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 ..Conspicuous
 ..Clarity and Legibility
 Attention Engagement []

..Positive []
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Interview - Teilnehmer 15:

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

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

B: Yes they do stand out, because they are red and really visible. Especially when they are on the top they really draw my attention.

I: Were there any elements in the warnings that stood out to you?

B: Yes, the warning on top was the most standing out one.

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

B: Yeah.

I: About the effectiveness of each warning, maybe we can do kind of a ranking from top to bottom?

B: This one (banner, top) is an eight.

B: This here (banner, side) is more like a six or seven. Just because it's smaller and less noticeable for me.

B: This one (signature, detailed) is a 10, as it gives a comparison, and explains why the email is unsafe.

B: This (signature, simple) is an 8, just because it has less details. Still noticeable tho.

B: This (greeting, detailed) is a 10.

B: This (greeting, simple) is a 8.

B: This (link hover, simple) is a 6. I didn't even notice this one exists, but I guess if you try to click on it its good?

B: This (link hover, detail) is an 8. Same here, just with more details I guess?

I: So It looks like you would prefer the versions with more details?

I: And about the design of the warnings, how did you like the animations, the colors, the fonts?

B: I think the color red is a good choice. But sometimes I found it a bit too strong? But that's just a personal preference. Then I also think the size of the warning could be a bit bigger

I: And what do you think about the animations?

B: Oh, yeah I liked that.

I: And what do you think about interactive elements in warnings, for example the clickable buttons in the greeting warning?

B: I mean I think its important and it makes sense. But I was thinking, if I see this kind of information or alert, I would be more cautious about clicking on things in the email, if you know what I mean? But I guess it might be useful for people to check.

I: And were there any new pieces of information in the warnings which you hadn't paid attention to before?

B: Yes, I didn't notice these (signature, greeting) for example before.

Novelties for Participants



Those were definitely new for me.