c, 2011c, d; Hsu et al., 2010; Liu et al., 2011; Tang et al., 2011), satellite observations (Lin et al., 2009a, b; Lin and Chen, 2010b, 2011; Yeh et al., 2011), marine research (Chen et al., 2005a, b, 2006a, b, c, 2007a, b, c, d, e, f;

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Chen et al., 2008a, b, c, 2009c; Tseng et al., 2009; Chen, 2009b, c, 2010d, 2011a, b, c), network optimization (Chen et al., 2009g; Chen and Chen, 2010b; Shih et al., 2010a, c; Kuo et al., 2010, 2011; Kuo and Chen, 2011a, b), system development (Chen, 2009a, 2010c; Chen et al., 2009a, b, d, e, f, 2010a, c, d, 2f; Lin and Chen, 2010a; Shih et al., 2011d; Tseng et al., 2011), educational improvement (Chen et al., 2010b; Shih et al., 2010d, 2011, 2011c) and management in the leisure and tourism industries (Yildirim et al., 2009; Zhao et al., 2009; Tsai et al., 2008; Yang et al., 2008b; Yeh et al., 2008; Chen and Chen, 2010a; Chen et al., 2010e, g, h; Lee et al., 2010a, b; Chiang et al., 2010; Tsai and Chen, 2010, 2011). This paper would integrate the computer-aided website and marketing management for the case study of Cliven products. This paper will study the interface technique for business and marketing management.

Firstly, whether it is MSN Messenger, Yahoo Kimo Messenger, ICQ, or Skype, instant messaging software has now become the most popular Internet communication tool. Most netizens living in the network, instant messaging software play an important maintenance tool for interpersonal communication, so that the relationship between people is closely seen. With the emergence of instant messaging software changing times, function is also changing; characters you come to meet are just a piece of cake, instant messaging software has introduced a variety of additional functions, joined the emoticons, chat background (situation), animation express (choke sound dolls) and other interesting features, combining entertainment and personalization features, which are applied to instant messaging software makes it more interesting, an increase of Internet users using instant messaging software, fun chat, instant messaging is not just a simple chat tool instant messaging software, but a full-featured Internet software.

Face to face conversation between users cannot clearly express their emotions, so we used the MSN Messenger and Yahoo Kimo Messenger instant messaging software, and animated emoticons which express the choking sound doll that can be deeply rooted and can more clearly express their emotions.

Now there is more fun in the market competition of instant messaging, due to the fact that each industry has been offering many different features. For free video (webcam) chat network users, due to the inability to see each other's face, we used the MSN Messenger and Yahoo software to study the Kimo Messenger emoticons, and animations Express (choking sound baby) to know what kind of comparison can be used to express the user's mood and expression.

MATERIALS AND METHODS

MSN Messenger emoticons, animated delivery and Yahoo! Kim Messenger emoticons, audible doll interface introduction are described as highlighted thus:

1. The first interface is the "emoticons": Use of emoticons icon allows users to add more fun to communicate, it can be a more specific demonstration of the user's experience. Figure 1 is MSN Messenger emoticons, and Figure 2 is Yahoo! Kimo Messenger emoticons. MSN Messenger is the different places you can add emoticons, which are more vivid and simple, Yahoo! Kimo Messenger expression patterns cannot be added according to personal preference.
2. The second interface is the "express and Audibles doll animation": no longer just a static symbol is a combination of dynamic movement and sound. Figure 3 shows the animated Express, MSN messenger, and Figure 4 is Yahoo! Kimo Messenger's audible dolls, doll choking sound different from the animated delivery, baby choking sound and style choices are more localized style designs to say hello, goodbye and intimate performance, etc; and animation can express the choice of style but is relatively small.

RESEARCH ANALYSIS

Research samples

We previously described the expression of the MSN Messenger interface design, animation, interface and Yahoo! Express Kim Messenger's emoticons interface, choking sound interface in four major child-oriented researches to evaluate the interface of the object.

Evaluation methods

The subjects' practice started after they completed the questionnaires, and after the data used to analyze the difference between the two interface types were collected.

Subjects

A total of 30 subjects completed the questionnaires ranging from junior high school to the community school, and each subject used MSN Messenger emoticons, animated delivery and Yahoo! Kimo Messenger emoticons, and audible doll experience.

Use of equipment

Study in a McDonald's for wireless network equipment, major equipment notebook computers and mouse.

RESULTS AND DISCUSSION

Basic statistics users

A questionnaire survey was conducted at first glance on the display of MSN Messenger emoticons interface, and more people were interested in practical subjects to express their own emotions. More people were interested in the Yahoo! Kimo Messenger's audible doll interface, due to the fact that the Interface design doll choking sound was more lively, and the color was also more abundant. Overall, most people assume that the MSN

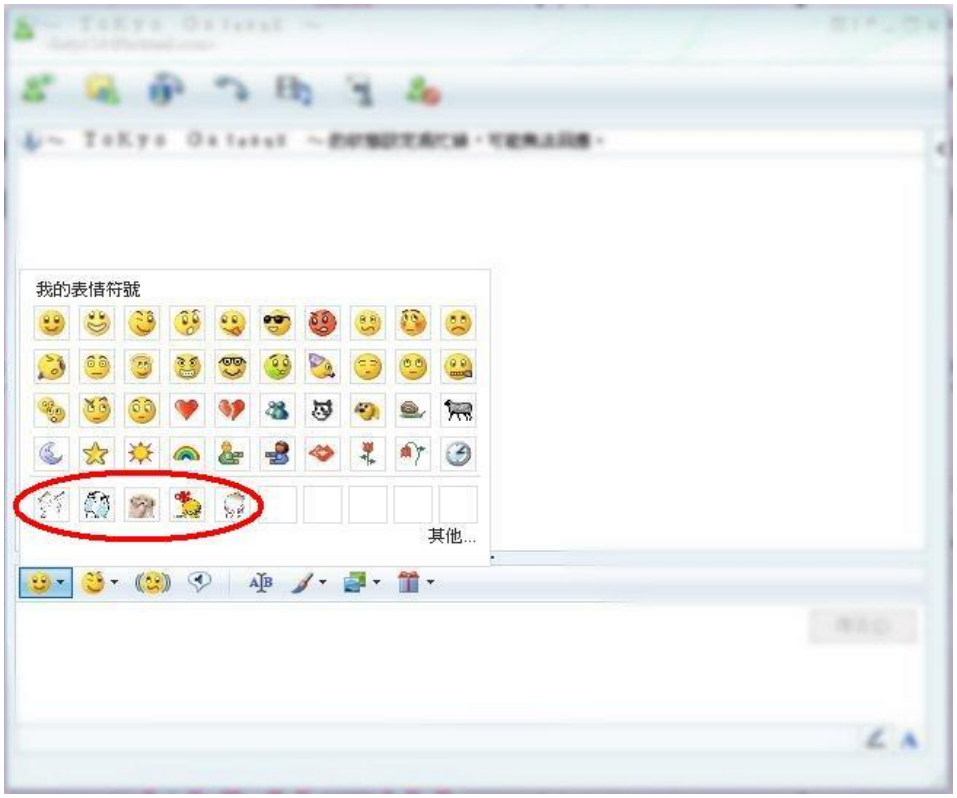

Figure 1. MSN messenger emoticons.

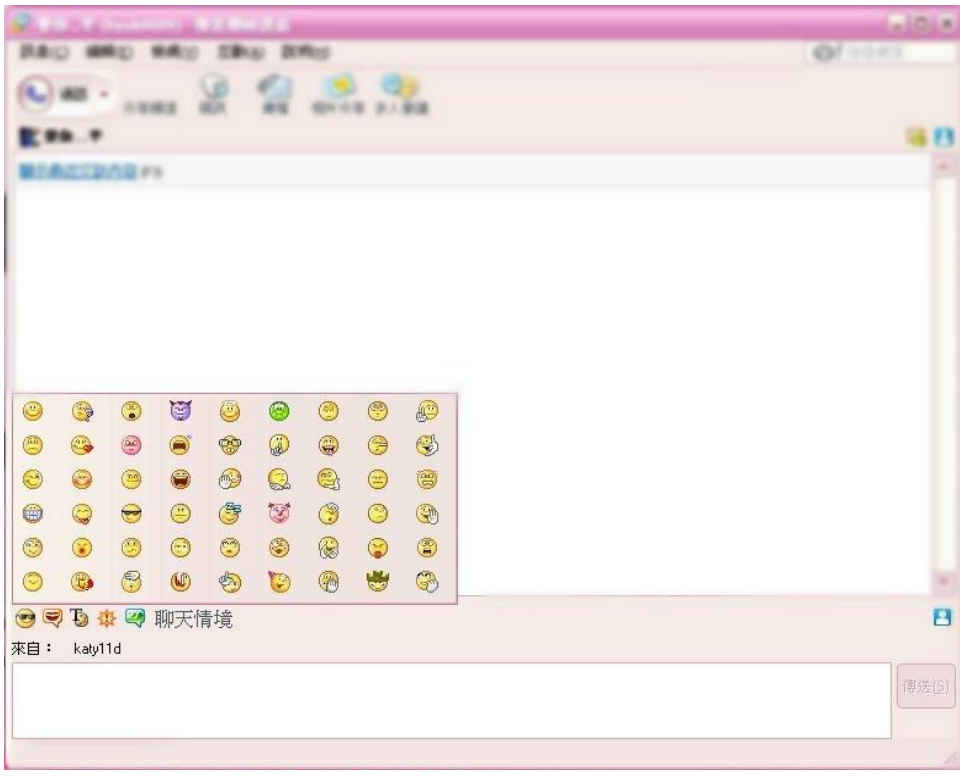

Figure 2. Yahoo! Kimo Messenger emoticons.

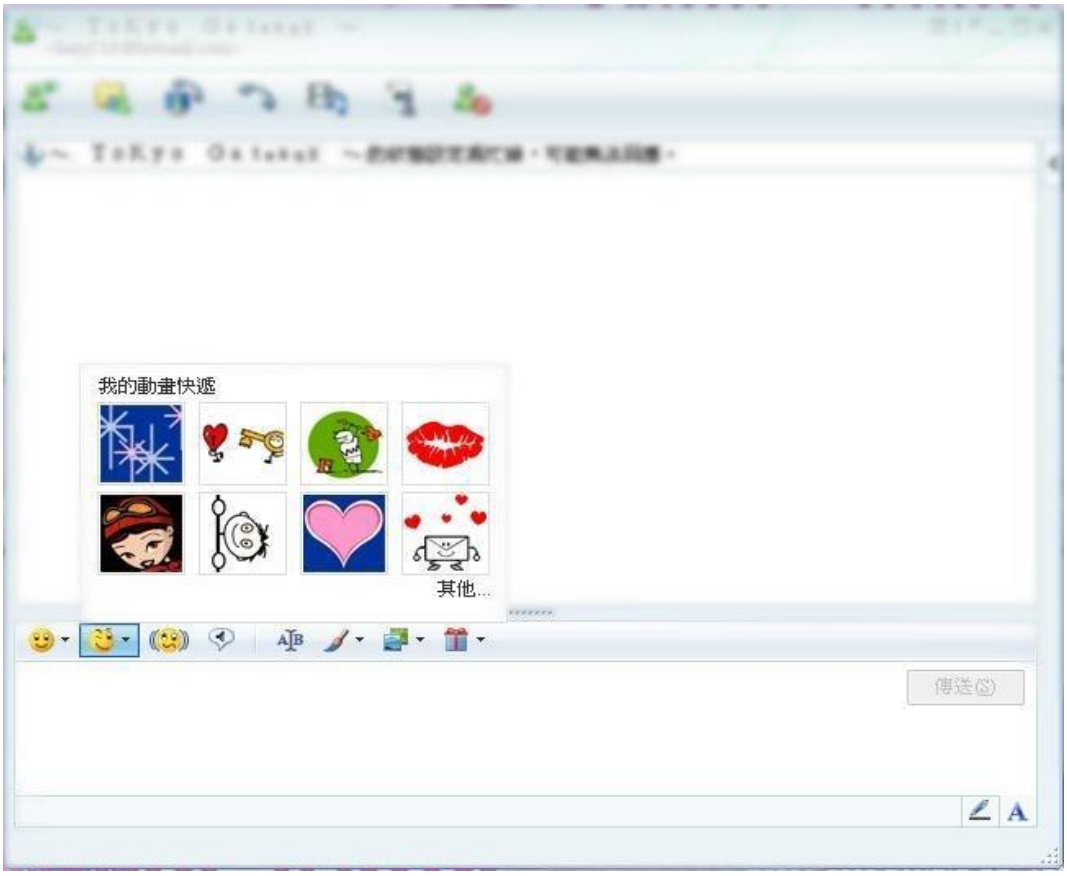

Figure 3. MSN Messenger animated Express.

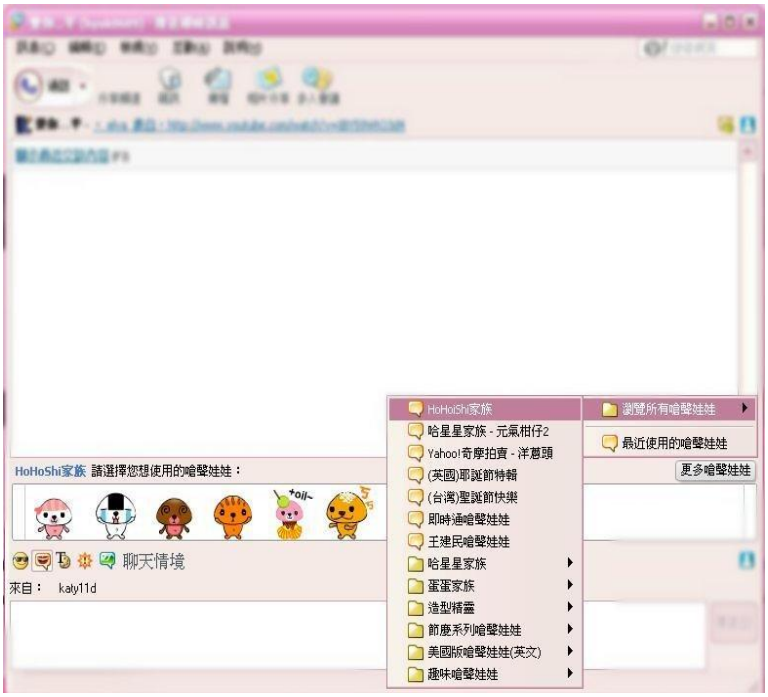

Figure 4. Yahoo! Kimo Messenger voice choking baby.

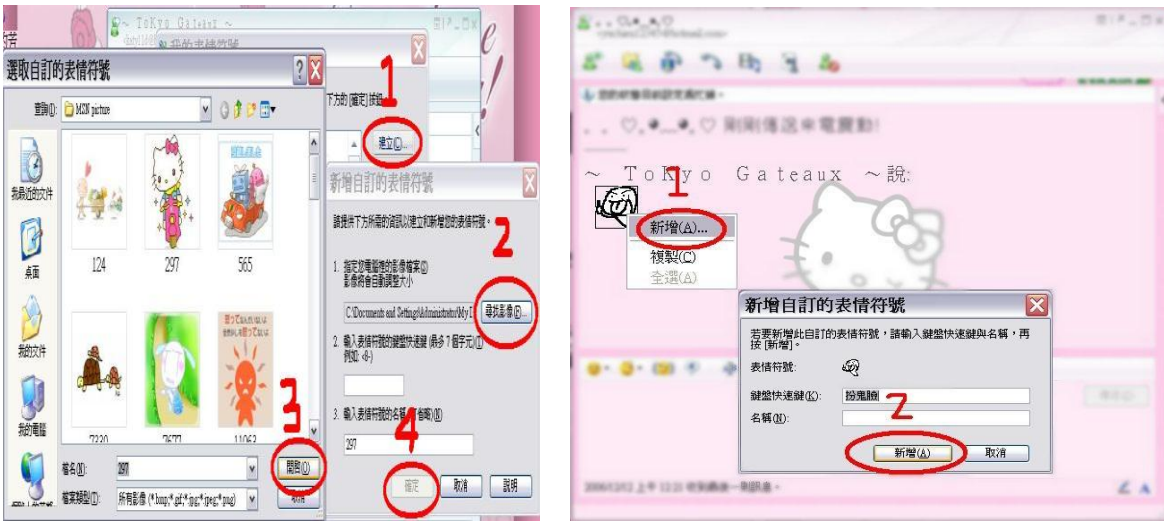

Figure 5. MSN Messenger emoticons new interface.

Table 1. MSN Messenger and Yahoo! Kimo Messenger interface and animated emoticons and audible express interface of different dolls.

Variable	MSN Messenger	Yahoo！Kimo Messenger
Emoticon interface	Originally built in emoticons, a small number of users and cannot fully express the emotions, but can their new designs (Figures 5, 6), to express the current user's mood.	Than the original built-in MSN Messenger emoticons more, but no more new symbols.
Animation Express interface with the choking sound dolls	Less selective (Figure 3)	More choice (Figure 4)

Messenger was more popular. As for the future, there will be continuity in the use of instant messaging software because of two advantages and disadvantages. Statistics of the results for male and female show that a greater number of people make use of MSN Messenger and a majority of high school students make use of Yahoo! Kimo Messenger.

Accorrding to Figure 5, MSN messenger emoticons new interface is added. Furthermore, MSN Messenger and Yahoo! Kimo Messenger interface and animated emoticons and audible express interface of different dolls are shown in Table 1.

Conclusions

The survey results can be found in both the interface design of instant messaging software and it has different advantages and disadvantages, but overall, MSN Messenger emoticons and Yahoo! Kimo Messenger and choking sound interface of the more users like dolls. These are the users' point of view, to explore the MSN Messenger emoticons, animated delivery and Yahoo! Kim Messenger emoticons, audible doll effects to the user interface with the hope that the results can provide reference and thus improve instant messaging software designers.

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