Factors Influencing Patient Portal Use: Effects of Aesthetic Evaluations for Technology Adoption

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MCC = Multiple Chronic Conditions

Ward & Schiller (2010)
TECHNOLOGY ACCEPTANCE

Davis (1989); Moshagen & Theilsch (2010)

Web Aesthetics
- Simplicity
- Diversity
- Colorfulness
- Craftsmanship

Perceived Usefulness

Behavioral Intentions

Use Behavior

Perceived Ease of Use

TAM
Technology Acceptance Model
WEB AESTHETICS

Lavie & Tractinsky (2004); Moshagen & Thielsch (2010)

SIMPLICITY

DIVERSITY

COLORFULNESS

CRAFTMANSHP

classical  expressive
Designing for classical aesthetics may increase likelihood of e-health adoption