

Outcomes of the Test

Participants' Selected Adjectives:

Participant 1: Trustworthy, Modern, Affordable, Reliable, Sustainable

Participant 2: Affordable, Modern, Professional, Reliable, Efficient

Participant 3: Trustworthy, Sustainable, Secure, Bold, Stylish

Participant 4: Affordable, Friendly, Modern, Playful, Trustworthy

Participant 5: Modern, Trustworthy, Affordable, Secure, Sophisticated

Key Adjectives Consistency Check

Intended Key Adjectives:

- Trustworthy
- Modern
- Affordable
- Sustainable

Outcomes:

- **Trustworthy:** Selected by 4/5 participants
- **Modern:** Selected by all 5 participants
- **Affordable:** Selected by 4/5 participants
- **Sustainable:** Selected by 2/5 participants

Analysis

- **Overall Consistency:** Strong, as most intended adjectives were consistently chosen by participants.
- **Key Gaps:** "Sustainable" was selected by fewer participants than anticipated.