

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?



UEQ 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.

This question was not displayed to the respondent.

UEQ DP Stimuli.

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

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 comparitavely with ~ 23 human participants, using items of the User Experience Questionnaire (UEQ).

This question was not displayed to the respondent.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

UEQ 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.

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.

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.

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 2

9:41



Discover



UX Risk Assessment



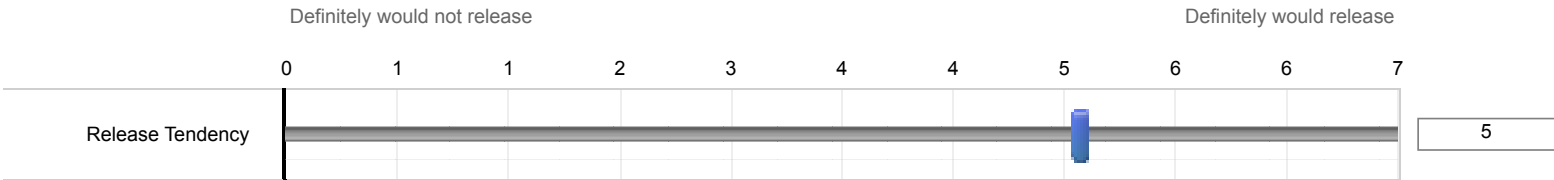
UX Evaluation Details

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	0.03
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)

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



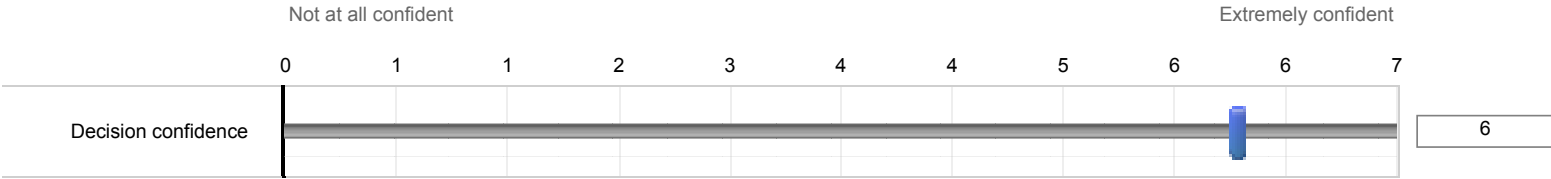
UEEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEEQ Explanation. Please explain your decision

The 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.

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 3

9:41



Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas

21 likes



steve__

28 min ago



UX Risk Assessment



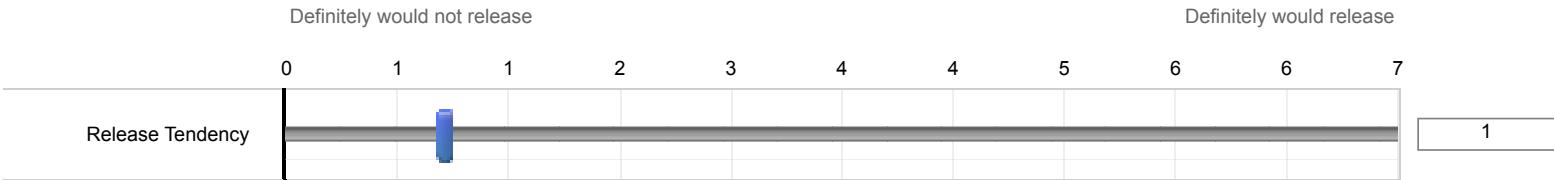
UX Evaluation Details

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	0.81
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?

- ☒

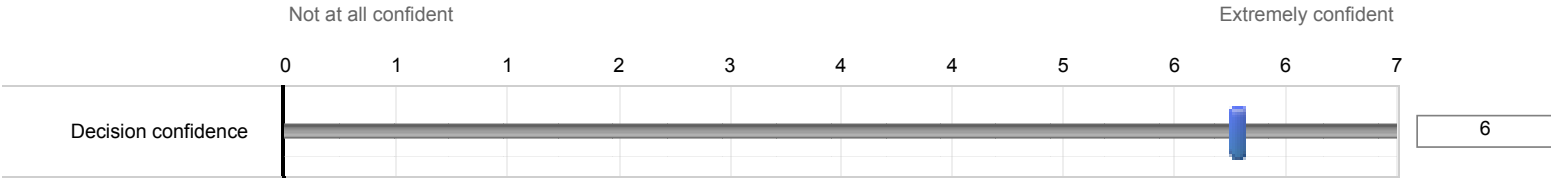
 Yes
- ☐

 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

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.

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.

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 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

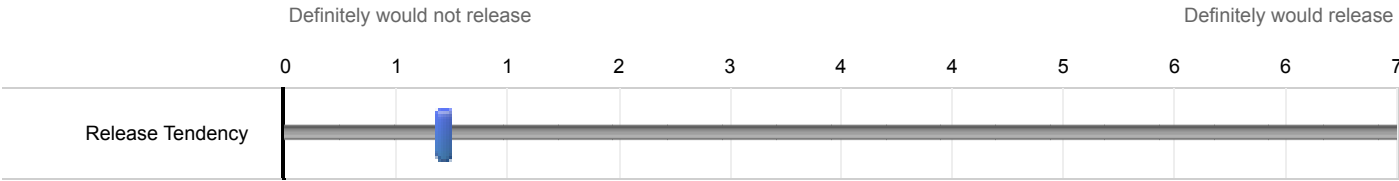
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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.

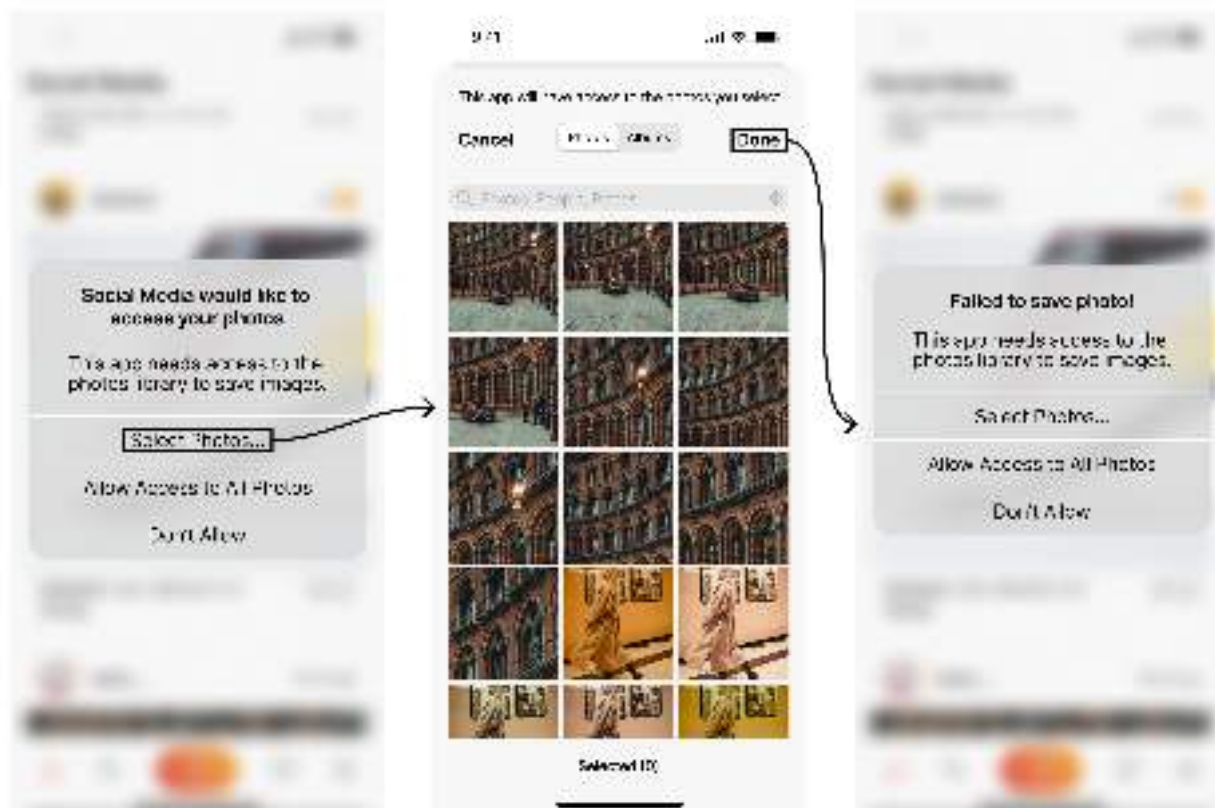
Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design 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?



☐ Yes

☒ No

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.

0 1 1 2 3 4 4 5 6 6 7

1

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

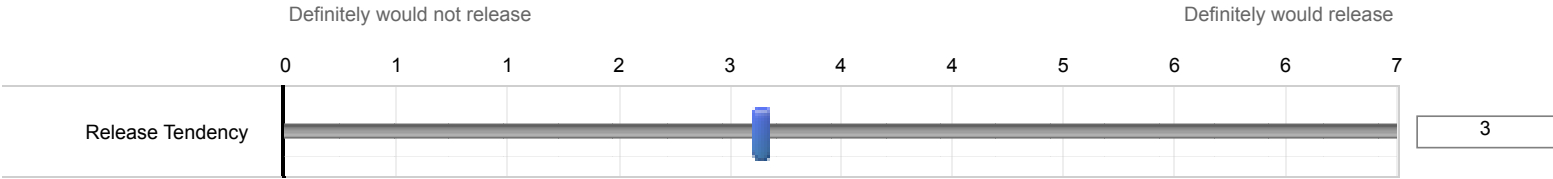
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
-----------------	------------------	-------

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?



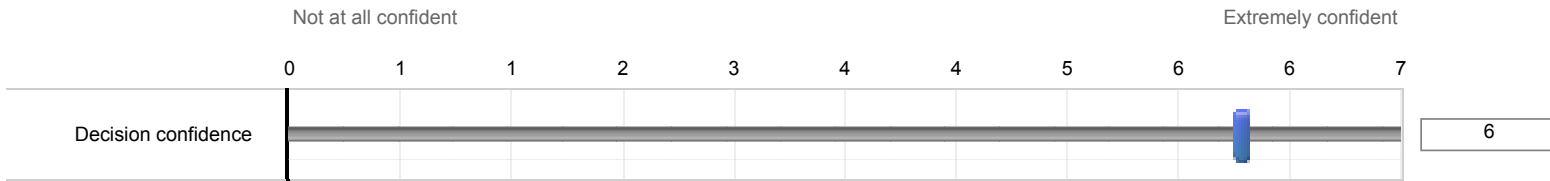
UEEQ Release. Would you release this interface design?

- ☐ 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

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 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?



☒ Yes

☐ No

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.

6

Currently Approving Interface 9

9:41

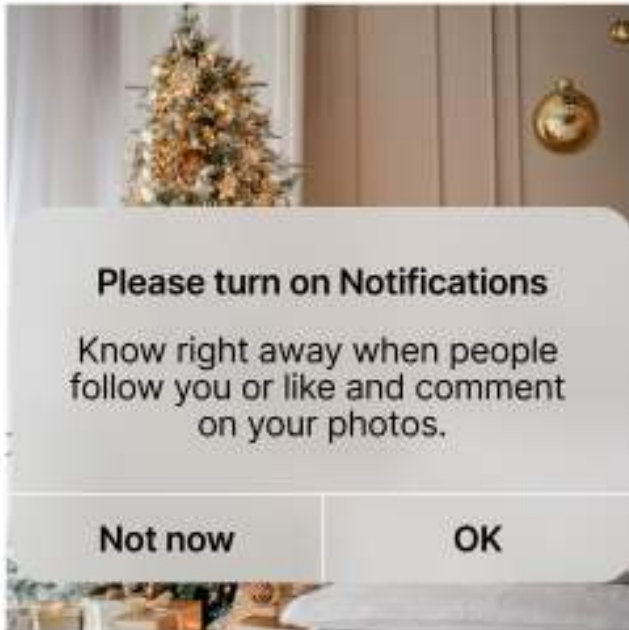


Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas

21 likes



steve__

28 min ago



UX Risk Assessment



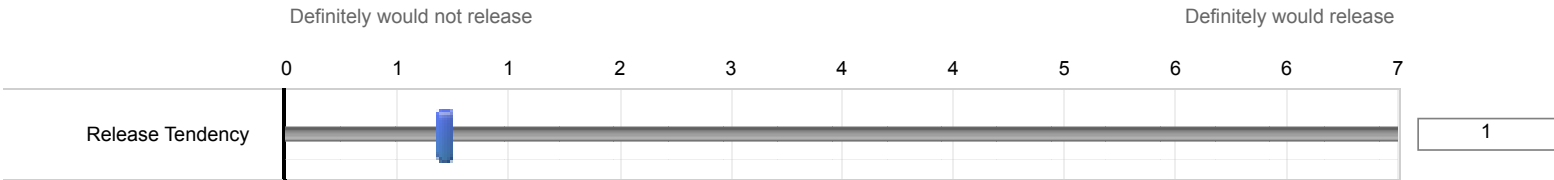
UX Evaluation Details

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	-0.71
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?



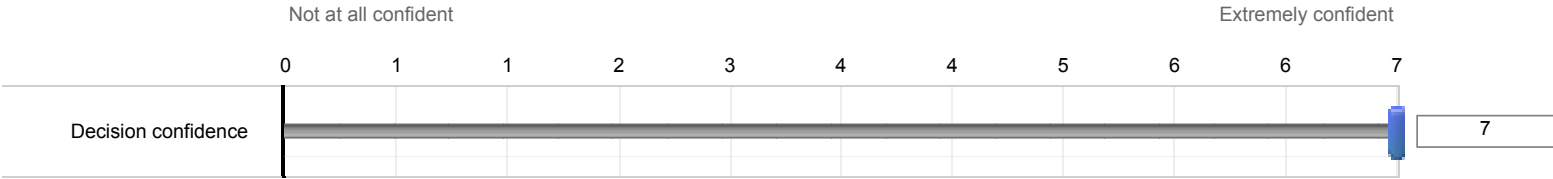
UEEQ Release. Would you release this interface design?

- ☐ 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

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.

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.

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 11

9:41



Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas

21 likes

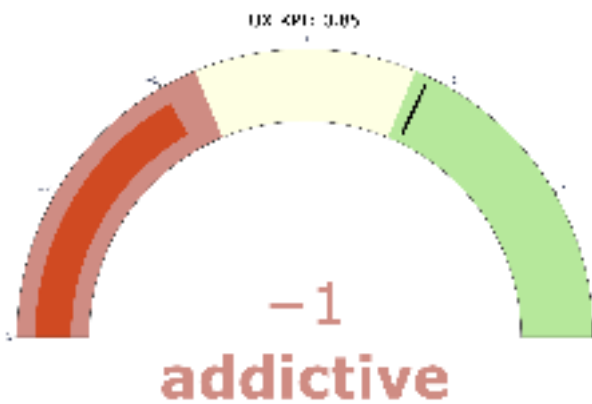


steve__

28 min ago



UX Risk Assessment



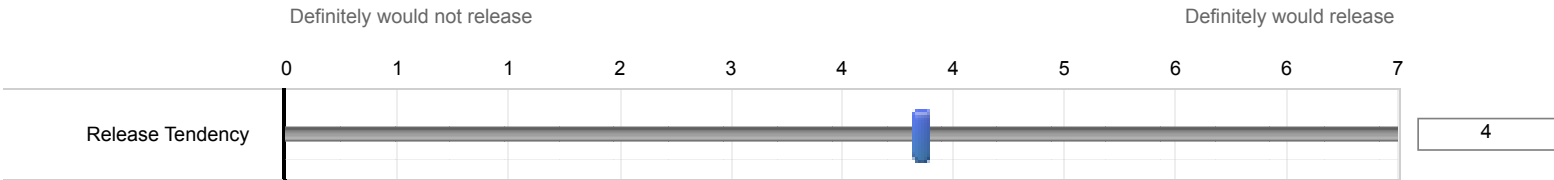
UX Evaluation Details

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?



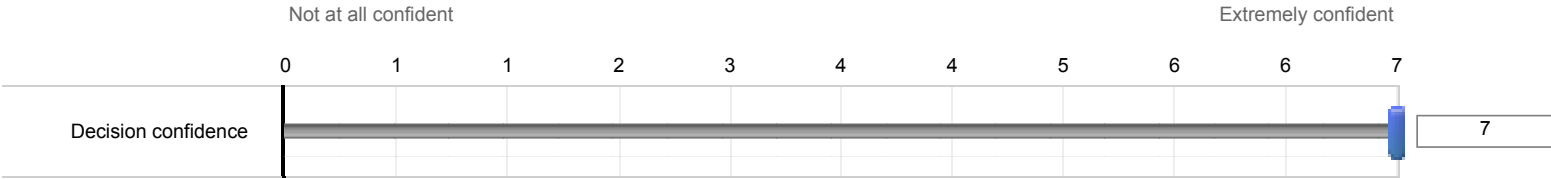
UEEQ Release. Would you release this interface design?

- ☒ 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

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 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

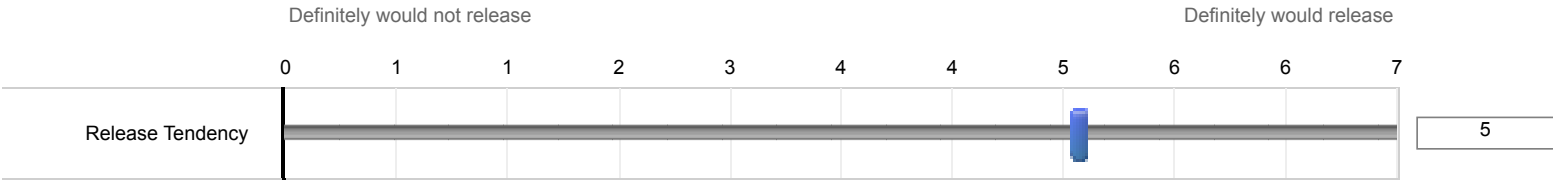
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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?



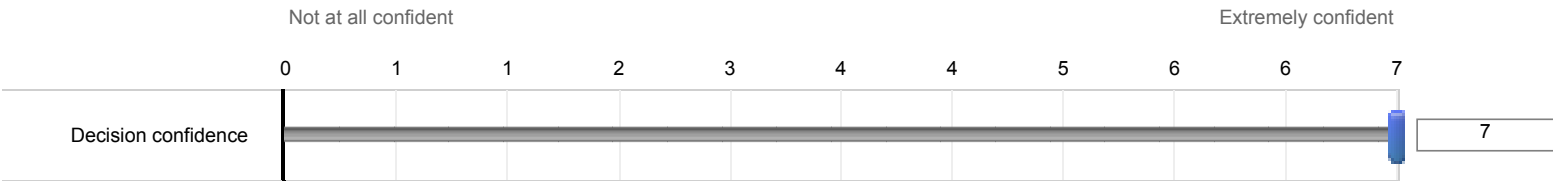
UEEQ Release. Would you release this interface design?

- ☒ 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?



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 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

☐ Yes

☒ No

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.

5

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.

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.

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.

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

Ease of use

Business impact

Ethical considerations

Legal compliance

Evaluation source (human vs AI)

Other (specify)

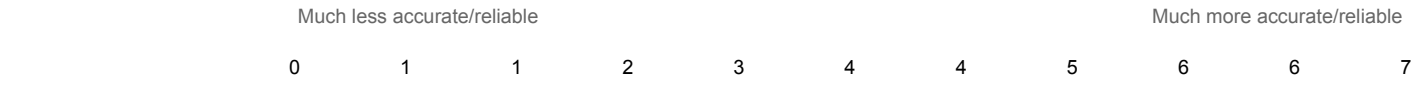
top 3

User satisfaction

Innovation

User safety

AI Accuracy. AI vs Human Evaluation Perceptions



☐ 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?

- | | |
|---------------------------------------------------|--------------------------------------------------|
| <input type="radio"/> UX/UI Designer | <input type="radio"/> Product Manager |
| <input type="radio"/> UX Researcher | <input type="radio"/> Design Director |
| <input checked="" type="radio"/> Product Designer | <input type="radio"/> Other <input type="text"/> |
| <input type="radio"/> Design Manager | |

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

- | | |
|---------------------------------------------------------|---------------------------------------------------------|
| <input checked="" type="checkbox"/> Technology/Software | <input checked="" type="checkbox"/> Media/Entertainment |
| <input type="checkbox"/> E-commerce | <input type="checkbox"/> Consulting |
| <input type="checkbox"/> Healthcare | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Other <input type="text"/> |
| <input checked="" type="checkbox"/> Gaming | |

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

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

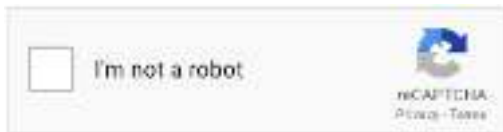
☐ More than 10 years

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

☒ Yes

☐ No

Captcha. Are you a human?



UEQ 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.

This question was not displayed to the respondent.

UEQ DP Stimuli.

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

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 comparitavely with ~ 23 human participants, using items of the User Experience Questionnaire (UEQ).

This question was not displayed to the respondent.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

UEQ 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.

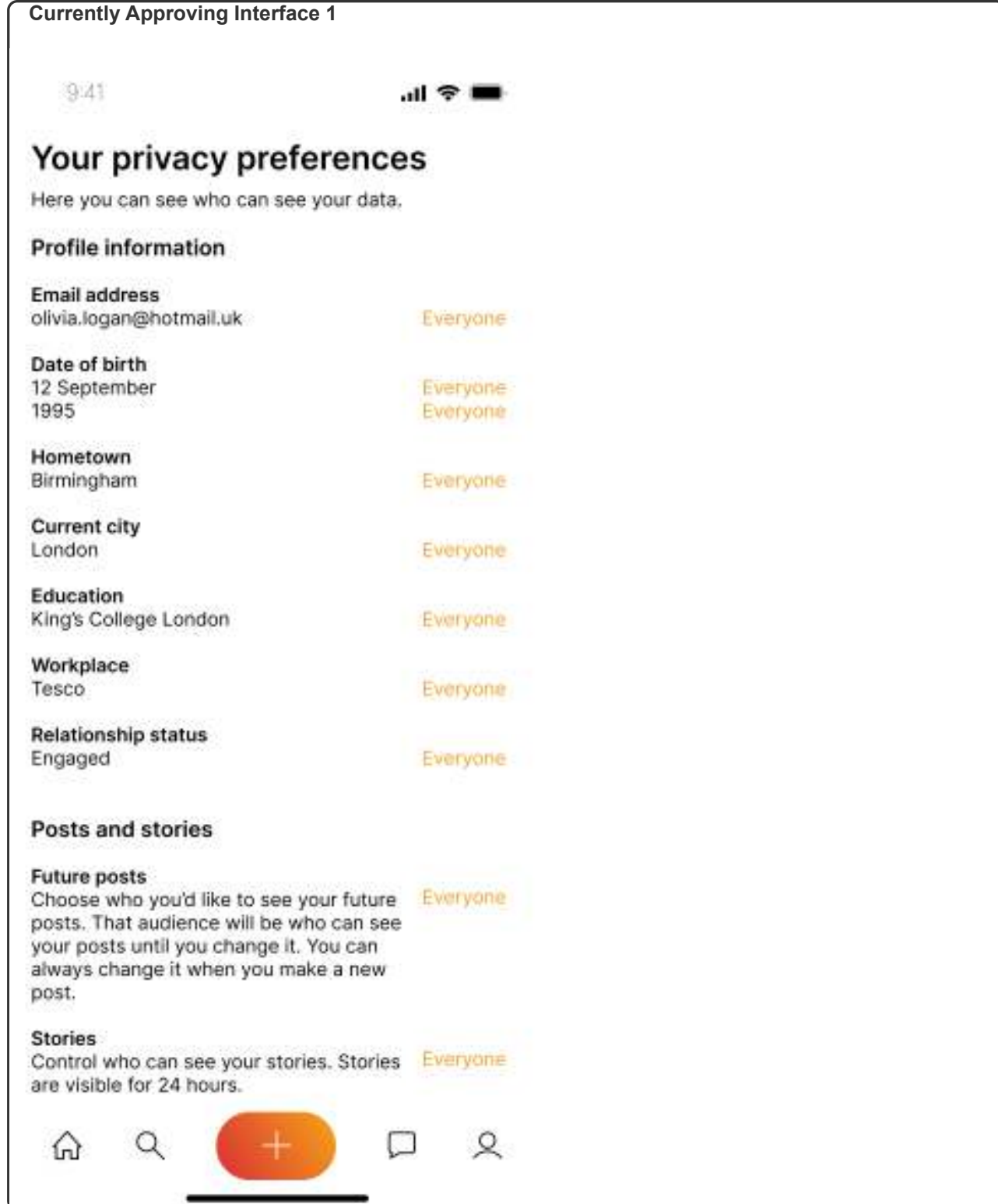
Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation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

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



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	0.34
Efficiency II	Cluttered vs. Organized	0.95
Perspicuity I	Complicated vs. Easy	0.98
Perspicuity II	Confusing vs. Clear	1.30
Dependability I	Unpredictable vs. Predictable	0.71
Dependability II	Obstructive vs. Supportive	-0.11
Stimulation I	Boring vs. Exciting	-0.09
Stimulation II	Not Interesting vs. Interesting	0.28
Attractiveness I	Annoying vs. Enjoyable	-0.87
Attractiveness II	Unfriendly vs. Friendly	-0.65
Coercion	Pressuring vs. Suggesting	-0.33
Addictiveness	Addictive vs. Non-addictive	1.26
Disguise	Covert vs. Revealed	1.49
Deception	Deceptive vs. Benevolent	-0.56
Overall UX Quality	Composite Score (UX metrics only)	0.45
Overall Mean	All metrics combined	0.34

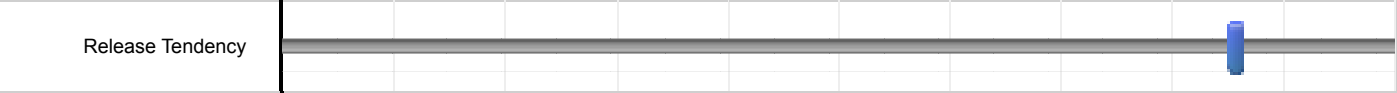
Scale: -3 (strongly negative) to +3 (strongly positive)

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



6

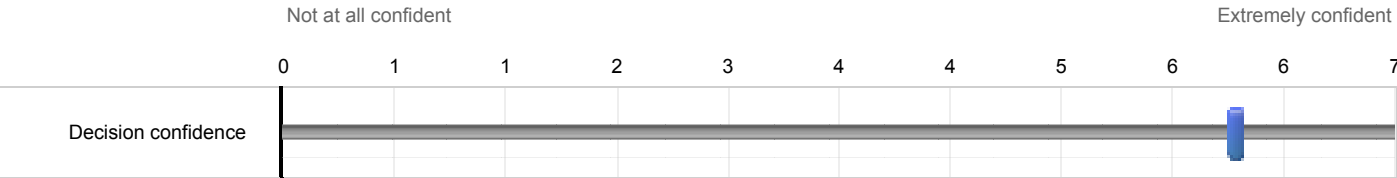
UEEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEEQ Explanation. Please explain your decision

The interface design scores well on several key UX metrics, including Efficiency (0.34 and 0.95), Perspicuity (0.98 and 1.30), and Addictiveness (1.26). These positive scores suggest that the design is efficient, easy to use, and engaging. While there are some negative scores, particularly Attractiveness (-0.87 and -0.65) and Deception (-0.56), the overall UX Quality Composite Score (0.45) and Overall Mean (0.34) are positive, indicating a good user experience.

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



6

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.

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.

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.

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.

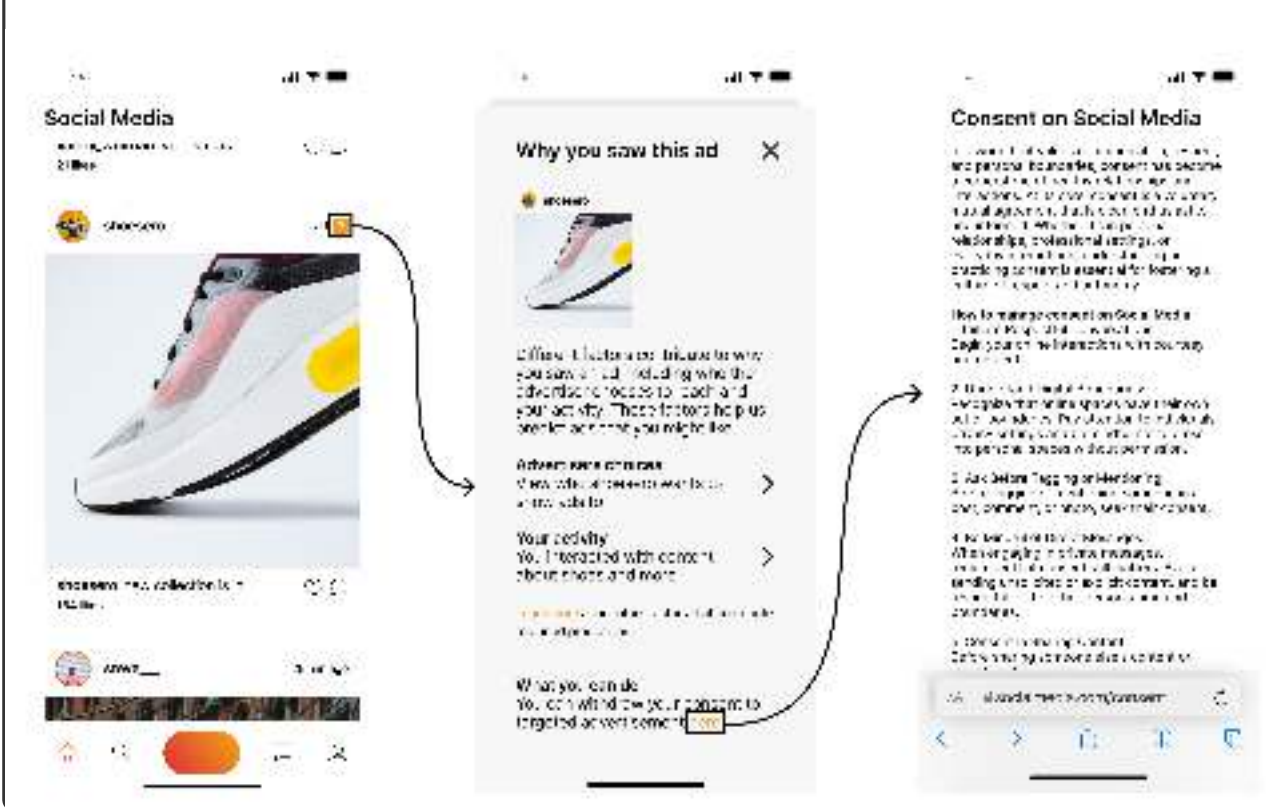
Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design 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 4



UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

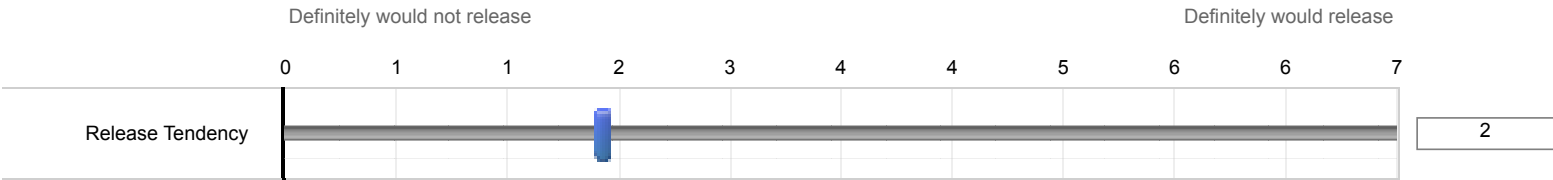
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	-0.34
Efficiency II	Cluttered vs. Organized	-1.19
Perspicuity I	Complicated vs. Easy	-0.59
Perspicuity II	Confusing vs. Clear	-1.29
Dependability I	Unpredictable vs. Predictable	0.03
Dependability II	Obstructive vs. Supportive	-0.72
Stimulation I	Boring vs. Exciting	-0.19

Stimulation II	Not Interesting vs. Interesting	-0.24
Attractiveness I	Annoying vs. Enjoyable	-1.00
Attractiveness II	Unfriendly vs. Friendly	-1.36
Coercion	Pressuring vs. Suggesting	-0.65
Addictiveness	Addictive vs. Non-addictive	0.88
Disguise	Covert vs. Revealed	0.06
Deception	Deceptive vs. Benevolent	-1.28
Overall UX Quality	Composite Score (UX metrics only)	-0.56
Overall Mean	All metrics combined	-0.56

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?



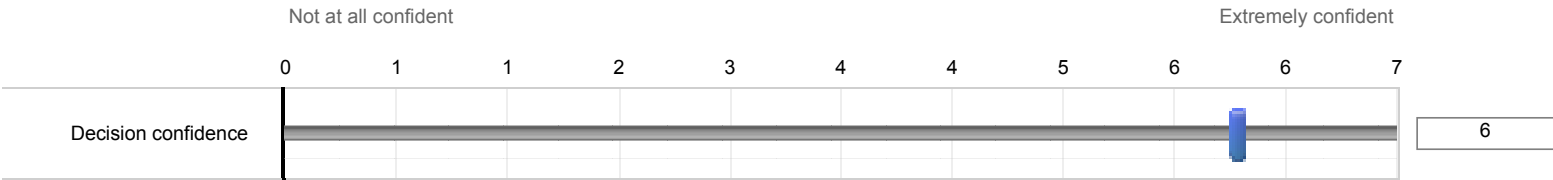
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

The interface design scores negatively on most UX metrics, including Efficiency, Perspicuity, Attractiveness, and Deception. These issues could lead to a poor user experience, negatively impacting user engagement and retention. While the design scores relatively well on Dependability I and Addictiveness, the overall negative scores outweigh the positives.

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 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?

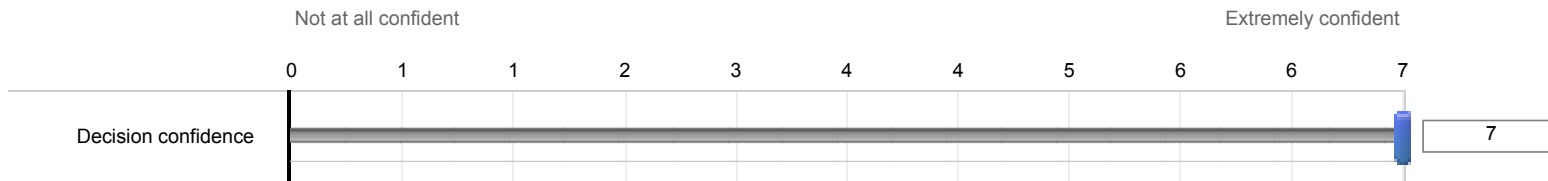
☐ Yes

☒ No

UEEQ Explanation. Please explain your decision

The interface design scores extremely poorly on several key UX metrics, including Attractiveness (-1.97 and -2.13), Coercion (-2.11), and Deception (-2.09). These issues suggest that the design may be perceived as annoying, unfriendly, pressuring, and deceptive, which could lead to a severely poor user experience and negatively impact user engagement and retention.

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.

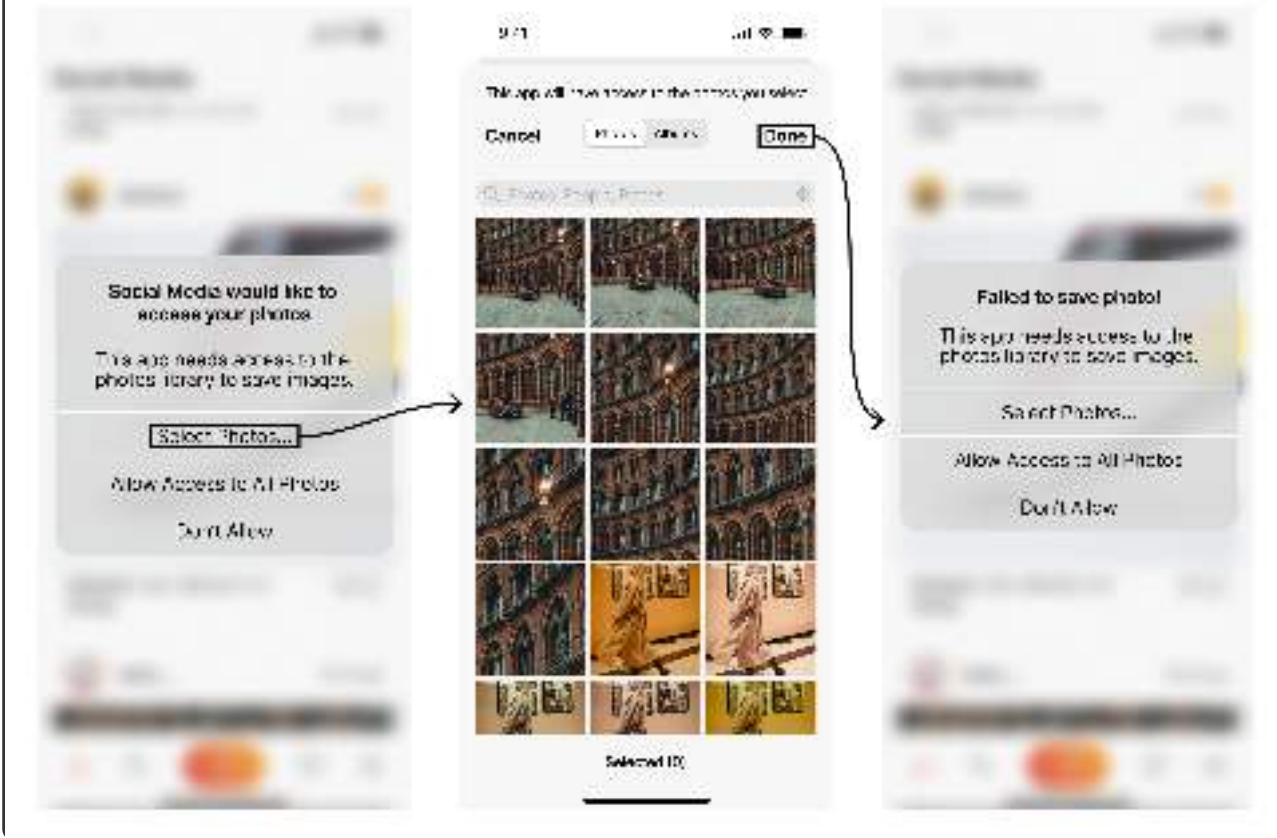
Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design 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

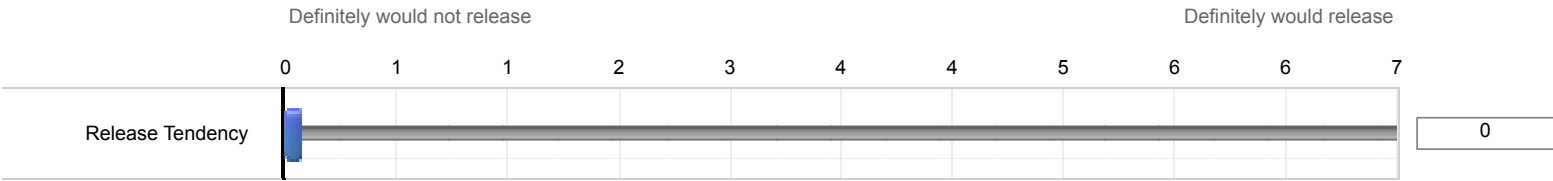
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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?



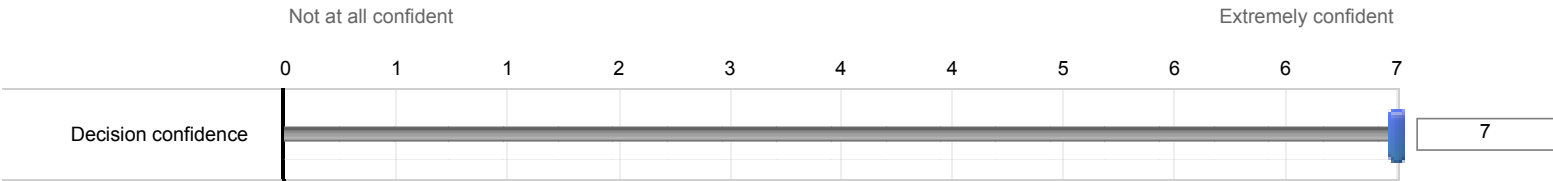
UEEQ Release. Would you release this interface design?

- ☐ Yes
- ☒ No

UEEQ Explanation. Please explain your decision

The interface design scores extremely poorly on most UX metrics, including Efficiency, Perspicuity, Dependability, Attractiveness, and Deception. These issues could lead to a severely poor user experience, negatively impacting user engagement and retention. The negative scores are substantial, indicating a strong likelihood of user frustration and dissatisfaction.

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
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?

Definitely would not release

Definitely would release

0 1 1 2 3 4 4 5 6 6 7

☐ Yes

☒ No

The interface design scores negatively on several key UX metrics, including Attractiveness (-0.73 and -0.87), Coercion (-1.83), Addictiveness (-0.88), and Deception (-0.83). These negative scores suggest that the design may be perceived as annoying, unfriendly, pressuring, and deceptive, which could lead to a poor user experience. While the design scores well on Perspicuity (1.06 and 0.61), the overall negative scores and low Overall Mean (-0.25) indicate that significant revisions are needed before release.

6

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

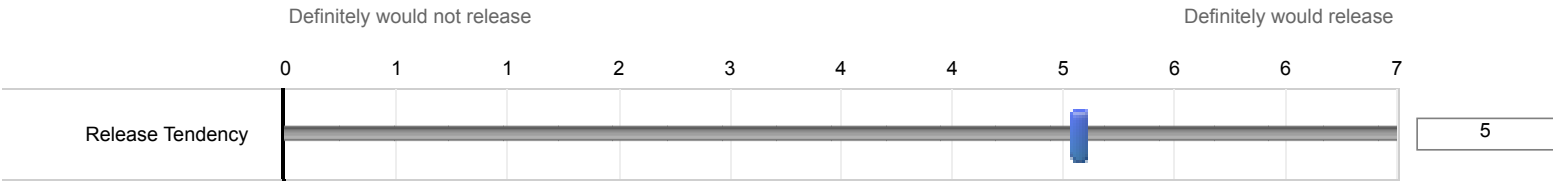
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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?



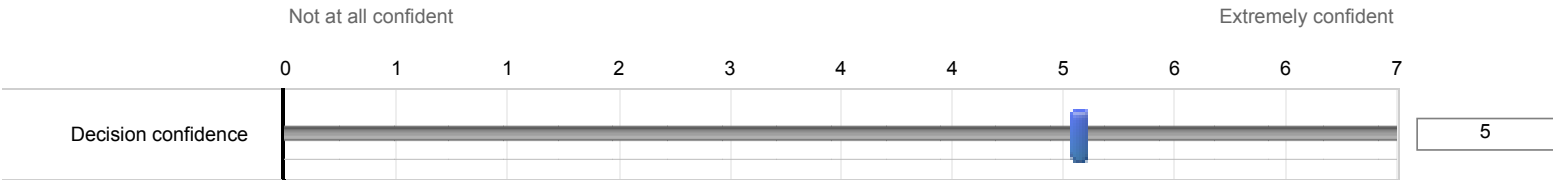
UEEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEEQ Explanation. Please explain your decision

The interface design scores relatively well on Efficiency (0.43 and 0.40), Perspicuity (0.43 and 0.53), and Dependability I (0.70), indicating that it is efficient and relatively easy to use. However, it scores negatively on Attractiveness (-0.44 and -0.47), Coercion (-0.46), and Deception (-0.76), which are concerning. The Overall UX Quality Composite Score (0.18) and Overall Mean (0.02) suggest that the design is relatively neutral overall. Given the mixed results, I'd release the design but monitor user feedback and consider further refinement.

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.

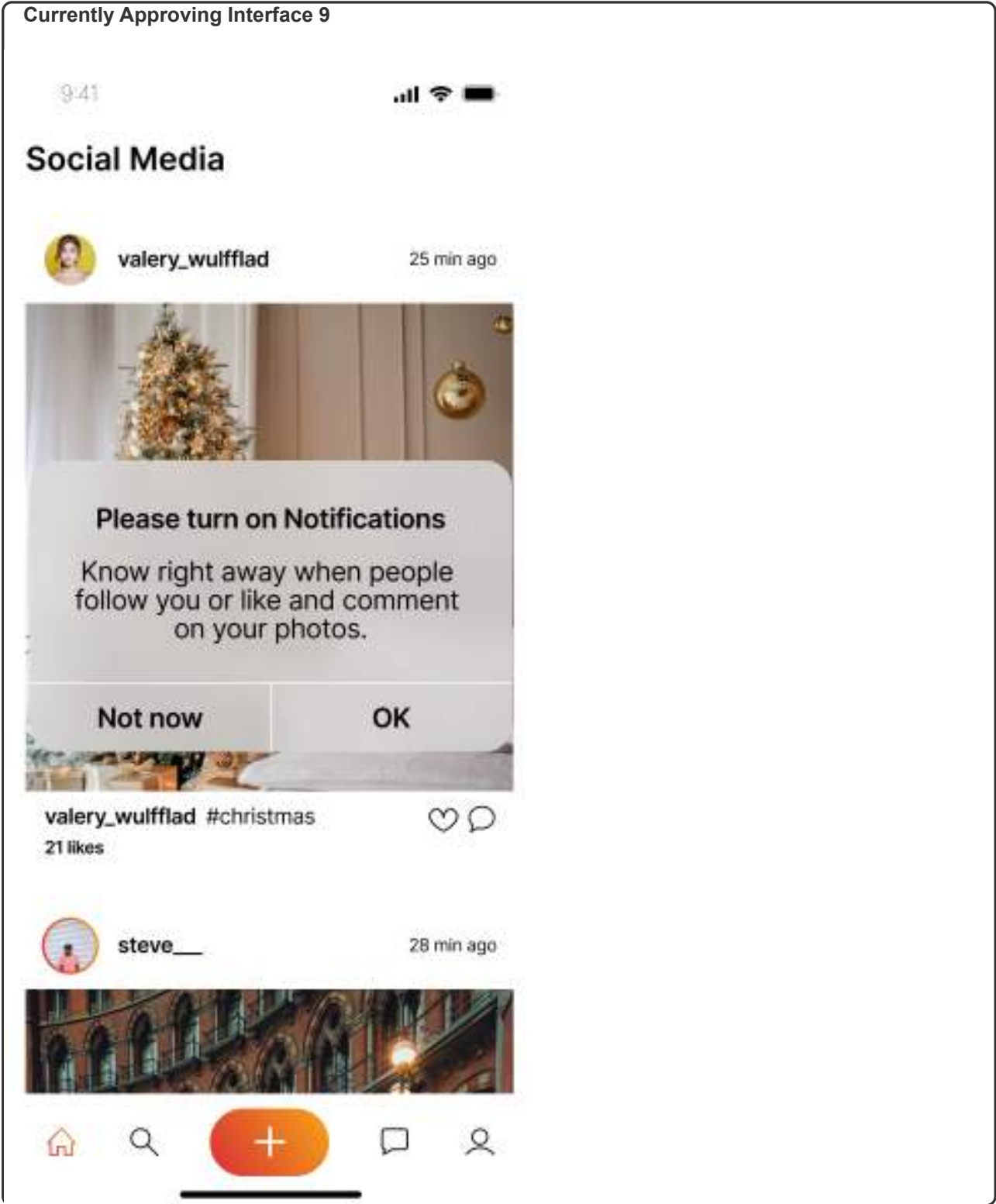
Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation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



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	-0.71
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?

Definitely would not release

Definitely would release

0 1 1 2 3 4 4 5 6 6 7

☐ Yes

☒ No

The interface design scores extremely poorly on several key UX metrics, including Efficiency (-0.71 and -0.71), Dependability II (-2.08), Stimulation (-1.26 and -1.79), Attractiveness (-1.97 and -1.73), Coercion (-2.26), and Deception (-1.58). These negative scores suggest that the design is inefficient, obstructive, boring, annoying, pressuring, and deceptive, which could lead to a severely poor user experience. The Overall UX Quality Composite Score (-0.94) and Overall Mean (-0.86) confirm that the design is not suitable for release.

0 1 1 2 3 4 4 5 6 6 7

7

Instructions

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.

This question was not displayed to the respondent.

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.

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.

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.

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

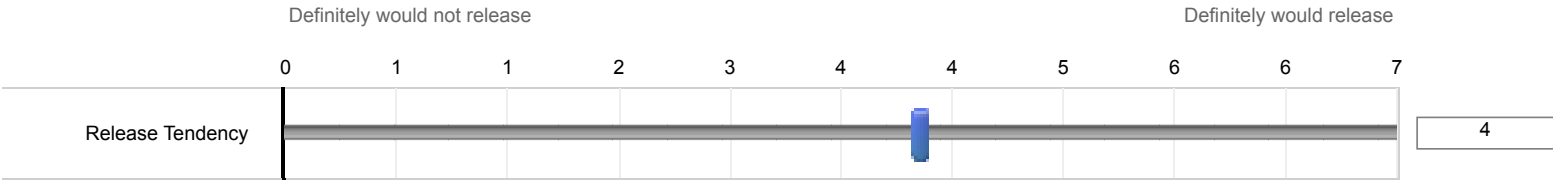
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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?



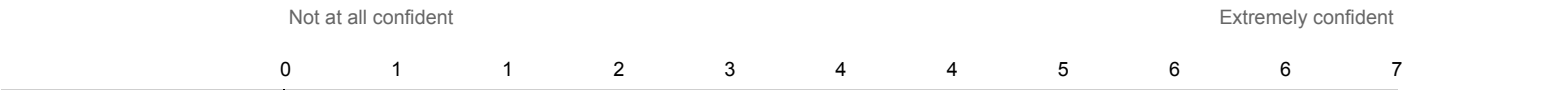
UEEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEEQ Explanation. Please explain your decision

The interface design scores well on Efficiency (0.57 and 0.90) and Perspicuity (0.97 and 0.44), indicating that it is efficient and relatively easy to use. However, it scores negatively on Attractiveness (-0.73 and -0.71), Coercion (-1.13), and Deception (-0.89), which are concerning. The Overall UX Quality Composite Score (0.33) is positive, but the Overall Mean (0.0) suggests that the design is neutral overall. Given the mixed results, I'd want to revisit and refine certain aspects before releasing the design.

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.

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?

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 14

Geolocation turned off

We've turned off your geolocation,
but your location will still be used.

Close

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	-0.23
Efficiency II	Cluttered vs. Organized	0.52
Perspicuity I	Complicated vs. Easy	-0.66
Perspicuity II	Confusing vs. Clear	-0.86
Dependability I	Unpredictable vs. Predictable	-0.91
Dependability II	Obstructive vs. Supportive	-1.35
Stimulation I	Boring vs. Exciting	-0.44
Stimulation II	Not Interesting vs. Interesting	-0.06
Attractiveness I	Annoying vs. Enjoyable	-1.85
Attractiveness II	Unfriendly vs. Friendly	-1.82
Coercion	Pressuring vs. Suggesting	-1.29
Addictiveness	Addictive vs. Non-addictive	1.07
Disguise	Covert vs. Revealed	-0.15
Deception	Deceptive vs. Benevolent	-1.76
Overall UX Quality	Composite Score (UX metrics only)	-0.6
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?



☐ Yes

☐ No

My decision is based on the negative scores on most UX metrics, which suggest that the interface design may be confusing, unattractive, and potentially deceptive. These issues could lead to a poor user experience, negatively impacting user engagement and retention. Given the competitive market and limited runway, it's crucial to prioritize user experience and ensure that the interface design meets high standards.

Not at all confident

Extremely confident

0

1

1

2

3

4

4

5

6

6

7

Decision confidence

7

Instructions

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.

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

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

Currently Approving Interface 15

9:41



Monday, June 6

9:41

SOCIAL MEDIA

now

anna_miroslawa added to their story.
Don't miss it!

UX Risk Assessment



Evaluation Data Source

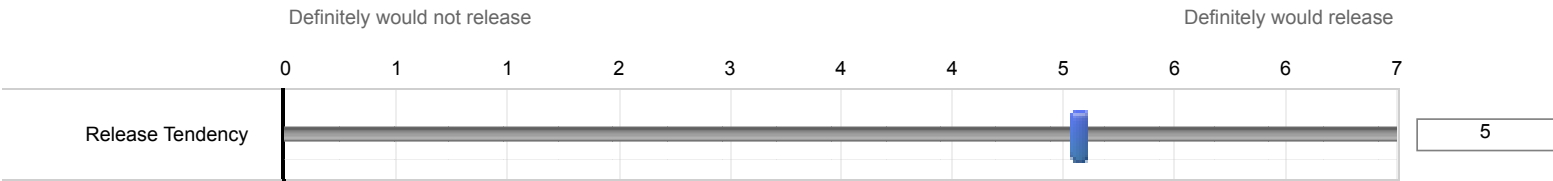
UX Evaluation Details

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	0.41
Efficiency II	Cluttered vs. Organized	0.72
Perspicuity I	Complicated vs. Easy	1.72
Perspicuity II	Confusing vs. Clear	1.16
Dependability I	Unpredictable vs. Predictable	0.61
Dependability II	Obstructive vs. Supportive	-0.29
Stimulation I	Boring vs. Exciting	-0.40
Stimulation II	Not Interesting vs. Interesting	-0.86
Attractiveness I	Annoying vs. Enjoyable	-0.67
Attractiveness II	Unfriendly vs. Friendly	-0.60
Coercion	Pressuring vs. Suggesting	-1.02
Addictiveness	Addictive vs. Non-addictive	-0.28
Disguise	Covert vs. Revealed	0.19
Deception	Deceptive vs. Benevolent	-0.31
Overall UX Quality	Composite Score (UX metrics only)	0.29
Overall Mean	All metrics combined	0.03

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?



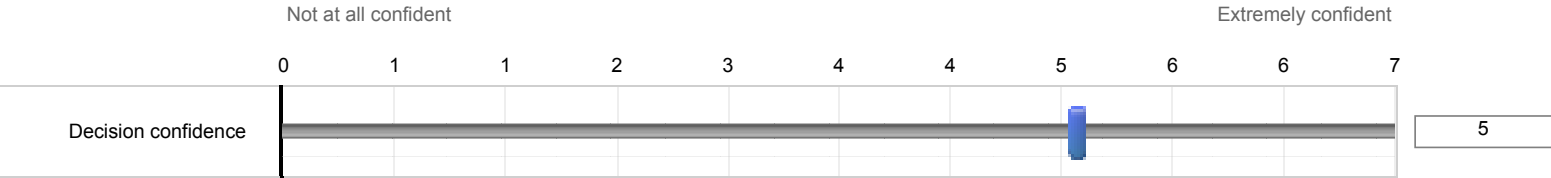
UEEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEEQ Explanation. Please explain your decision

The interface design scores well on Efficiency (0.41 and 0.72) and Perspicuity (1.72 and 1.16), indicating that it is efficient and easy to use. However, it scores negatively on several other metrics, including Attractiveness (-0.67 and -0.60), Coercion (-1.02), and Addictiveness (-0.28). While these negative scores are concerning, the Overall UX Quality Composite Score (0.29) and Overall Mean (0.03) suggest that the design has some redeeming qualities. Given the business approval and potential benefits, I would release the design but consider further refinement to address the negative scores.

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



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

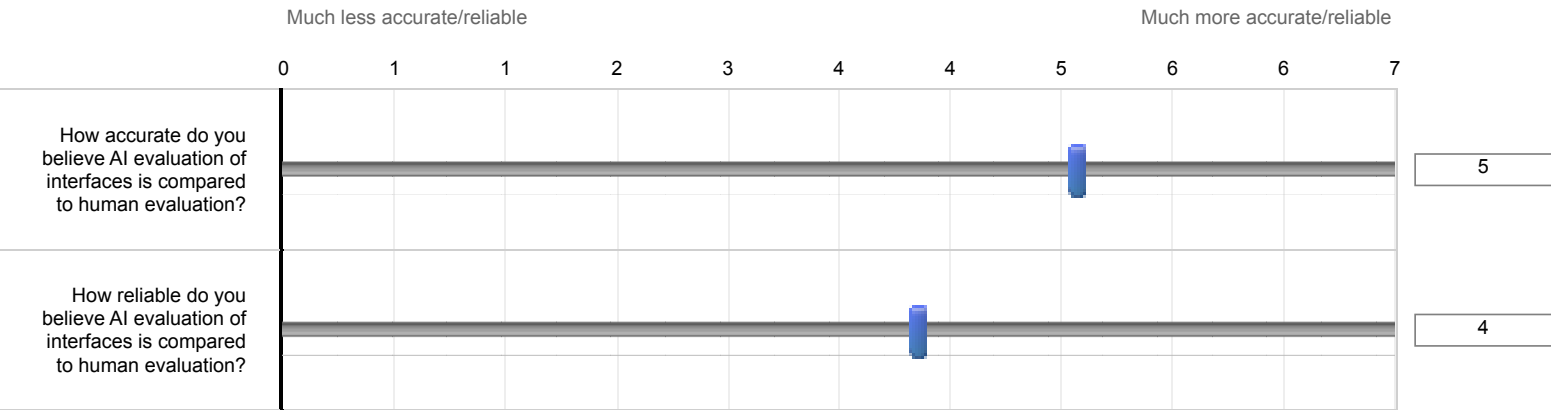
Trust. Which type of evaluation data did you trust more?

- ☒ 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
User satisfaction	
Ease of use	
Business impact	
Ethical considerations	
Legal compliance	
User safety	
Innovation	
Evaluation source (human vs AI)	
Other (specify)	

AI Accuracy. AI vs Human Evaluation Perceptions



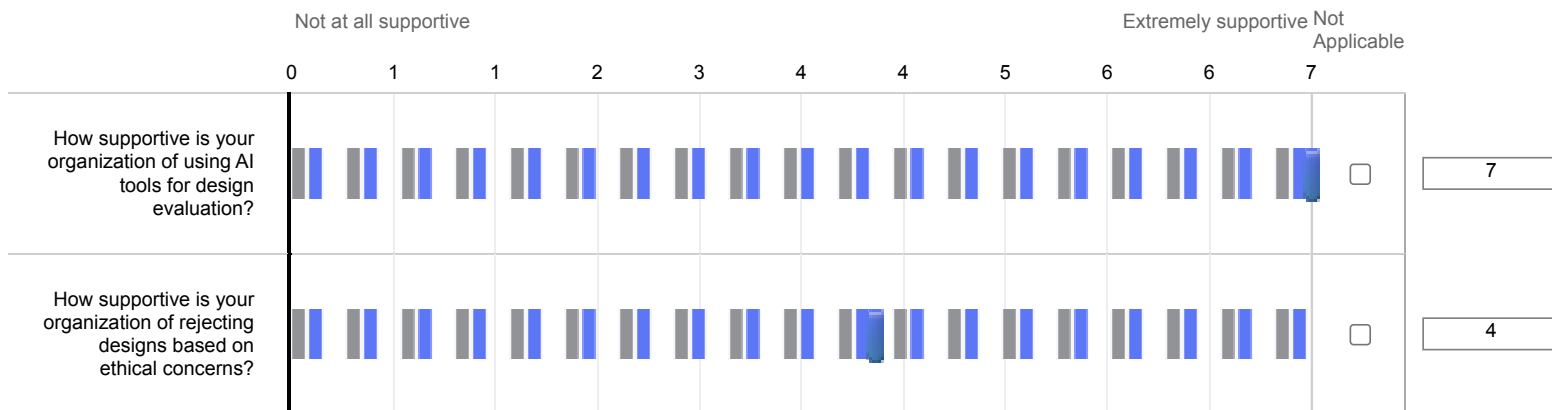
UI Ethics Experience. In your professional work, how often do you encounter designs that you consider ethically questionable?

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☒ Often
- ☐ Very often

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

- ☒ Very familiar
- ☐ Somewahht 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?

While AI evaluation data can be useful, human evaluation provides essential context and nuance. A combined approach would likely yield the best results.

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

67c246023b44ca64d40ae45a

Embedded Data

PROLIFIC_PID: 67c246023b44ca64d40ae45a

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?



UEQ 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.

This question was not displayed to the respondent.

UEQ DP Stimuli.

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

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 comparitavely with ~ 23 human participants, using items of the User Experience Questionnaire (UEQ).

This question was not displayed to the respondent.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

UEQ 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.

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

9:41



Your privacy preferences

Here you can see who can see your data,

Profile information

Email address

olivia.logan@hotmail.uk

Everyone

Date of birth

12 September
1995

Everyone
Everyone

Hometown

Birmingham

Everyone

Current city

London

Everyone

Education

King's College London

Everyone

Workplace

Tesco

Everyone

Relationship status

Engaged

Everyone

Posts and stories

Future posts

Choose who you'd like to see your future posts. That audience will be who can see your posts until you change it. You can always change it when you make a new post.

Everyone

Stories

Control who can see your stories. Stories are visible for 24 hours.

Everyone



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	0.34
Efficiency II	Cluttered vs. Organized	0.95
Perspicuity I	Complicated vs. Easy	0.98
Perspicuity II	Confusing vs. Clear	1.30
Dependability I	Unpredictable vs. Predictable	0.71
Dependability II	Obstructive vs. Supportive	-0.11
Stimulation I	Boring vs. Exciting	-0.09
Stimulation II	Not Interesting vs. Interesting	0.28
Attractiveness I	Annoying vs. Enjoyable	-0.87
Attractiveness II	Unfriendly vs. Friendly	-0.65
Coercion	Pressuring vs. Suggesting	-0.33
Addictiveness	Addictive vs. Non-addictive	1.26
Disguise	Covert vs. Revealed	1.49
Deception	Deceptive vs. Benevolent	-0.56
Overall UX Quality	Composite Score (UX metrics only)	0.45
Overall Mean	All metrics combined	0.34

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

☒ Yes

☐ No

Efficiency is generally positive (0.34 and 0.95), suggesting users find it organized and fairly easy to work with. Perspicuity is strong (0.98 and 1.30), meaning the interface is mostly clear and easy to understand. Dependability I (0.71) indicates predictability is good. High Disguise (1.49) and Addictiveness (1.26) scores, while not standard UX metrics, suggest that the design is engaging and transparent in certain aspects. Weaknesses: Attractiveness is a concern: "Annoying vs. Enjoyable" (-0.87) and "Unfriendly vs. Friendly" (-0.65) indicate users find it less pleasant to use, which could hurt adoption and satisfaction. Stimulation is lukewarm (-0.09 and 0.28), so the experience may not feel exciting or engaging to many. Dependability II (-0.11) shows some users perceive it as slightly obstructive. Deception (-0.56) might hint at trust concerns — users may perceive intentions as less benevolent. Overall View: The Composite UX score (0.45) is mildly positive, showing the fundamentals are in place. Problems are mostly emotional engagement and friendliness rather than functionality or clarity. With these scores, an iterative launch could be sensible: release to a limited audience or as a phased rollout, gather real-world feedback, and address the attractiveness/friendliness issues early.

5

Currently Approving Interface 2

9:41



Discover



UX Risk Assessment



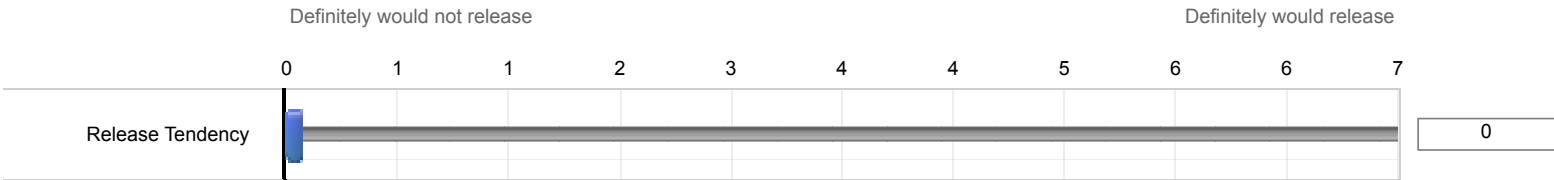
UX Evaluation Details

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	0.03
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)

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



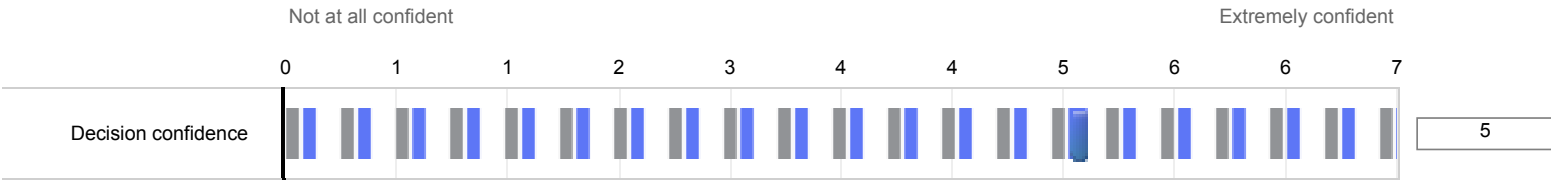
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

While the Overall UX Quality score is 0.23 (slightly positive) and certain metrics — notably Perspicuity I (1.09) and Perspicuity II (0.58) — indicate that users generally find the interface easy to understand and clear, there are several significant concerns that suggest the design isn't ready for full release. The interface shows strong clarity and predictability, but low efficiency, low engagement, and trust/autonomy concerns mean it needs further refinement before release. Addressing the negative ethical perception (coercion & deception), reorganizing the layout for efficiency, and adding engaging design elements could raise both the composite UX score and user confidence.

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 3

9:41



Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas

21 likes



steve__

28 min ago



UX Risk Assessment



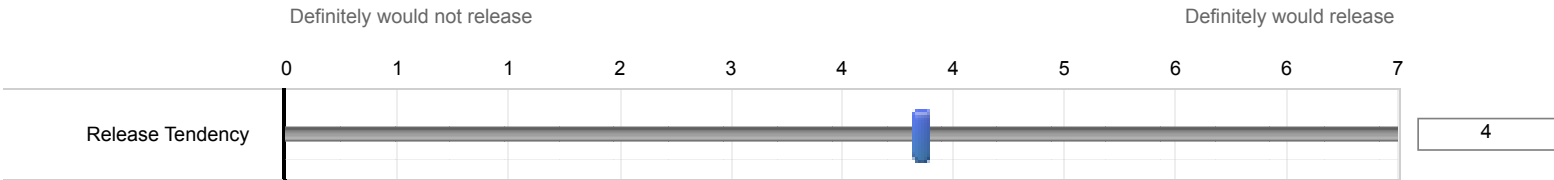
UX Evaluation Details

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	0.81
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?



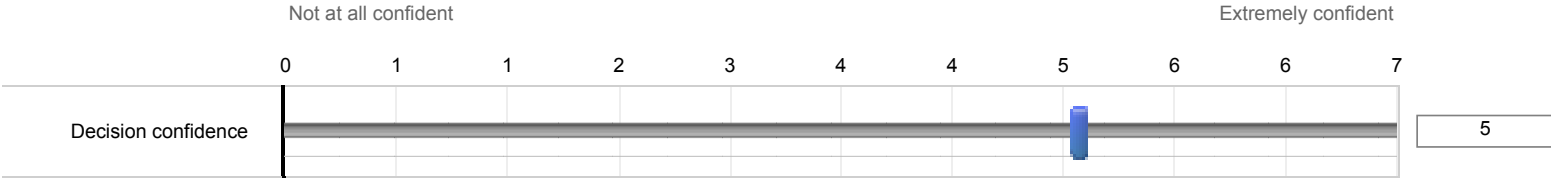
UEEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEEQ Explanation. Please explain your decision

The overall UX quality score (0.51) suggests a moderately positive experience, with strong performance in Perspicuity (ease and clarity of use) and Efficiency I (perceived task efficiency). Users generally find the interface easy to understand and relatively efficient to work with, which is critical for adoption. However, there are several risk areas that need to be addressed before or immediately after release: 1. Dependability – Scores for “Unpredictable vs. Predictable” (-0.50) and “Obstructive vs. Supportive” (-0.20) indicate the system may behave inconsistently or hinder user progress in certain scenarios, which could erode trust. 2. Ethics & Trust Perception – “Deceptive vs. Benevolent” (-0.82) is a red flag for perceived transparency and integrity. If users feel misled, adoption and satisfaction will drop. 3. Addictiveness – The very negative score (-1.47) suggests users feel the system is too attention-grabbing or possibly distracting, which may conflict with productivity goals. 4. Moderate Attractiveness – While not a major weakness, low enjoyment (+0.05) and friendliness (-0.10) could reduce long-term engagement.

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.

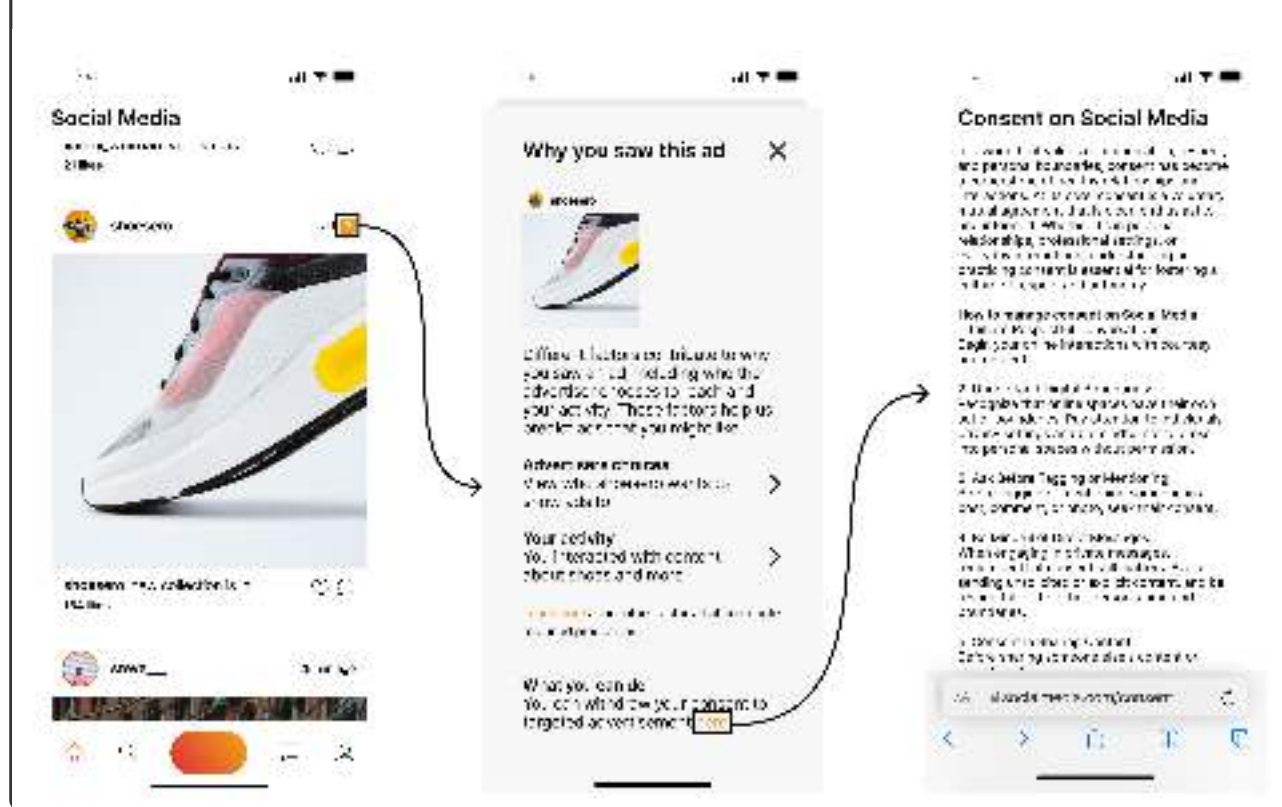
Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design 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 4



UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

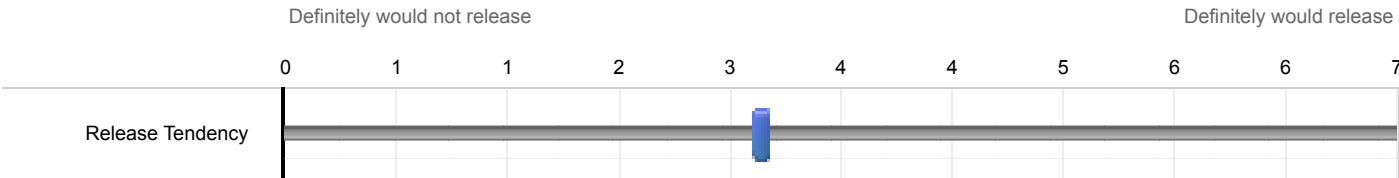
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	-0.34
Efficiency II	Cluttered vs. Organized	-1.19
Perspicuity I	Complicated vs. Easy	-0.59
Perspicuity II	Confusing vs. Clear	-1.29
Dependability I	Unpredictable vs. Predictable	0.03
Dependability II	Obstructive vs. Supportive	-0.72
Stimulation I	Boring vs. Exciting	-0.19

Stimulation II	Not Interesting vs. Interesting	-0.24
Attractiveness I	Annoying vs. Enjoyable	-1.00
Attractiveness II	Unfriendly vs. Friendly	-1.36
Coercion	Pressuring vs. Suggesting	-0.65
Addictiveness	Addictive vs. Non-addictive	0.88
Disguise	Covert vs. Revealed	0.06
Deception	Deceptive vs. Benevolent	-1.28
Overall UX Quality	Composite Score (UX metrics only)	-0.56
Overall Mean	All metrics combined	-0.56

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?



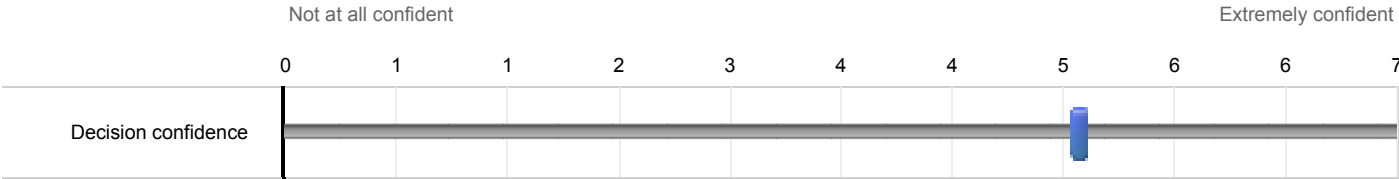
UEEQ Release. Would you release this interface design?

- ☐ Yes
- ☒ No

UEEQ Explanation. Please explain your decision

Key Concerns from the Scores Efficiency & Clarity: Efficiency I (-0.34) and Efficiency II (-1.19) indicate that users find the interface both inefficient and cluttered — a strong signal that navigation and task completion will be frustrating. Perspicuity I (-0.59) and Perspicuity II (-1.29) mean users are finding the system both complicated and confusing, making onboarding and general usage harder. User Friendliness & Trust: Attractiveness I (-1.00) and Attractiveness II (-1.36) show the design is perceived as unpleasant and unfriendly — not a good recipe for adoption. Deception (-1.28) is especially concerning — this suggests users feel the design may mislead them or is not transparent, which can damage brand trust. Dependability & Support: Dependability II (-0.72) means users feel the interface is obstructive instead of supportive. Overall UX Quality: Composite score of -0.56 signals that the design is below neutral across multiple UX dimensions, not just in one isolated area. --- Release Tendency Justification Even if some scores like Addictiveness (+0.88) and Disguise (+0.06) are neutral-to-positive, these don't outweigh the fact that the design is viewed as unclear, unfriendly, and possibly deceptive. Launching in this state risks: User frustration → drop-off in adoption Reputational damage due to trust issues Higher support costs from confusion and inefficiency --- Recommendation Do not release yet. Prioritize reworking navigation, layout clarity, and visual friendliness. Address transparency and communication to improve trustworthiness. Re-test after adjustments to confirm improvement in Efficiency, Perspicuity, and Attractiveness before launch

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



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 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



Evaluation Data Source

UX Evaluation Details

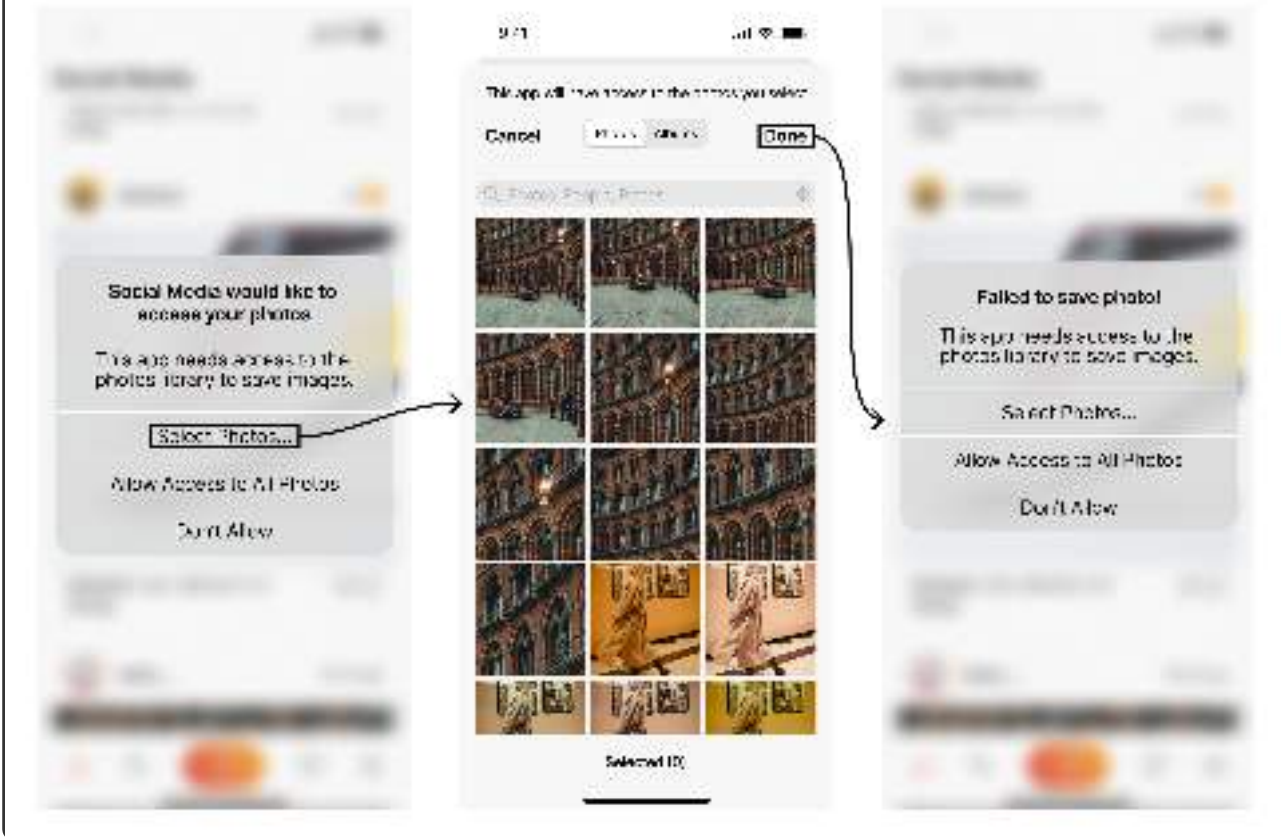
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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?





UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

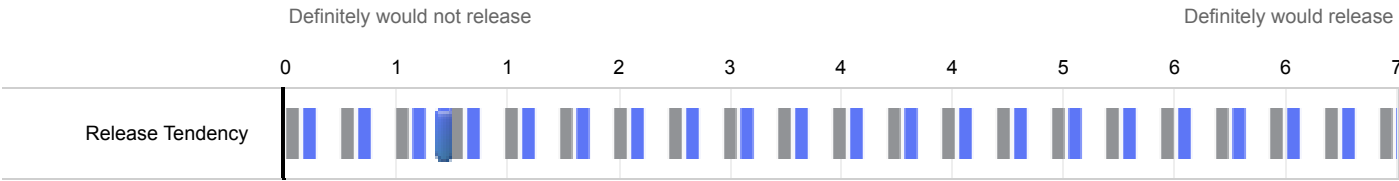
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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?



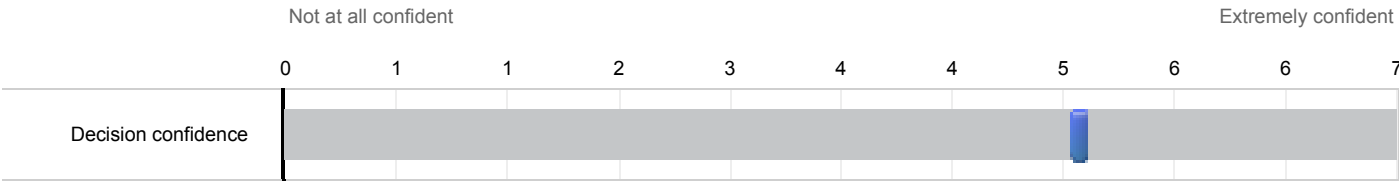
UEEQ Release. Would you release this interface design?

- ☐ Yes
- ☒ No

UEEQ Explanation. Please explain your decision

1. Overall UX Quality is Negative The Composite Score (-0.85) and Overall Mean (-0.9) are well below neutral, indicating that most user perceptions are unfavorable. Multiple categories fall near or beyond -1.0, which in UX terms signals strong dissatisfaction. 2. Critical Weaknesses in Core Usability Areas Efficiency (-0.82, -0.15) → Users perceive it as inefficient and somewhat cluttered, which directly impacts productivity. Perspicuity (-0.79, -0.90) → The interface is seen as complicated and unclear, meaning learning curves and error rates will be high. Dependability (-0.95, -1.23) → Being perceived as unpredictable and obstructive is a red flag for trust and reliability. 3. Emotional & Engagement Factors Are Poor Attractiveness (-1.69, -1.44) and Stimulation (-0.58, -0.75) scores suggest the design frustrates users instead of engaging them. Coercion (-1.59) and Deception (-1.53) imply users feel manipulated or misled, which can damage brand reputation and retention. 4. Business Risk Launching with these ratings could lead to low adoption, high churn, increased support costs, and negative public perception.

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.

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.

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 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

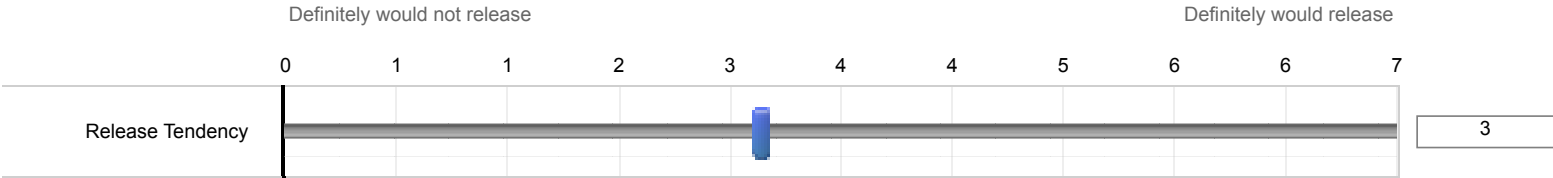
UX Evaluation Details

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?



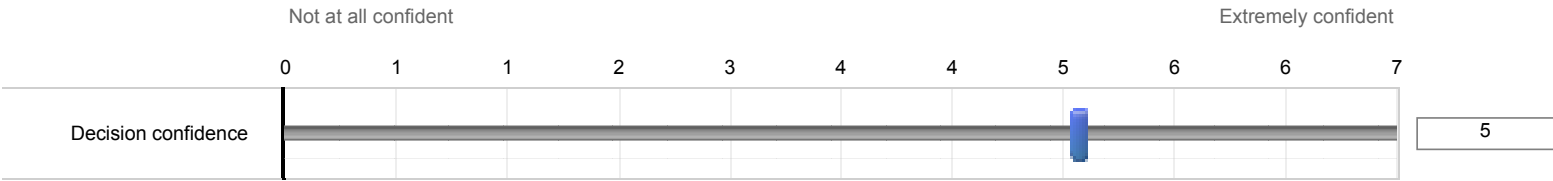
UEEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEEQ Explanation. Please explain your decision

1. Strengths Efficiency (0.43, 0.40) and Perspicuity (0.43, 0.53) are moderately positive, suggesting that users generally find the interface easy to use and reasonably well organized. Dependability I (0.70) is the highest score, meaning users felt the interface behaved predictably. Disguise (0.56) indicates transparency in certain aspects, which supports trust. 2. Weaknesses Attractiveness scores are negative (-0.44, -0.47), showing that emotional appeal and friendliness are lacking—this could hurt user adoption even if the interface is functional. Stimulation scores are near neutral or negative, which suggests users don’t find it engaging. Dependability II (-0.22) shows some users felt the system was not supportive enough. Deception (-0.76) is a serious red flag—it indicates a perception of misleading behavior, which could damage trust. 3. Overall Scores UX composite: 0.18 → Slightly above neutral, meaning the experience is acceptable but far from exceptional. Overall mean (including autonomy metrics): 0.02 → Basically neutral, showing the autonomy-related perceptions are pulling the overall rating down. 4. Business Risk The functional foundation is solid enough to release, but the emotional, trust, and engagement elements need improvement to avoid user dissatisfaction over time. If released as-is, the interface might work well for short-term transactional tasks but could underperform in retention, brand trust, or long-term satisfaction.

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 9

9:41

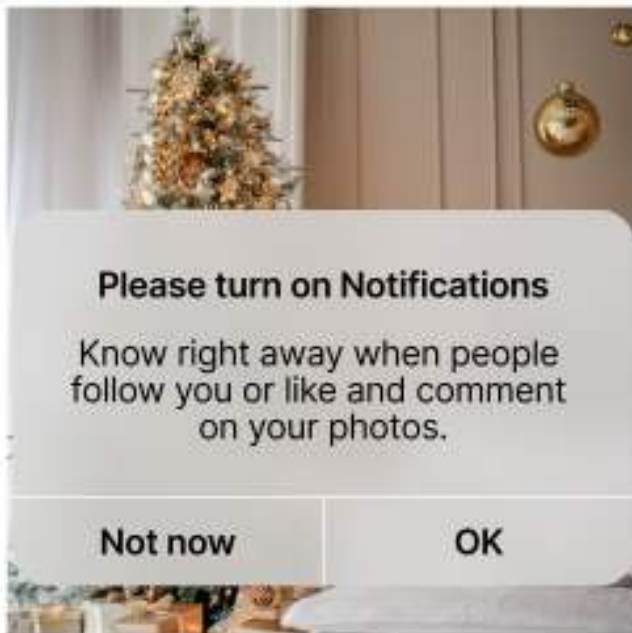


Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas

21 likes



steve__

28 min ago



UX Risk Assessment



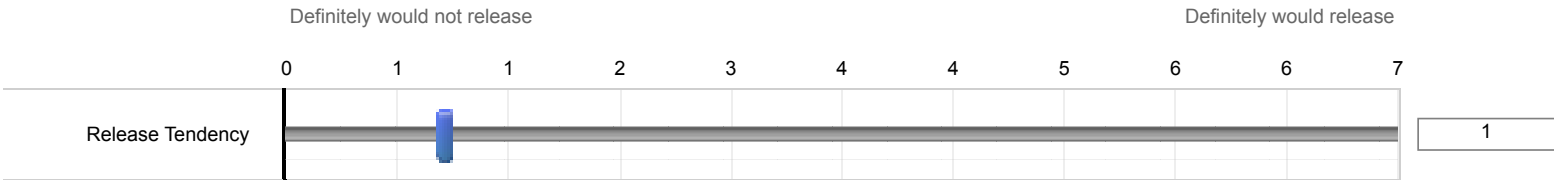
UX Evaluation Details

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	-0.71
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?



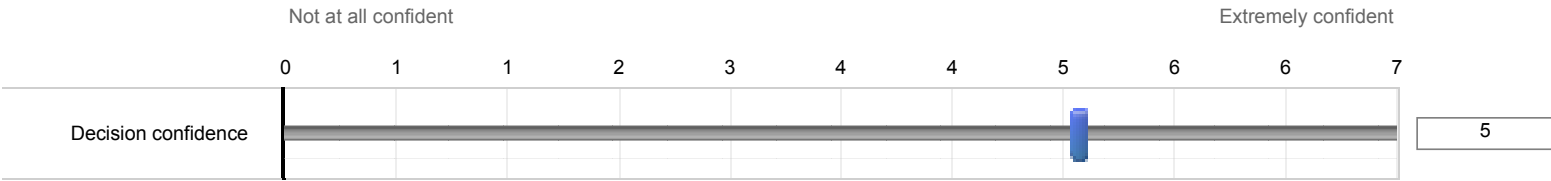
UEEQ Release. Would you release this interface design?

- ☐ Yes
- ☒ No

UEEQ Explanation. Please explain your decision

Key Problem Areas Efficiency (-0.71 & -0.71) – Users find it somewhat inefficient and cluttered, which can slow down task completion. Dependability II (-2.08) – This is a major red flag. Users feel the system is obstructive rather than supportive, which erodes trust. Stimulation & Attractiveness (scores between -1.26 and -1.97) – The interface is perceived as boring, uninteresting, unfriendly, and even annoying. This will hurt long-term engagement. Coercion (-2.26) – Users feel pressured rather than guided, which can cause strong resistance or even ethical concerns. Deception (-1.58) – Perceived dishonesty is a serious trust issue, and it will be hard to recover from if released as-is. Some Positives Perspicuity I (0.41) – It's at least somewhat easy to understand. Addictiveness (0.89) and Disguise (0.78) – Users don't find it overtly intrusive in a negative way. Dependability I (0.16) – Mildly predictable, so consistency is not completely broken. Release Risk Assessment With an Overall UX Quality of -0.94, the majority of critical metrics are in the negative range, especially those tied to trust, emotional engagement, and perceived autonomy. Even if the business case is strong, releasing now could: Damage brand reputation Reduce adoption and retention Increase support costs Make later redesigns more difficult due to negative user impressions

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.

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.

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 11

9:41



Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas

21 likes

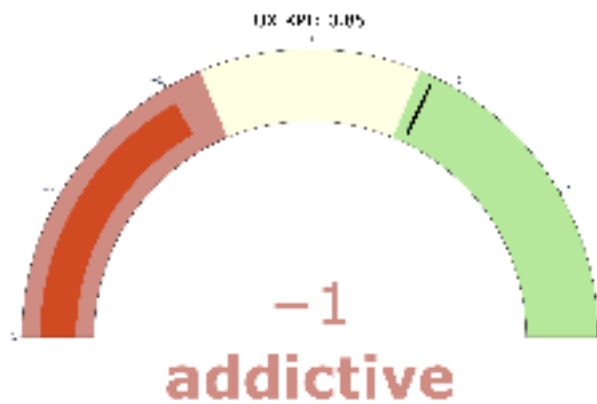


steve__

28 min ago



UX Risk Assessment



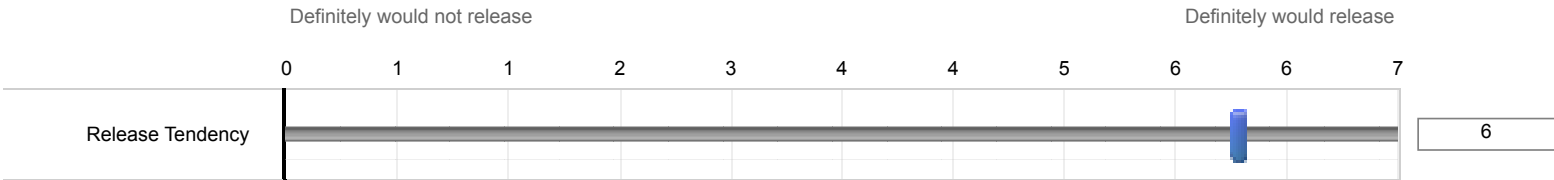
UX Evaluation Details

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?



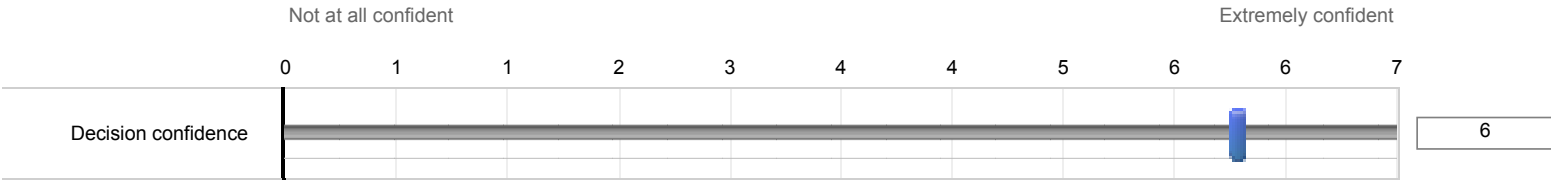
UEEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEEQ Explanation. Please explain your decision

Strengths (scores above +0.5) Efficiency: Both Inefficient vs. Efficient (+0.97) and Cluttered vs. Organized (+0.75) indicate users find it fast and well-structured. Perspicuity: Complicated vs. Easy (+1.66) is very high—users understand it quickly. Dependability II (+1.07) shows the system feels supportive. Friendliness (+0.80) and Disguise (+1.11) are strong—suggesting it's approachable and transparent in presentation. Overall UX quality at +0.85 means the core experience is solidly positive. Weak spots (scores below 0) Dependability I (-0.28) suggests some unpredictability—users may occasionally feel unsure about system responses. Addictiveness (-1.00) indicates the interface is not habit-forming, which might be fine depending on business goals, but could mean low engagement over time. Coercion (-0.04) is almost neutral but slightly on the “pressuring” side—worth monitoring for tone. Neutral to mild positives Exciting vs. Boring (+0.17) and Interesting vs. Not Interesting (+0.63) are okay but leave room for more engaging elements if desired.

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.

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.

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 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

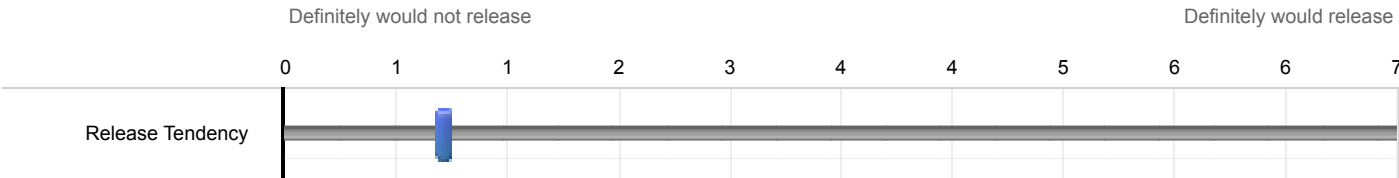
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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?



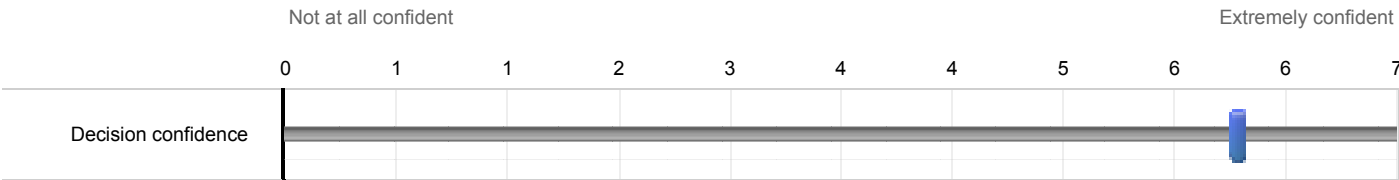
UEEQ Release. Would you release this interface design?

- ☐ Yes
- ☒ No

UEEQ Explanation. Please explain your decision

Critical weaknesses in emotional appeal — The Attractiveness scores are highly negative (-2.15 in both friendliness and enjoyability), which is a serious red flag. Even if the interface is functional, users are likely to dislike interacting with it. Dependability issues — The "Obstructive vs. Supportive" measure is extremely low (-1.85), indicating the system actively hinders rather than helps. That's a core usability failure. Trust and ethical perception problems — The low scores in Coercion (-1.93) and Deception (-1.97) suggest users may feel manipulated or misled, which damages credibility and long-term adoption. Mixed efficiency and clarity — While Efficiency II (organization) is strong at 0.69, Perspicuity II is negative (-0.40), meaning users still find the interface somewhat confusing. Overall UX Quality is negative (-0.42), and the Overall Mean across all metrics is -0.7, signaling that dissatisfaction outweighs satisfaction. Recommendation: Before release, address the trust, supportiveness, and enjoyment problems. Iterative redesign and usability testing should target the most extreme negatives first, especially in perceived friendliness, honesty, and helpfulness.

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



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.

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.

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.

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.

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

User satisfaction

Ease of use

Business impact

Innovation

Evaluation source (human vs AI)

Other (specify)

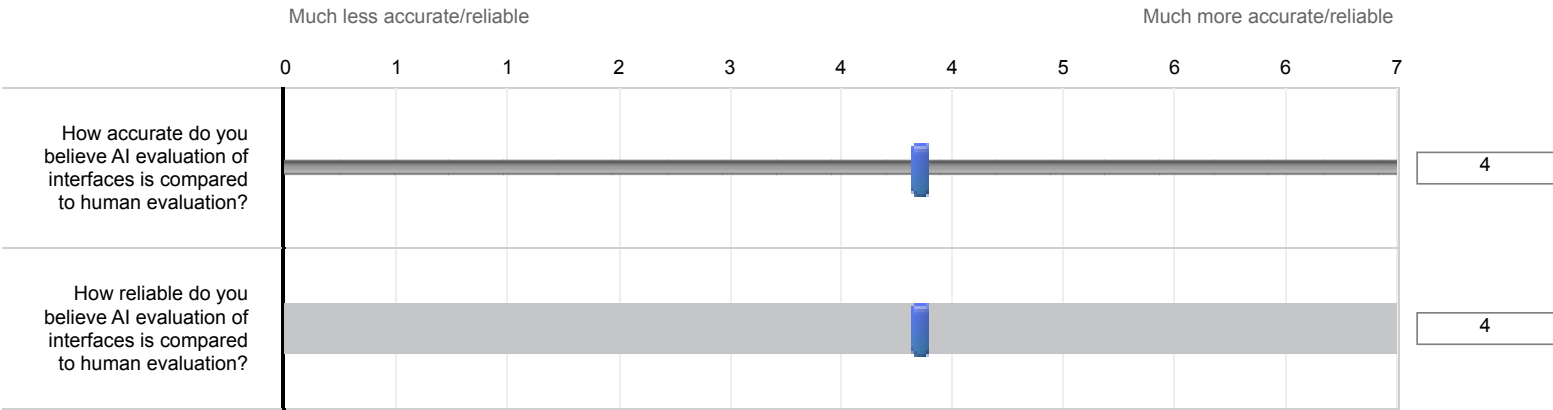
top 3

Ethical considerations

Legal compliance

User safety

AI Accuracy. AI vs Human Evaluation Perceptions



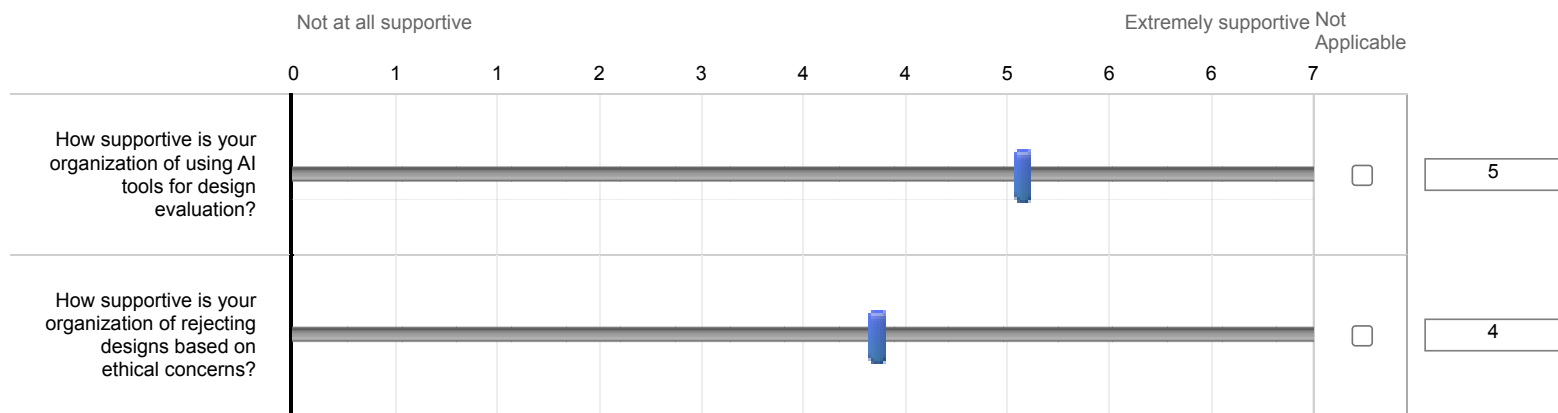
UI Ethics Experience. In your professional work, how often do you encounter designs that you consider ethically questionable?

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☒ Often
- ☐ Very often

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

- ☐ Very familiar
- ☐ Somewaht 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?

AI consistency: AI scoring is usually highly consistent; repeated analyses yield the same result. Human variability: Humans can be inconsistent, influenced by mood, fatigue, or prior experience. But they can provide richer insights and spot novel usability issues AI might miss. Best approach: Use AI to flag potential problem areas, then validate with human feedback to ensure validity.

Current Role. What is your current primary role?

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

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

☒ Technology/Software

☐ Media/Entertainment

☐ E-commerce

☐ Consulting

☐ Healthcare

☐ Social Media

☒ Financial Services

☐ Other

☐ Gaming

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?

Prolific ID . What is your Prolific ID?

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

67457a7bbe6d068d6d4a56a3

Embedded Data

PROLIFIC_PID: 67457a7bbe6d068d6d4a56a3

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

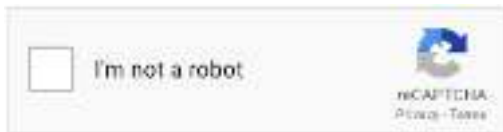
☒ More than 10 years

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

☒ Yes

☐ No

Captcha. Are you a human?



UEQ 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.

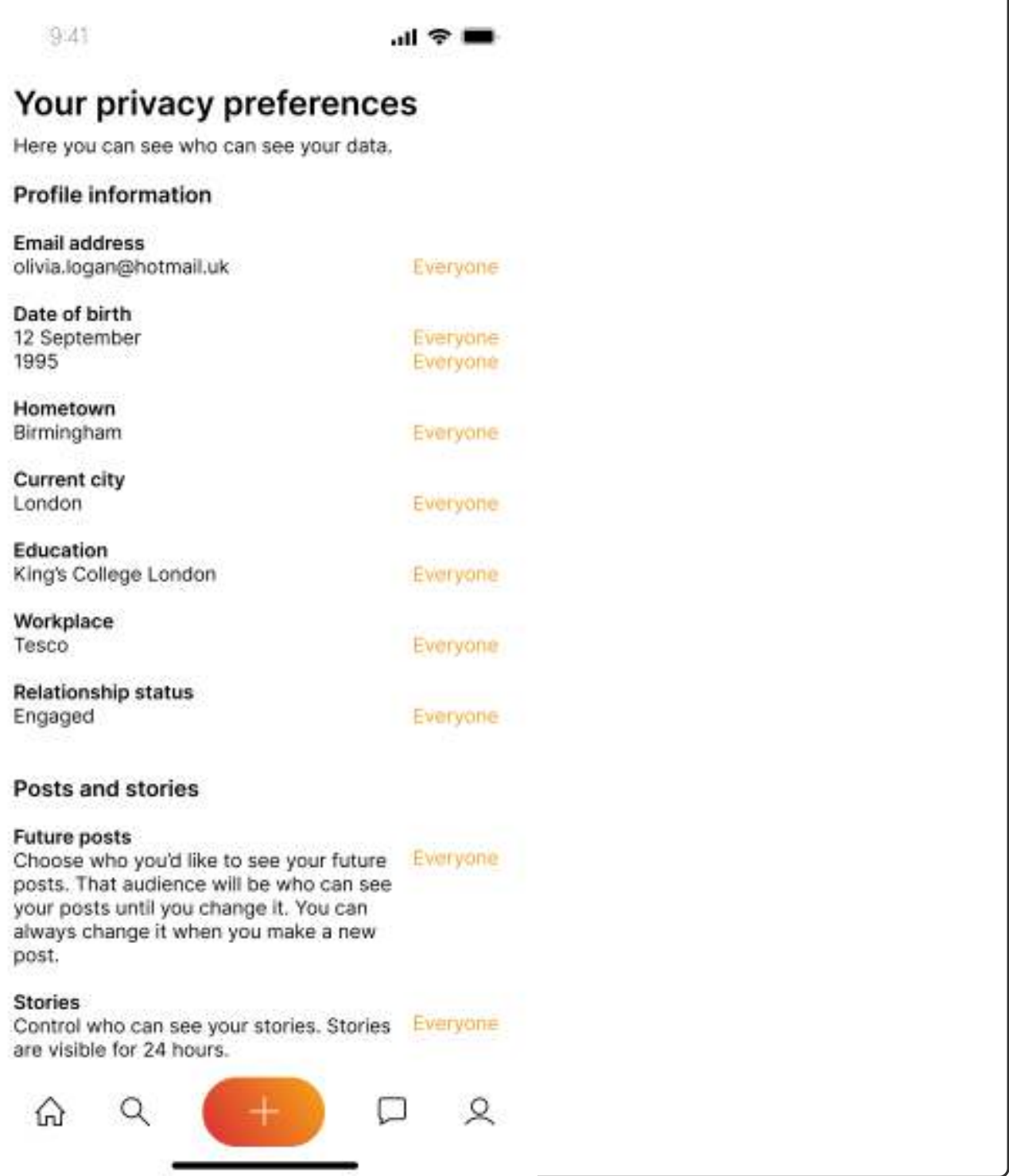
Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation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

UEQ DP Stimuli.

Currently Approving Interface 1



UX Risk Assessment



Evaluation Data Source

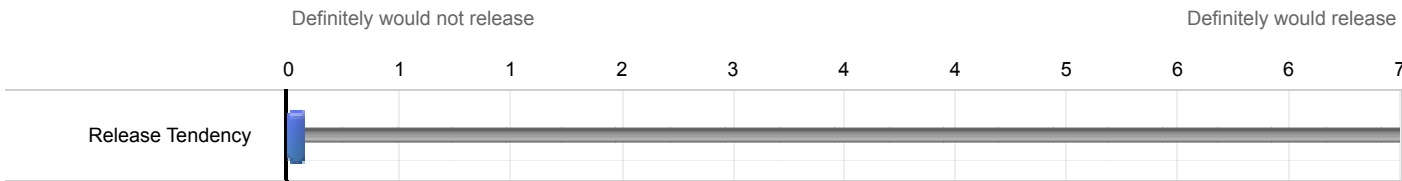
Based on multiple **AI analyses** conducted using a variety of vision-language models trained on UX data, reaching the predictive accuracy of evaluations comparitavely with ~ 23 human participants, using items of the User Experience Questionnaire (UEQ).

UX Evaluation Details

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.34
Efficiency II	Cluttered vs. Organized	0.95
Perspicuity I	Complicated vs. Easy	0.98
Perspicuity II	Confusing vs. Clear	1.30
Dependability I	Unpredictable vs. Predictable	0.71
Dependability II	Obstructive vs. Supportive	-0.11
Stimulation I	Boring vs. Exciting	-0.09
Stimulation II	Not Interesting vs. Interesting	0.28
Attractiveness I	Annoying vs. Enjoyable	-0.87
Attractiveness II	Unfriendly vs. Friendly	-0.65
Overall UX Quality	Composite Score (UX metrics only)	0.45

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

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



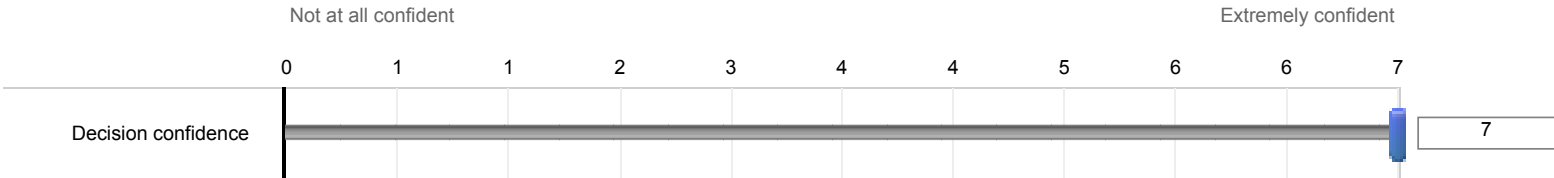
UEQ Release. Would you release this interface design?

☐ Yes

UEQ Explanation. Please explain your decision

I would not release this interface design due to concerns about Attractiveness and Stimulation, despite its strengths in Efficiency and Perspicuity. Further refinement is needed to improve the overall user experience.

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



UEQ 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.

UEQ DP Stimuli.

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

Currently Approving Interface 2

9:41



Discover



UX Risk Assessment

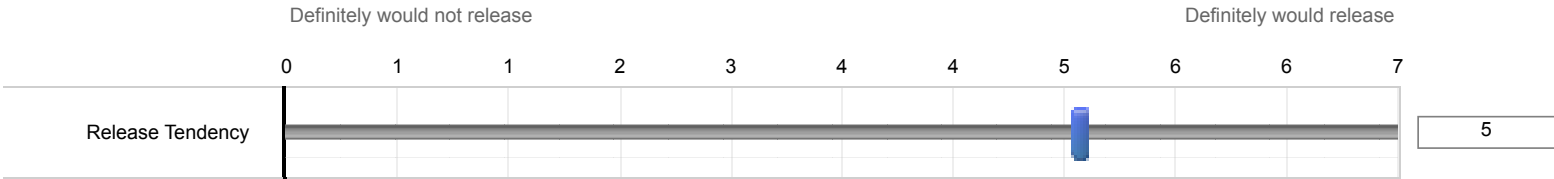


UX Evaluation Details

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
Overall UX Quality	Composite Score (UX metrics only)	0.23

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

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



UEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEQ Explanation. Please explain your decision

I am moderately confident in my decision, rating my confidence as 5 out of 7. While the data suggests that the interface has some strengths, there are areas that need attention to improve the overall user experience.

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



UEQ 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.

UEQ 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

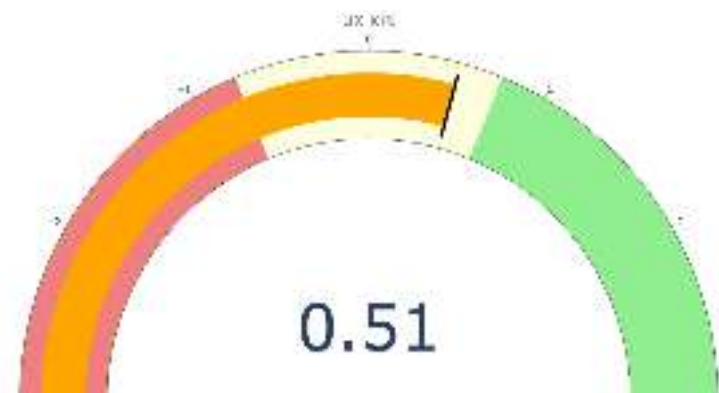


steve__

28 min ago



UX Risk Assessment

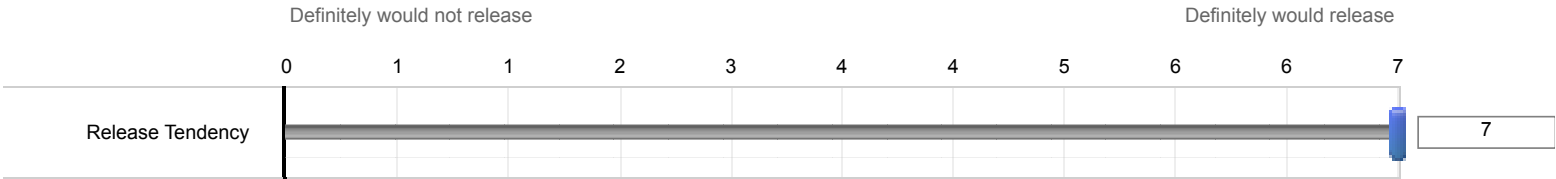


UX Evaluation Details

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
Overall UX Quality	Composite Score (UX metrics only)	0.51

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

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



UEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEQ Explanation. Please explain your decision

Decision: Despite some areas for improvement, the overall UX Quality Composite Score (0.51) is positive, and the interface scores well on Efficiency and Perspicuity. Given the business approval and evaluation data, I would release this interface design, with the understanding that some minor adjustments may be needed to address the concerns around Dependability and Attractiveness.

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



UEQ 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.

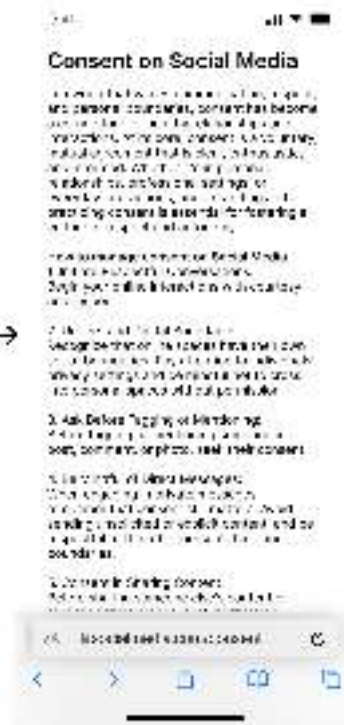
Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design 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.

UEQ DP Stimuli.

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

Currently Approving Interface 4



UX Risk Assessment



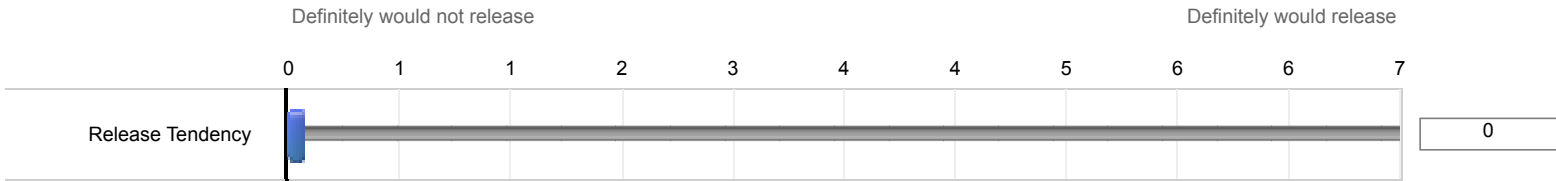
Evaluation Data Source

UX Evaluation Details

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	-0.34
Efficiency II	Cluttered vs. Organized	-1.19
Perspicuity I	Complicated vs. Easy	-0.59
Perspicuity II	Confusing vs. Clear	-1.29
Dependability I	Unpredictable vs. Predictable	0.03
Dependability II	Obstructive vs. Supportive	-0.72
Stimulation I	Boring vs. Exciting	-0.19
Stimulation II	Not Interesting vs. Interesting	-0.24
Attractiveness I	Annoying vs. Enjoyable	-1.00
Attractiveness II	Unfriendly vs. Friendly	-1.36
Overall UX Quality	Composite Score (UX metrics only)	-0.56

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

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



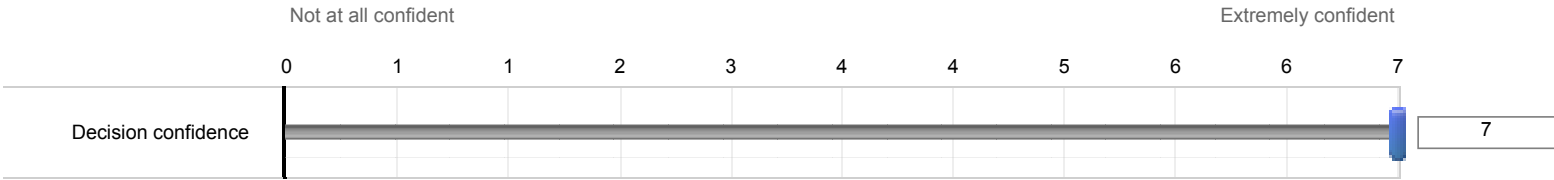
UEQ Release. Would you release this interface design?

- ☐ Yes
- ☒ No

UEQ Explanation. Please explain your decision

Given the overwhelmingly negative scores across most metrics, I would not release this interface design without significant revisions. The data suggests that users may have a poor experience with this interface, which could harm the company's reputation and user engagement.

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



UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

UEQ DP Stimuli.

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

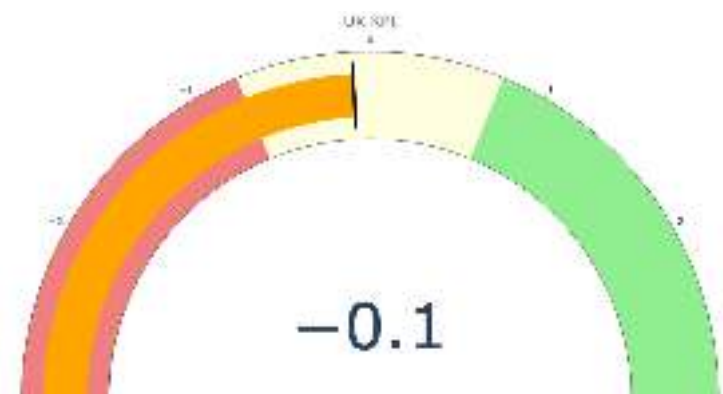
Currently Approving Interface 7



**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

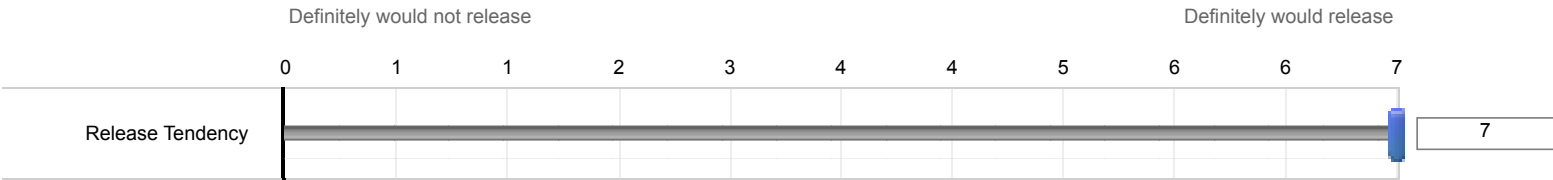
UX Evaluation Details

Metric Category	Specific Measure	Score
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
Overall UX Quality	Composite Score (UX metrics only)	0.1

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

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



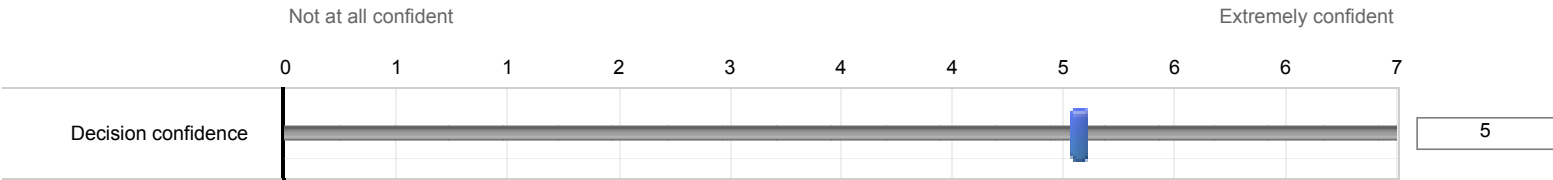
UEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEQ Explanation. Please explain your decision

I am moderately confident in my decision, rating my confidence as 5 out of 7. While the data suggests that the interface has some strengths, there are areas that need attention to improve the overall user experience.

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



UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

UEQ DP Stimuli.

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

Currently Approving Interface 9

9:41

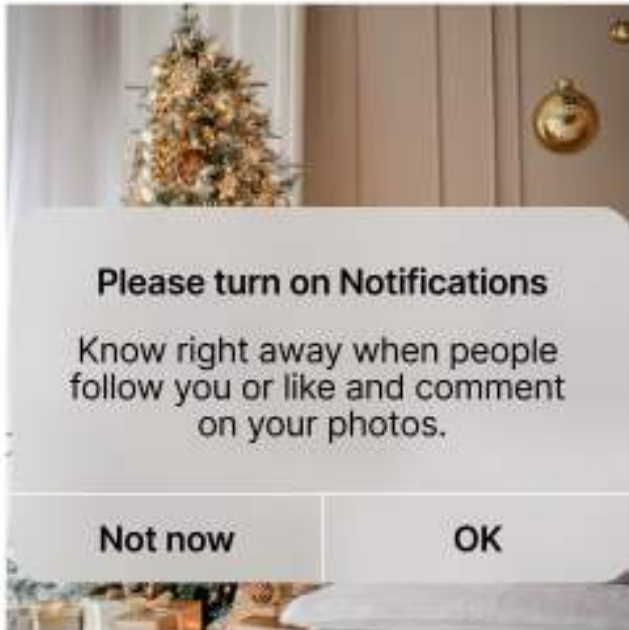


Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas

21 likes

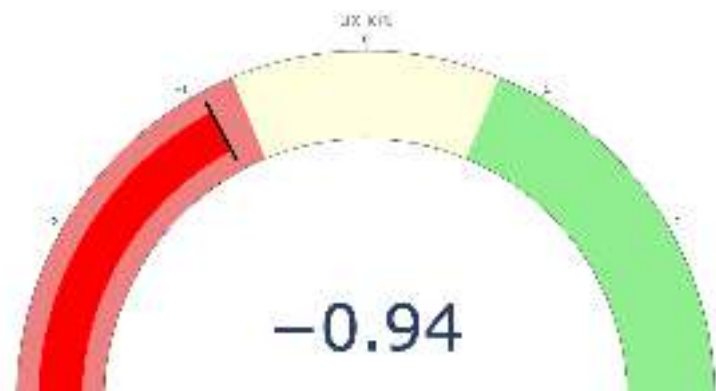


steve__

28 min ago



UX Risk Assessment

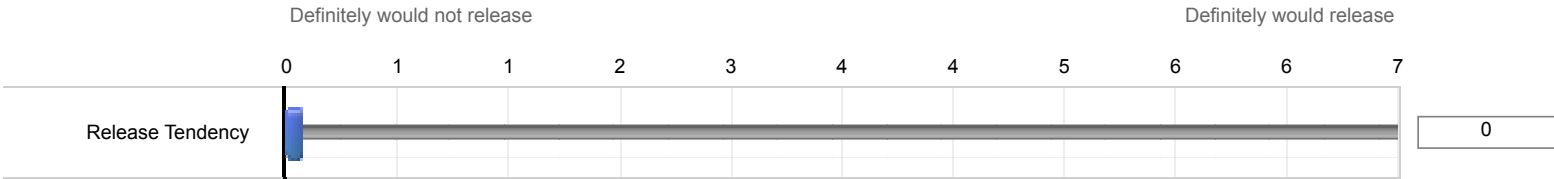


UX Evaluation Details

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
Overall UX Quality	Composite Score (UX metrics only)	-0.94

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

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



UEQ Release. Would you release this interface design?

- ☐ Yes
- ☒ No

UEQ Explanation. Please explain your decision

I am Extremely confident in my decision, rating my confidence as 7 out of 7. The negative scores are consistent across most metrics, and the magnitude of the negative scores is significant, indicating a clear need for substantial improvement before release.

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



UEQ 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.

UEQ DP Stimuli.

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

Currently Approving Interface 10

Settings

General

Messaging
Page Info
Templates and tabs
Post attribution
Notification
Other platform
Page roles
People and other Pages
Preferred Page Audience
Authorisations
Branded content
Featured
Crossposting
Page Support Inbox
Wi-Fi-Network
Activity log

General

Page visibility [Edit](#)

Page published

Visitor posts [Edit](#)

Anyone can publish to the Page. Anyone can add photos and videos to the Page.

News Feed audience and visibility for posts [Edit](#)

The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off

Post and story sharing [Edit](#)

Post sharing to stories is on

Messages [Edit](#)

People can contact my Page privately.

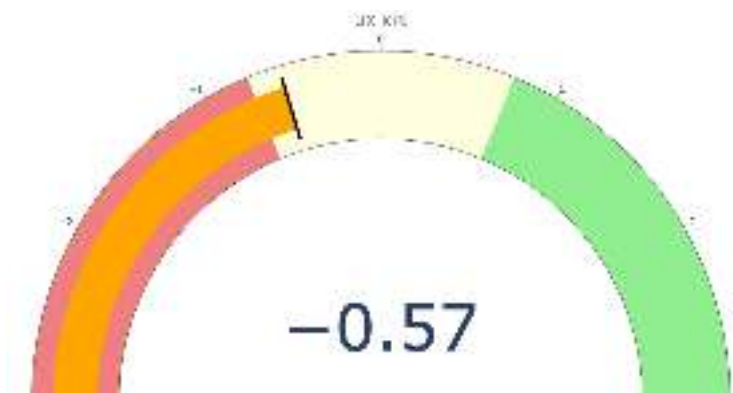
Tagging ability [Edit](#)

Only people who help manage my Page can tag photos posted on it.

Others tagging this Page [Edit](#)



UX Risk Assessment

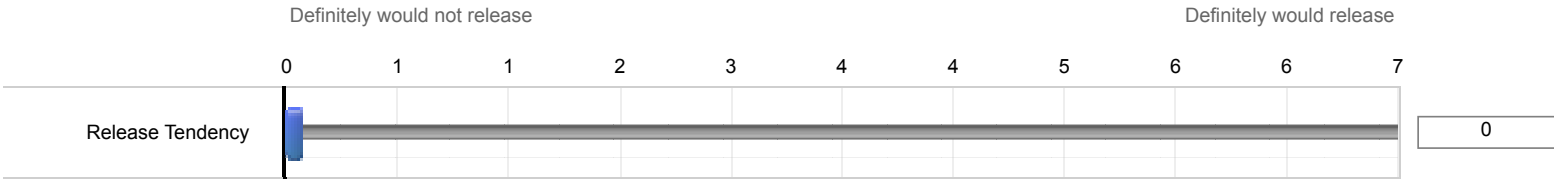


UX Evaluation Details

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	-0.43
Efficiency II	Cluttered vs. Organized	-1.20
Perspicuity I	Complicated vs. Easy	-0.83
Perspicuity II	Confusing vs. Clear	-1.12
Dependability I	Unpredictable vs. Predictable	-0.29
Dependability II	Obstructive vs. Supportive	-0.35
Stimulation I	Boring vs. Exciting	-0.48
Stimulation II	Not Interesting vs. Interesting	-0.20
Attractiveness I	Annoying vs. Enjoyable	-0.57
Attractiveness II	Unfriendly vs. Friendly	-0.88
Overall UX Quality	Composite Score (UX metrics only)	-0.57

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

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



UEQ Release. Would you release this interface design?

- ☐ Yes
- ☒ No

UEQ Explanation. Please explain your decision

I am Extremely confident in my decision. The negative scores are consistent across all metrics, and the magnitude of the negative scores is significant. It's clear that this interface design needs substantial improvement before it's ready for release.

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



UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

UEQ 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

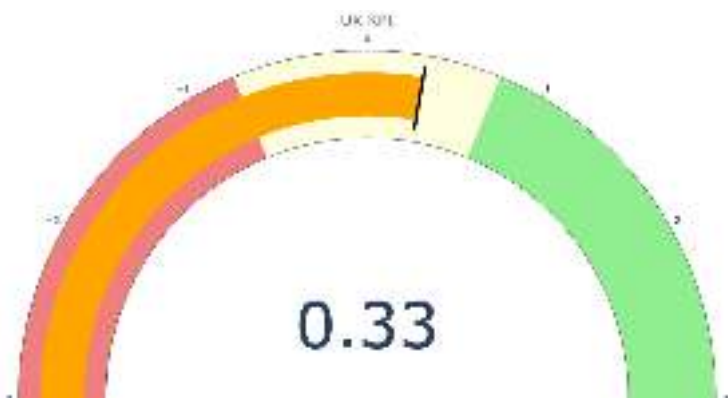
Notifications



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

Connect

UX Risk Assessment



Evaluation Data Source

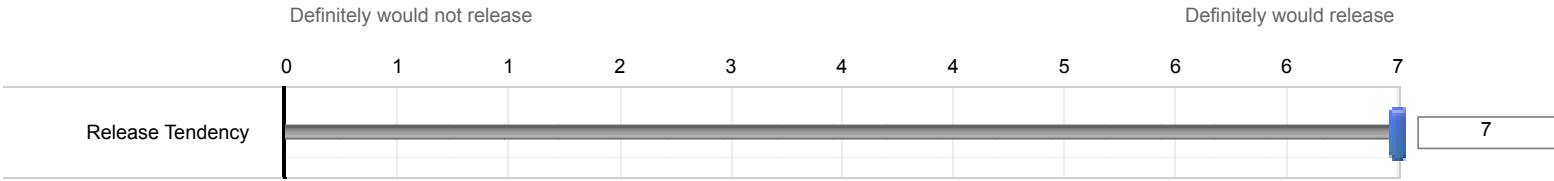
UX Evaluation Details

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
Overall UX Quality	Composite Score (UX metrics only)	0.33

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

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



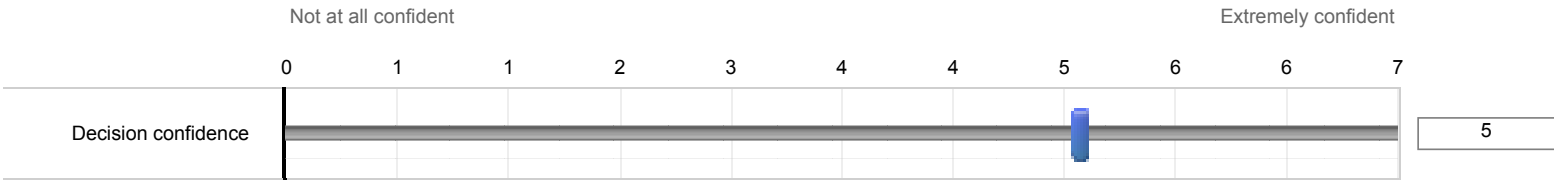
UEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEQ Explanation. Please explain your decision

I am confident in my decision, but not extremely confident. While the data suggests that the interface has some strengths, there are areas that need attention. I would rate my confidence as 5 out of 7.

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



UEQ 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.

This question was not displayed to the respondent.

UEQ 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.

UEQ 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.

UEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEQ 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.

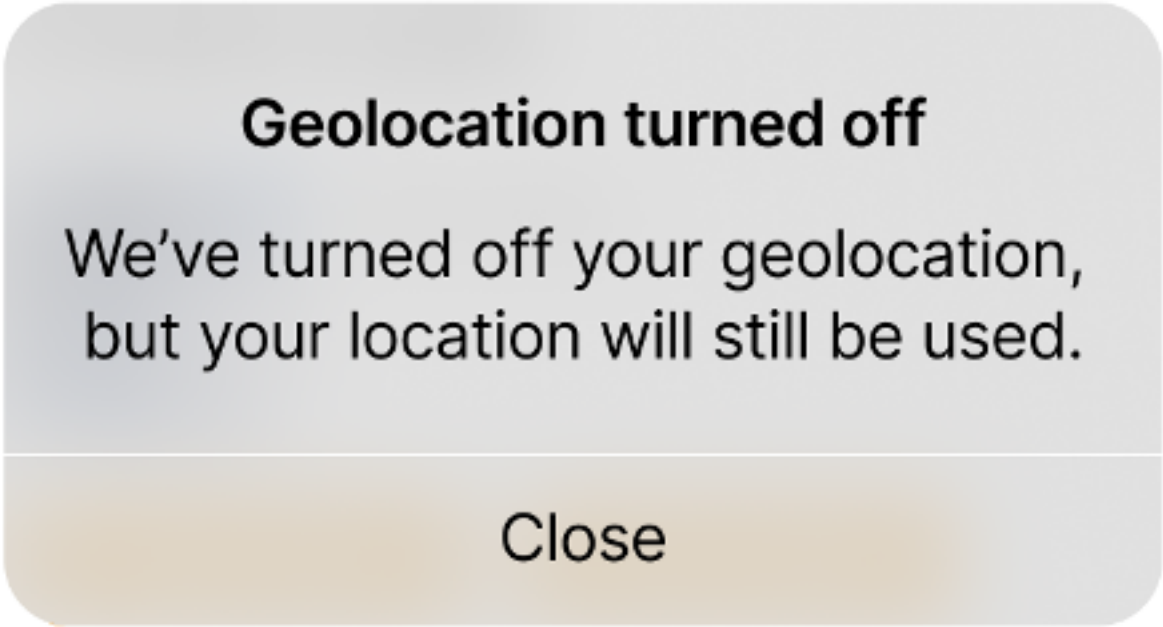
Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design 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.

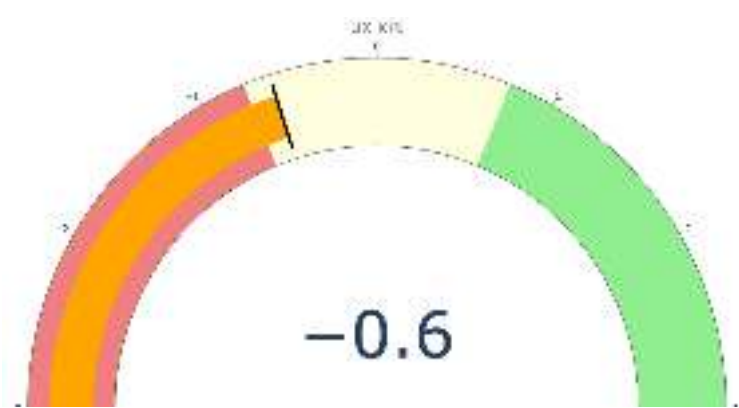
UEQ DP Stimuli.

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

Currently Approving Interface 14



UX Risk Assessment



Evaluation Data Source

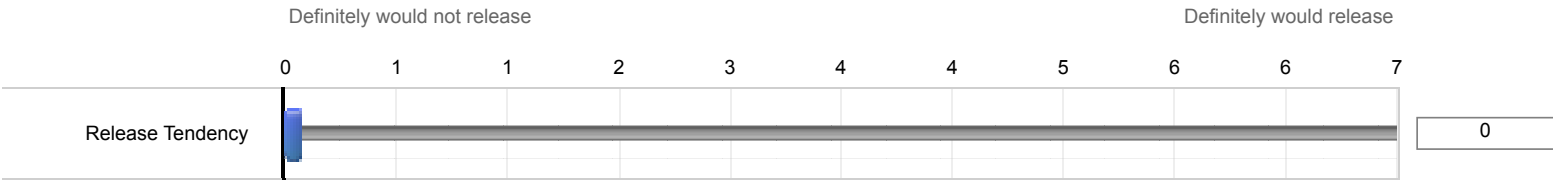
UX Evaluation Details

Metric Category	Specific Measure	Score
-----------------	------------------	-------

Efficiency I	Inefficient vs. Efficient	-0.23
Efficiency II	Cluttered vs. Organized	0.52
Perspicuity I	Complicated vs. Easy	-0.66
Perspicuity II	Confusing vs. Clear	-0.86
Dependability I	Unpredictable vs. Predictable	-0.91
Dependability II	Obstructive vs. Supportive	-1.35
Stimulation I	Boring vs. Exciting	-0.44
Stimulation II	Not Interesting vs. Interesting	-0.06
Attractiveness I	Annoying vs. Enjoyable	-1.85
Attractiveness II	Unfriendly vs. Friendly	-1.82
Overall UX Quality	Composite Score (UX metrics only)	-0.6

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

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



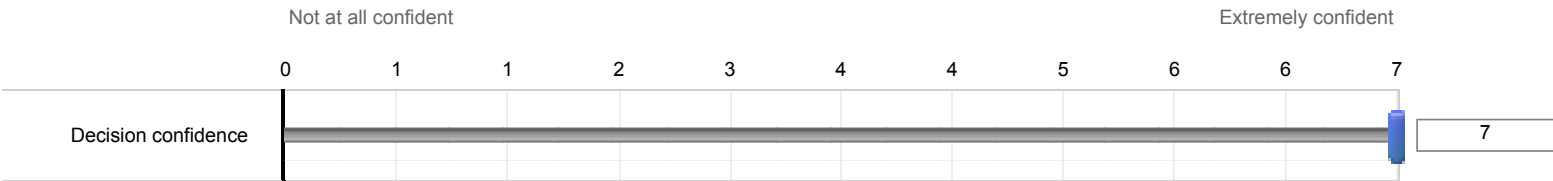
UEQ Release. Would you release this interface design?

- ☐ Yes
- ☒ No

UEQ Explanation. Please explain your decision

I am Extremely confident in my decision. The negative scores are consistent across most metrics, and the magnitude of the negative scores is significant. It's clear that this interface design needs substantial improvement before it's ready for release.

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



UEQ 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.

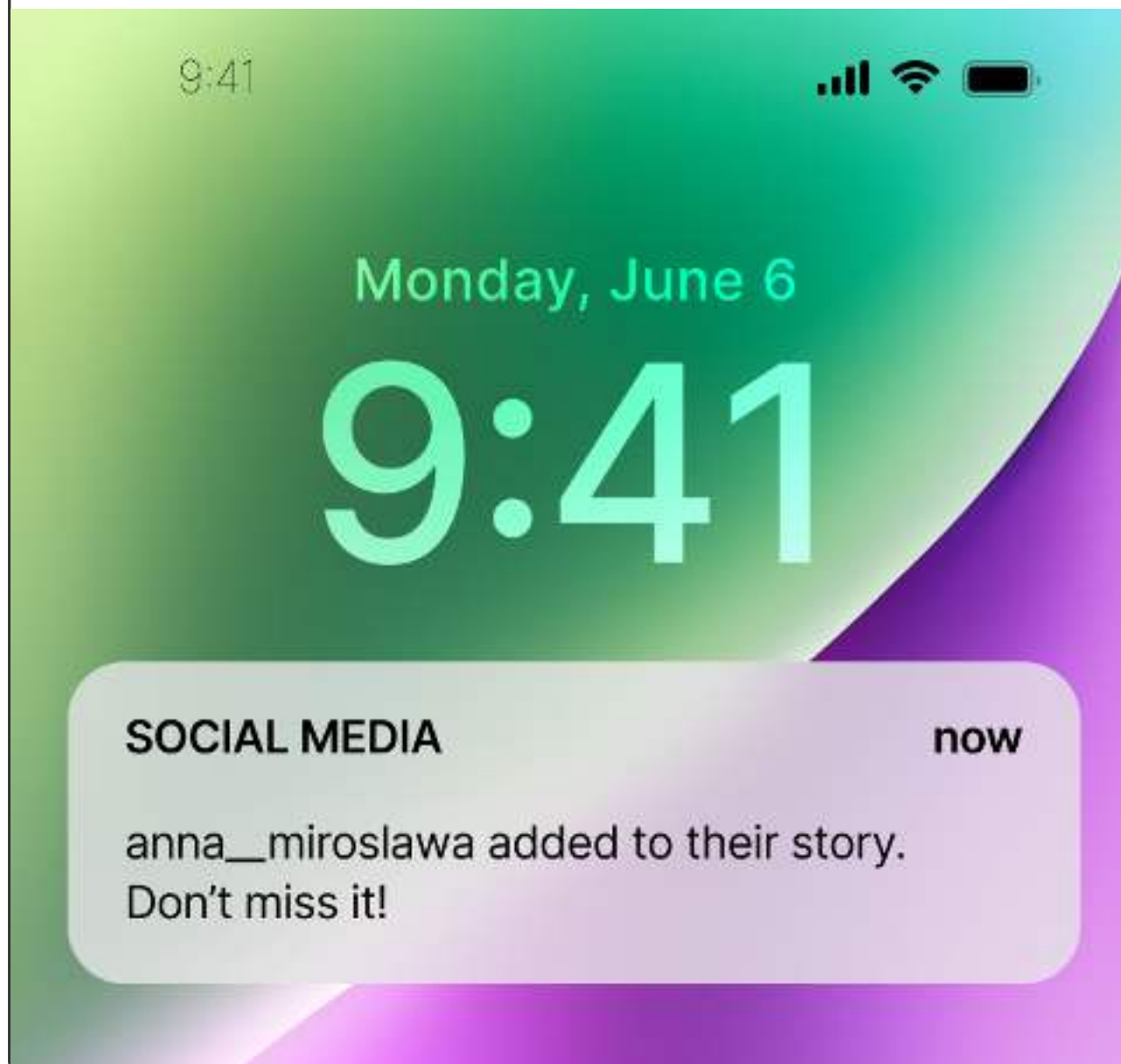
Context: For each design, the business team and marketing department have already given their approval based on projected user engagement and revenue impact. Your supervisor has also signed off on the designs from a strategic perspective, and your developers have already started integrating. As the design 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.

UEQ DP Stimuli.

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

Currently Approving Interface 15



UX Risk Assessment



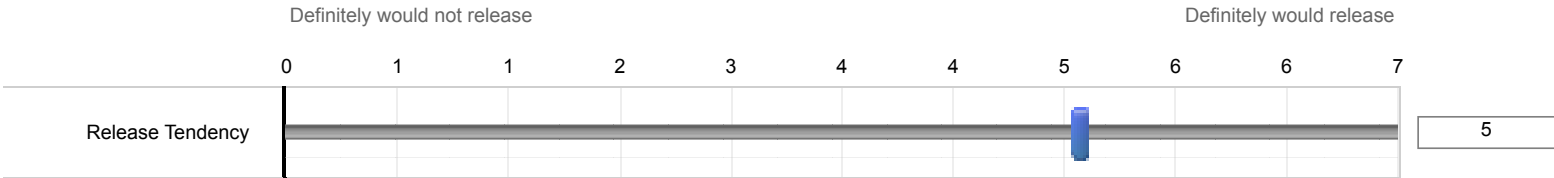
Evaluation Data Source

UX Evaluation Details

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.41
Efficiency II	Cluttered vs. Organized	0.72
Perspicuity I	Complicated vs. Easy	1.72
Perspicuity II	Confusing vs. Clear	1.16
Dependability I	Unpredictable vs. Predictable	0.61
Dependability II	Obstructive vs. Supportive	-0.29
Stimulation I	Boring vs. Exciting	-0.40
Stimulation II	Not Interesting vs. Interesting	-0.86
Attractiveness I	Annoying vs. Enjoyable	-0.67
Attractiveness II	Unfriendly vs. Friendly	-0.60
Overall UX Quality	Composite Score (UX metrics only)	0.29

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

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



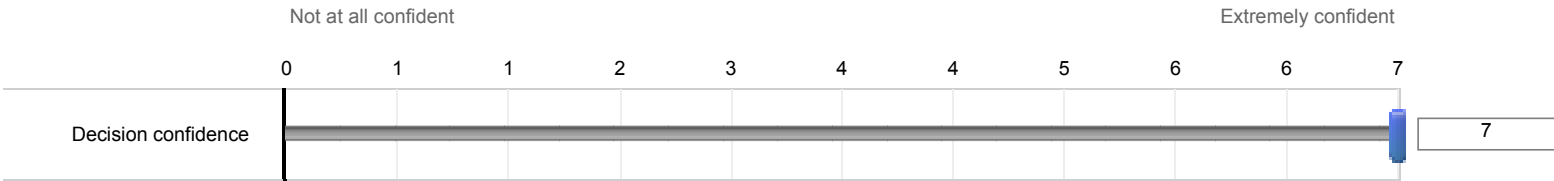
UEQ Release. Would you release this interface design?

- ☒ Yes
- ☐ No

UEQ Explanation. Please explain your decision

I am moderately confident in my decision, rating my confidence as 5 out of 7. While the data suggests that the interface has some strengths, there are areas that need attention to improve the overall user experience.

UEQ 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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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

User satisfaction

Ease of use

User safety

Innovation

Evaluation source (human vs AI)

Other (specify)

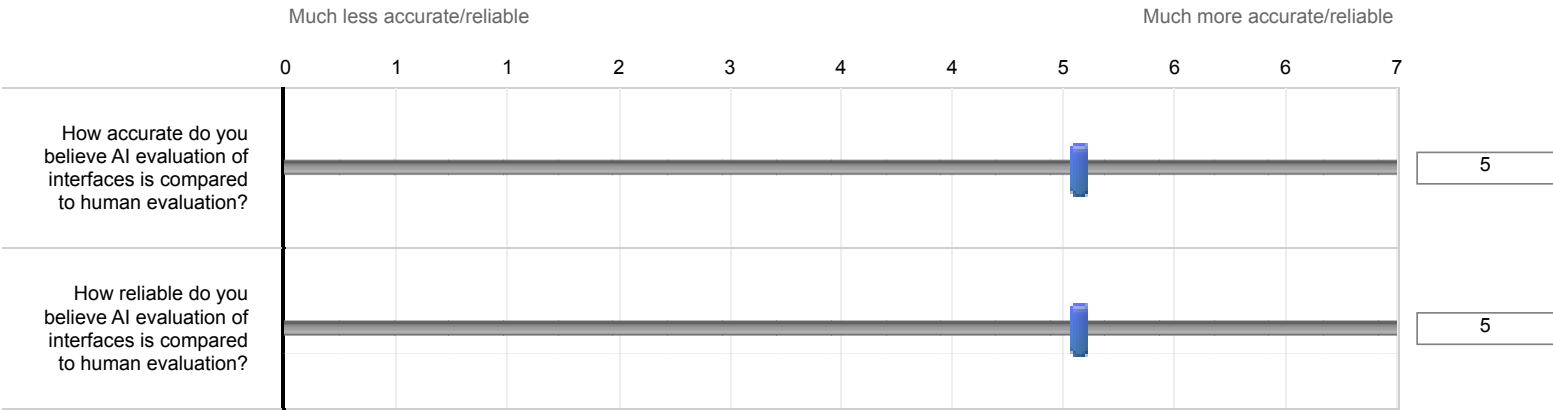
top 3

Business impact

Ethical considerations

Legal compliance

AI Accuracy. AI vs Human Evaluation Perceptions



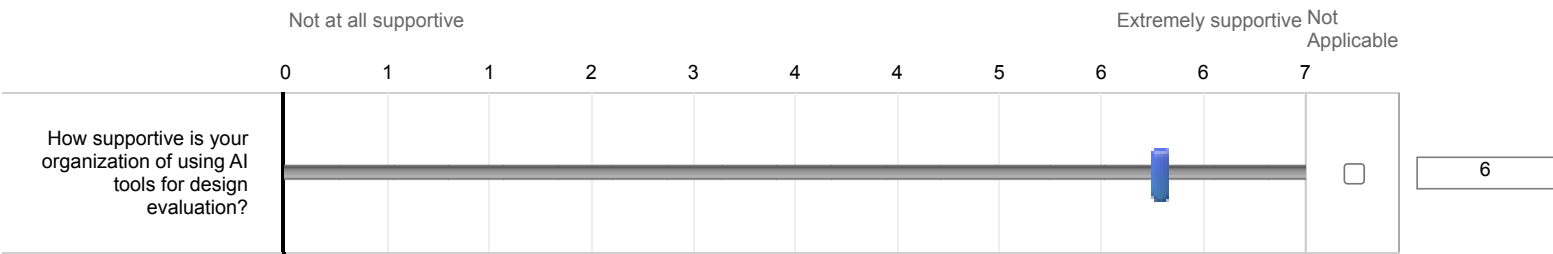
UI Ethics Experience. In your professional work, how often do you encounter designs that you consider ethically questionable?

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☒ Very often

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

- ☒ Very familiar
- ☐ Somewaht familiar
- ☐ Slightly familiar
- ☐ Not familiar

Organizational Suppo. AI vs Human Evaluation Perceptions



How supportive is your organization of rejecting designs based on ethical concerns?

- ☒ 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?

the study seems to be a step in the right direction towards understanding the role of AI in interface evaluation. Additional context and exploration of the above points could further enrich the findings

*Prolific ID . What is your Prolific ID?
Please note that this response should auto-fill with the correct ID*

677cea851b45fb93eab1cf15

Embedded Data

PROLIFIC_PID: 677cea851b45fb93eab1cf15