AttrakDiff Questionnaire

**User 1:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PQ | Technical – human |  |  |  |  |  |  |  | 0.5 |
| Complicated – simple |  |  |  |  |  |  | 1 |
| Impractical – practical |  |  |  |  |  |  | 2 |
| Cumbersome – straightforward |  |  |  |  |  |  | 0.5 |
| Unpredictable – predictable |  |  |  |  |  |  | 0.5 |
| Confusing – clear structured |  |  |  |  |  |  | 1.5 |
| Unruly – manageable |  |  |  | 0 |  |  | 1 |
| HQ-I | Isolating – connective |  |  |  |  |  |  |  | 0 |
| Unprofessional – professional |  |  |  |  |  |  | 1.5 |
| Tacky – stylish |  |  |  |  |  |  | 0.5 |
| Cheap – premium |  |  |  |  |  |  | 0.5 |
| Alienating – integrating |  |  |  |  |  |  | 1.5 |
| Separates me – brings me closer |  |  |  |  |  |  | 0 |
| Unpresentable – presentable |  |  |  |  |  |  | 2 |
| HQ-S | Conventional – inventive |  |  |  |  |  |  |  | 0.5 |
| Cautious – bold |  |  |  |  |  |  | -0.5 |
| Conservative – innovative |  |  |  |  |  |  | 1 |
| Dull – captivating |  |  |  |  |  |  | 0 |
| Undemanding – challenging |  |  |  |  |  |  | -2 |
| Ordinary – novel |  |  |  |  |  |  | 0.5 |
| ATT | Unpleasant – pleasant |  |  |  |  |  |  |  | 1.5 |
| Ugly – attractive |  |  |  |  |  |  | 0.5 |
| Disagreeable – likeable |  |  |  |  |  |  | 2 |
| Rejecting – inviting |  |  |  |  |  |  | 0 |
| Bad – good |  |  |  |  |  |  | 1.5 |
| Repelling – appealing |  |  |  |  |  |  | 1 |
| Discouraging – motivating |  |  |  |  |  |  | 0.5 |

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**User 2:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PQ | Technical – human |  |  |  |  |  |  | 0.5 |
| Complicated – simple |  |  |  |  |  | 1 |
| Impractical – practical |  |  |  |  |  | 0.5 |
| Cumbersome – straightforward |  |  |  |  |  | 0 |
| Unpredictable – predictable |  |  |  |  |  | 2 |
| Confusing – clear structured |  |  |  |  |  | -0.5 |
| Unruly – manageable |  |  |  |  |  | 2 |
| HQ-I | Isolating – connective |  |  |  |  |  |  | 0 |
| Unprofessional – professional |  |  |  |  |  | -0.5 |
| Tacky – stylish |  |  |  |  |  | 1 |
| Cheap – premium |  |  |  |  |  | 0 |
| Alienating – integrating |  |  |  |  |  | 1.5 |
| Separates me – brings me closer |  |  |  |  |  | 0 |
| Unpresentable – presentable |  |  |  |  |  | 1.5 |
| HQ-S | Conventional – inventive |  |  |  |  |  |  | -1 |
| Cautious – bold |  |  |  |  |  | -0.5 |
| Conservative – innovative |  |  |  |  |  | -1 |
| Dull – captivating |  |  |  |  |  | -0.5 |
| Undemanding – challenging |  |  |  |  |  | 0 |
| Ordinary – novel |  |  |  |  |  | 0 |
| ATT | Unpleasant – pleasant |  |  |  |  |  |  | 2 |
| Ugly – attractive |  |  |  |  |  | 0 |
| Disagreeable – likeable |  |  |  |  |  | 1 |
| Rejecting – inviting |  |  |  |  |  | 1.5 |
| Bad – good |  |  |  |  |  | 1.5 |
| Repelling – appealing |  |  |  |  |  | 0.5 |
| Discouraging – motivating |  |  |  |  |  | 0.5 |

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**User 3:**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PQ | Technical – human |  |  |  |  |  |  |  | 0 |
| Complicated – simple |  |  |  |  |  |  | 0 |
| Impractical – practical |  |  |  |  |  |  | 0 |
| Cumbersome – straightforward |  |  |  |  |  |  | 0 |
| Unpredictable – predictable |  |  |  |  |  |  | 0.5 |
| Confusing – clear structured |  |  |  |  |  |  | 1 |
| Unruly – manageable |  |  |  |  |  |  | 0.5 |
| HQ-I | Isolating – connective |  |  |  |  |  |  |  | -2.5 |
| Unprofessional – professional |  |  |  |  |  |  | 0 |
| Tacky – stylish |  |  |  |  |  |  | 0 |
| Cheap – premium |  |  |  |  |  |  | 1 |
| Alienating – integrating |  |  |  |  |  |  | 0 |
| Separates me – brings me closer |  |  |  |  |  |  | -2.5 |
| Unpresentable – presentable |  |  |  |  |  |  | 1 |
| HQ-S | Conventional – inventive |  |  |  |  |  |  |  | 1 |
| Cautious – bold |  |  |  |  |  |  | 0 |
| Conservative – innovative |  |  |  |  |  |  | -1.5 |
| Dull – captivating |  |  |  |  |  |  | 0.5 |
| Undemanding – challenging |  |  |  |  |  |  | 1.5 |
| Ordinary – novel |  |  |  |  |  |  | 0 |
| ATT | Unpleasant – pleasant |  |  |  |  |  |  |  | 1 |
| Ugly – attractive |  |  |  |  |  |  | 1.5 |
| Disagreeable – likeable |  |  |  |  |  |  | 1.5 |
| Rejecting – inviting |  |  |  |  |  |  | -1.5 |
| Bad – good |  |  |  |  |  |  | -1 |
| Repelling – appealing |  |  |  |  |  |  | 0.5 |
| Discouraging – motivating |  |  |  |  |  |  | -2.5 |

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**User 4:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PQ | Technical – human |  |  |  |  |  |  | 1.5 |
| Complicated – simple |  |  |  |  |  | 0.5 |
| Impractical – practical |  |  |  |  |  | 1.5 |
| Cumbersome – straightforward |  |  |  |  |  | 0.5 |
| Unpredictable – predictable |  |  |  |  |  | 0 |
| Confusing – clear structured |  |  |  |  |  | 0 |
| Unruly – manageable |  |  |  |  |  | 1 |
| HQ-I | Isolating – connective |  |  |  |  |  |  | 2 |
| Unprofessional – professional |  |  |  |  |  | 1 |
| Tacky – stylish |  |  |  |  |  | 1.5 |
| Cheap – premium |  |  |  |  |  | 1 |
| Alienating – integrating |  |  |  |  |  | 0.5 |
| Separates me – brings me closer |  |  |  |  |  | 0 |
| Unpresentable – presentable |  |  |  |  |  | 2.5 |
| HQ-S | Conventional – inventive |  |  |  |  |  |  | 0 |
| Cautious – bold |  |  |  |  |  | -0.5 |
| Conservative – innovative |  |  |  |  |  | 0.5 |
| Dull – captivating |  |  |  |  |  | 1 |
| Undemanding – challenging |  |  |  |  |  | 0 |
| Ordinary – novel |  |  |  |  |  | 1 |
| ATT | Unpleasant – pleasant |  |  |  |  |  |  | 1.5 |
| Ugly – attractive |  |  |  |  |  | 1.5 |
| Disagreeable – likeable |  |  |  |  |  | 1 |
| Rejecting – inviting |  |  |  |  |  | 0.5 |
| Bad – good |  |  |  |  |  | 1 |
| Repelling – appealing |  |  |  |  |  | 1.5 |
| Discouraging – motivating |  |  |  |  |  | 0 |

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**User 5:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PQ | Technical – human |  |  |  |  |  |  | -1.5 |
| Complicated – simple |  |  |  |  |  | 1.5 |
| Impractical – practical |  |  |  |  |  | 1 |
| Cumbersome – straightforward |  |  |  |  |  | 1.5 |
| Unpredictable – predictable |  |  |  |  |  | 2 |
| Confusing – clear structured |  |  |  |  |  | 2.5 |
| Unruly – manageable |  |  |  |  |  | 2.5 |
| HQ-I | Isolating – connective |  |  |  |  |  |  | 1 |
| Unprofessional – professional |  |  |  |  |  | -1.5 |
| Tacky – stylish |  |  |  |  |  | 1.5 |
| Cheap – premium |  |  |  |  |  | 1 |
| Alienating – integrating |  |  |  |  |  | -0.5 |
| Separates me – brings me closer |  |  |  |  |  | 0.5 |
| Unpresentable – presentable |  |  |  |  |  | 1 |
| HQ-S | Conventional – inventive |  |  |  |  |  |  | -1.5 |
| Cautious – bold |  |  |  |  |  | -2 |
| Conservative – innovative |  |  |  |  |  | -1 |
| Dull – captivating |  |  |  |  |  | -0.5 |
| Undemanding – challenging |  |  |  |  |  | -2 |
| Ordinary – novel |  |  |  |  |  | -1.5 |
| ATT | Unpleasant – pleasant |  |  |  |  |  |  | 1.5 |
| Ugly – attractive |  |  |  |  |  | 1 |
| Disagreeable – likeable |  |  |  |  |  | 0.5 |
| Rejecting – inviting |  |  |  |  |  | -0.5 |
| Bad – good |  |  |  |  |  | 1 |
| Repelling – appealing |  |  |  |  |  | -1 |
| Discouraging – motivating |  |  |  |  |  | -1.5 |

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**Summary (Average) AttrakDif Questionnaire**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | **P1** | **P2** | **P3** | **P4** | **P5** | **Average** |
| PQ | Technical – human |  | 0.5 | 0.5 | 0 | 1.5 | -1.5 | 0.2 |
| Complicated – simple |  | 1 | 1 | 0 | 0.5 | 1.5 | 0.8 |
| Impractical – practical |  | 2 | 0.5 | 0 | 1.5 | 1 | 1 |
| Cumbersome – straightforward |  | 0.5 | 0 | 0 | 0.5 | 1.5 | 0.5 |
| Unpredictable – predictable |  | 0.5 | 2 | 0.5 | 0 | 2 | 1 |
| Confusing – clear structured |  | 1.5 | -0.5 | 1 | 0 | 2.5 | 0.9 |
| Unruly – manageable |  | 1 | 2 | 0.5 | 1 | 2.5 | 1.4 |
| HQ-I | Isolating – connective |  | 0 | 0 | -2.5 | 2 | 1 | 0.1 |
| Unprofessional – professional | 1.5 | -0.5 | 0 | 1 | -1.5 | 0.1 |
| Tacky – stylish | 0.5 | 1 | 0 | 1.5 | 1.5 | 0.9 |
| Cheap – premium | 0.5 | 0 | 1 | 1 | 1 | 0.7 |
| Alienating – integrating | 1.5 | 1.5 | 0 | 0.5 | -0.5 | 0.6 |
| Separates me – brings me closer | 0 | 0 | -2.5 | 0 | 0.5 | -0.4 |
| Unpresentable – presentable | 2 | 1.5 | 1 | 2.5 | 1 | 1.6 |
| HQ-S | Conventional – inventive |  | 0.5 | -1 | 1 | 0 | -1.5 | -0.2 |
| Cautious – bold | -0.5 | -0.5 | 0 | -0.5 | -2 | -0.7 |
| Conservative – innovative | 1 | -1 | -1.5 | 0.5 | -1 | -0.4 |
| Dull – captivating | 0 | -0.5 | 0.5 | 1 | -0.5 | 0.1 |
| Undemanding – challenging | -2 | 0 | 1.5 | 0 | -2 | -0.5 |
| Ordinary – novel | 0.5 | 0 | 0 | 1 | -1.5 | 0 |
| ATT | Unpleasant – pleasant |  | 1.5 | 2 | 1 | 1.5 | 1.5 | 1.5 |
| Ugly – attractive | 0.5 | 0 | 1.5 | 1.5 | 1 | 0.9 |
| Disagreeable – likeable | 2 | 1 | 1.5 | 1 | 0.5 | 1.2 |
| Rejecting – inviting | 0 | 1.5 | -1.5 | 0.5 | -0.5 | 0 |
| Bad – good | 1.5 | 1.5 | -1 | 1 | 1 | 0.8 |
| Repelling – appealing | 1 | 0.5 | 0.5 | 1.5 | -1 | 0.5 |
| Discouraging – motivating | 0.5 | 0.5 | -2.5 | 0 | -1.5 | -0.6 |

**Final AttrakDiff, based on Average**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PQ | Technical – human |  |  |  |  |  |  | 0.2 |
| Complicated – simple |  |  |  |  |  | 0.8 |
| Impractical – practical |  |  |  |  |  | 1 |
| Cumbersome – straightforward |  |  |  |  |  | 0.5 |
| Unpredictable – predictable |  |  |  |  |  | 1 |
| Confusing – clear structured |  |  |  |  |  | 0.9 |
| Unruly – manageable |  |  |  |  |  | 1.4 |
| HQ-I | Isolating – connective |  |  |  |  |  |  | 0.1 |
| Unprofessional – professional |  |  |  |  |  | 0.1 |
| Tacky – stylish |  |  |  |  |  | 0.9 |
| Cheap – premium |  |  |  |  |  | 0.7 |
| Alienating – integrating |  |  |  |  |  | 0.6 |
| Separates me – brings me closer |  |  |  |  |  | -0.4 |
| Unpresentable – presentable |  |  |  |  |  | 1.6 |
| HQ-S | Conventional – inventive |  |  |  |  |  |  | -0.2 |
| Cautious – bold |  |  |  |  |  | -0.7 |
| Conservative – innovative |  |  |  |  |  | -0.4 |
| Dull – captivating |  |  |  |  |  | 0.1 |
| Undemanding – challenging |  |  |  |  |  | -0.5 |
| Ordinary – novel |  |  |  |  |  | 0 |
| ATT | Unpleasant – pleasant |  |  |  |  |  |  | 1.5 |
| Ugly – attractive |  |  |  |  |  | 0.9 |
| Disagreeable – likeable |  |  |  |  |  | 1.2 |
| Rejecting – inviting |  |  |  |  |  | 0 |
| Bad – good |  |  |  |  |  | 0.8 |
| Repelling – appealing |  |  |  |  |  | 0.5 |
| Discouraging – motivating |  |  |  |  |  | -0.6 |

-3 -2 -1 0 1 2 3

**Key Conclusions:**

The 4 dimensions:

* **Pragmatic Quality (PQ):**

The average score for PQ is 0.829, showing that the overall pragmatic quality of our system is very good. The highest average score within this part is 1.4, indicating the system is much more “manageable” than “unruly”. The lowest average score within this part is 0.2, indicating the system is more “human” than “technical”.

* **Hedonic quality - Identity (HQ-I):**

The average score of HQ-I is 0.514, showing that the hedonic quality of our system on identity of our system is good. The highest average score within this part is 1.6, indicating the system is much more “stylish” than “tacky”. The lowest average score within this part is -0.4, indicating the system is more “separates me” than “brings me closer”.

* **Hedonic quality - stimulation (HQ-S):**

The average score for PQ is -0.283, showing that our system did not do well in hedonic quality of our system on stimulation. The highest average score within this part is 0.1, indicating the system is little bit more “captivating” than “dull”. The lowest average score within this part is -0.7, indicating the system is much more “cautious” than “bold”.

* **Attractiveness (ATT):**

The average score for ATT is 0.467, showing that the overall attractiveness of our system is okay. The highest average score within this part is 1.2, indicating the system appears much more “pleasant” than “unpleasant”. The lowest average score within this part is -0.6, indicating the system is less “motivating” than “discouraging”.