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No need to read: Developing a pictorial single-item scale for measuring perceived usability

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Highlights

- The article presents a design- and evaluation-procedure for the development of a pictorial single-item scale for measuring perceived usability.
- First empirical results indicate that the PSIUS (Pictorial Single-Item Usability Scale) enjoys satisfactory psychometric properties.
- The PSIUS provides a promising nonverbal alternative to verbal scales for summative usability evaluation

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