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**FACTORS OF INFLUENCE OF INTERFACE
USE BASED ON MOBILE APPLICATIONS**

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***Research methodology.*** *The methodological basis of the study comprise: the systematic analysis of the current technological process of development of the user interface of mobile applications; the mechanism of semantic networks to represent the links between factors of influence on the quality of the development of the user interface; the hierarchy analysis method for ranking factors.*

***Results.*** *The study singles out the set of factors of influence on the quality of the develop­ment of the user interface of mobile applications; it shows the essence of influence of factors and their relationship; it presents the developed graph of relationships between these factors hierarchically ordered by priority influence on the development of the user interface of mobile applications.*

***Novelty.*** *The study reveals the general nature of the analytical software component in the formation of information technology of prognostic evaluation and the quality assurance of the development of the user interfaces for mobile applications. The conditions for the synthesis of multilevel models of priority factors, forecasting and the quality assuranceby fuzzy logicmeanshave been formed. For the first time we have developed a graph of relationships between these factors hierarchically ordered by priority influence on the process of qualityassuranceof the development of user interfaces for mobile applications.*

***Practical significance.*** *Taking into account these results we can conclude on significant importance in ensuring the quality of the development of user interfaces for mobile applications. The results of the study have confirmed that this factor – providing clear and simple to use interface functionality in mobile applications affects all other factors consideredby authors at the lowest level. The results can be valuable for future researchers that will design similar software resources and mobile applications for a variety of devices.*