

# Mobile Apps and Consumer Education:

Helping consumers find what they need

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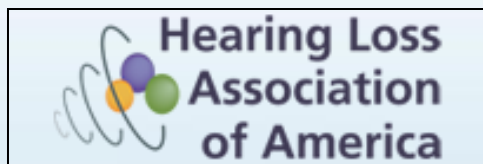
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# N-CHATT: Network of Consumer Hearing Assistive Technology Trainers

A development project of the  
Deaf/Hard of Hearing Technology RERC  
in partnership with:





# Roles of the N-CHAT T Trainers



## Inform

- Introduce consumers with hearing loss and relevant stakeholders to the wide variety of hearing assistive technology and communication strategies
- Help consumers develop an increased understanding of law and public policy related to hearing loss at work, school and the community
- Share with consumers strategies for advocacy to help ensure their civil rights



## Train

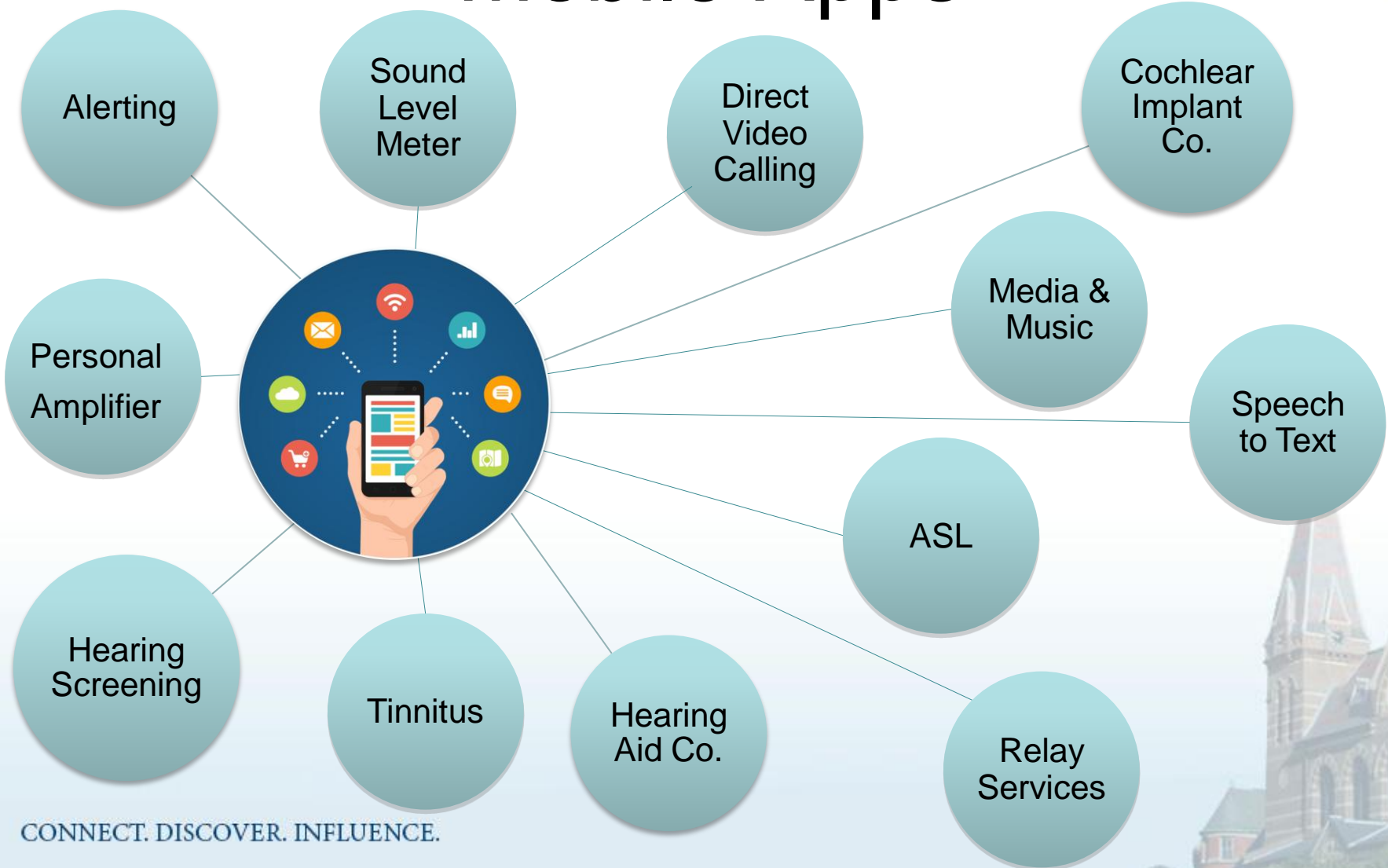
- Train consumers to evaluate their own listening needs at home, work, school, and the community
- Train consumers how to successfully adapt the use of their hearing technologies to various communication events
- Conduct community training events
- Train consumers how to use appropriate communication strategies to maximize communication success



## Support

- Help consumers develop systematic problem solving skills to address the challenges using technology
- Provide informational support about hearing assistive technology to an individual's family, friends, and places where they use hearing assistive technology
- Provide resources and support to consumers beyond community event

# Mobile Apps



# N-CHATT: Hands-on Mobile App Training Activity

App Selection

App Exploration

Report Back



# App Selection: Considerations

## Mobile Operating System & Storefronts

### Storefronts & Websites

- ratings
- reviews
- number of downloads
- cost (in-app purchases)
- updates





# App Exploration: User Experience

- Utility:
  - Quality Function Deployment (QFD) method
- Usability:
  - Standardized Universal Percentile Rank-Questionnaire (SUPR-Q)

# App Exploration: Tasks

## **Task 1:** Evaluate utility

- Identify your wants and needs; prioritize
- Identify the how's of the app
- Consider the relationship between the wants and needs and the how's

## **Task 2:** Evaluate usability

- State your level of agreement to 4 usability statements

## **Task 3:** Rate your likelihood to recommend



# Report Back: Group Share

- Describe want/needs and app
- Include positives and negatives of app; provide reasons behind your opinions
- Provide your responses to the usability statements and your likelihood to recommend rating

# Consumer Education

- is vitally important for the successful integration of mobile enabling solutions to support individual hearing and communication needs at home, work, school, and the community

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