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International Conference:
Modern Information Technologies for Society

/ Book of Abstracts

/ Editors:

■ Małgorzata Plechawska-Wójcik

■ Karolina Rybak

■ Grzegorz Kozieł

Polish Information Processing Society

Lublin 2025



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(MITS'2025)

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Assessing the User Experience Dimensions in a Gamified Health Application

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The current increase in the importance and popularity of medical mobile applications in everyday life creates a non-negligible need for evaluating the key aspects of User Experience (UX), particularly usability, user engagement, and user satisfaction. This paper presents the results of a pilot study assessing the aforementioned UX areas by utilising the Mobile Application Rating Scale (MARS) questionnaire. This is the standardised survey designed specifically for the evaluation of the health-related mobile applications' quality, including user engagement, aesthetics, subjective quality, as well as elements of usability. The Waterful application was examined, which is an Android mobile application that supports the following daily fluid intake. It offers the gamification features characterised by the daily fluid intake target, as well as the challenges for which the user can earn badges. The research was conducted on the group of English-speaking participants that represents a diversified research group in respect of demographic factors such as age or gender. The recruited participants are proficient in using mobile applications on the Android system and interacted with the same English-language user interface during the experiment. This paper demonstrates the preliminary results of MARS-based medical application analysis, highlighting strengths and weaknesses of the application itself.

Keywords

interface quality assessment, mobile health app, MARS, usability, accessibility