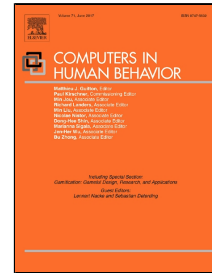


Accepted Manuscript

Modelling the relationship between design/performance factors and perceptual features contributing to Quality of Experience for mobile Web browsing

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PII: S0747-5632(17)30288-1
DOI: 10.1016/j.chb.2017.04.046
Reference: CHB 4945
To appear in: *Computers in Human Behavior*
Received Date: 18 April 2016
Revised Date: 28 February 2017
Accepted Date: 22 April 2017

Please cite this article as: Sabina Baraković, Lea Skorin-Kapov, Modelling the relationship between design/performance factors and perceptual features contributing to Quality of Experience for mobile Web browsing, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.04.046

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Research highlights for the paper entitled “Modelling the relationship between design/performance factors and perceptual features contributing to Quality of Experience for mobile Web browsing”:

- Number of taps negatively affects perceived aesthetics and loading time
- Loading time negatively affects perceived usability
- Aesthetics positively affects perceived usability and quality of information
- Quality of information positively affects perceived usability and aesthetics
- Quantification of mutual relations between QoE influence factors and features

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