



AttrakDiff

»The Questionnaire That Evaluates Your Product's Attractiveness«

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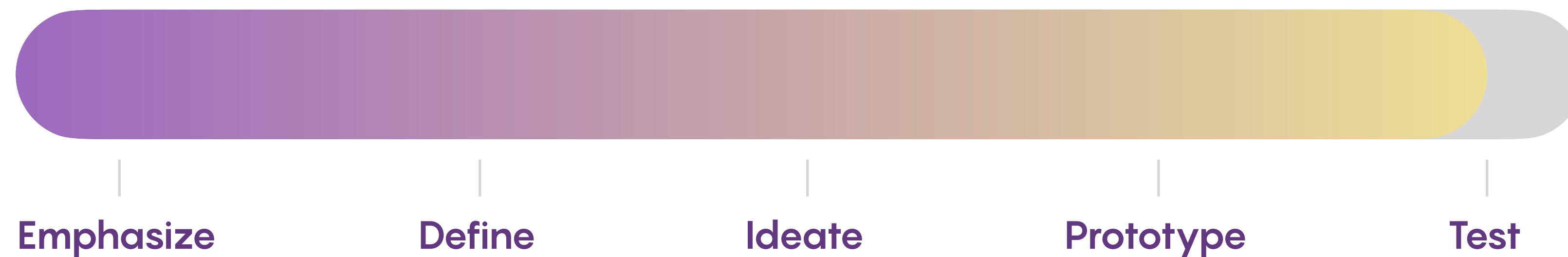
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Introduction

- AttrakDiff is a questionnaire that helps you to understand how users rate the usability and design of your interactive products.

Design Phases



Usage



- Pragmatic Quality
- Hedonic Quality
 - Identity
 - Stimulation
- Attractiveness

Pragmatic Quality

Technical	Human
Complicated	Simple
Impractical	Practical
Cumbersome	Straightforward
Unpredictable	Predictable
Confusing	Clearly Structured
Unruly	Managable

Hedonic – Stimulation

Conventional	Inventive
Unimaginative	Creative
Cautious	Bold
Conservative	Innovative
Dull	Captivating
Undemanding	Challenging
Ordinary	Novel

Attractiveness

Unpleasant	Pleasant
Ugly	Attractive
Disagreeable	Likeable
Rejecting	Inviting
Bad	Good
Repelling	Appealing
Discouraging	Motivating

Hedonic – Identity

Isolated	Connective
Unprofessional	Professional
Tacky	Stylish
Cheap	Premium
Alienating	Integrating
Separates Me	Brings Me Closer
Unpredictable	Presentable

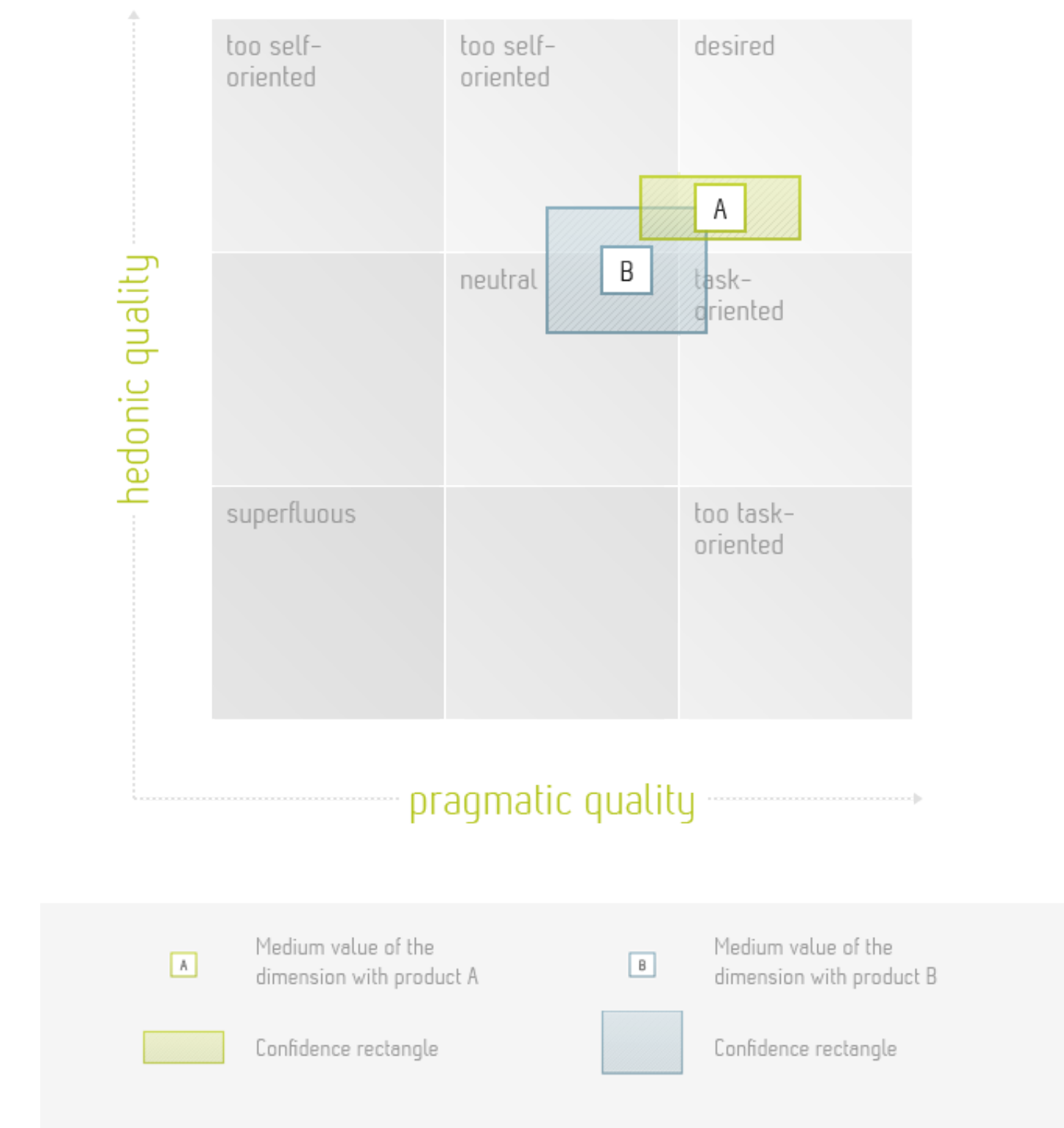
Instructions



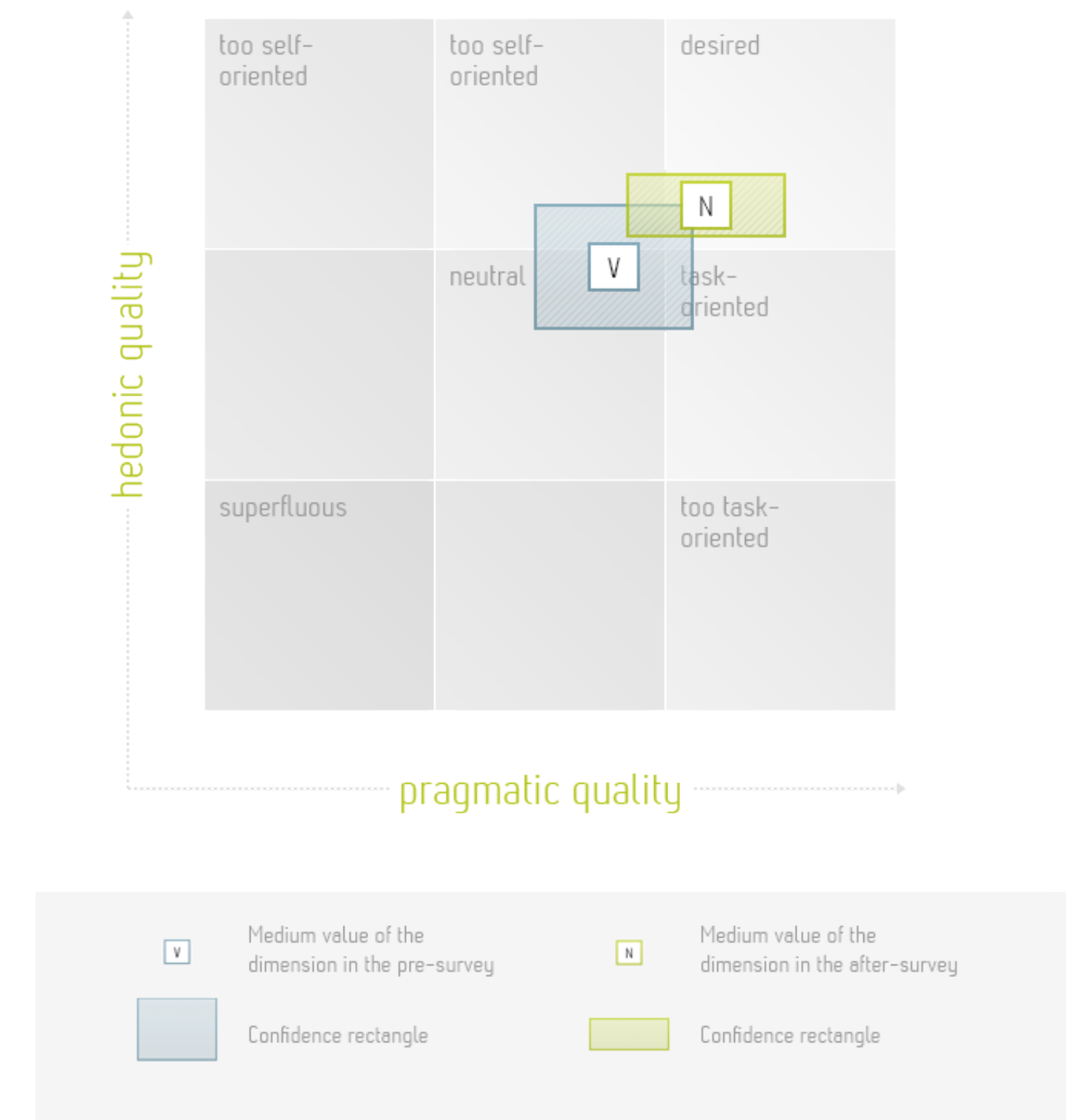
Single Evaluation



Comparison A-B



Comparison Before-After





Links

Official Website

<http://www.attrakdiff.de/index-en.html>

Online Tool

<https://esurvey.uid.com/project/#!login>



Contact

usability-siegen.de

fablab-siegen.de