

AttrakDiff 2

»The Questionnaire That Evaluates Your Product’s Attractiveness«

NUMBER OF PARTICIPANTS	FACILITATORS	CATEGORY	DURATION	LEVEL OF DIFFICULTY
Any	None	Test Phase	20-25min	Advanced

Description

AttrakDiff 2 is a questionnaire used for the evaluation of interactive products. While most questionnaires only evaluate practical usability, i.e. “pragmatic qualities”, AttrakDiff 2 also takes human need satisfaction of stimulation and identification, i.e. “hedonic qualities”, into account, as well as the overall attractiveness. The questionnaire includes 28 bipolar items, consisting of two opposite adjectives, measuring on a seven-level scale.



Attractiveness		Pragmatic Quality	
Unpleasant	Pleasant	Technical	Human
Ugly	Attractive	Complicated	Simple
Disagreeable	Likeable	Impractical	Practical
Rejecting	Inviting	Cumbersome	Straightforward
Bad	Good	Unpredictable	Predictable
Repelling	Appealing	Confusing	Clearly Structured
Discouraging	Motivating	Unruly	Managable
Hedonic Quality: Stimulation		Hedonic Quality: Identity	
Conventional	Inventive	Isolated	Connective
Unimaginative	Creative	Unprofessional	Professional
Cautious	Bold	Tacky	Stylish
Conservative	Innovative	Cheap	Premium
Dull	Captivating	Alienating	Integrating
Undemanding	Challenging	Separates Me	Brings Me Closer
Ordinary	Novel	Unpredictable	Presentable

Four scales of measure are evaluated:

1. Pragmatic Quality (PQ)

How much the product supports the users in reaching their goals.

2. Hedonic Quality: Identity (HQ-I)

How much the product supports the users' need to be perceived by relevant others in a certain way.

3. Hedonic Quality: Stimulation (HQ-S)

How much the product supports the users' need for personal development.

4. Attractiveness (ATT)

Global assessment of the product by the users.

For the evaluation of the results, the respective mean value of each item group is calculated. The evaluation is undertaken globally, i.e. concrete areas of action are not identified.

Materials

- ▶ AttrakDiff online tool (<https://esurvey.uid.com/project/#!/login>)
- ▶ Survey software (e.g. Google Forms)
- ▶ Paper, Printer, and Pencils

Preparation

- ▶ No preparation needed

Step-by-Step Instructions

- ▶ Chose tool for the questionnaire
- ▶ Recruit participants
- ▶ Let participants test the product
- ▶ Let participants fill out the questionnaire
- ▶ Evaluate the results

Remarks, Tips, Limitations

- ▶ Filling out the questionnaire takes around 5 minutes
- ▶ Can easily be integrated into ongoing evaluation projects, for example after a usability test

References

Hassenzahl, M., Burmester, M., & Koller, F. (2003). "AttrakDiff: Ein Fragebogen zur Messung wahrgenommener hedonischer und pragmatischer Qualität." In: Ziegler, J. & Szwillus, G. (Hrsg.), Mensch & Computer 2003. Interaktion in Bewegung, S. 187-196, Stuttgart, Leipzig: B.G. Teubner.

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<https://www.uid.com/de/publikationen/attrakdiff>. [Accessed: 15.06.2020].



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