

| Observations | Participant A | Participant B | Participant C | Participant D | Participant E |
|---|---------------|---------------|---------------|---------------|---------------|
| What are you thinking as you look at this? | 1 | | 1 | | |
| What is your (first) impression of this product/feature? | 1 | 1 | | 1 | 1 |
| What do you think this product/feature does or will do? | 1 | | | 1 | |
| Where do you start? | | 1 | 1 | | 1 |
| When and where do you think someone would use this product/feature? | | 1 | | | |
| What do you expect to gain from using this product? | 1 | | | 1 | |
| What would keep you from using this product? | 1 | | 1 | | 1 |
| Do you feel this product is similar to another one? | | 1 | | 1 | |
| Do you trust this product? | 1 | 1 | 1 | 1 | 1 |