

Meta Intents factors

1. Efficiency orientation:

Positive Questions:

- I usually don't want to spend much time searching for a product
- For me, finding a suitable product quickly is more important than exploring all options
- The number of interaction steps needed for finding a product should be as low as possible

Negative Questions:

- I usually take my time to explore the available options before making my purchase decision
- When searching for a product that really interests me, I often forget about time
- I often find myself spending more time than anticipated when searching for a product

2. Diversity orientation:

Positive Questions:

- When shopping online, I tend to explore a diverse range of products that might interest me
- In a list of recommendations, I prefer to see products that have different features.
- I find it helpful if a system suggests items/products I haven't been thinking about before.
- On a list of recommendations, I don't like to see products that all look the same.

Negative Questions:

- If recommendations are very diverse, making a decision becomes more difficult for me.
- When searching, I don't like the system showing surprising results.

3. **Goal focus:** (domain-dependent, "usage related Question")

Positive Questions:

- I usually have a clear idea of the product I want to buy
- When I have a clear search goal, other products or information will not distract me.
- I tend to ignore product features that are not really important to me.

Negative Questions:

- *I often only make up my mind once I see the available choices.*
- In most cases, I do not have an exact target product in mind.
- When I shop, products I had not considered before also grab my attention.
- I sometimes find myself buying things I hadn't in mind originally.

4. **Openness for guidance:**

Positive Questions:

- I find it helpful if the online system actively supports me in my search.
- I tend to consider items the system recommends to me
- In physical shops, I like to talk to a salesperson and take their advice

Negative Questions:

- I tend to follow the advice of others before buying a product.
- I prefer to find a suitable product by myself without the help of others
- When an online shop recommends items, I often wonder whether I can trust it.

5. Dialog initiative :

User active Questions:

- When conversing with a digital sales assistant (like a chatbot), I would prefer asking my own questions rather than answering its questions.
- In a chatbot dialog, I believe my search will be more effective if I can ask my own questions.

System active Questions:

- If I don't know much about the product features, I prefer the system to take over by asking questions about my preferences.
- If I find myself struggling to find the right product, I would appreciate the system noticing this and taking the initiative.

6. Interest in details:

Positive Questions:

- *I usually gather as much information as possible about products that I want to buy*
- *I am usually interested in detailed information about products.*
- I prefer to gather information about different aspects (features, comments, ratings, introduction, and friend advice) before making a decision.
- I tend to look at more features rather than only the ones I am particularly interested in.
- I usually inspect all product details before deciding.

Negative Questions:

- I usually only consider the most important features when buying a product.
- If a product meets my key needs, I usually ignore the remaining product features.

7. human-like: (real person/humanoid, NLP in a sentence, animator)

Positive Questions:

- I appreciate if the system addresses me personally, like a human sales person.
- When conversing with a digital assistant, I would like to have the feeling that I am talking to a real person.
- I like systems with which I can have a conversation in natural language
- I like to see my counterpart when having a conversation.

Negative Questions:

- I believe that online stores should present themselves in a neutral, impersonal style
- I don't like a digital assistant to present itself like a human.

8. comparison orientation:

Positive Questions:

- Comparing the features of different candidate products is important for me.
- I usually consider other users' assessments (e.g. ratings, reviews) when comparing products.

Negative Questions:

- In most cases, I don't bother to compare products in detail.
- Comparing the features of candidate products is often too tedious for me.

9. scope of choice:

Positive Questions:

- I prefer to see more recommended products at a glance rather than fewer.
- When the system recommends products, I rather like to see a longer list rather than a short one.
- I like to see most product attributes at once, not fewer.
- A comprehensive feature list can help me to find a suitable product.

Negative Questions:

- I find it's confusing if a system shows a large number of recommendations.
- Seeing a few key features of product rather than all features is more helpful for making a purchase decision.

10. Explanation oriented/need for explanation (from product features/from user preference):

Positive Questions:

- I prefer to get an explanation along with a recommended product.
- Explaining a recommended product and its features is important for me.

Negative Questions:

- I only care whether the recommended product suits me, and I don't mind if it comes with an explanation.
- For a recommended product, showing the features is enough for me. The explanation for the recommendation is unnecessary.

11. Critiquing oriented

Positive Questions:

- When a system recommends a product to me, I would like to be able to criticize it or adjust feature parameters to get a better fitting product.
- I often need to see a sample product first before determining the exact features I want.

Negative Questions:

- I do not want to spend effort telling the system what is wrong about a recommended product.

Survey domain:

-Smartphone

Imagine you are going to buy a new smartphone for yourself, and there is an online chatbot that can interact with you, it could ask about your preference or answer your questions for understanding your requirements and recommend some smartphones that you can compare or criticize. Finally, it helps you to find an ideal smartphone. Take a while to think about your requirement for the smartphone and then carefully answer the following questions.

-Hotel

Imagine you are planning a trip and are going to book a hotel now. There is an online chatbot that can interact with you, it could ask your preference or answer your questions

for understanding your requirements and recommend some hotels that you can compare or criticize. Finally, it helps you to find an ideal hotel. Take a while to think about your requirement for the hotel and then carefully answer the following questions.

-Common

Imagine you are going to buy a product you need online. There is an online chatbot that can interact with you, it could ask your preference or answer your questions for understanding your requirements and recommend some products that you can compare or criticize. Finally, it helps you to find an ideal product. Take a while to think about your requirements and then carefully answer the following questions.