		1	2	3	4	5	6	7	
The following questions consist of pairs of contrasting attributes that may apply to the product. The circles between the attributes represent gradations between the opposites. You can express your agreement with the attributes by ticking the circle that most closely reflects your impression.									
Example:	attractive			x					unattractive
This response would mean that you rate the application as more attractive than unattractive.									
Please decide spontaneously. Don't think too long about your decision to make sure that you convey your original impression.									
Sometimes you may not be completely sure about your agreement with a particular attribute or you may find that the attribute does not apply completely to the particular product. Nevertheless, please tick a circle in every line.									
It is your personal opinion that counts. Please remember: there is no wrong or right answer!									
START ->	annoying								enjoyable
	not understandable								understandable
	creative								dull
	easy to learn								difficult to learn
	valuable								inferior
	boring								exciting
	not interesting								interesting
	unpredictable								predictable
	fast								slow
	inventive								conventional
	obstructive								supportive
	good								bad
	complicated								easy
	unlikable								pleasing
	usual								leading edge
	unpleasant								pleasant
	secure								not secure
	motivating								demotivating
	meets expectations								does not meet expectations
	inefficient								efficient
	clear								confusing
	impractical								practical
	organized								cluttered
	attractive								unattractive
	friendly								unfriendly
END ->	conservative								innovative
		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	

		1	2	3	4	5	6	7	