



# Study Report

## **Colour association**

Analysis - Categories

Report created by UXtweak on March 26, 2021

# Analysis - Categories

## SETTINGS

Cards sorted descending by Cards.

Categories sorted descending by Freq..

Category name	Unique cards	Respondents	Card name	Freq.	Avg. pos.
Volume Settings	8	7	Light blue	1	1.0
			Yellow	1	1.0
			Light green	1	1.0
			Lilac	1	1.0
			Purple	1	2.0
			Grey	1	1.0
			White	1	1.0
			Orange	1	1.0
Home entertainment on/off	7	7	Light pink	3	1.3
			Purple	2	1.0
			Dark green	1	1.0
			Lilac	1	2.0
			Grey	1	1.0
			Hot pink	1	1.0
			Orange	1	2.0
Lock/unlock doors & windows	5	6	Navy blue	2	1.0
			Light blue	1	1.0
			Red	1	1.0
			Black	1	1.0
			Hot pink	1	1.0
Surveillance	4	6	Black	3	1.3
			Grey	2	1.0
			Purple	1	1.0
			Orange	1	1.0
Light adjustment	4	7	Yellow	5	1.0
			White	2	1.0
			Purple	1	2.0
			Black	1	2.0

Category name	Unique cards	Respondents	Card name	Freq.	Avg. pos.
Home appliance on/off	4	7	Dark green	3	1.0
			Navy blue	2	1.0
			Grey	2	1.5
			Orange	1	1.0
Notifications	4	6	Lilac	3	1.0
			White	2	1.5
			Black	1	1.0
			Hot pink	1	1.0
Heating	3	7	Red	6	1.2
			Orange	3	1.7
			Hot pink	1	1.0
Eco mode	3	6	Light green	5	1.2
			Yellow	1	1.0
			Dark green	1	1.0
Cooling	2	7	Light blue	5	1.0
			Navy blue	2	1.0



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