Evaluation Report
for Product

"Demo - B"

Objectives:
How user-friendly and attractive is this product?

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Method of investigation

AttrakDiff™ is an instrument for measuring the attractiveness of interactive products.

With the help of pairs of opposite adjectives, users (or potential users) can indicate their perception of the product. These adjective-pairs make a collation of the evaluation dimensions possible.

The following product dimensions are evaluated:

Pragmatic Quality (PQ):
- Describes the usability of a product and indicates how successfully users are in achieving their goals using the product.

- Hedonic quality - stimulation (HQ-S):
  Mankind has an inherent need to develop and move forward. This dimension indicates to what extent the product can support those needs in terms of novel, interesting, and stimulating functions, contents, and interaction- and presentation-styles.

- Hedonic Quality - Identity (HQ-I):
  Indicates to what extent the product allows the user to identify with it.

- Attractiveness (ATT):
  Describes a global value of the product based on the quality perception.

Hedonic and pragmatic qualities are independent of one another, and contribute equally to the rating of attractiveness.

Characteristics of investigation

Product title: Demo - B
Product industry: Media
Duration of study: 10.10.2005 - 31.12.2020
Project-type: Single evaluation,
                          that means every test
                          participant rates just once
Number of ratings: 2

Portfolio of results

Diagram 1: Portfolio with average values of the dimensions PQ and HQ and the confidence rectangle of the product "Demo - B"

In the portfolio-presentation the values of hedonic quality are represented on the vertical axis (bottom = low value). The horizontal axis represents the value of the pragmatic quality (i.e. left = a low value).

Depending on the dimensions values the product will lie in one or more "character-regions".

The bigger the confidence rectangle the less sure one can be to which region it belongs. A small confidence rectangle is an advantage because it means that the investigation results are more reliable and less coincidental.

The confidence rectangle shows, if the users are at one in their evaluation of the product.
The bigger the confidence rectangle, the more variable the evaluation ratings (more information is available in the appendix).

Interpretation for help

The products user interface was rated as "practice oriented".

Pragmatic quality is clearly the classification. It is very pragmatic.

Result:	Your product assists its users optimally.

In terms of hedonic quality the character classification does clearly not apply because the confidence interval spills out over the character zone. The user is stimulated by this product, however the hedonic value is only average.

Result:	Room for improvement exists in terms of hedonic quality.

The confidence interval HQ is large. This could be attributed to limited sampling or to greatly differing product ratings.

The users were less at one in their rating of hedonic quality than in that of pragmatic quality. Greatly differing ratings may be the result of large age differences between groups, or very contrasting "subcultures". Subcultures are groups that distinguish themselves from others by certain characteristics or interests. e.g. music preference, make of car, political preferences etc. Consider whether your chosen participants are suitable representatives of your collective users.

Diagram of average values

The average values of the AttrakDiff™ dimensions for the evaluated product are plotted on the diagram.

In this presentation hedonic quality distinguishes between the aspects of stimulation and identity. Furthermore the rating of attractiveness is presented.
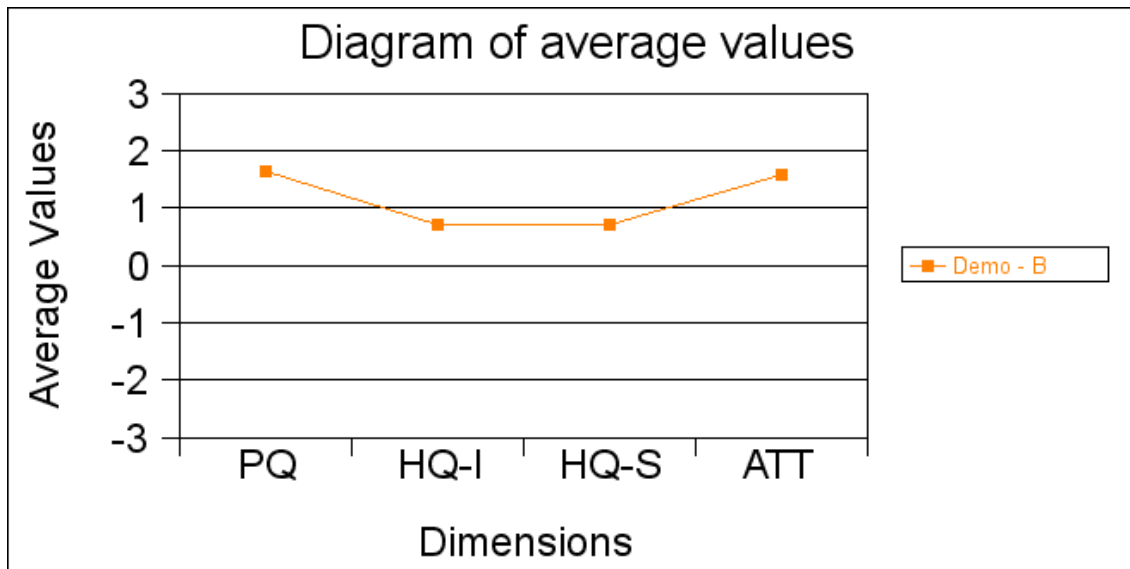

Diagram 2: Mean values of the four AttrakDiff™ dimensions for the product "Demo - B"

Interpretation for help

With regard to hedonic quality – identity, the product is located in the average region. It provides the user with identification and thus meets ordinary standards.

Result:	Should you wish to bind the user more strongly to the product, you must aim at improvement.

With regard to hedonic quality – stimulation, the product is located in the average region. It meets ordinary standards.

Result:	Should you wish to motivate, enthral and stimulate users even more intensely, you must aim at further improvement.

The product's attractiveness value is located in the above-average region.

Result:	The overall impression of the product is very attractive.

Description of word-pairs

The mean values of the word pairs are presented here. Of particular interest are the extreme values. These show which characteristics are particularly critical or particularly well-resolved.
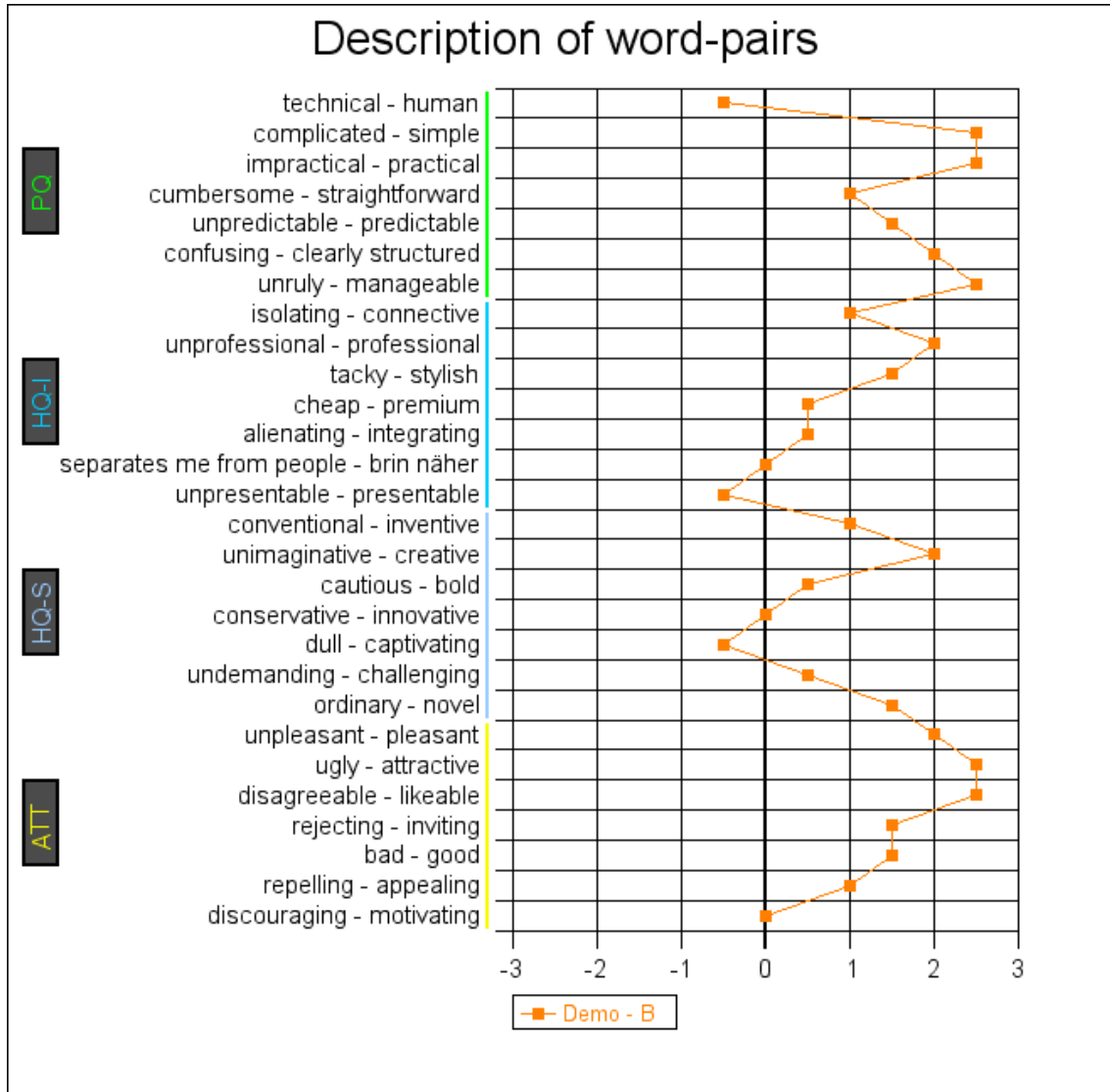

Diagram 3: Mean values of the AttrakDiff™ word pairs for product "Demo - B"

APPENDIX

Classification of test participants

Age

Gender

Male: 1 test participants

Female: 1 test participants

School qualification

Profession

Pilot: 1 test participants

Salesman: 1 test participants

Product experience

Confidence Intervals

The confidence intervals create a so-called confidence rectangle. As it is almost impossible to involve all users in the evaluation.

The project co-ordinator has to settle for a number of selected product users to evaluate the product. For this reason one can never be 100% sure that the outcome of the evaluation is representative of the collective users. It might be that the evaluation by the selected users differ from that of the collective users were it possible to ask them all.

The confidence interval outlines the area where the "true" values would lie were it possible to ask all the users.

The confidence rectangle suggests with what certainty the product equals the mean values of the characteristic dimensions.