

Consent.

Informed Consent Form

Understanding How User Experience Data Influences Design Evaluation: A Survey Study

What is this study about?

We are interested in understanding how different types of user experience evaluation data influence professional designers' assessment and recommendation processes. You will be shown interface designs along with user evaluation data and asked to make recommendations about whether these designs should be implemented.

What will you be asked to do?

If you agree to participate, you will:

- Complete a brief questionnaire about your professional background (3 minutes)
- Review 10 interface designs with accompanying user evaluation data (15-20 minutes)
- For each design, indicate whether you would recommend its implementation and explain your reasoning
- Answer questions about your decision-making process (5 minutes)

Total time commitment: Approximately 25 minutes

Risks and discomforts

There are minimal risks associated with this study. You may experience mild discomfort when reviewing certain interface designs, as some examples may demonstrate controversial or unfamiliar design approaches. You are free to skip any questions that make you uncomfortable.

Benefits

There are no direct benefits to you from participating in this research. However, your participation may help advance understanding of design evaluation practices and contribute to the development of better design assessment tools. You will receive compensation for your time **as listed** in the recruitment materials. You may also receive an additional \$2 reward for providing high-quality, comprehensive responses.

Confidentiality

Your responses will be kept completely confidential. We will not collect any personally identifying information that could link your responses back to you. All data will be stored securely on encrypted Cornell University systems and will only be accessible to the research team.

Voluntary participation

Your participation in this research is entirely voluntary. You have the right to:

- Decline to participate without any consequences
- Skip any questions you prefer not to answer
- Withdraw from the study at any time

Use of AI-generated content

Some of the interface examples or evaluation data shown in this study may be generated using artificial intelligence tools. Any such content will be clearly labeled as AI-generated.

Questions or concerns

If you have questions about this research, you may contact:

- Principal Investigator: Hauke Sandhaus (hgs52@cornell.edu)
- Faculty Advisor: Helen Nissenbaum (hn288@cornell.edu)

If you have concerns about your rights as a participant, you may contact the Cornell IRB at (607) 255-5138 or <http://www.irb.cornell.edu>.

Agreement to participate

By clicking "I consent to participate" below, you acknowledge that:

- You are at least 18 years old
- You have read and understood this consent form
- You voluntarily agree to participate in this research
- You understand you may withdraw at any time
- You meet the eligibility criteria
- You understand that providing incomplete and low-quality responses will result in the forfeiture of your compensation

I consent to participate

I do not consent to participate

Professional Experie. Do you have professional experience in UI/UX design, product design, or design decision-making roles?

- Yes
 No

Experience Level. How many years of professional design experience do you have?

- Less than 1 year
 1-2 years
 3-5 years
 6-10 years
 More than 10 years

Age Verification. Are you 18 years of age or older?

- Yes
 No

Captcha. Are you a human?

I'm not a robot 
reCAPTCHA [Privacy](#) · [Terms](#)

UEQ Instructions.

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

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UEQ DP Stimuli.

Currently Approving

UX Risk Assessment

Evaluation Data Source

Based on multiple **AI analyses** conducted using a variety of vision-language models trained on UX data, reaching the predictive accuracy of evaluations comparitatively with ~ 23 human participants, using items of the User Experience Questionnaire (UEQ).

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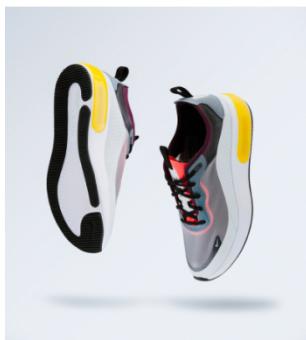
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Currently Approving Interface 2

9:41

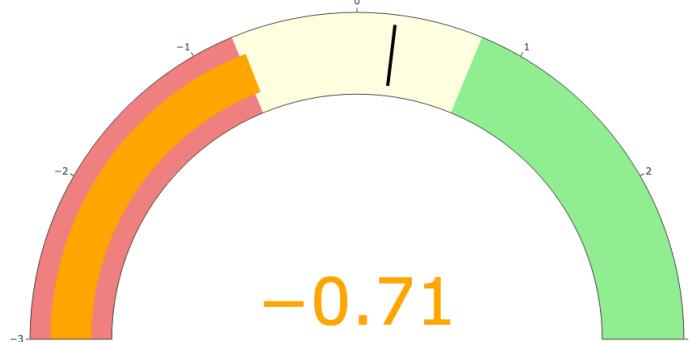


Discover



UX Risk Assessment

UX KPI: 0.23



-0.71
pressuring

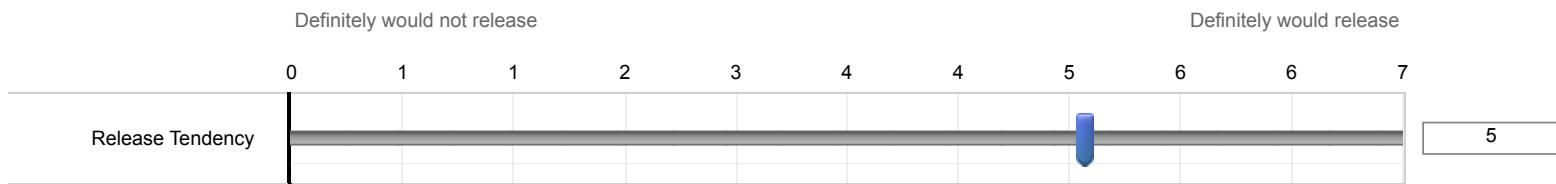
UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.03
Efficiency II	Cluttered vs. Organized	-0.08
Perspicuity I	Complicated vs. Easy	1.09
Perspicuity II	Confusing vs. Clear	0.58
Dependability I	Unpredictable vs. Predictable	0.42
Dependability II	Obstructive vs. Supportive	0.17
Stimulation I	Boring vs. Exciting	-0.35
Stimulation II	Not Interesting vs. Interesting	-0.16
Attractiveness I	Annoying vs. Enjoyable	-0.06
Attractiveness II	Unfriendly vs. Friendly	-0.15
Coercion	Pressuring vs. Suggesting	-0.71
Addictiveness	Addictive vs. Non-addictive	0.17
Disguise	Covert vs. Revealed	0.87
Deception	Deceptive vs. Benevolent	-0.61
Overall UX Quality	Composite Score (UX metrics only)	0.23
Overall Mean	All metrics combined	0.09

Scale: -3 (strongly negative) to +3 (strongly positive)

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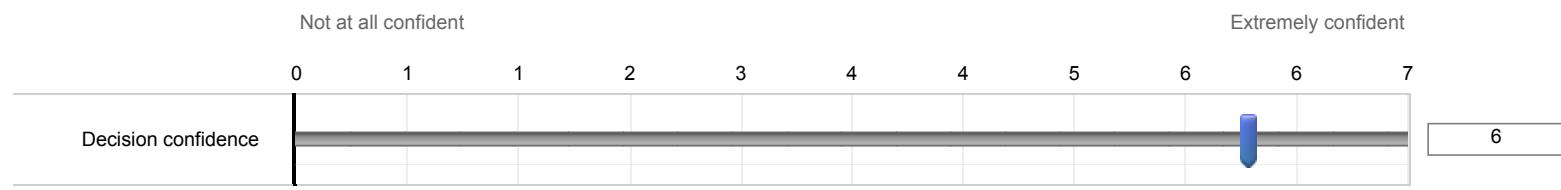
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

The overall UX quality score is 0.23, which is modestly positive, and most core usability metrics—efficiency, perspicuity, and dependability—are on the positive side. Users found the design more easy than complicated (1.09) and reasonably clear (0.58), suggesting it should be accessible for new and existing users. While stimulation and attractiveness scores are slightly negative, they are close to neutral, indicating no major engagement blockers.

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Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation data for new interfaces.

Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design decision-maker, you now have the final say on whether to implement each interface.

Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

UEEQ DP Stimuli.

Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving Interface 3

9:41



Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas



21 likes



steve___

28 min ago



UX Risk Assessment

UX KPI: 0.51



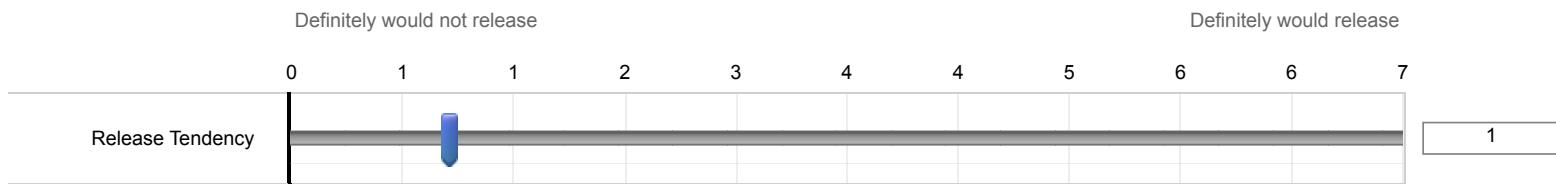
UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.81
Efficiency II	Cluttered vs. Organized	0.22
Perspicuity I	Complicated vs. Easy	1.46
Perspicuity II	Confusing vs. Clear	0.49
Dependability I	Unpredictable vs. Predictable	-0.50
Dependability II	Obstructive vs. Supportive	-0.20
Stimulation I	Boring vs. Exciting	0.35
Stimulation II	Not Interesting vs. Interesting	0.18
Attractiveness I	Annoying vs. Enjoyable	0.05
Attractiveness II	Unfriendly vs. Friendly	-0.10
Coercion	Pressuring vs. Suggesting	-0.48
Addictiveness	Addictive vs. Non-addictive	-1.47
Disguise	Covert vs. Revealed	0.19
Deception	Deceptive vs. Benevolent	-0.82
Overall UX Quality	Composite Score (UX metrics only)	0.51
Overall Mean	All metrics combined	0.01

Scale: -3 (strongly negative) to +3 (strongly positive)

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?



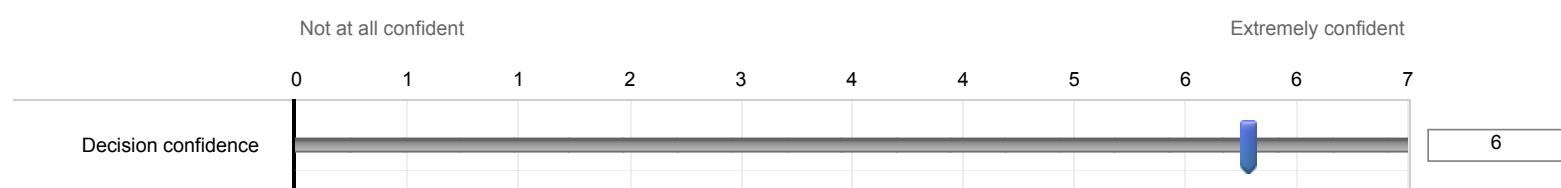
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

The design scores strongly on core usability aspects—efficiency (0.81), ease of use (1.46), and clarity (0.49)—suggesting it will be quick to learn and navigate. While dependability and trust-related scores are slightly negative, they are mild compared to the strong positives in perspicuity and efficiency, which are critical for first-time user adoption.

UEEQ Confidence. How confident are you in the decision you just made?



UEEQ Instructions.

Instructions

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Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation data for new interfaces.

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

This question was not displayed to the respondent.

UEEQ DP Stimuli.

Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving

UX Risk Assessment

Evaluation Data Source

This question was not displayed to the respondent.

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?

This question was not displayed to the respondent.

UEEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

UEEQ Confidence. How confident are you in the decision you just made?

This question was not displayed to the respondent.

UEEQ Instructions.

Instructions

You will now see a series of interface designs along with user evaluation data. Each interface has been evaluated for user experience and is ready for final implementation approval. The presented data is real user/AI testing data, and not simulated for this survey.

Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation data for new interfaces.

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

UEEQ DP Stimuli.

Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving Interface 5



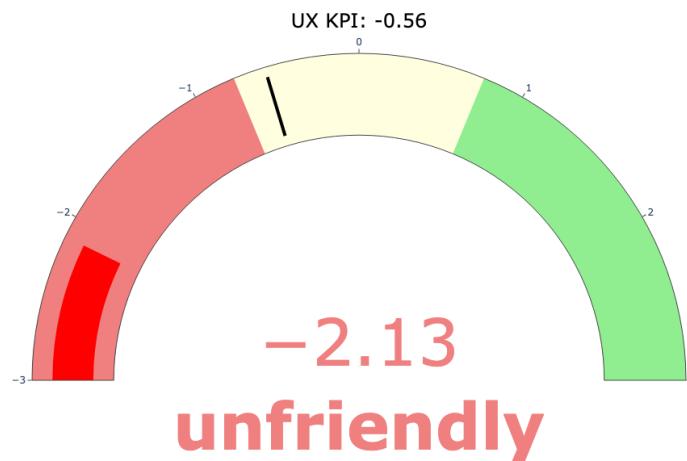
Finish Signing Up

By tapping Sign Up, you agree to our Terms. Information from your address book will be continuously uploaded to Facebook to help you and others find friends faster.

Sign Up

Sign up without uploading my contacts

UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	-0.25

Efficiency II	Cluttered vs. Organized	0.38
Perspicuity I	Complicated vs. Easy	0.44
Perspicuity II	Confusing vs. Clear	-0.76
Dependability I	Unpredictable vs. Predictable	-0.46
Dependability II	Obstructive vs. Supportive	-1.17
Stimulation I	Boring vs. Exciting	-0.86
Stimulation II	Not Interesting vs. Interesting	-0.76
Attractiveness I	Annoying vs. Enjoyable	-1.97
Attractiveness II	Unfriendly vs. Friendly	-2.13
Coercion	Pressuring vs. Suggesting	-2.11
Addictiveness	Addictive vs. Non-addictive	0.86
Disguise	Covert vs. Revealed	-0.43
Deception	Deceptive vs. Benevolent	-2.09
Overall UX Quality	Composite Score (UX metrics only)	-0.56
Overall Mean	All metrics combined	-0.81

Scale: -3 (strongly negative) to +3 (strongly positive)

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?



UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

The user experience results show multiple serious usability and trust concerns. While there are small positives in organization (0.38), ease of use (0.44), and addictiveness (0.86), these are outweighed by significant negatives in clarity (-0.76), predictability (-0.46), and especially supportiveness (-1.17). Engagement metrics such as stimulation (-0.86, -0.76) indicate the interface fails to capture interest, while attractiveness is strongly negative (-1.97, -2.13), suggesting users find it unpleasant and unfriendly.

UEEQ Confidence. How confident are you in the decision you just made?



UEEQ Instructions.

Instructions

You will now see a series of interface designs along with user evaluation data. Each interface has been evaluated for user experience and is ready for final implementation approval. The presented data is real user/AI testing data, and not simulated for this survey.

Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation data for new interfaces.

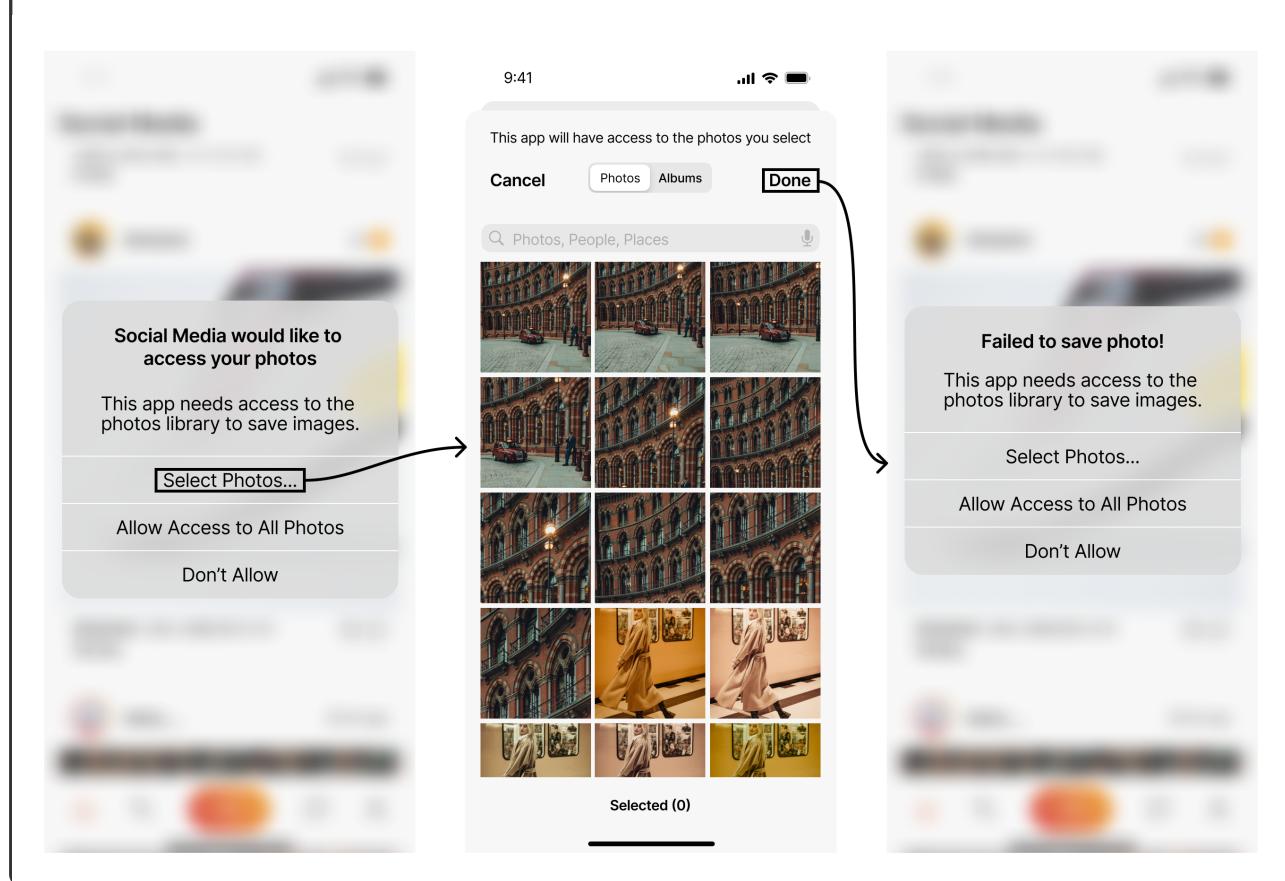
Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design decision-maker, you now have the final say on whether to implement each interface.

Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

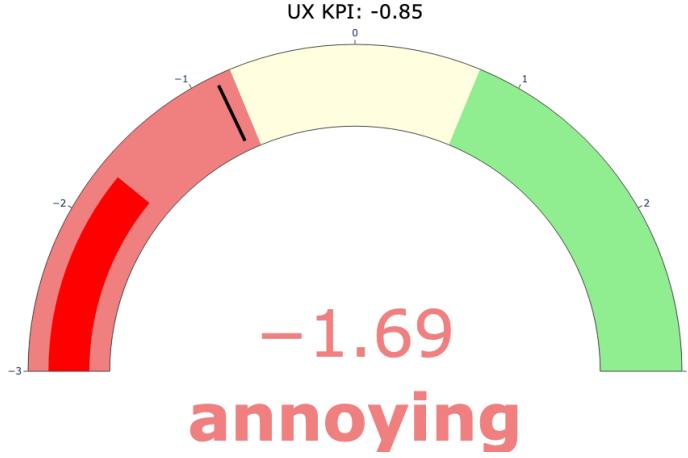
UEEQ DP Stimuli.

Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving Interface 6



UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	-0.82
Efficiency II	Cluttered vs. Organized	-0.15
Perspicuity I	Complicated vs. Easy	-0.79
Perspicuity II	Confusing vs. Clear	-0.90
Dependability I	Unpredictable vs. Predictable	-0.95
Dependability II	Obstructive vs. Supportive	-1.23
Stimulation I	Boring vs. Exciting	-0.58
Stimulation II	Not Interesting vs. Interesting	-0.75
Attractiveness I	Annoying vs. Enjoyable	-1.69
Attractiveness II	Unfriendly vs. Friendly	-1.44
Coercion	Pressuring vs. Suggesting	-1.59
Addictiveness	Addictive vs. Non-addictive	0.29
Disguise	Covert vs. Revealed	-0.44
Deception	Deceptive vs. Benevolent	-1.53
Overall UX Quality	Composite Score (UX metrics only)	-0.85
Overall Mean	All metrics combined	-0.9

Scale: -3 (strongly negative) to +3 (strongly positive)

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?

Definitely would not release

Definitely would release

0 1 1 2 3 4 4 5 6 6 7

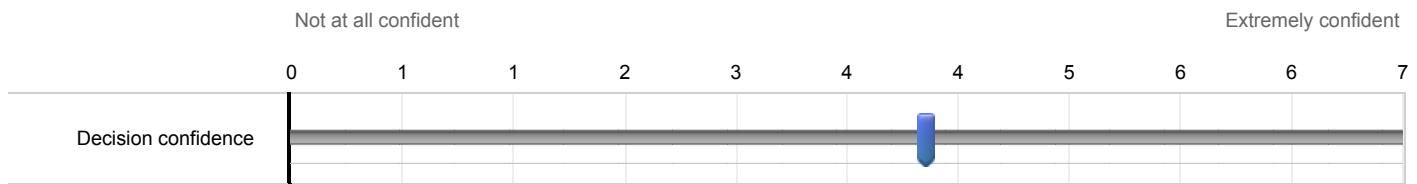
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

The user testing data shows strongly negative scores across almost all UX metrics, with the composite UX quality at -0.85 and the overall mean at -0.9. Participants rated it as inefficient, unclear, unsupportive, and even unfriendly, with particularly poor attractiveness (-1.69, -1.44) and dependability (-0.95, -1.23) scores.

UEEQ Confidence. How confident are you in the decision you just made?



UEEQ Instructions.

Instructions

You will now see a series of interface designs along with user evaluation data. Each interface has been evaluated for user experience and is ready for final implementation approval. The presented data is real user/AI testing data, and not simulated for this survey.

Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation data for new interfaces.

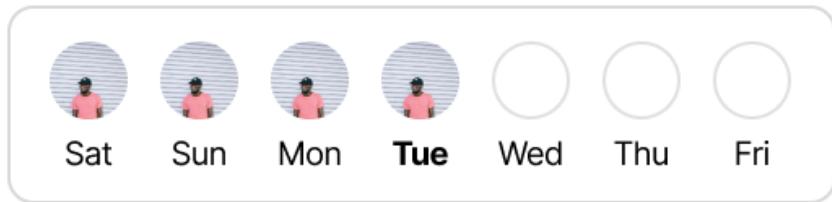
Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design decision-maker, you now have the final say on whether to implement each interface.

Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

UEEQ DP Stimuli.

Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

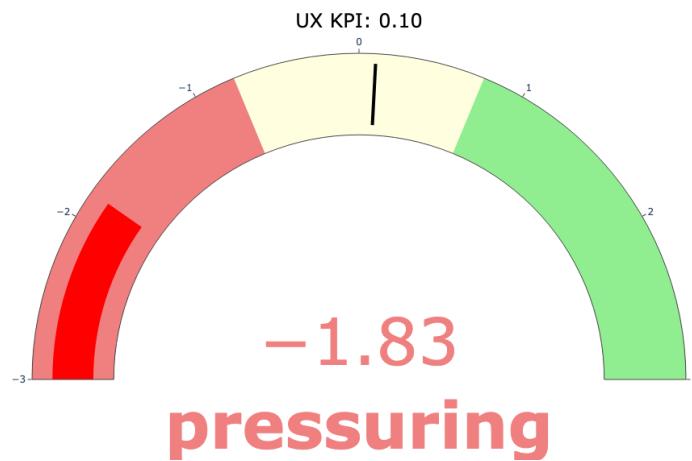
Currently Approving Interface 7



Your're on a **31-day streak** with steve__!

But be careful, your streak will reset if you don't
chat with steve__ tomorrow.

UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
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Efficiency I	Inefficient vs. Efficient	0.34
Efficiency II	Cluttered vs. Organized	-0.10
Perspicuity I	Complicated vs. Easy	1.06
Perspicuity II	Confusing vs. Clear	0.61
Dependability I	Unpredictable vs. Predictable	0.44
Dependability II	Obstructive vs. Supportive	-0.55
Stimulation I	Boring vs. Exciting	-0.23
Stimulation II	Not Interesting vs. Interesting	-0.63
Attractiveness I	Annoying vs. Enjoyable	-0.73
Attractiveness II	Unfriendly vs. Friendly	-0.87
Coercion	Pressuring vs. Suggesting	-1.83
Addictiveness	Addictive vs. Non-addictive	-0.88
Disguise	Covert vs. Revealed	0.62
Deception	Deceptive vs. Benevolent	-0.83
Overall UX Quality	Composite Score (UX metrics only)	0.1
Overall Mean	All metrics combined	-0.25

Scale: -3 (strongly negative) to +3 (strongly positive)

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?



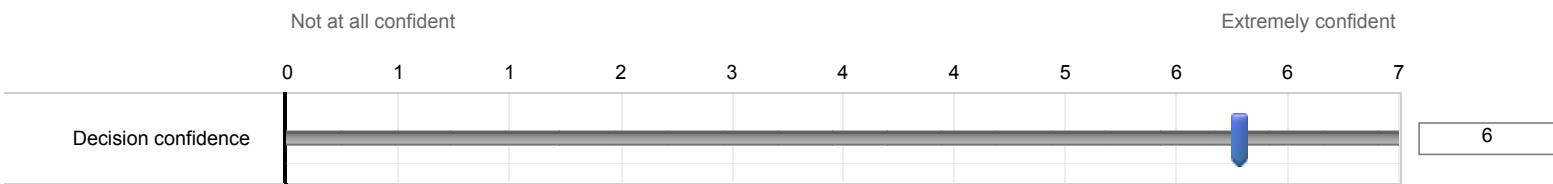
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

While the design scores positively in core usability—efficiency (0.34), clarity (0.61), and ease of use (1.06)—there are significant negatives in areas that affect long-term user retention and trust. Notably, the coercion score is extremely poor (-1.83), suggesting users feel pressured, which can quickly erode goodwill and cause churn. Attractiveness (-0.73, -0.87) and stimulation (-0.23, -0.63) are also negative, indicating the interface risks being perceived as unappealing and unengaging.

UEEQ Confidence. How confident are you in the decision you just made?



UEEQ Instructions.

Instructions

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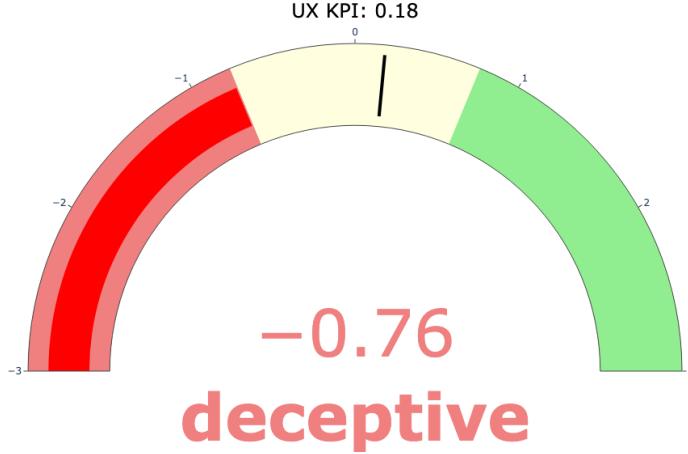
UEEQ DP Stimuli.

Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving Interface 8

Your account will be deactivated for 30 days. During deactivation, your account won't be visible to public. After 30 days, your account will be then deleted permanently.

UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.43
Efficiency II	Cluttered vs. Organized	0.40
Perspicuity I	Complicated vs. Easy	0.43
Perspicuity II	Confusing vs. Clear	0.53
Dependability I	Unpredictable vs. Predictable	0.70
Dependability II	Obstructive vs. Supportive	-0.22
Stimulation I	Boring vs. Exciting	-0.15
Stimulation II	Not Interesting vs. Interesting	0.03
Attractiveness I	Annoying vs. Enjoyable	-0.44
Attractiveness II	Unfriendly vs. Friendly	-0.47
Coercion	Pressuring vs. Suggesting	-0.46
Addictiveness	Addictive vs. Non-addictive	-0.30
Disguise	Covert vs. Revealed	0.56
Deception	Deceptive vs. Benevolent	-0.76
Overall UX Quality	Composite Score (UX metrics only)	0.18
Overall Mean	All metrics combined	0.02

Scale: -3 (strongly negative) to +3 (strongly positive)

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?

Definitely would not release

Definitely would release

0 1 1 2 3 4 4 5 6 6 7

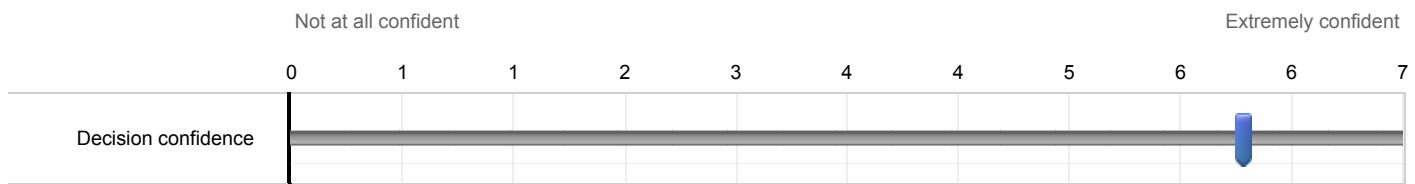
UEEQ Release. Would you release this interface design?

- Yes
 No

UEEQ Explanation. Please explain your decision

The interface shows solid strengths in core usability—efficiency (0.43, 0.40), clarity (0.53), and predictability (0.70)—meaning users should be able to navigate it with minimal confusion. While emotional appeal scores like attractiveness (-0.44, -0.47) and stimulation (-0.15, 0.03) are slightly negative, they are mild and unlikely to cause major adoption issues in the short term. Trust-related scores (deception -0.76) are somewhat concerning, but not critically low, and can be addressed in follow-up iterations. Given the positive composite UX score (0.18), strong business backing, and the market need for quick deployment, the design is suitable for release, with plans to enhance friendliness and excitement later.

UEEQ Confidence. How confident are you in the decision you just made?



UEEQ Instructions.

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UEEQ DP Stimuli.

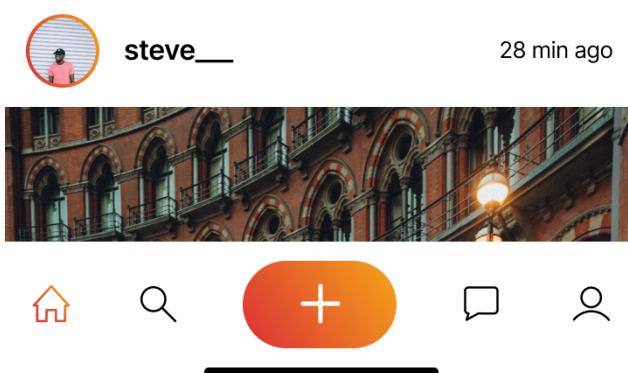
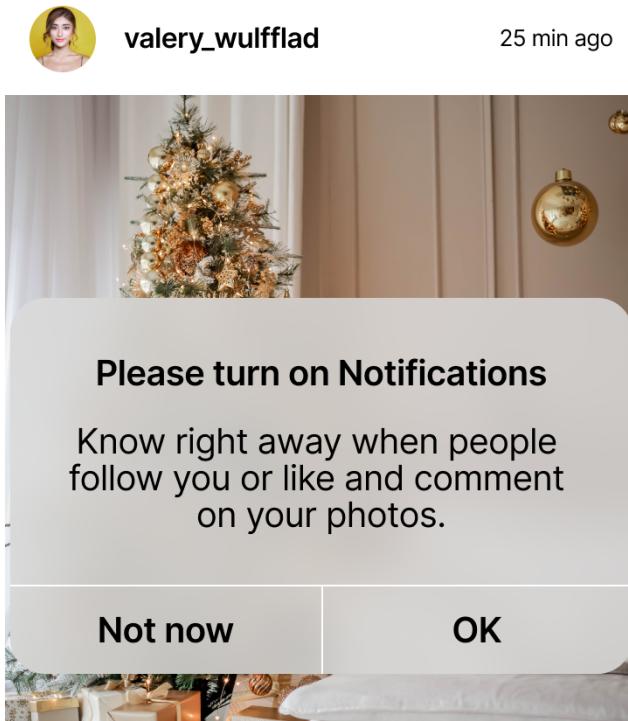
Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving Interface 9

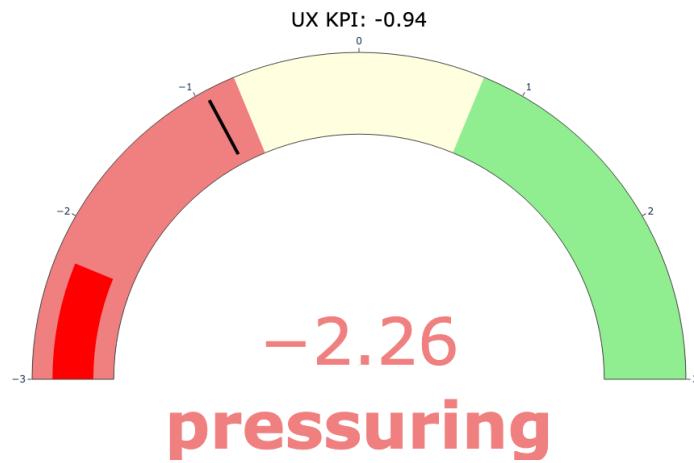
9:41



Social Media



UX Risk Assessment



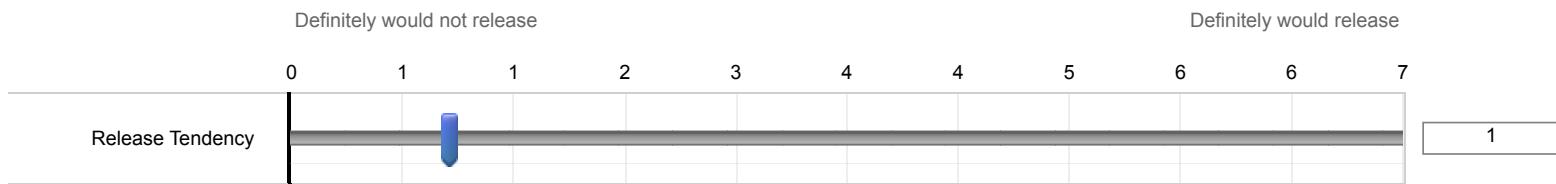
UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	-0.71
Efficiency II	Cluttered vs. Organized	-0.71
Perspicuity I	Complicated vs. Easy	0.41
Perspicuity II	Confusing vs. Clear	-0.23
Dependability I	Unpredictable vs. Predictable	0.16
Dependability II	Obstructive vs. Supportive	-2.08
Stimulation I	Boring vs. Exciting	-1.26
Stimulation II	Not Interesting vs. Interesting	-1.79
Attractiveness I	Annoying vs. Enjoyable	-1.97
Attractiveness II	Unfriendly vs. Friendly	-1.73
Coercion	Pressuring vs. Suggesting	-2.26
Addictiveness	Addictive vs. Non-addictive	0.89
Disguise	Covert vs. Revealed	0.78
Deception	Deceptive vs. Benevolent	-1.58
Overall UX Quality	Composite Score (UX metrics only)	-0.94
Overall Mean	All metrics combined	-0.86

Scale: -3 (strongly negative) to +3 (strongly positive)

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?



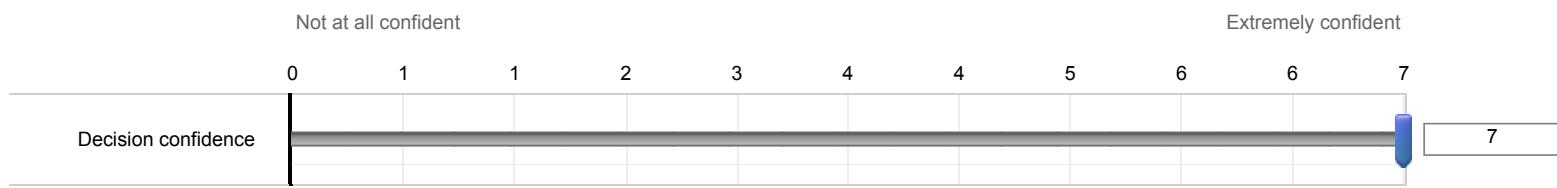
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

This interface has severe negative ratings across key UX areas. Efficiency (-0.71, -0.71) and clarity (-0.23) are weak, while supportiveness is extremely low (-2.08), indicating a frustrating and obstructive experience. Engagement metrics are highly negative, with stimulation (-1.26, -1.79) and attractiveness (-1.97, -1.73) suggesting users find it both unappealing and uninteresting.

UEEQ Confidence. How confident are you in the decision you just made?



UEEQ Instructions.

Instructions

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

This question was not displayed to the respondent.

UEEQ DP Stimuli.

Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving

UX Risk Assessment

Evaluation Data Source

This question was not displayed to the respondent.

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?

This question was not displayed to the respondent.

UEEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

UEEQ Confidence. How confident are you in the decision you just made?

This question was not displayed to the respondent.

UEEQ Instructions.

Instructions

You will now see a series of interface designs along with user evaluation data. Each interface has been evaluated for user experience and is ready for final implementation approval. The presented data is real user/AI testing data, and not simulated for this survey.

Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation data for new interfaces.

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Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

UEEQ DP Stimuli.

Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving Interface 11

9:41



Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas



21 likes

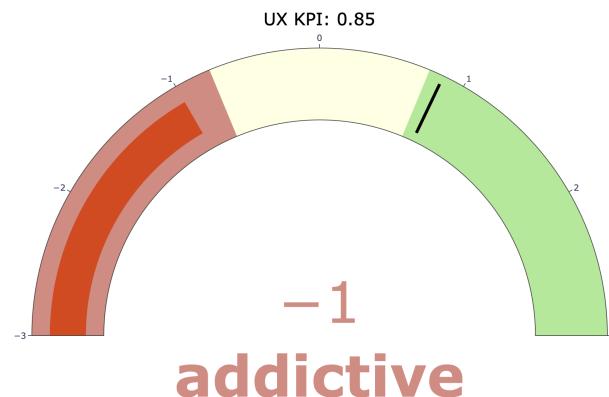


steve__

28 min ago



UX Risk Assessment



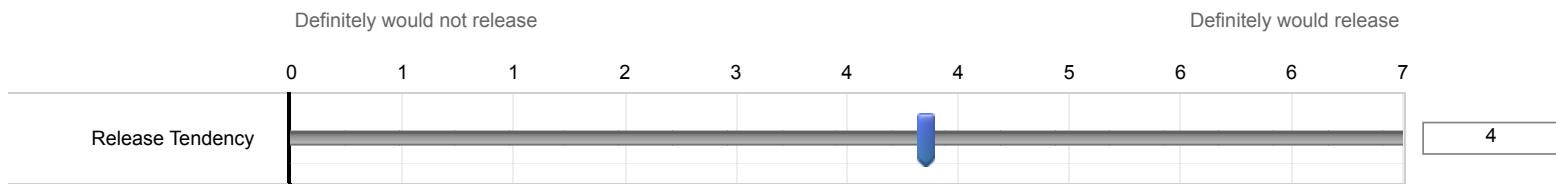
UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.97
Efficiency II	Cluttered vs. Organized	0.75
Perspicuity I	Complicated vs. Easy	1.66
Perspicuity II	Confusing vs. Clear	0.59
Dependability I	Unpredictable vs. Predictable	-0.28
Dependability II	Obstructive vs. Supportive	1.07
Stimulation I	Boring vs. Exciting	0.17
Stimulation II	Not Interesting vs. Interesting	0.63
Attractiveness I	Annoying vs. Enjoyable	0.34
Attractiveness II	Unfriendly vs. Friendly	0.80
Coercion	Pressuring vs. Suggesting	-0.04
Addictiveness	Addictive vs. Non-addictive	-1.00
Disguise	Covert vs. Revealed	1.11
Deception	Deceptive vs. Benevolent	0.07
Overall UX Quality	Composite Score (UX metrics only)	0.85
Overall Mean	All metrics combined	0.49

Scale: -3 (strongly negative) to +3 (strongly positive)

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?



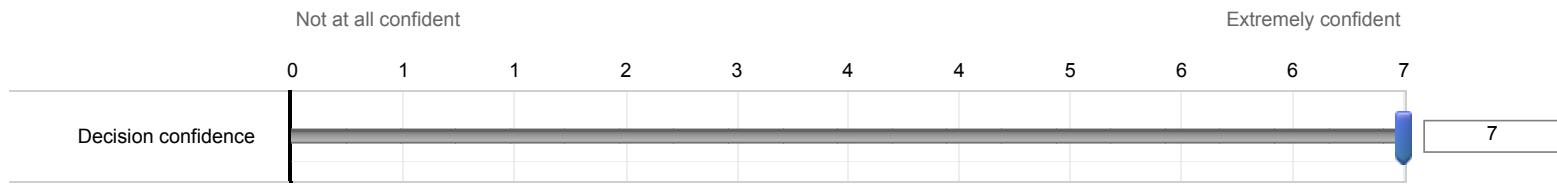
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

This interface performs very well in the core usability metrics: high efficiency (0.97, 0.75), strong clarity and ease of use (1.66, 0.59), and supportive interaction (1.07). Emotional engagement scores are also positive overall, with friendliness (0.80) and enjoyability (0.34) being above average. The trust metrics are reassuring, with no major red flags for deception (0.07) and a strong transparency score (1.11).

UEEQ Confidence. How confident are you in the decision you just made?



UEEQ Instructions.

Instructions

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Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation data for new interfaces.

Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design decision-maker, you now have the final say on whether to implement each interface.

Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

UEEQ DP Stimuli.

Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving Interface 12

Discover people

Connect to other Social Media

Follow your friends

Connect

Connect contacts

Follow people you know

Connect

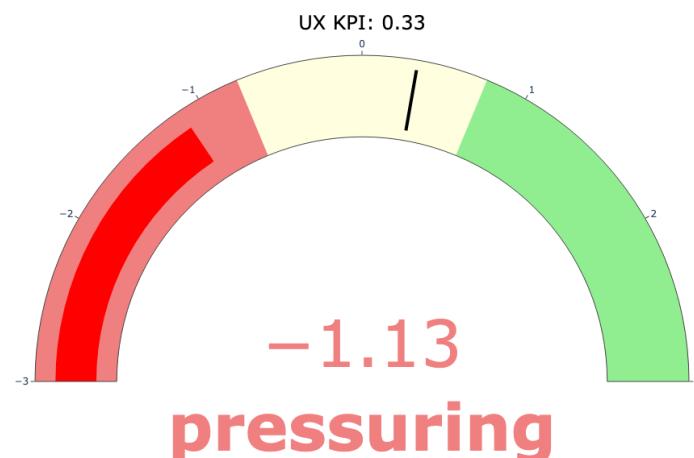
Notifications



People with similar interests are following
Terese Karthika. Follow to see posts.

Connect

UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

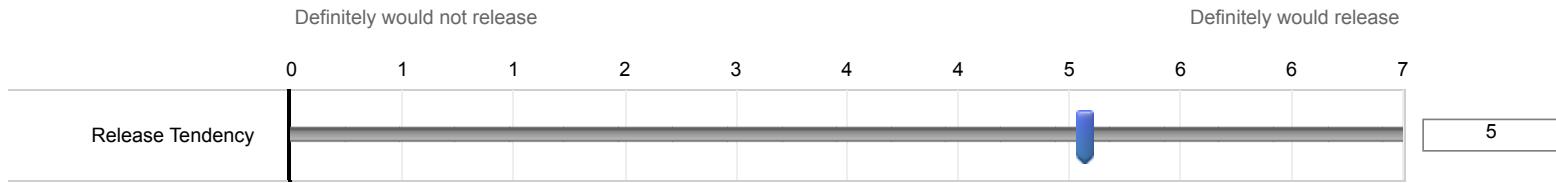
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.57
Efficiency II	Cluttered vs. Organized	0.90

Perspicuity I	Complicated vs. Easy	0.97
Perspicuity II	Confusing vs. Clear	0.44
Dependability I	Unpredictable vs. Predictable	0.03
Dependability II	Obstructive vs. Supportive	0.36
Stimulation I	Boring vs. Exciting	-0.18
Stimulation II	Not Interesting vs. Interesting	-0.22
Attractiveness I	Annoying vs. Enjoyable	-0.73
Attractiveness II	Unfriendly vs. Friendly	-0.71
Coercion	Pressuring vs. Suggesting	-1.13
Addictiveness	Addictive vs. Non-addictive	0.21
Disguise	Covert vs. Revealed	0.38
Deception	Deceptive vs. Benevolent	-0.89
Overall UX Quality	Composite Score (UX metrics only)	0.33
Overall Mean	All metrics combined	0.0

Scale: -3 (strongly negative) to +3 (strongly positive)

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?



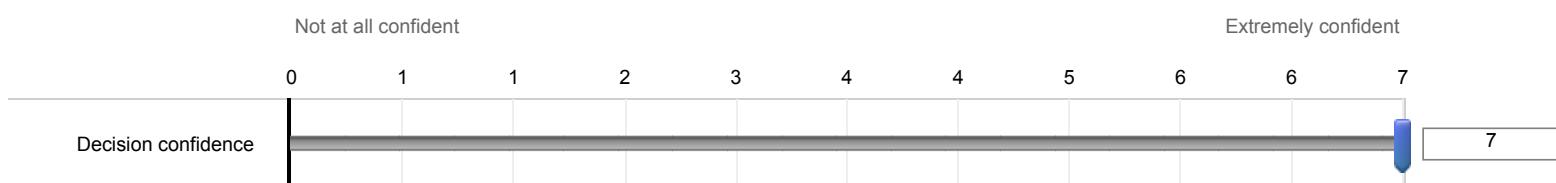
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

This interface shows generally strong usability and clarity metrics: efficiency (0.57, 0.90) and perspicuity (0.97, 0.44) indicate that users can navigate and understand the interface without difficulty. Dependability is mostly neutral to positive (0.03, 0.36), suggesting the interface behaves as expected.

UEEQ Confidence. How confident are you in the decision you just made?



UEEQ Instructions.

Instructions

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UEEQ DP Stimuli.

Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving Interface 13

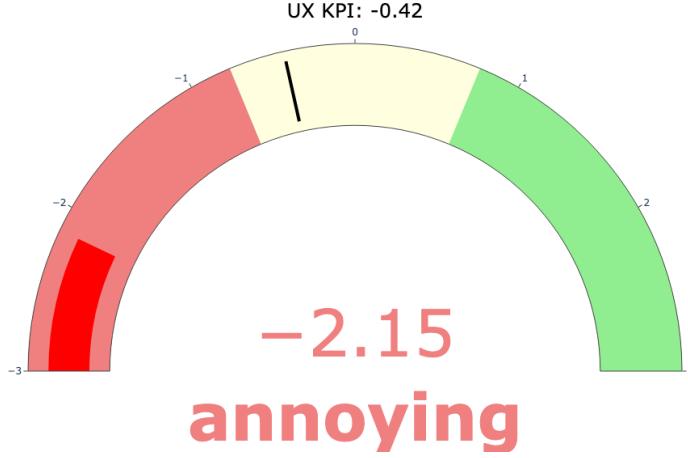
Your friends will forget you.

Are you sure you want to delete
your Social Media Account?

Cancel, and go back

**Yes, I don't care
about my friends**

UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.03
Efficiency II	Cluttered vs. Organized	0.69
Perspicuity I	Complicated vs. Easy	0.53
Perspicuity II	Confusing vs. Clear	-0.40
Dependability I	Unpredictable vs. Predictable	0.21
Dependability II	Obstructive vs. Supportive	-1.85
Stimulation I	Boring vs. Exciting	0.00
Stimulation II	Not Interesting vs. Interesting	-0.83
Attractiveness I	Annoying vs. Enjoyable	-2.15
Attractiveness II	Unfriendly vs. Friendly	-2.15
Coercion	Pressuring vs. Suggesting	-1.93
Addictiveness	Addictive vs. Non-addictive	-0.29
Disguise	Covert vs. Revealed	0.25
Deception	Deceptive vs. Benevolent	-1.97
Overall UX Quality	Composite Score (UX metrics only)	-0.42
Overall Mean	All metrics combined	-0.7

Scale: -3 (strongly negative) to +3 (strongly positive)

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?

Definitely would not release

Definitely would release

0 1 1 2 3 4 4 5 6 6 7

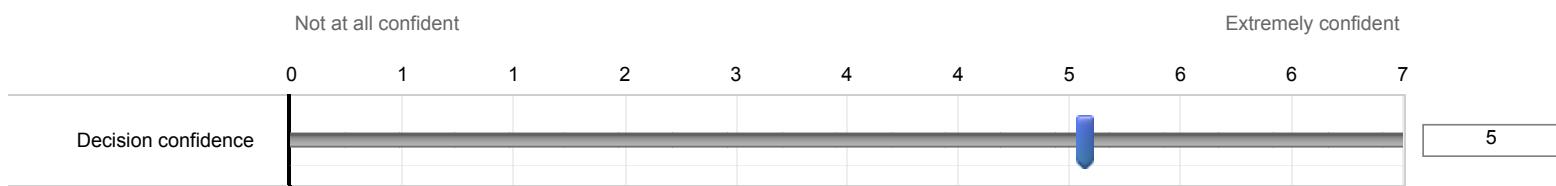
UEEQ Release. Would you release this interface design?

- Yes
 No

UEEQ Explanation. Please explain your decision

While there are moderate positives in organization (0.69) and ease of use (0.53), the design suffers from severe negatives in user trust and emotional appeal. Supportiveness (-1.85), attractiveness (-2.15 for both measures), coercion (-1.93), and deception (-1.97) indicate a high likelihood of alienating users. Engagement scores are low, with stimulation (0.00, -0.83) showing little excitement or interest generation. The overall UX quality (-0.42) and mean score (-0.7) suggest the design would deliver a below-average user experience, which could harm retention in a competitive market.

UEEQ Confidence. How confident are you in the decision you just made?



UEEQ Instructions.

Instructions

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This question was not displayed to the respondent.

UEEQ DP Stimuli.

Business Context: ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |
Awaiting your final design approval

Currently Approving

UX Risk Assessment

Evaluation Data Source

This question was not displayed to the respondent.

UEEQ Tendency. Given the business approval and evaluation data, how likely would you be to release this interface design?

This question was not displayed to the respondent.

UEEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEEQ Explanation. Please explain your decision

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Currently Approving

UX Risk Assessment

Evaluation Data Source

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UEEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

UEEQ Confidence. How confident are you in the decision you just made?

This question was not displayed to the respondent.

Usefulness. Overall, which type of evaluation data did you find more useful for decision-making?

- Human evaluation data
- AI evaluation data
- Both were equally useful
- Neither was particularly useful

Trust. Which type of evaluation data did you trust more?

- Human evaluation data
- AI evaluation data
- Both equally
- Neither

Metric Importance. Which factors were most important in your decision-making? (Rank top 3)

Items	top 3
Ease of use	1
Business impact	2
Ethical considerations	3
Legal compliance	
Evaluation source (human vs AI)	
Other (specify)	

AI Accuracy. AI vs Human Evaluation Perceptions

Much less accurate/reliable

Much more accurate/reliable

How accurate do you believe AI evaluation of interfaces is compared to human evaluation?

3

How reliable do you believe AI evaluation of interfaces is compared to human evaluation?

5

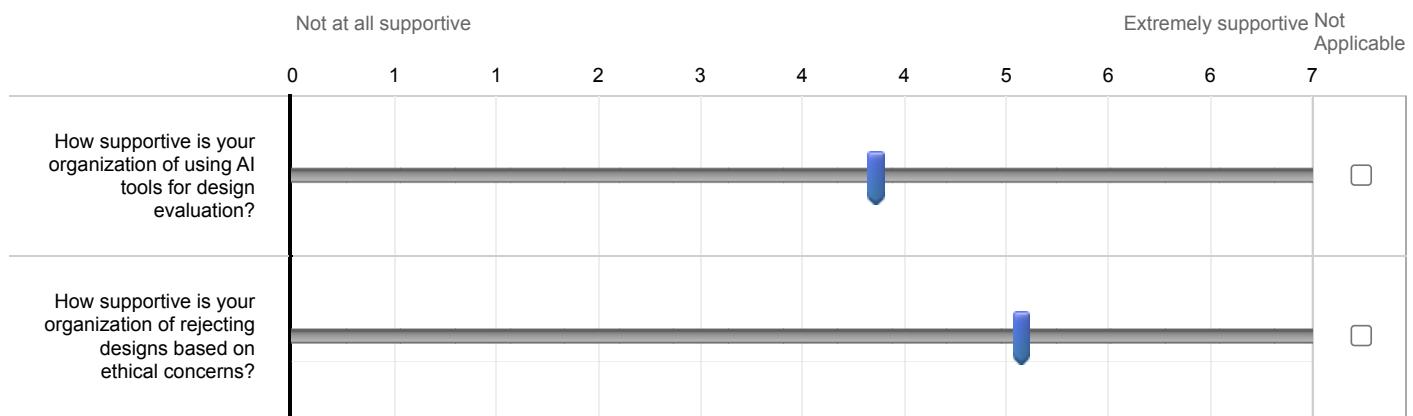
UI Ethics Experience. In your professional work, how often do you encounter designs that you consider ethically questionable?

- Never
- Rarely
- Sometimes
- Often
- Very often

Dark Pattern Exp. . How familiar are you with the concept of 'dark patterns' in interface design?

- Very familiar
- Somewhat familiar
- Slightly familiar
- Not familiar

Organizational Suppo. AI vs Human Evaluation Perceptions



Evaluation Data. What additional information would be most helpful when evaluating interface designs?

- Long-term user behavior data
- Accessibility metrics
- Privacy impact assessments
- Psychological impact measures
- Regulatory compliance scores
- Combined AI-human evaluation

Other (specify)

AI eval. Have you previously used AI tools to evaluate or analyze user interfaces?

- Yes, frequently
- Yes, occasionally
- Yes, but rarely
- No, never

Open Feedback. Any additional thoughts about comparing AI vs human evaluation data, or user interface evaluation in general?

no

Current Role. What is your current primary role?

- UX/UI Designer
- UX Researcher
- Product Designer
- Design Manager
- Product Manager
- Design Director
- Other

Industry Experience. Which industries have you worked in? (Select all that apply)

- Technology/Software
- E-commerce
- Healthcare
- Financial Services
- Gaming
- Media/Entertainment
- Consulting
- Social Media
- Other

Company Size. What is the approximate size of your current organization?

- Startup (<50 employees)
- Small (50-200)
- Medium (200-1000)
- Large (1000-5000)
- Enterprise (5000+)
- Freelance/Consultant
- Click to write Choice 7

Decision-Making Auth. In your current role, do you have the authority to make final decisions about interface designs?

- Yes, final decision authority

- Yes, significant influence
- Some input
- Little input
- No decision authority

Purpose.

Study Purpose Revelation

Thank you for your participation! This study examined two factors: (1) whether presenting user experience data with enhanced ethical metrics influences designers' willingness to implement potentially problematic interfaces, and (2) how AI-generated vs human-generated evaluation data affects design decision-making.

Researcher contact information: Hauke Sandhaus (hgs52@cornell.edu), Faculty Advisor: Helen Nissenbaum (hn288@cornell.edu)

Recruitment. How did you learn about this study?

- Prolific
- LinkedIn
- Slack Group
- Direct referral
- Mailing list
- Snowball sampling (referral from other participant)
- Other

Raffle-Email. Please enter the email address we should send your gift card to

This question was not displayed to the respondent.

Feedback. Do you have any feedback about this study or questions about the research?

no

Prolific ID. What is your Prolific ID?

Please note that this response should auto-fill with the correct ID

67e1c8a328f6249cc066d025

Embedded Data

PROLIFIC_PID: 67e1c8a328f6249cc066d025