

Product Reaction Cards

INTRODUCTION

Using the Microsoft Product Reaction Cards as part of a Desirability study allows you to validate the aesthetic appeals of a product and measure customer's emotional response to a product. These are important to track and measure for a variety of reasons. From scientific research, we know website credibility is 75% based on the aesthetics and first impressions are 94% based on the design of products. We also know visitors to websites take a very short amount of time to judge the value and quality of a website. In other words, you have a very small window to make a good first impression, and that first impression is based largely on the visual appeal of your product.

The list of product reaction words is quite exhaustive and meant to span a wide variety of possible reactions that can be applied to many different aspects of a product such as it's visual appeal, content and functionality. The complete list includes 118 different words that can be interpreted as positive, neutral and/or negative.

INSTRUCTIONS

The Product Reaction Cards are essential to a successful Desirability Study. Using them, over other methods of determining how users feel about your design, will allow you to provide your participants with a consistent vocabulary to describe how the product makes them feel.

Although the complete set of Product Reaction Cards include 118 words and phrases, it is recommended to minimize the number of words used in your desirability study. In most cases, trying to use the complete list of words would take too long and result in participant fatigue.

To adjust the word list for your study, follow the best practices detailed below.

Choose words based on the aspects of the product being tested.

The complete wordlist includes words and phrases that may be relevant for many different aspects of your product. But to minimize the words in the list, you can eliminate those that aren't relevant to what you are testing.

The Toolkit includes suggested wordlists based on different product aspects you might be testing.

Include positive, negative and neutral words.

The original designed of the test intended for good mix of positive, neutral and negative words to be included in the wordlist. According to the original study, you should strive a word balance around 40-50% Positive, 10%-20% Neutral and 40% Negative.

Add additional words if necessary.

If there some specific description you want to test for, you should feel free to add them to the list. Just be sure to balance any positive words you add with some neutral and native words, and vice versa.

Shuffle the card for each test.

Its a good practice to shuffle the cards before each test. This reduces the effect of your participants card choices being influenced by the order in which they are presented (e.g. participants may choose the first five cards in the deck to expedite the test) .

PRINTING

The Word document ReactionWordList.docx contains the 118 words arranged so they can be printed on individual index cards using Avery Business Cards #8371.

You can add and remove words at will and the formatting should remain in tact.

Advanced

Impersonal

Appealing

Impressive

Approachable

Incomprehensible

Attractive

Ineffective

Boring

Innovative

Business-like

Inspiring

Busy

Intimidating

Clean

Intuitive

Clear

Inviting

Comfortable

Irrelevant

Compelling

Meaningful

Complex

Old

Comprehensive

Ordinary

Confident

Organized

Confusing

Patronizing

Consistent

Personal

Controllable

Poor quality

Convenient

Powerful

Creative

Predictable

Cutting edge

Professional

Dated

Relevant

Desirable

Reliable

Distracting

Rigid

Dull

Satisfying

Easy to use

Simplistic

Effective

Sophisticated

Efficient

Sterile

Empowering

Stimulating

Engaging

Straight Forward

Entertaining

Stressful

Essential

Too Technical

Exceptional

Trustworthy

Exciting

Unapproachable

Expected

Unattractive

Familiar

Unconventional

Flexible

Understandable

Fresh

Undesirable

Friendly

Unpredictable

Fun

Unrefined

High quality

Valuable