Please make your evaluation now.

For the assessment of the product, please fill out the following questionnaire. The questionnaire consists of pairs of contrasting attributes that may apply to the product. The circles between the attributes represent gradations between the opposites. You can express your agreement with the attributes by ticking the circle that most closely reflects your impression.

Example:

attractive	○	⊗	○	○	○	○	○	unattractive

This response would mean that you rate the application as more attractive than unattractive.

Please decide spontaneously. Don't think too long about your decision to make sure that you convey your original impression.

Sometimes you may not be completely sure about your agreement with a particular attribute or you may find that the attribute does not apply completely to the particular product. Nevertheless, please tick a circle in every line.

It is your personal opinion that counts. Please remember: there is no wrong or right answer!

Please assess the product now by ticking one circle per line.

	1	2	3	4	5	6	7		
annoying	○	○	○	○	◉	○	○	enjoyable	1
not understandable	○	○	○	○	○	○	◉	understandable	2
creative	○	○	○	◉	○	○	○	dull	3
easy to learn	◉	○	○	○	○	○	○	difficult to learn	4
valuable	○	○	◉	○	○	○	○	inferior	5
boring	○	○	◉	○	○	○	○	exciting	6
not interesting	○	○	○	○	◉	○	○	interesting	7
unpredictable	○	○	○	○	◉	○	○	predictable	8
fast	○	○	○	○	○	○	◉	slow	9
inventive	◉	○	○	○	○	○	○	conventional	10
obstructive	○	○	○	○	◉	○	○	supportive	11
good	◉	○	○	○	◉	○	○	bad	12
complicated	○	○	○	○	○	○	◉	easy	13
unlikable	○	○	○	○	◉	○	○	pleasing	14
usual	○	○	○	○	◉	○	○	leading edge	15
unpleasant	○	○	○	○	○	◉	○	pleasant	16
secure	○	○	○	◉	○	○	○	not secure	17
motivating	○	○	○	○	○	◉	○	demotivating	18
meets expectations	○	○	○	◉	○	○	○	does not meet expectations	19
inefficient	○	○	○	◉	○	○	○	efficient	20
clear	◉	○	○	○	○	○	○	confusing	21
impractical	○	○	○	○	○	◉	○	practical	22
organized	○	◉	○	○	○	○	○	cluttered	23
attractive	○	○	◉	○	○	○	○	unattractive	24
friendly	○	◉	○	○	○	○	○	unfriendly	25
conservative	○	○	○	○	◉	○	○	innovative	26