**Questionnaire: User Interface (UI) and Personal Factors Evaluation on OpenRice**

*Thank you for participating in our study! This questionnaire is designed to gather valuable insights into your experiences with OpenRice, a popular online restaurant commented platform. We are particularly interested in understanding the influence of User Interface (UI) elements and personal factors on decision-making during your interactions with the platform.*

**Section 0: Target Audience Identification**

*This section aims to identify your level of engagement with OpenRice, whether you have only used the platform for restaurant information or have actively participated by providing reviews.*

1. Please select the option that best describes your experience with OpenRice: [单选题] \*

|  |
| --- |
| ○I have used OpenRice. |
| ○I have NOT used OpenRice. (请跳至第问卷末尾，提交答卷) |

2. Please select the option that best describes your experience with OpenRice: [单选题] \*

|  |
| --- |
| ○I have commented restaurants. |
| ○I have NOT commented restaurants. (请跳至第问卷末尾，提交答卷) |

**Section 1: User Interface (UI) Evaluation**

*In this section, we want to understand your perception of the importance of various User Interface elements on OpenRice in influencing your decision-making.*

3. Which feature(s) did you concern during your last visit? [多选题] \*

|  |
| --- |
| □Restaurant Information (e.g. Introduction, Address, Opening Hours etc) |
| □Pricing |
| □Appealing images |
| □Detailed Menu |
| □Comments from Other Users |
| □Rating |
| □Discounts or Promotions |
| □Food Descriptions |

4. Rank the following features according to your level of concern during your last visit.  
[排序题，请在中括号内依次填入数字] \*

|  |
| --- |
| [ ]Restaurant Information (e.g. Introduction, Address, Opening Hours etc) |
| [ ]Pricing |
| [ ]Appealing images |
| [ ]Detailed Menu |
| [ ]Comments from Other Users |
| [ ]Rating |
| [ ]Discounts or Promotions |
| [ ]Food Descriptions |

5. On a scale of 1 to 5, how likely are you to consider **the following UI features** when making a choice?  
[矩阵量表题] \*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not Important at All | Slightly Important | Moderately Important | Very Important | Extremely Important |
| Restaurant Information (e.g. Introduction, Address, Opening Hours etc)&nbsp; | ○ | ○ | ○ | ○ | ○ |
| User interface elements (price, images, menu) | ○ | ○ | ○ | ○ | ○ |
| Pricing | ○ | ○ | ○ | ○ | ○ |
| The Appealing images | ○ | ○ | ○ | ○ | ○ |
| The detailed menu | ○ | ○ | ○ | ○ | ○ |
| The comments from other users | ○ | ○ | ○ | ○ | ○ |
| The rating from other users | ○ | ○ | ○ | ○ | ○ |
| The discounts or promotions | ○ | ○ | ○ | ○ | ○ |
| The detailed food descriptions | ○ | ○ | ○ | ○ | ○ |

**Section 2: Personal Factors Evaluation**

*This section aims to assess your personality traits using the Big Five Model. Please indicate your agreement or disagreement with each statement.*

6. To what extent do you agree with the statement about your personalities? **Use a scale of 1 to 5, where 1 indicates "Strongly Disagree" and 5 indicates "Strongly Agree."**[矩阵量表题] \*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly Disagree | Disagree | Normal | Agree | Strongly Agree |
| Is depressed, blue | ○ | ○ | ○ | ○ | ○ |
| Is relaxed, handles stress well | ○ | ○ | ○ | ○ | ○ |
| Can be tense | ○ | ○ | ○ | ○ | ○ |
| Worries a lot | ○ | ○ | ○ | ○ | ○ |
| Is emotionally stable, not easily upset | ○ | ○ | ○ | ○ | ○ |
| Can be moody | ○ | ○ | ○ | ○ | ○ |
| Remains calm in tense situations | ○ | ○ | ○ | ○ | ○ |
| Gets nervous hardly | ○ | ○ | ○ | ○ | ○ |

**Section 3: Demographic Information**

*This section aims to know your demographic information.*

7. What is your gender? [单选题] \*

|  |  |
| --- | --- |
| ○Male | ○Female |

8. Which age group do you belong? [单选题] \*

|  |  |  |  |
| --- | --- | --- | --- |
| ○0 - 18 | ○28 - 24 | ○25 - 34 | ○35 - 44 |
| ○45 - 54 | ○55 - 64 | ○Above 64 |  |

9. What is the highest degree or level of education you have completed? [单选题] \*

|  |
| --- |
| ○Primary school |
| ○Secondary school |
| ○Associate degree / Diploma |
| ○Bachelor's degree |
| ○Master's degree |
| ○Doctoral degree (Ph.D., Ed.D., etc.) |

10. What is your current employment status? [单选题] \*

|  |  |
| --- | --- |
| ○Employed Full-Time | ○Employed Part-Time |
| ○Seeking opportunities | ○Retired |
| ○Student | ○Others \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Section 4: Last Experience Evaluation**

In this section, we aim to gather insights into your recent experiences and perceptions.

11. On a scale of 5, how well your **expectations**were met after reviewing OpenRice. [单选题] \*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Very Unsatisfied | ○1 | ○2 | ○3 | ○4 | ○5 | Very Satisfied |

12. On a scale from 1 to 5, how would you rate your recent experience after perusing OpenRice?  
[单选题] \*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Very Unsatisfied | ○1 | ○2 | ○3 | ○4 | ○5 | Very Satisfied |

13. Please provide the name of the last restaurant you dined at? [填空题] \*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_