

Consent.

Informed Consent Form

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

What is this study about?

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

What will you be asked to do?

If you agree to participate, you will:

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

Total time commitment: Approximately 25 minutes

Risks and discomforts

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

Benefits

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

Confidentiality

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

Voluntary participation

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

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

Use of AI-generated content

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

Questions or concerns

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

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

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

Agreement to participate

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

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

I consent to participate

I do not consent to participate

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

- Yes
 No

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

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

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

- Yes
 No

Captcha. Are you a human?

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

UEQ Instructions.

Instructions

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

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UEQ DP Stimuli.

Currently Approving

UX Risk Assessment

Evaluation Data Source

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

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UEQ Release. Would you release this interface design?

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Awaiting your final design approval

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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 birth12 September
1995Everyone
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

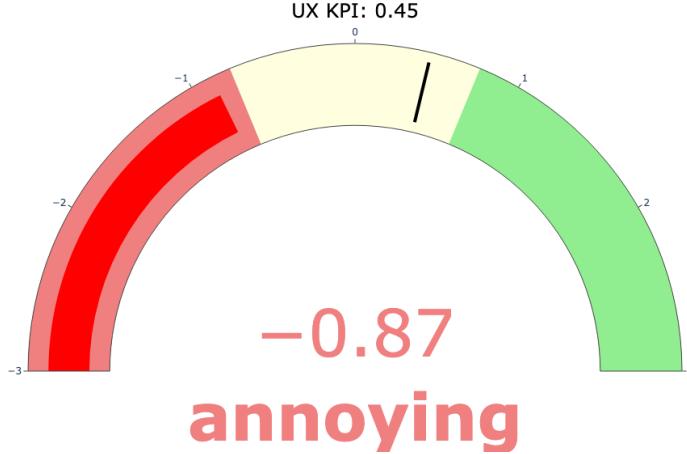
Stories

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

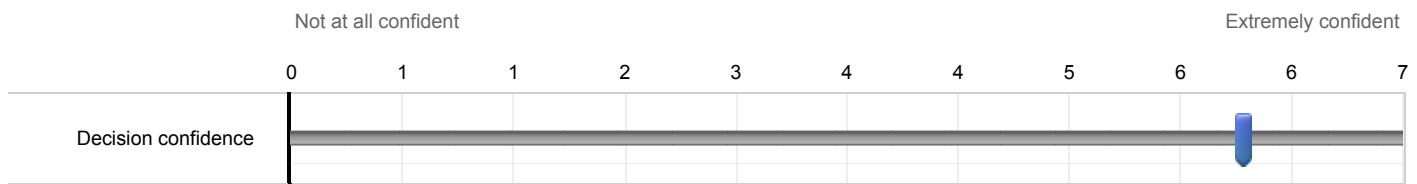
UEEQ Release. Would you release this interface design?

- Yes
 No

UEEQ Explanation. Please explain your decision

I would release Interface 1 because its strengths in perspicuity and efficiency suggest that users will find it easy to understand and use. Although there are areas for improvement, such as attractiveness, the overall positive UX Quality Composite Score (0.45) indicates a generally good user experience. Given the competitive market and limited runway, releasing Interface 1 could provide valuable user feedback and help drive further iteration and improvement. Additionally, the business team, marketing department, and supervisor have already approved the design, which suggests that its potential benefits outweigh its drawbacks

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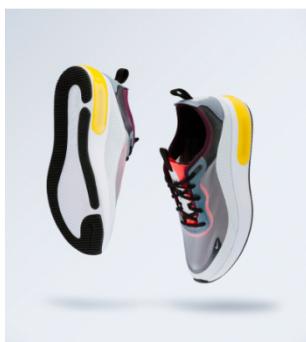
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Currently Approving Interface 2

9:41

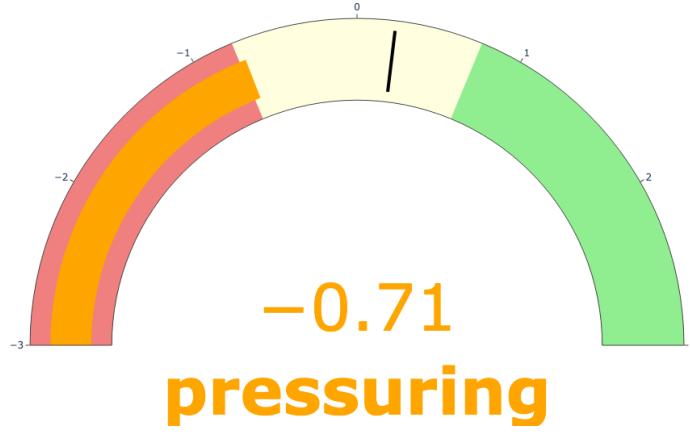


Discover



UX Risk Assessment

UX KPI: 0.23



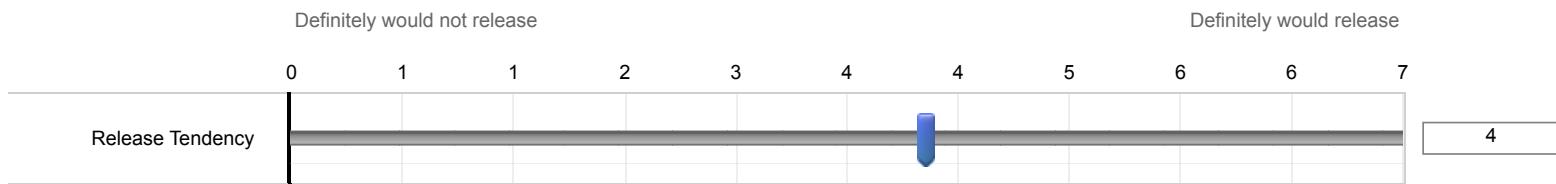
UX Evaluation Details

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?



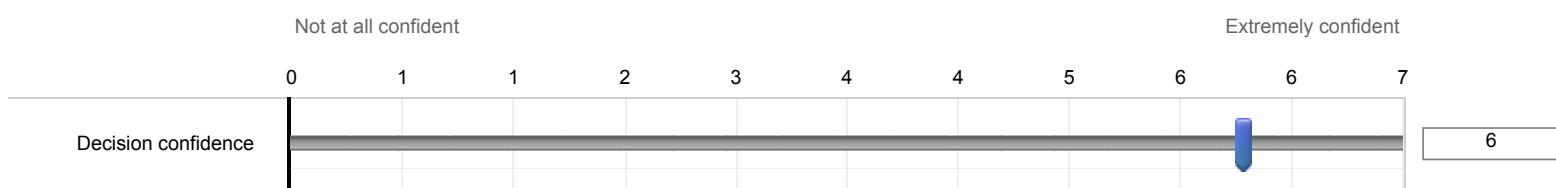
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

I wouldn't release Interface 2 in its current state because, despite its approval from business and marketing teams, the UX evaluation scores reveal some significant concerns. The design's efficiency, attractiveness, and stimulation scores are neutral or negative, which could impact user engagement. More critically, the coercion and deception scores suggest potential issues with pressuring or deceptive design elements, which could harm user trust and ultimately, the product's reputation. Given the competitive market and limited runway, I believe it's crucial to prioritize a strong user experience and transparency. I'd request further refinement to address these concerns before releasing Interface 2

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 KPI: 0.51



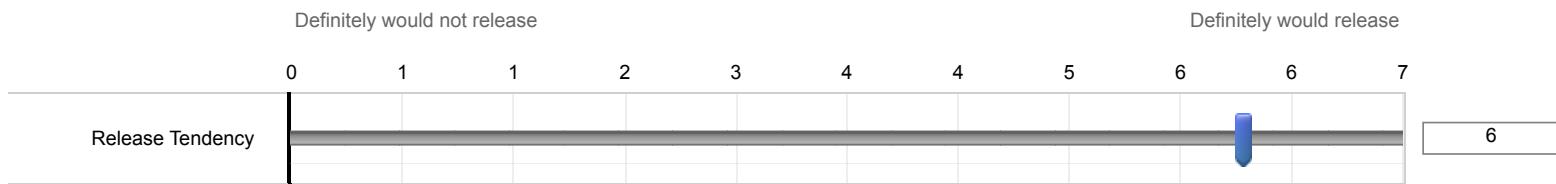
UX Evaluation Details

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

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

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

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



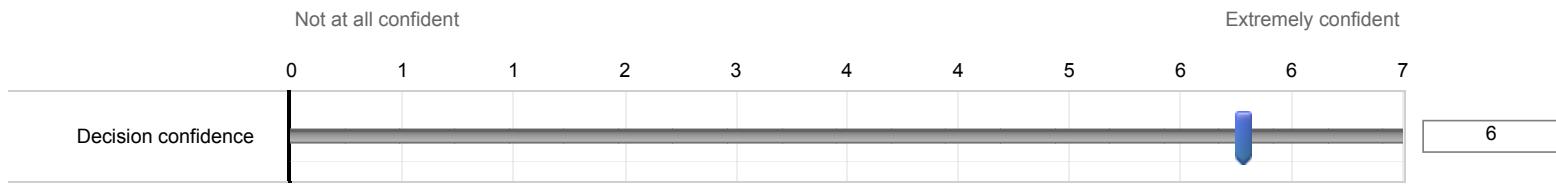
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

I would release Interface 3 because its overall UX Quality Composite Score (0.51) is positive, indicating a good user experience. The design's strengths in efficiency, perspicuity, and stimulation outweigh its weaknesses. Although areas like dependability and attractiveness need improvement, I believe the design's benefits make it worthy of release with refinements

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.

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

UEEQ DP Stimuli.

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

Currently Approving Interface 5



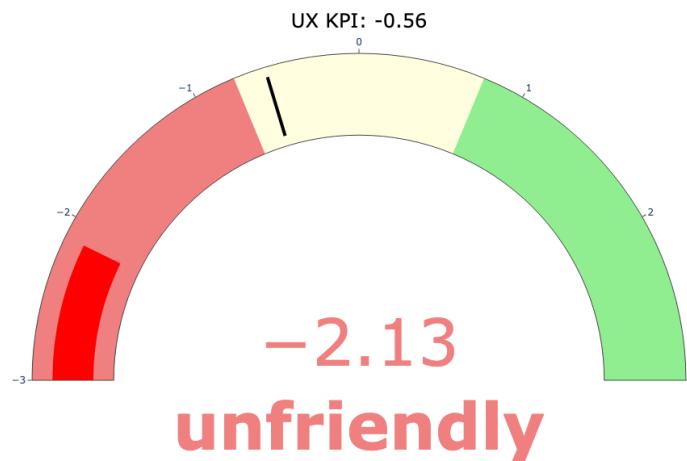
Finish Signing Up

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

Sign Up

Sign up without uploading my contacts

UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

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

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

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

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

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



UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

I wouldn't release Interface 5 because the UX evaluation data indicates significant issues with user experience, particularly in areas like Attractiveness (-1.97 and -2.13), Coercion (-2.11), and Deception (-2.09). These scores suggest that the design may be annoying, pressuring, and potentially manipulative, which could harm users and damage the company's reputation. Given these concerns, I would require substantial redesign and testing to address these issues before considering release. The negative Overall UX Quality Composite Score (-0.56) further supports the need for significant improvements

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.

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

This question was not displayed to the respondent.

UEEQ DP Stimuli.

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

Currently Approving

UX Risk Assessment

Evaluation Data Source

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEEQ Instructions.

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This question was not displayed to the respondent.

UEEQ DP Stimuli.

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

Currently Approving

UX Risk Assessment

Evaluation Data Source

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEEQ Explanation. Please explain your decision

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.

Instructions

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This question was not displayed to the respondent.

UEEQ DP Stimuli.

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

Currently Approving

UX Risk Assessment

Evaluation Data Source

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

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Instructions

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

This question was not displayed to the respondent.

UEEQ DP Stimuli.

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

Currently Approving

UX Risk Assessment

Evaluation Data Source

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEEQ Release. Would you release this interface design?

This question was not displayed to the respondent.

UEEQ Explanation. Please explain your decision

This question was not displayed to the respondent.

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

This question was not displayed to the respondent.

UEEQ Instructions.

Instructions

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

UEEQ DP Stimuli.

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

Currently Approving Interface 10

Settings

General

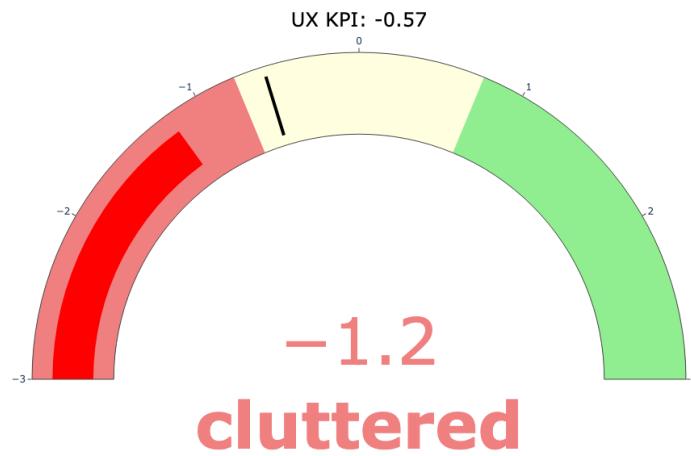
- Messaging
- Page Info
- Templates and tabs
- Post attribution
- Notification
- Other platform
- Page roles
- People and other Pages
- Preferred Page Audience
- Authorisations
- Branded content
- Featured
- Crossposting
- Page Support Inbox
- Wi-Fi-Network
- Activity log

General

Page visibility	Edit
Page published	Edit
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



Evaluation Data Source

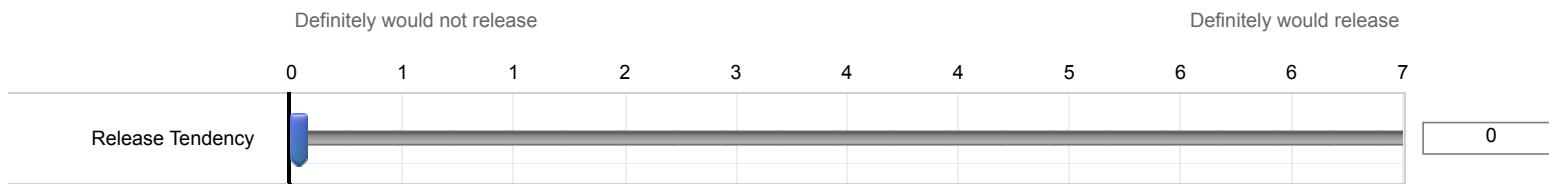
UX Evaluation Details

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	-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
Coercion	Pressuring vs. Suggesting	-0.39
Addictiveness	Addictive vs. Non-addictive	0.63
Disguise	Covert vs. Revealed	0.18
Deception	Deceptive vs. Benevolent	-0.61
Overall UX Quality	Composite Score (UX metrics only)	-0.57
Overall Mean	All metrics combined	-0.47

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?



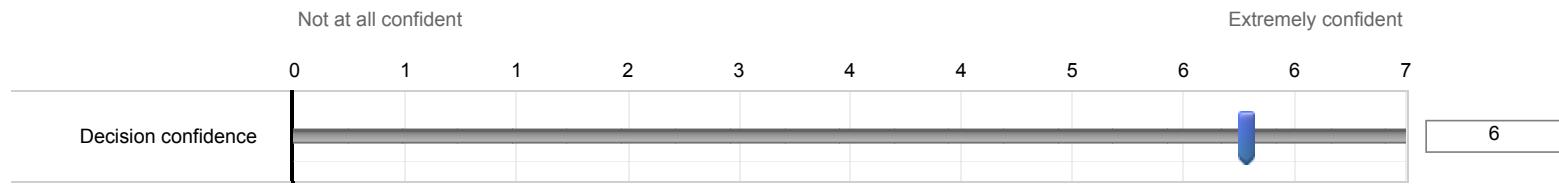
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

I wouldn't release Interface 10 due to its poor user experience scores, which could lead to user frustration and low engagement. The design's issues with efficiency, perspicuity, and attractiveness outweigh its potential business benefits. Revising the design to address these issues is essential before considering release

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.

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

UEEQ DP Stimuli.

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

Currently Approving Interface 11

9:41



Social Media



valery_wulfflad

25 min ago



valery_wulfflad #christmas



21 likes

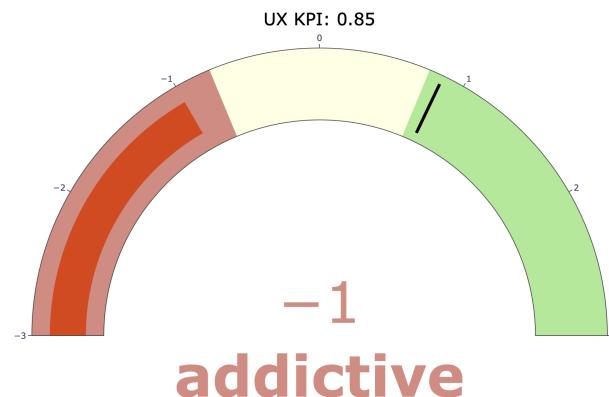


steve__

28 min ago



UX Risk Assessment



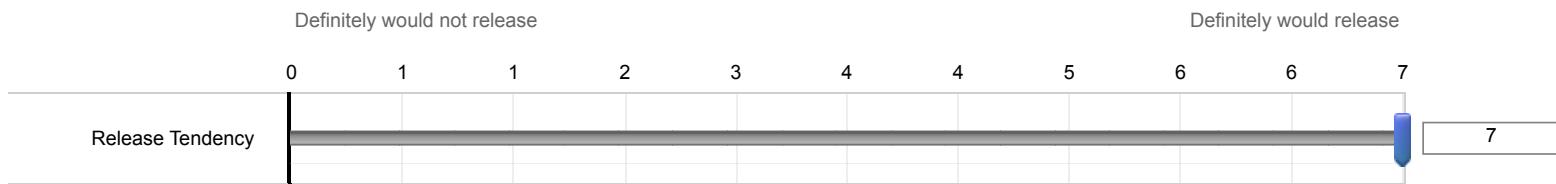
UX Evaluation Details

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

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

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

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



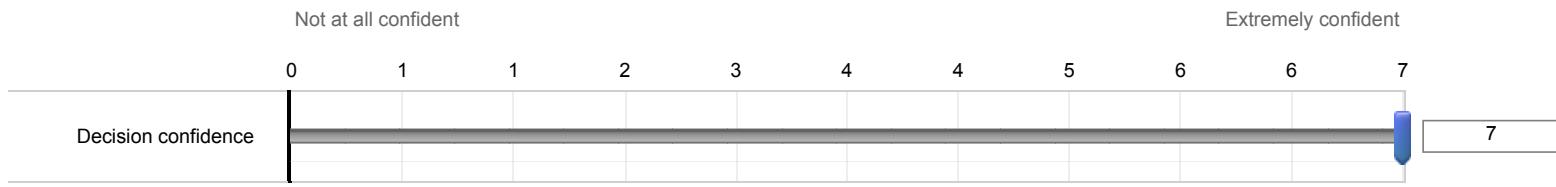
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

I would release Interface 11 because its UX evaluation scores indicate a strong user experience. The design excels in efficiency, perspicuity, dependability, and attractiveness, with a high Overall UX Quality Composite Score (0.85). While stimulation scores are moderate, the design doesn't appear to be pressuring or addictive. Given its strengths and positive user experience metrics, I believe Interface 11 is ready for release

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.

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

UEEQ DP Stimuli.

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

Currently Approving Interface 12

Discover people

Connect to other Social Media

Follow your friends

Connect

Connect contacts

Follow people you know

Connect

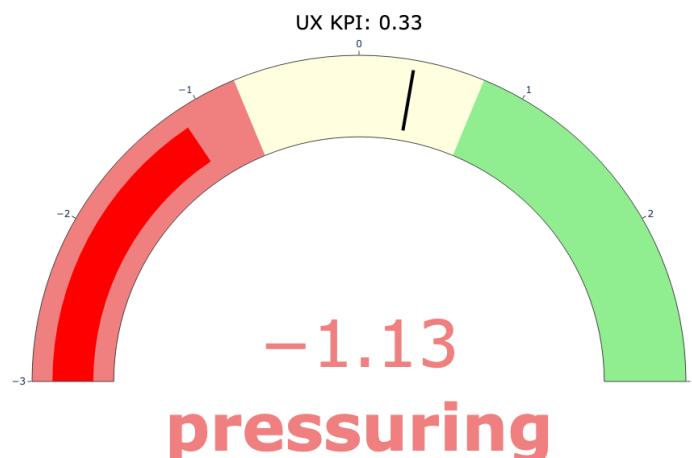
Notifications



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

Connect

UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

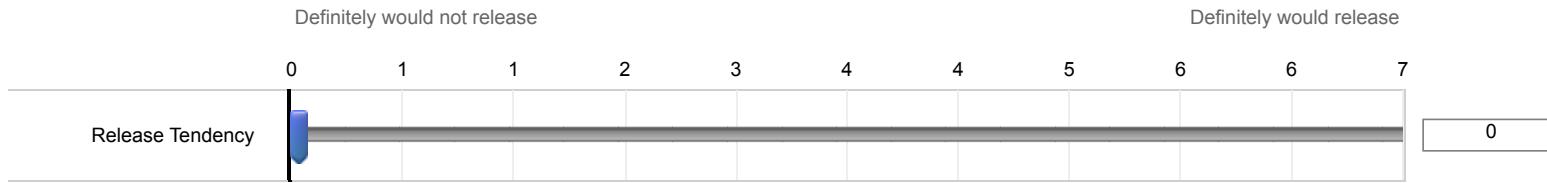
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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

I wouldn't release Interface 12 due to the significant concerns with Coercion (-1.13) and Deception (-0.89) scores. These scores suggest that the design may be pressuring or manipulative, potentially harming or exploiting users. As a UX Design Lead, my priority is to ensure a safe and respectful user experience. Given the potential risks, I would require substantial revisions to address these issues before considering release. The negative scores in Attractiveness also indicate potential issues, but the Coercion and Deception concerns take precedence. User well-being and safety outweigh business considerations in this case

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 13

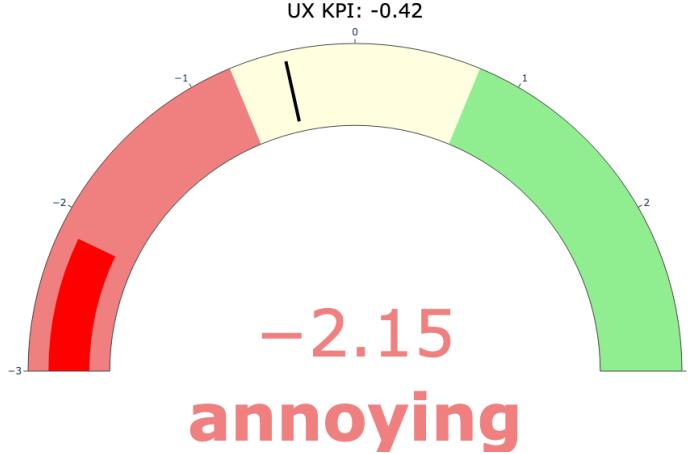
Your friends will forget you.

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

Cancel, and go back

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

UX Risk Assessment



Evaluation Data Source

UX Evaluation Details

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

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

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

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

Definitely would not release

Definitely would release

0 1 1 2 3 4 4 5 6 6 7

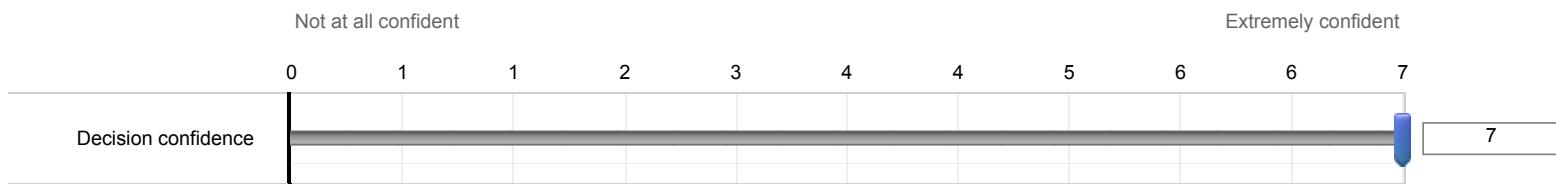
UEEQ Release. Would you release this interface design?

- Yes
 - No

UEEQ Explanation. Please explain your decision

I wouldn't release Interface 13 because the UX evaluation scores reveal significant issues that could harm the user experience and ultimately, the product's reputation. The strongly negative scores in attractiveness, coercion, deception, and dependability indicate that users may find the interface unpleasant, manipulative, and untrustworthy. Given the competitive market and limited runway, prioritizing a positive user experience is crucial to attract and retain users. Releasing Interface 13 in its current state would likely lead to user dissatisfaction and potential long-term consequences for the product. A thorough redesign is necessary to address these issues and ensure a better user experience.

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.

UFFQ DP Stimuli

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

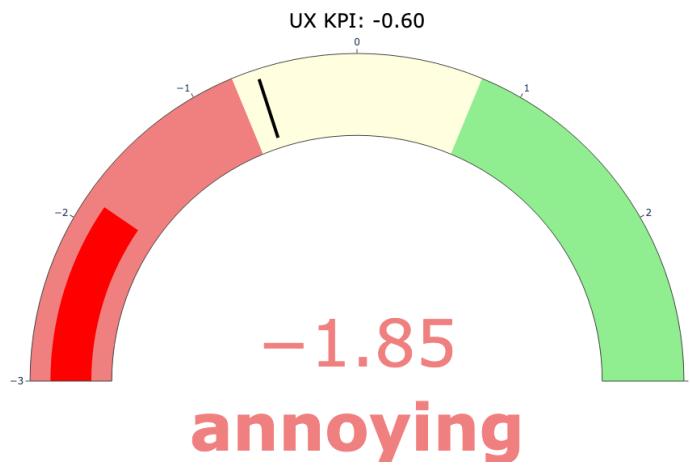
Currently Approving Interface 14

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

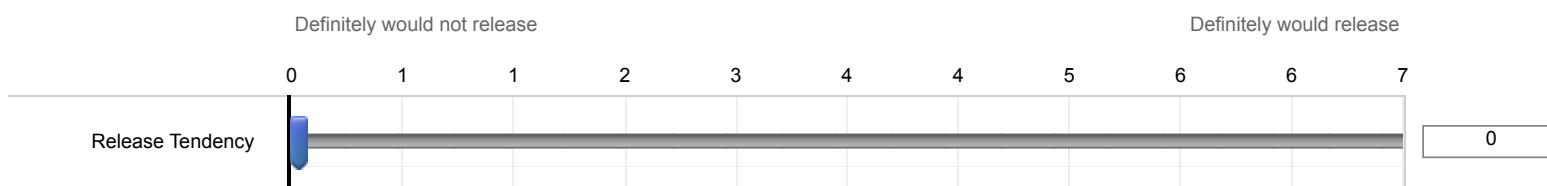
Note: yellow-highlighted items assess perceived autonomy, and are not part of the validated User Experience Questionnaire UX evaluation metrics

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?



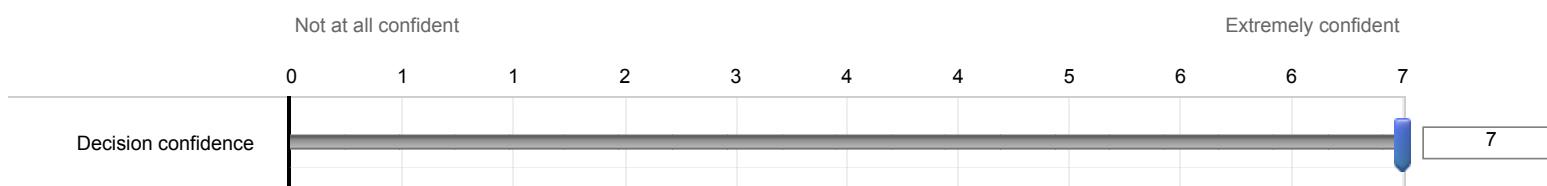
UEEQ Release. Would you release this interface design?

- Yes
 No

UEEQ Explanation. Please explain your decision

I wouldn't release Interface 14 because the UX evaluation data indicates significant issues with user experience, including negative scores for Perspicuity, Dependability, Attractiveness, and Coercion. The Deception score (-1.76) is particularly concerning, suggesting potential user manipulation. Given these findings, releasing the design could harm users and damage the company's reputation. I'd require substantial redesign and re-evaluation to address these issues before considering release. The negative Overall UX Quality Composite Score (-0.6) further supports the need for significant improvements

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.

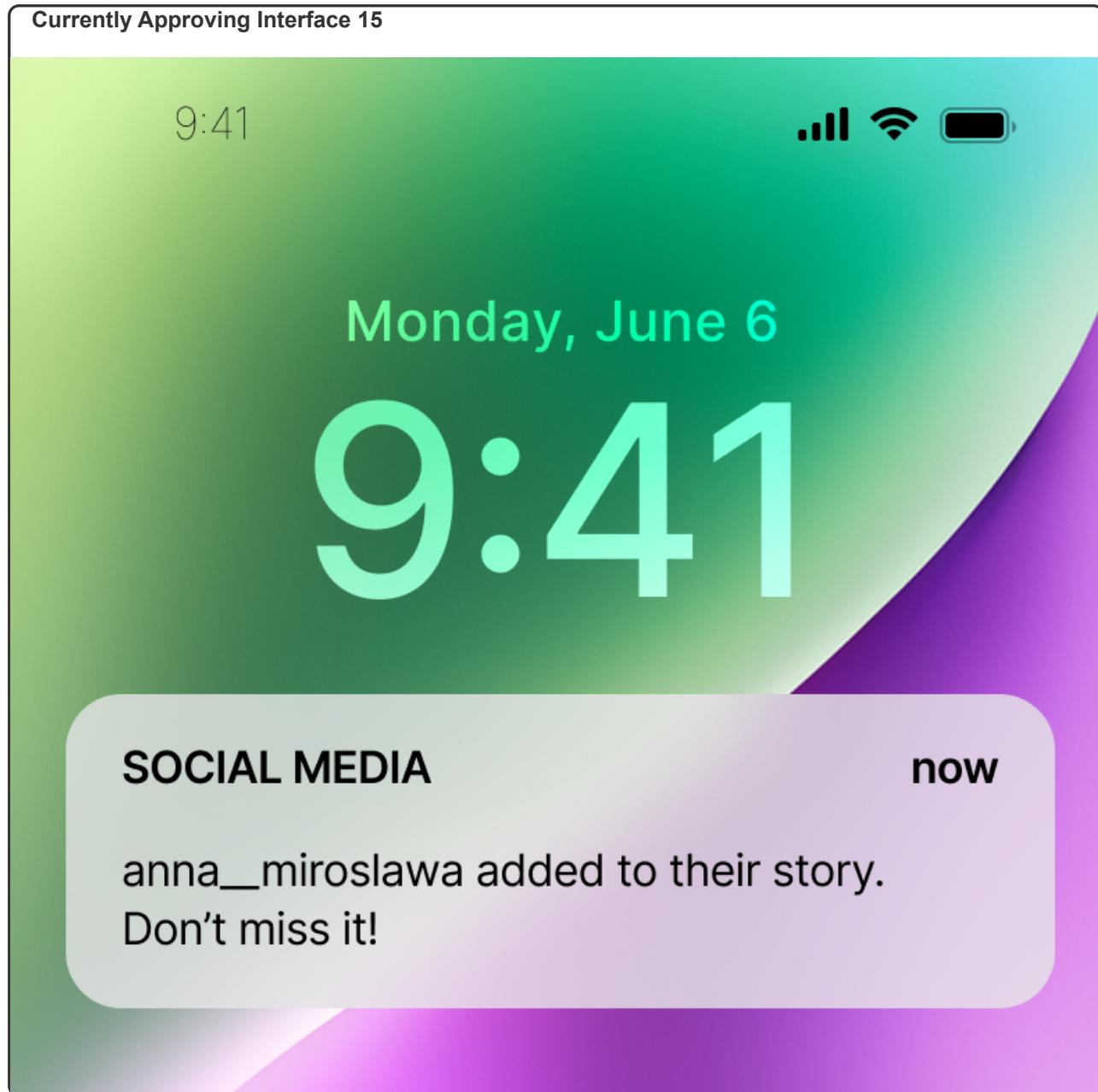
Scenario: Imagine you are UX Design Lead at a small social media startup. The company is in a competitive market with limited runway, and these updates are pivotal for attracting new users, keeping existing ones engaged, and securing continuous funding. Your team has just received user testing evaluation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

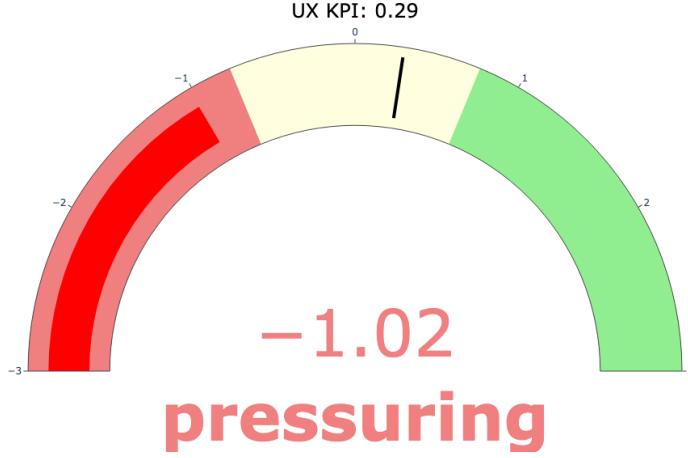
Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

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	0.41
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?

Definitely would not release

Definitely would release

0 1 1 2 3 4 4 5 6 6 7

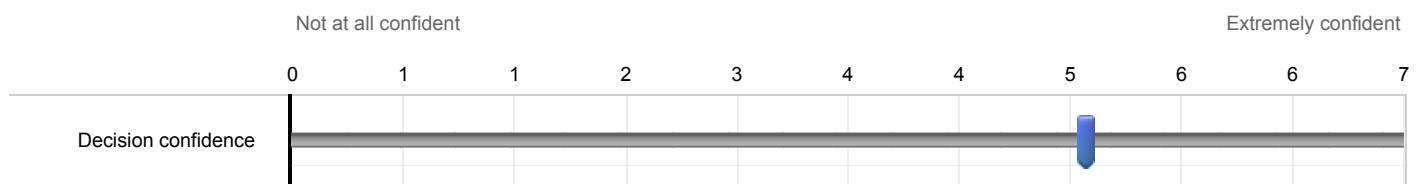
UEEQ Release. Would you release this interface design?

- Yes
- No

UEEQ Explanation. Please explain your decision

I would release Interface 15 because, despite some areas for improvement, the design demonstrates strengths in perspicuity, efficiency, and dependability. The Overall UX Quality Composite Score (0.29) is positive, indicating a generally good user experience. While the design could benefit from refinement to address issues with stimulation, attractiveness, and coercion, these concerns don't outweigh the design's overall potential. Given the competitive market and limited runway, releasing Interface 15 could provide valuable user feedback and help drive further iteration and improvement

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?

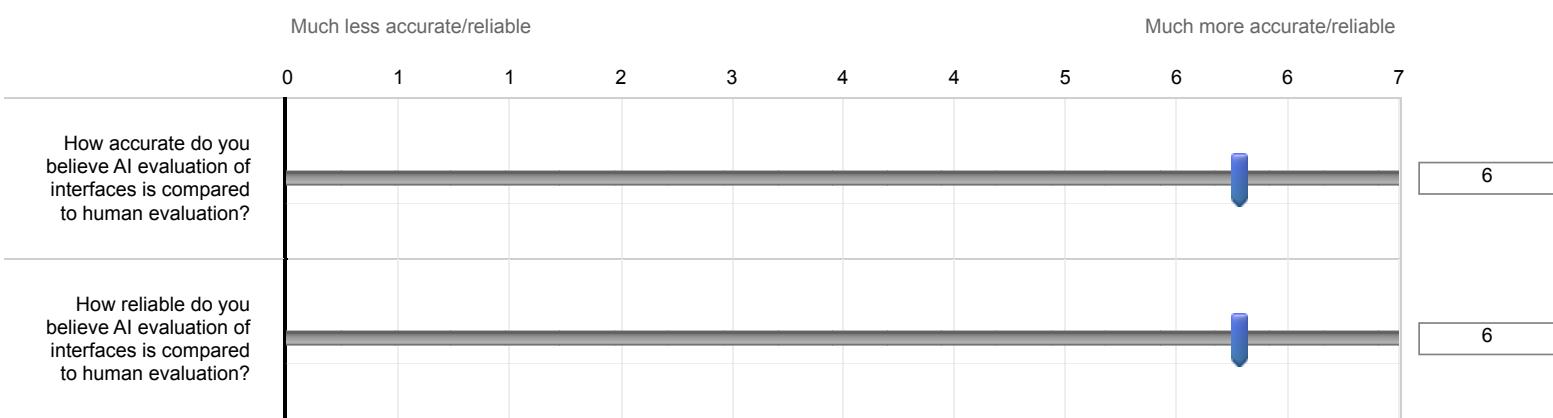
- Human evaluation data
- AI evaluation data
- Both equally
- Neither

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

Items	top 3
Ease of use	
Business impact	
Legal compliance	
Innovation	
Evaluation source (human vs AI)	
Other (specify)	

top 3
1
2
3

AI Accuracy. AI vs Human Evaluation Perceptions



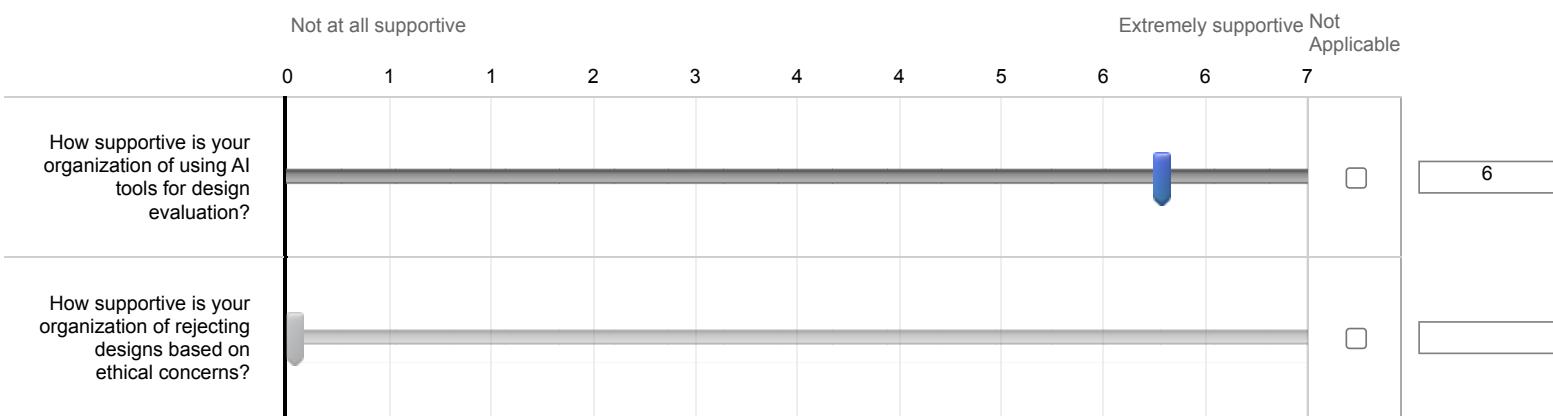
UI Ethics Experience. In your professional work, how often do you encounter designs that you consider ethically questionable?

- Never
- Rarely
- Sometimes
- Often
- Very often

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

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

Organizational Suppo. AI vs Human Evaluation Perceptions



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

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

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

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

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

A hybrid approach combining AI and human evaluation seems most effective for comprehensive UI assessment. AI handles quantitative analysis, while humans provide qualitative insights and empathy. This balance ensures both efficiency and user-centered design.

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?

I'd love to know more about the study's goals, methodology, and findings. How did the researchers collect and analyze the data? Were there any surprising insights or takeaways from comparing AI and human evaluation results?

Prolific ID. What is your Prolific ID?

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

677ecac7b2c9cfbd4c2a5df6

Embedded Data

PROLIFIC_PID: 677ecac7b2c9cfbd4c2a5df6

