		1 2	3 4	5	6	7
The following guestions consist of pairs of contrasting attributes that may apply to the product. The			3 4	3	0	1
The following questions consist of pairs of contrasting attributes that may apply to the product. The ircles between the attributes represent gradations between the opposites. You can express your greement with the attributes by ticking the circle that most closely reflects your impression.						
greenterit with the attributes by ticking the circle that most closely reflects your impression.						
xample:	attractive		х			unattractive
.xampie.	attractive		^			unatuactive
This response would mean that you rate the application as more attractive than 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					-	
our original impression.						
Sometimes you may not be completely sure about your agreement with a particular attribute or you hay find that the attribute does not apply completely to the particular product. Nevertheless, please tick						
circle in every line.						
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 expectation
	inefficient					efficient
	clear					confusing
	impractical					practical
	organized					cluttered
	attractive					unattractive
	friendly					unfriendly
END ->	-					innovative
FIND ->	Conservative				-	IIIIOvative