Available Resources (e.g. Technology, time, money, information, education)

End User

Sophistication (Depth: knowledge & skills in specific area; Breadth: knowledge & skills across areas; Finesse: transferring knowledge & skills from one area to another)

End User Capabilities

IT Requirements (e.g. Technology, money, time, information, education)

End User Fit

Perceived Usefulness (Relative advantage, subjective norms, compatibility, perceived behavioral control, feedback)

Perceived Ease of Use (Usability, behavioral control, support)

Adoption of IT Innovation

Intent to adopt IT Innovation

IT innovation