

*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

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

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

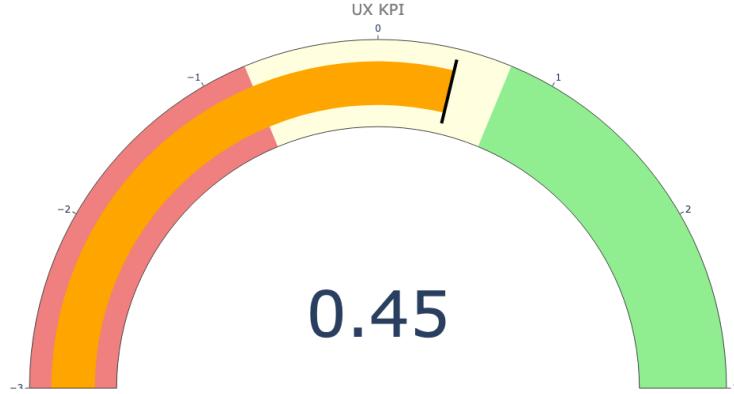
### Stories

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

Everyone



## UX Risk Assessment



### Evaluation Data Source

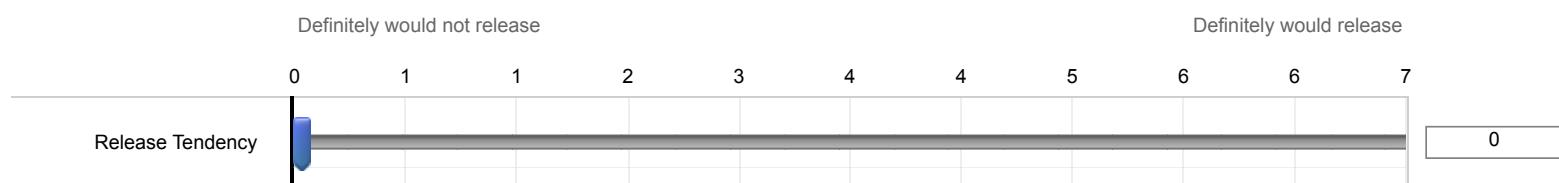
Based on multiple **AI analyses** conducted using a variety of vision-language models trained on UX data, reaching the predictive accuracy of evaluations comparatively with ~ 23 human participants, using items of the User Experience Questionnaire (UEQ).

### UX Evaluation Details

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

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?



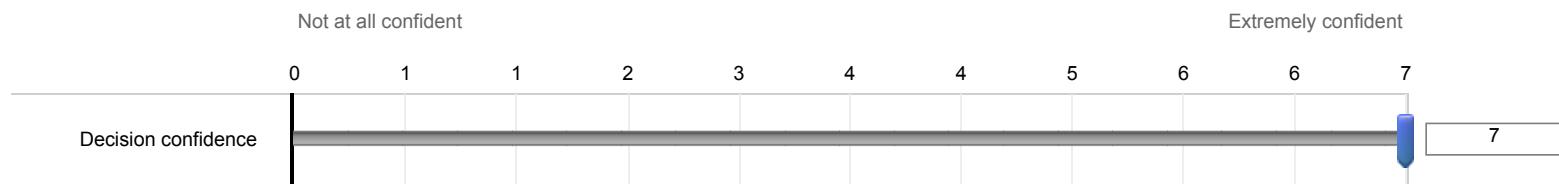
**UEQ Release.** Would you release this interface design?

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

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*UEQ DP Stimuli.*

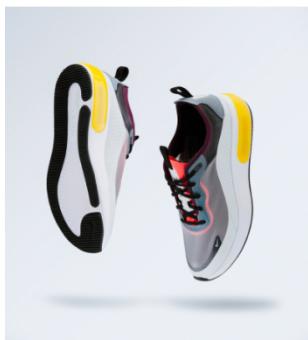
**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |  
Awaiting your final design approval

**Currently Approving Interface 2**

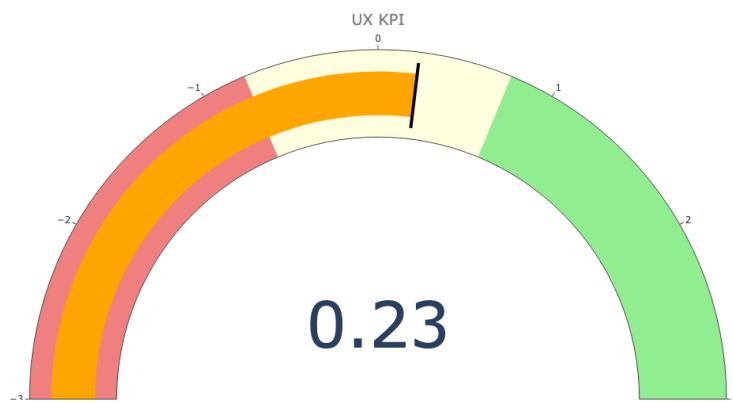
9:41



## Discover



### UX Risk Assessment

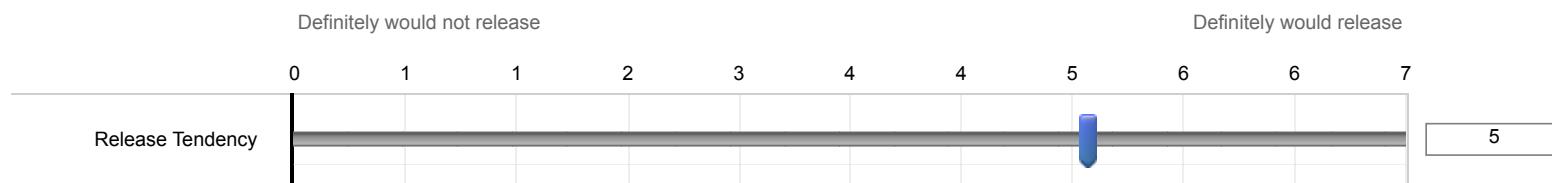


## UX Evaluation Details

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.

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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.

*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

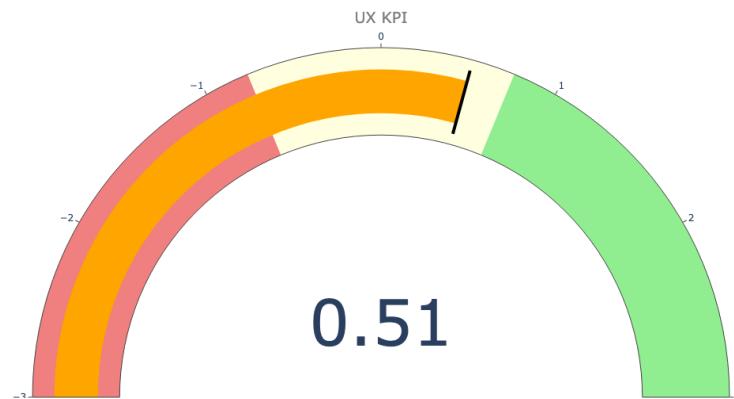


steve\_\_

28 min ago



### UX Risk Assessment



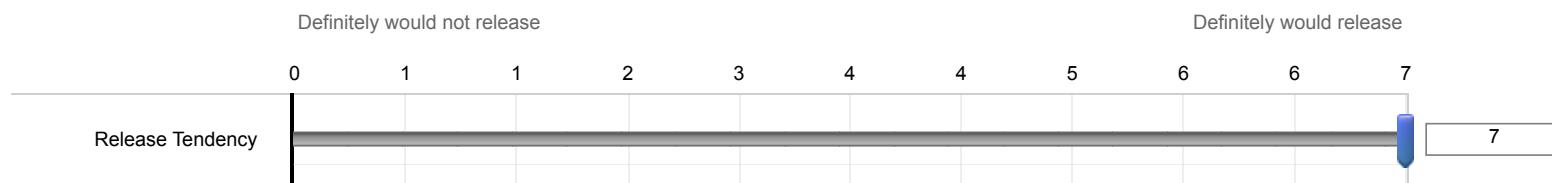
## Evaluation Data Source

### 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	<b>Composite Score (UX metrics only)</b>	<b>0.51</b>

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

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UEQ DP Stimuli.

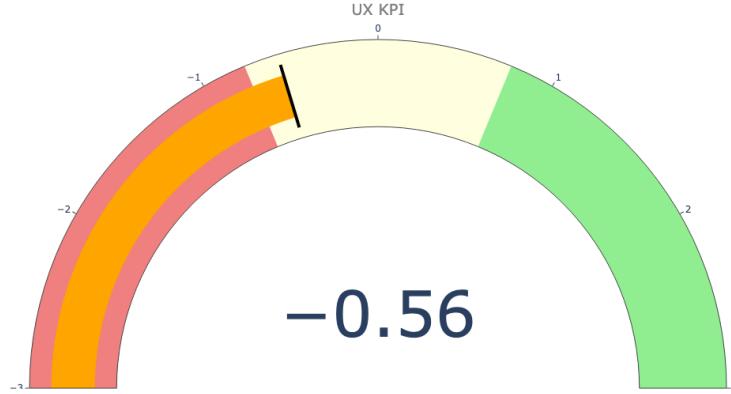
**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved | Awaiting your final design approval

## Currently Approving Interface 4

The image displays three screenshots of a mobile application interface, likely a social media platform, illustrating the process of reviewing and approving user interface designs.

- Social Media Post:** Shows a post by "shoesero" featuring a white and pink sneaker. The post has 21 likes and was shared 28 min ago. A curved arrow points from this screen to the "Why you saw this ad" screen.
- Why you saw this ad:** A detailed breakdown of why the user saw the advertisement. It includes sections for "Advertiser's choices", "Your activity", and "What you can do". A call-to-action button labeled "here" is highlighted with a yellow box and a question mark icon.
- Consent on Social Media:** An informational page about consent. It discusses the importance of consent in digital interactions and provides five steps for managing consent on social media. A URL "socialmedia.com/consent" is visible at the bottom of this screen.

## UX Risk Assessment



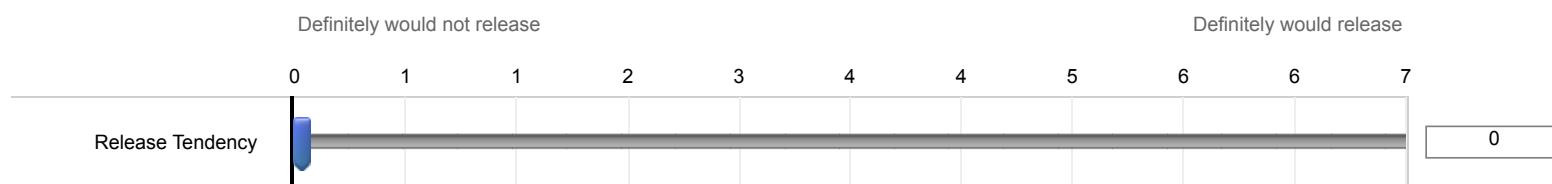
## Evaluation Data Source

### UX Evaluation Details

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

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

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*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?

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**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.*

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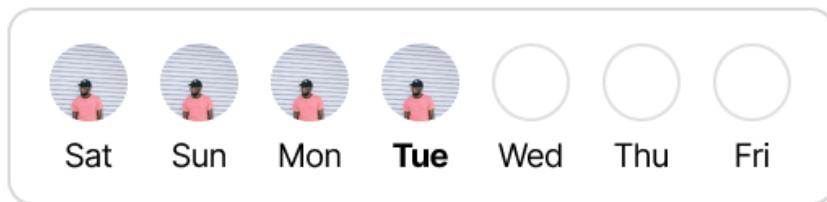
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*UEQ DP Stimuli.*

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

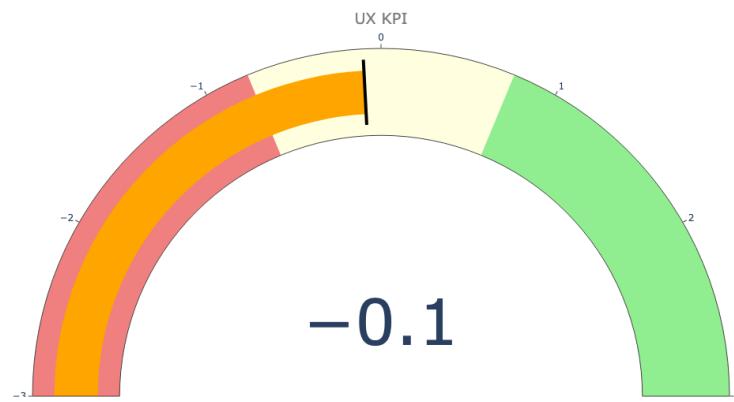
**Currently Approving Interface 7**



## 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

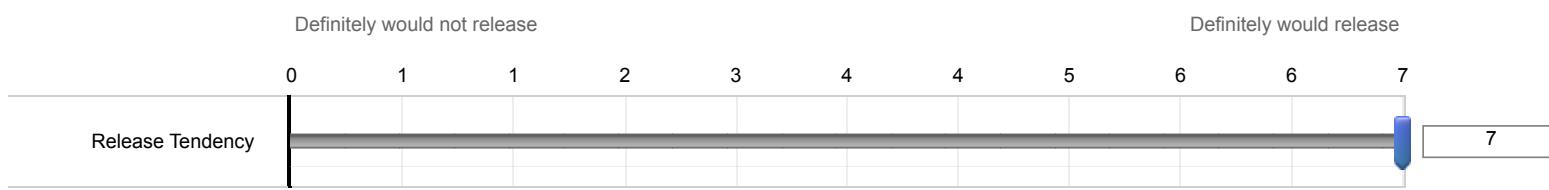
#### UX Evaluation Details

Metric Category	Specific Measure	Score
Efficiency I	Inefficient vs. Efficient	0.34
Efficiency II	Cluttered vs. Organized	-0.10

<b>Perspicuity I</b>	Complicated vs. Easy	1.06
<b>Perspicuity II</b>	Confusing vs. Clear	0.61
<b>Dependability I</b>	Unpredictable vs. Predictable	0.44
<b>Dependability II</b>	Obstructive vs. Supportive	-0.55
<b>Stimulation I</b>	Boring vs. Exciting	-0.23
<b>Stimulation II</b>	Not Interesting vs. Interesting	-0.63
<b>Attractiveness I</b>	Annoying vs. Enjoyable	-0.73
<b>Attractiveness II</b>	Unfriendly vs. Friendly	-0.87
<b>Overall UX Quality</b>	<b>Composite Score (UX metrics only)</b>	<b>0.1</b>

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?



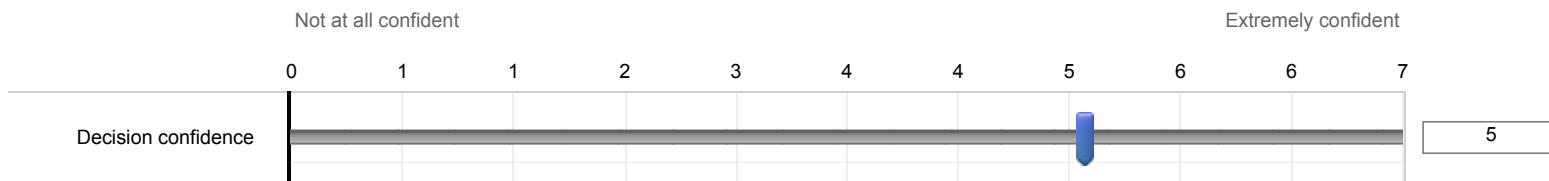
**UEQ Release.** Would you release this interface design?

- Yes  
 No

**UEQ Explanation.** Please explain your decision

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*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.*

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*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**

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*UEQ DP Stimuli.*

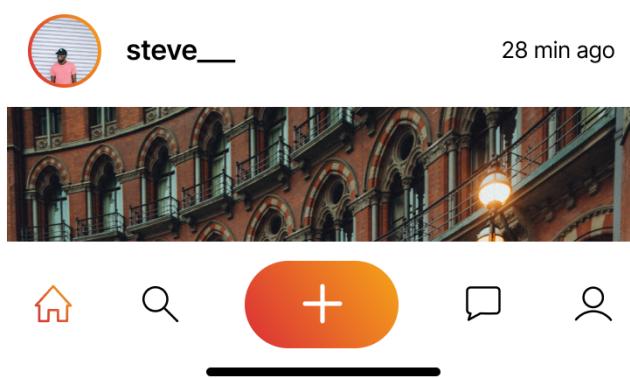
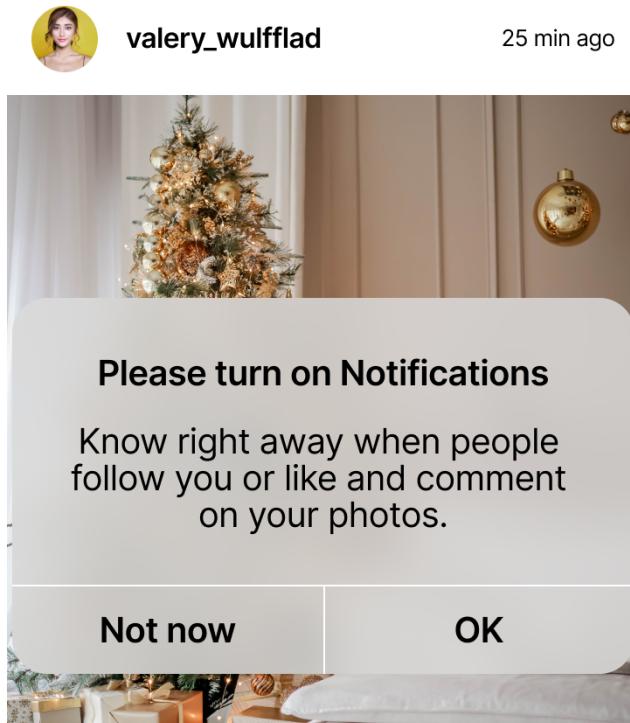
**Business Context:** ✓ Business team approved | ✓ Marketing approved | ✓ Supervisor approved |  
**Awaiting your final design approval**

**Currently Approving Interface 9**

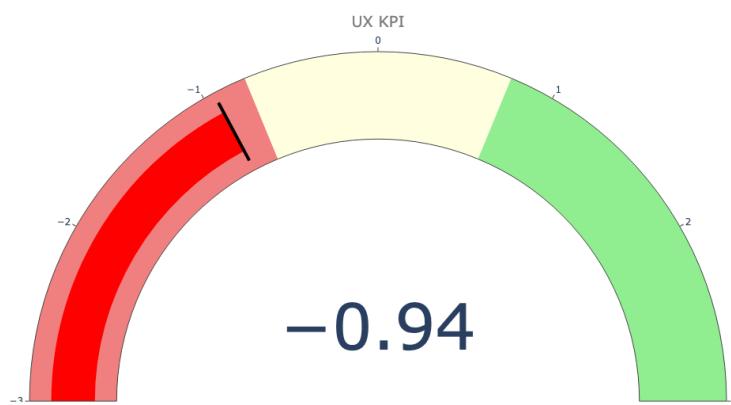
9:41



## Social Media



## UX Risk Assessment



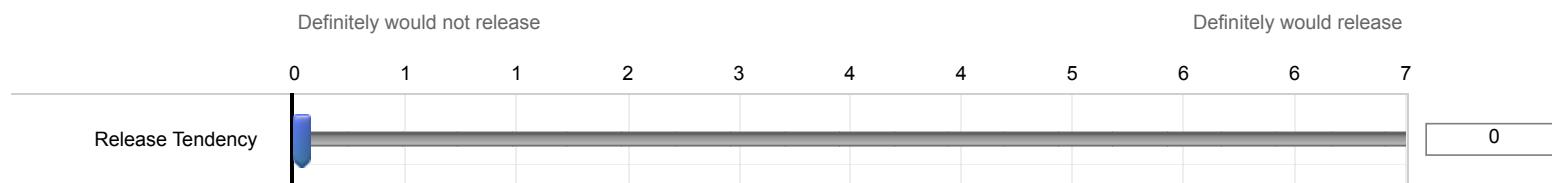
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Dependability I	Unpredictable vs. Predictable	0.16
Dependability II	Obstructive vs. Supportive	-2.08
Stimulation I	Boring vs. Exciting	-1.26
Stimulation II	Not Interesting vs. Interesting	-1.79
Attractiveness I	Annoying vs. Enjoyable	-1.97
Attractiveness II	Unfriendly vs. Friendly	-1.73
Overall UX Quality	<b>Composite Score (UX metrics only)</b>	<b>-0.94</b>

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.

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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.

*UEQ DP Stimuli.*

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

Currently Approving Interface 10

# Settings

## General

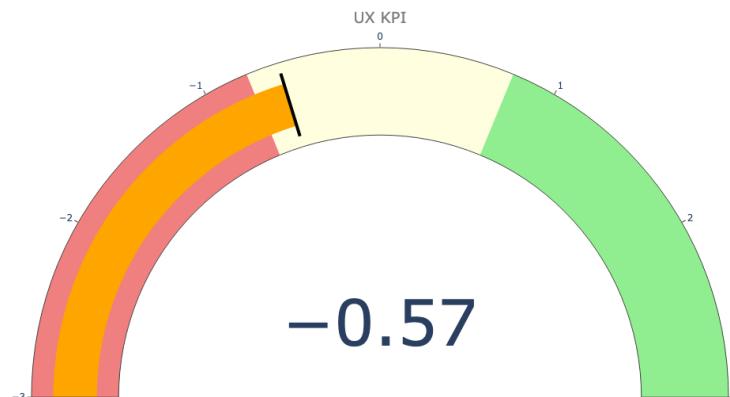
- Messaging
- Page Info
- Templates and tabs
- Post attribution
- Notification
- Other platform
- Page roles
- People and other Pages
- Preferred Page Audience
- Authorisations
- Branded content
- Featured
- Crossposting
- Page Support Inbox
- Wi-Fi-Network
- Activity log

## General

<b>Page visibility</b>	<a href="#">Edit</a>
Page published	<a href="#">Edit</a>
<b>Visitor posts</b>	<a href="#">Edit</a>
Anyone can publish to the Page. Anyone can add photos and videos to the Page.	
<b>News Feed audience and visibility for posts</b>	<a href="#">Edit</a>
The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off	
<b>Post and story sharing</b>	<a href="#">Edit</a>
Post sharing to stories is on	
<b>Messages</b>	<a href="#">Edit</a>
People can contact my Page privately.	
<b>Tagging ability</b>	<a href="#">Edit</a>
Only people who help manage my Page can tag photos posted on it.	
<b>Others tagging this Page</b>	<a href="#">Edit</a>



## UX Risk Assessment



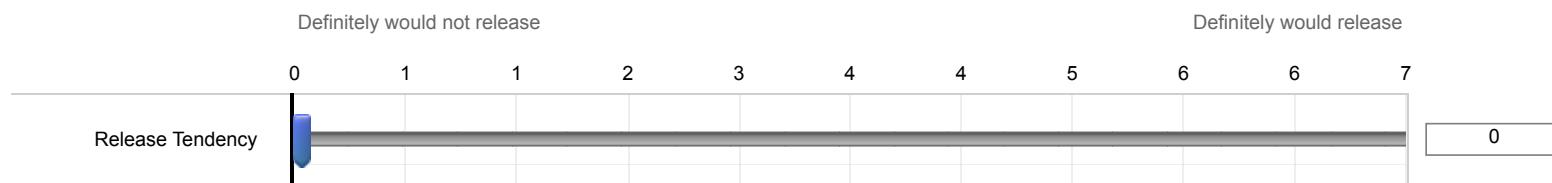
## Evaluation Data Source

### 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	<b>Composite Score (UX metrics only)</b>	<b>-0.57</b>

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

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*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

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*This question was not displayed to the respondent.*

*UEQ Instructions.*

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*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

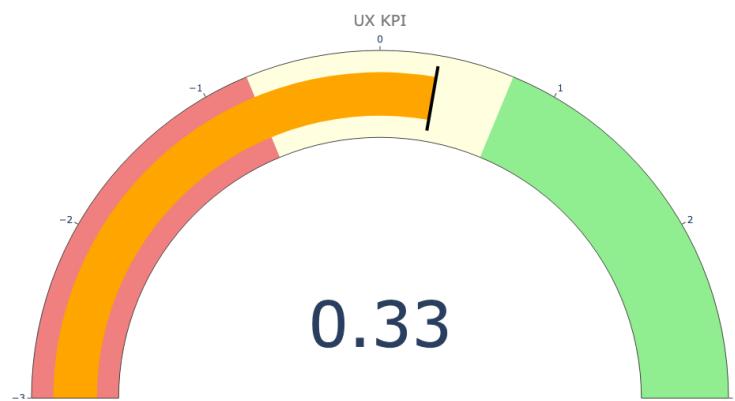
# Notifications



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

Connect

## UX Risk Assessment



## Evaluation Data Source

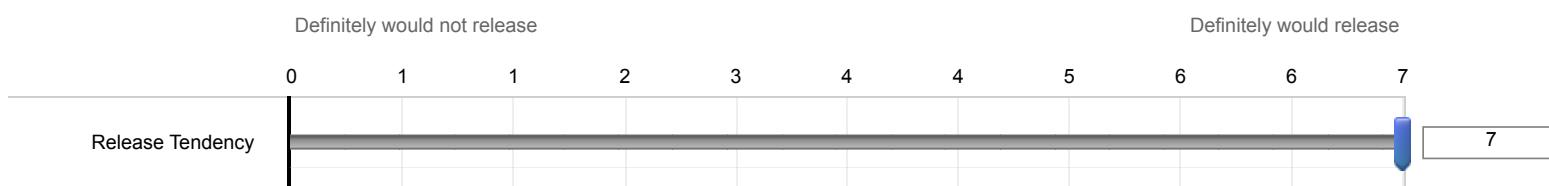
### UX Evaluation Details

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

<b>Perspicuity II</b>	Confusing vs. Clear	0.44
<b>Dependability I</b>	Unpredictable vs. Predictable	0.03
<b>Dependability II</b>	Obstructive vs. Supportive	0.36
<b>Stimulation I</b>	Boring vs. Exciting	-0.18
<b>Stimulation II</b>	Not Interesting vs. Interesting	-0.22
<b>Attractiveness I</b>	Annoying vs. Enjoyable	-0.73
<b>Attractiveness II</b>	Unfriendly vs. Friendly	-0.71
<b>Overall UX Quality</b>	<b>Composite Score (UX metrics only)</b>	<b>0.33</b>

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

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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.*

#### 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

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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.

*UEQ DP Stimuli.*

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

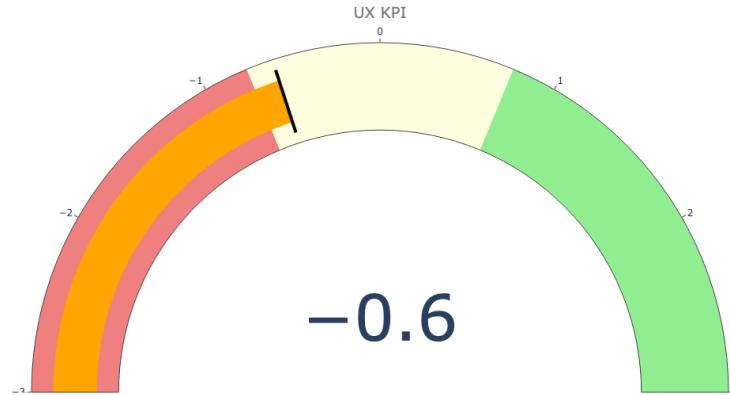
Currently Approving Interface 14

## Geolocation turned off

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

Close

### UX Risk Assessment



### Evaluation Data Source

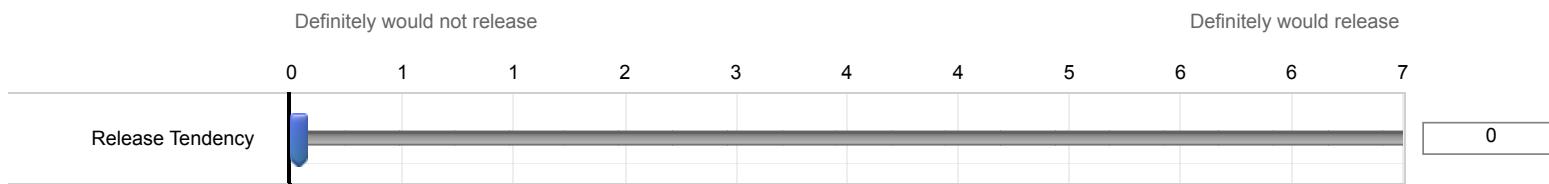
#### UX Evaluation Details

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

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?



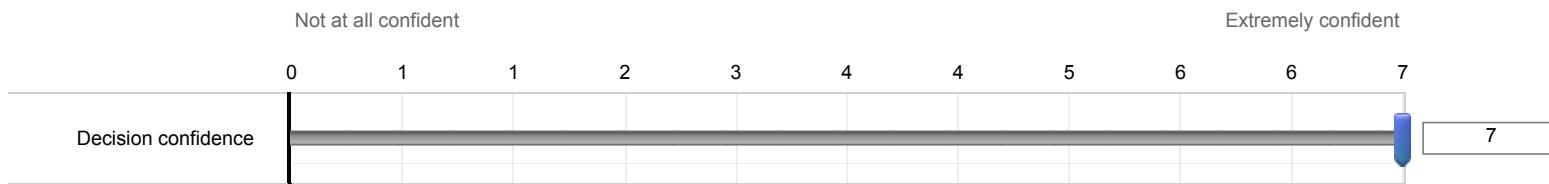
*UEQ Release.* Would you release this interface design?

- 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

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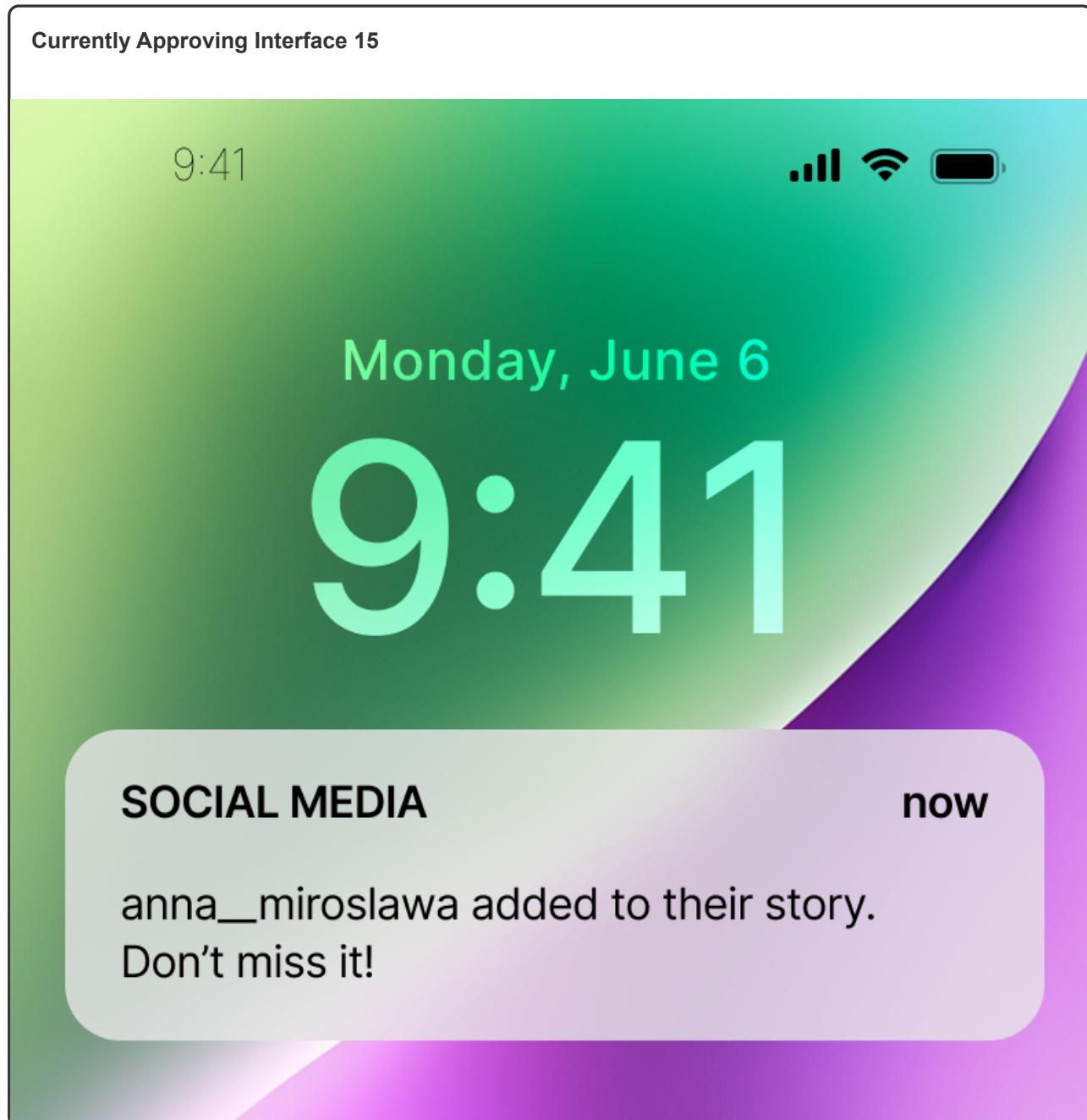
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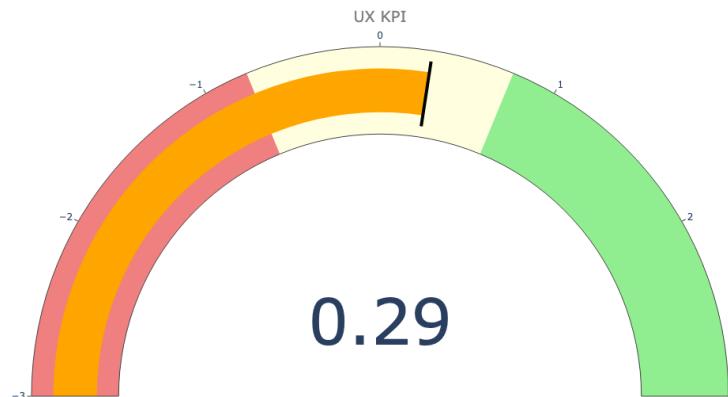
Please review each design and its human participant or AI generated evaluation data, then decide whether to give final approval for release.

*UEQ DP Stimuli.*

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



## UX Risk Assessment



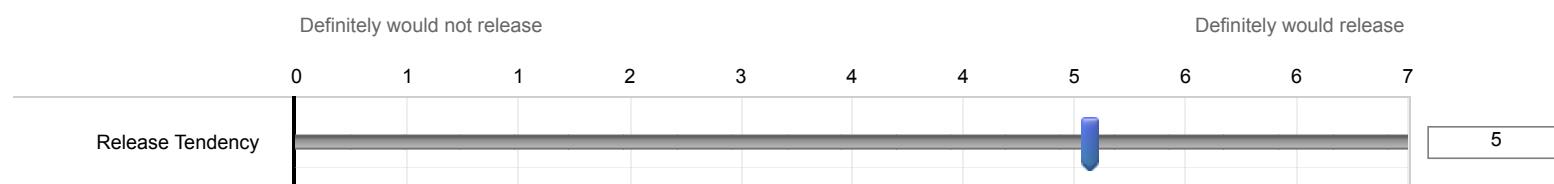
### Evaluation Data Source

#### UX Evaluation Details

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

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?

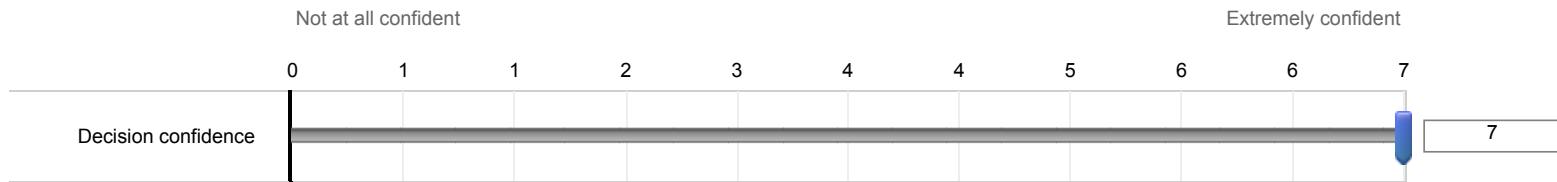
Yes

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.

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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?

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**UEEQ Release.** Would you release this interface design?

*This question was not displayed to the respondent.*

**UEEQ Explanation.** Please explain your decision

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**UEEQ DP Stimuli.**

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**Awaiting your final design approval**

**Currently Approving**

**UX Risk Assessment**

**Evaluation Data Source**

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**Currently Approving**

**UX Risk Assessment**

**Evaluation Data Source**

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UX Risk Assessment

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

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

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

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## 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**

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**UEEQ Release.** Would you release this interface design?

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**UEEQ Explanation.** Please explain your decision

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**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

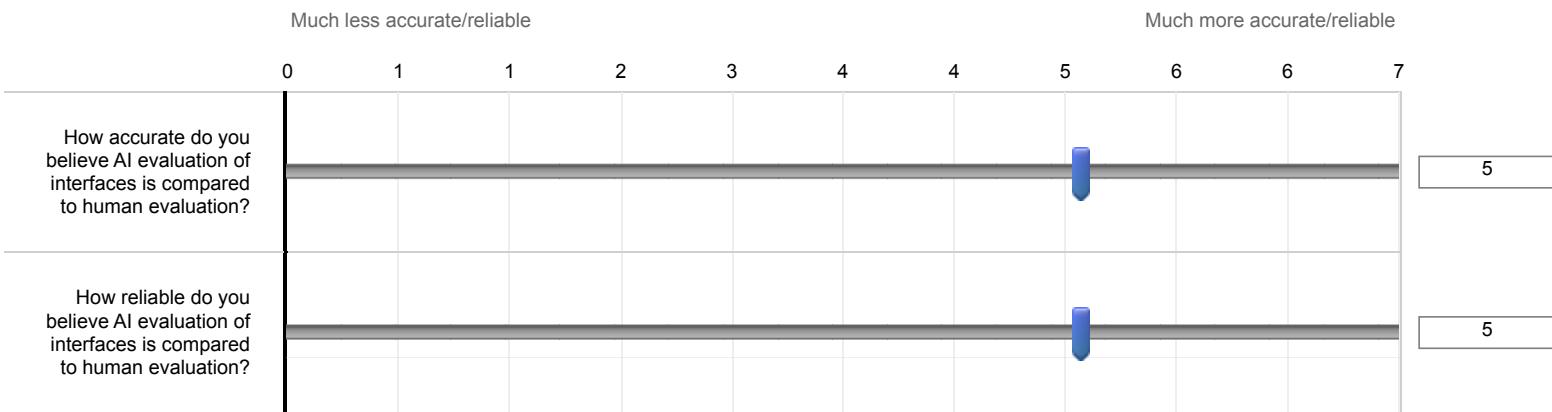
**Trust.** Which type of evaluation data did you trust more?

- 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	1
Ease of use	2
User safety	3
Innovation	
Evaluation source (human vs AI)	
Other (specify)	

### AI Accuracy. AI vs Human Evaluation Perceptions



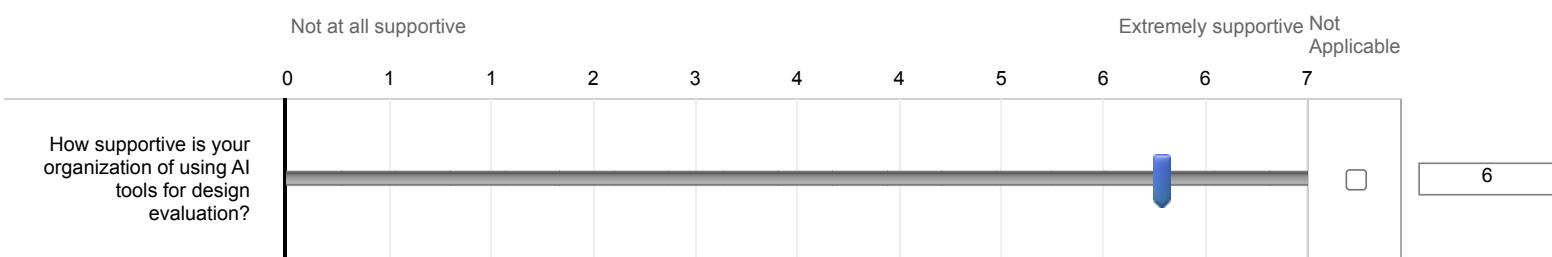
### UI Ethics Experience. In your professional work, how often do you encounter designs that you consider ethically questionable?

- Never
- Rarely
- Sometimes
- Often
- Very often

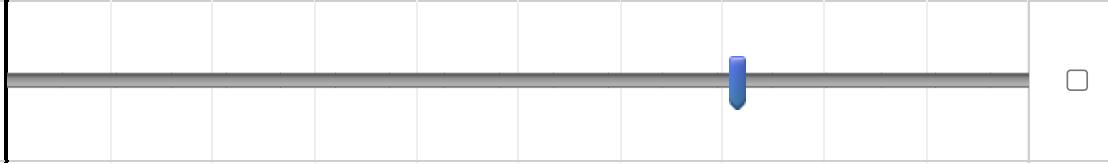
### Dark Pattern Exp. . How familiar are you with the concept of 'dark patterns' in interface design?

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

### Organizational Suppo. AI vs Human Evaluation Perceptions



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



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*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?

Combining AI and human evaluation offers a comprehensive approach to interface design assessment. AI can efficiently analyze large datasets and identify patterns, while human evaluators provide critical insights into user experience, empathy, and ethical considerations. This hybrid approach ensures that designs are both functional and respectful of user needs and values.

*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?

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