

## Instructions for use:

Raters should:

1. Use the app and trial it thoroughly for at least 10 minutes;
2. Determine how easy it is to use, how well it functions and does it do what it purports to do;
3. Review app settings, developer information, external links, security features, etc.

## Scoring

A: Engagement Mean Score = \_\_\_\_\_

B: Functionality Mean Score = \_\_\_\_\_

C: Aesthetics Mean Score = \_\_\_\_\_

D: Information Mean Score\* = \_\_\_\_\_

\* Exclude questions rated as "N/A" from the mean score calculation.

**App quality mean score** \_\_\_\_\_ =  $A + B + C + D / 4$

The *App subjective quality* scale can be reported as individual items or as a mean score, depending on the aims of the research.

The *Perceived impact* items can be adjusted and used to obtain information on the perceived impact of the app on the user's knowledge, attitudes and intentions related to the target health behaviour.

# Mobile Application Rating Scale: user version (uMARS)

App Name: \_\_\_\_\_

Circle the number that most accurately represents the quality of the app you are rating. All items are rated on a 5-point scale from “1.Inadequate” to “5.Excellent”. Select N/A if the app component is irrelevant.

## App Quality Ratings

### SECTION A

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**Engagement – fun, interesting, customisable, interactive, has prompts (e.g. sends alerts, messages, reminders, feedback, enables sharing)**

1. **Entertainment: Is the app fun/entertaining to use? Does it have components that make it more fun than other similar apps?**
  - 1 Dull, not fun or entertaining at all
  - 2 Mostly boring
  - 3 OK, fun enough to entertain user for a brief time (< 5 minutes)
  - 4 Moderately fun and entertaining, would entertain user for some time (5-10 minutes total)
  - 5 Highly entertaining and fun, would stimulate repeat use
  
2. **Interest: Is the app interesting to use? Does it present its information in an interesting way compared to other similar apps?**
  - 1 Not interesting at all
  - 2 Mostly uninteresting
  - 3 OK, neither interesting nor uninteresting; would engage user for a brief time (< 5 minutes)
  - 4 Moderately interesting; would engage user for some time (5-10 minutes total)
  - 5 Very interesting, would engage user in repeat use
  
3. **Customisation: Does it allow you to customise the settings and preferences that you would like to (e.g. sound, content and notifications)?**
  - 1 Does not allow any customisation or requires setting to be input every time
  - 2 Allows little customisation and that limits app's functions
  - 3 Basic customisation to function adequately
  - 4 Allows numerous options for customisation
  - 5 Allows complete tailoring the user's characteristics/preferences, remembers all settings
  
4. **Interactivity: Does it allow user input, provide feedback, contain prompts (reminders, sharing options, notifications, etc.)?**
  - 1 No interactive features and/or no response to user input
  - 2 Some, but not enough interactive features which limits app's functions
  - 3 Basic interactive features to function adequately
  - 4 Offers a variety of interactive features, feedback and user input options
  - 5 Very high level of responsiveness through interactive features, feedback and user input options

**5. Target group: Is the app content (visuals, language, design) appropriate for the target audience?**

- 1 Completely inappropriate, unclear or confusing
- 2 Mostly inappropriate, unclear or confusing
- 3 Acceptable but not specifically designed for the target audience. May be inappropriate/ unclear/confusing at times
- 4 Designed for the target audience, with minor issues
- 5 Designed specifically for the target audience, no issues found

## **SECTION B**

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**Functionality – app functioning, easy to learn, navigation, flow logic, and gestural design of app**

**6. Performance: How accurately/fast do the app features (functions) and components (buttons/menus) work?**

- 1 App is broken; no/insufficient/inaccurate response (e.g. crashes/bugs/broken features, etc.)
- 2 Some functions work, but lagging or contains major technical problems
- 3 App works overall. Some technical problems need fixing, or is slow at times
- 4 Mostly functional with minor/negligible problems
- 5 Perfect/timely response; no technical bugs found, or contains a 'loading time left' indicator (if relevant)

**7. Ease of use: How easy is it to learn how to use the app; how clear are the menu labels, icons and instructions?**

- 1 No/limited instructions; menu labels, icons are confusing; complicated
- 2 Takes a lot of time or effort
- 3 Takes some time or effort
- 4 Easy to learn (or has clear instructions)
- 5 Able to use app immediately; intuitive; simple (no instructions needed)

**8. Navigation: Does moving between screens make sense; Does app have all necessary links between screens?**

- 1 No logical connection between screens at all /navigation is difficult
- 2 Understandable after a lot of time/effort
- 3 Understandable after some time/effort
- 4 Easy to understand/navigate
- 5 Perfectly logical, easy, clear and intuitive screen flow throughout, and/or has shortcuts

**9. Gestural design: Do taps/swipes/pinches/scrolls make sense? Are they consistent across all components/screens?**

- 1 Completely inconsistent/confusing
- 2 Often inconsistent/confusing
- 3 OK with some inconsistencies/confusing elements
- 4 Mostly consistent/intuitive with negligible problems
- 5 Perfectly consistent and intuitive

## SECTION C

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### Aesthetics – graphic design, overall visual appeal, colour scheme, and stylistic consistency

**10. Layout: Is arrangement and size of buttons, icons, menus and content on the screen appropriate?**

- 1 Very bad design, cluttered, some options impossible to select, locate, see or read
- 2 Bad design, random, unclear, some options difficult to select/locate/see/read
- 3 Satisfactory, few problems with selecting/locating/seeing/reading items
- 4 Mostly clear, able to select/locate/see/read items
- 5 Professional, simple, clear, orderly, logically organised

**11. Graphics: How high is the quality/resolution of graphics used for buttons, icons, menus and content?**

- 1 Graphics appear amateur, very poor visual design - disproportionate, stylistically inconsistent
- 2 Low quality/low resolution graphics; low quality visual design – disproportionate
- 3 Moderate quality graphics and visual design (generally consistent in style)
- 4 High quality/resolution graphics and visual design – mostly proportionate, consistent in style
- 5 Very high quality/resolution graphics and visual design - proportionate, consistent in style throughout

**12. Visual appeal: How good does the app look?**

- 1 Ugly, unpleasant to look at, poorly designed, clashing, mismatched colours
- 2 Bad – poorly designed, bad use of colour, visually boring
- 3 OK – average, neither pleasant, nor unpleasant
- 4 Pleasant – seamless graphics – consistent and professionally designed
- 5 Beautiful – very attractive, memorable, stands out; use of colour enhances app features/menus

## SECTION D

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### Information – Contains high quality information (e.g. text, feedback, measures, references) from a credible source

**13. Quality of information: Is app content correct, well written, and relevant to the goal/topic of the app?**

- N/A There is no information within the app
- 1 Irrelevant/inappropriate/incoherent/incorrect
  - 2 Poor. Barely relevant/appropriate/coherent/may be incorrect
  - 3 Moderately relevant/appropriate/coherent/and appears correct
  - 4 Relevant/appropriate/coherent/correct
  - 5 Highly relevant, appropriate, coherent, and correct

**14. Quantity of information: Is the information within the app comprehensive but concise?**

- N/A There is no information within the app
- 1 Minimal or overwhelming
  - 2 Insufficient or possibly overwhelming
  - 3 OK but not comprehensive or concise
  - 4 Offers a broad range of information, has some gaps or unnecessary detail; or has no links to more information and resources
  - 5 Comprehensive and concise; contains links to more information and resources

**15. Visual information: Is visual explanation of concepts – through charts/graphs/images/videos, etc. – clear, logical, correct?**

N/A There is no visual information within the app (e.g. it only contains audio, or text)

- 1 Completely unclear/confusing/wrong or necessary but missing
- 2 Mostly unclear/confusing/wrong
- 3 OK but often unclear/confusing/wrong
- 4 Mostly clear/logical/correct with negligible issues
- 5 Perfectly clear/logical/correct

**16. Credibility of source: does the information within the app seem to come from a credible source?**

N/A There is no information within the app

- 1 Suspicious source
- 2 Lacks credibility
- 3 Not suspicious but legitimacy of source is unclear
- 4 Possibly comes from a legitimate source
- 5 Definitely comes from a legitimate/specialised source

## App subjective quality

### SECTION E

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**17. Would you recommend this app to people who might benefit from it?**

- |   |            |   |
|---|------------|---|
| 1 | Not at all | I would not recommend this app to anyone                |
| 2 |            | There are very few people I would recommend this app to |
| 3 | Maybe      | There are several people I would recommend this app to  |
| 4 |            | There are many people I would recommend this app to     |
| 5 | Definitely | I would recommend this app to everyone                  |

**18. How many times do you think you would use this app in the next 12 months if it was relevant to you?**

- 1 None
- 2 1-2
- 3 3-10
- 4 10-50
- 5 >50

**19. Would you pay for this app?**

- 1 Definitely not
- 2
- 3
- 4
- 5 Definitely yes

**20. What is your overall (star) rating of the app?**

- |   |       |                                 |
|---|-------|---------------------------------|
| 1 | ★     | One of the worst apps I've used |
| 2 | ★★    |                                 |
| 3 | ★★★   | Average                         |
| 4 | ★★★★  |                                 |
| 5 | ★★★★★ | One of the best apps I've used  |

