

Interview - Teilnehmer 9:

Bevor das Interview beginnt, wird der Teilnehmer über die Studie debriefed und es werden nochmal alle Warnungen durchgezeigt.

I: How did you generally perceive the warnings? Did they immediately stand out to you?

B: Yes.

I: Can you elaborate on that? What exactly did stand out to you?

B: It caught my attention instantly, especially the link hover warning. The others too. The red is just very catchy. One thing I have to say is about these (generic banner, side), this one is like those advertisements on websites, and one might ignore that automatically because of that.

B: What was helpful and stood out to me was warnings that referred to other emails and gave a comparison.

I: Did the warnings play a significant role in your decisions?

B: Yes mostly.

I: And now some questions about the effectiveness of the warnings. How do you assess the effectiveness of each warning? You can click through them and maybe give me some sort of ranking.

B: These ones (generic banner, side) I don't prefer, as I explained before, it might just go unnoticed.

B: This one (generic banner, top), I am used to this one more and I like it more.

B: This one (link hover, simple) is quite beneficial, as it actively hinders me from clicking the link.

B: This one (link hover, detailed), same here, just with more detail, which is better.

B: This is fine (signature, simple) as it is in the email body. I immediately know what part of the email is problematic.

B: This one (signature, detailed) is better, because it provides an actual comparison for better understanding.

B: I liked these ones (greeting). I have never seen such warnings before and would definitely pay more attention to that in the future.

I: So which one did you find the most helpful?







B: Overall I would say that the link hover warnings were the best for me personally.

B: Also the greeting and signature ones with comparisons where nice.

I: So it seems like you like it when there is more detail in the warnings, right?

B: Yes. But as a suggestion for the big one (greeting, detailed) I would prefer if there would be a button to kind of expand the alert, so that it is not this big by default. Kind of like an arrow where you click on.

I: And now about the design. What do you think about the design,

			meaning colors, animations, fonts etc.? Did they have an impact on your attention?
Attention Engagement			24 B: They do. They are like advertisements that aim to catch the users attention. Red is a good color too.
..Clarity and Legibility			25 I: And your opinion on the sliding in animation?
..Impact of Animations			26 B: They are nice and catchy.
			27 I: Any general suggestions for improving the design?
..Potential Improvements			28 B: Instead of having something like green and red, maybe something different like a popout warning or something that opens on top of the email. Also I think the font could be a bit more readable. It's the white on red what makes it difficult to read at times.
..Clarity and Legibility			29 I: Was there anything new with the warnings, that you didn't pay attention to before?
Novelties for Participants			30 B: I have never really paid attention to the greeting or signature so that is new to me.