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## Guide to using the *meCUE 2.0* questionnaire

### Implementation Notes

Participants' instructions can be found on the following page and can be adapted or reformulated to the research question accordingly.

The following five evaluation pages are related to the various modules of the questionnaire. These modules are:

Module I	Perception of instrumental qualities
Module II	Perception of non-instrumental qualities
Module III	User emotions
Module IV	Consequences of use
Module V	Overall evaluation

Due to the separately validated modular structure of the questionnaire, the four evaluation pages can be used in combination according to the scope and sequence of the research questions.

In each case, the highlighted, gray font on the right side is a mapping key of each item which should remain unrecognizable to participants. For additional support there is another version of the questionnaire available for download in which these instructions were completely removed.

### Evaluation Notes

Each statement is assigned a numeric value for evaluation. In this case, the "strongly disagree" response is assigned the value of "1" and "strongly agree" a value of "7". Similarly the other response options are assigned the values "2" up until "6" respectively. The statements for the last item (Module V: Overall Evaluation) differ and have values in a range between "-5" and "5", with a scale interval of 0.5. Subsequently, the arithmetic averages can be calculated from all of the associated data and items. A reversal of individual items does not take place. For additional support there is also an Excel template provided which automatically calculates the mean values and graphically displays them. The template is available for download here: [www.mecue.de](http://www.mecue.de).

The items were assigned to the following dimensions accordingly:

Module I: Usefulness (F), Usability (U)

Module II: Visual aesthetics (A), Status (S), Commitment (C)

Module III: Positive Emotions (PA, PD), Negative Emotions (NA, ND)

Module IV: Intention to use (IN), Product loyalty (L)

Module V: Overall evaluation

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## Evaluation of interactive products

### *meCUE 2.0* questionnaire

This questionnaire serves to assess how you experience the product.

On the following pages, there are a number of statements that you can use to judge your experience.

Please, express the degree of your agreement with each statement by ticking the according circle.

Decide spontaneously and without long contemplation to convey your first impression. Please judge each statement even if you feel that it does not completely match your experience.

There are no right or wrong answers – all that counts is your personal opinion!



id	product	ll
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	strongly disagree	disagree	somewhat disagree	neither agree nor disagree	somewhat agree	agree	strongly agree	
The product is creatively designed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A.1
The product would enhance my standing among peers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	S.1
I could not live without this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	B.1
The design looks attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A.2
By using the product, I would be perceived differently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	S.2
The product is like a friend to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	B.2
The product is stylish.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A.3
If I ever lost the product, I would be devastated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	B.3
I would not mind if my friends envied me for this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	S.3

Id	Product	III
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	strongly disagree	disagree	somewhat disagree	neither agree nor disagree	somewhat agree	agree	strongly agree	
The product exhilarates me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	PA.1
The product makes me tired.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ND.1
The product annoys me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	NA.1
The product relaxes me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	PD.1
When using this product I feel exhausted.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ND.2
The product makes me feel happy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	PD.2
The product frustrates me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	NA.2
The product makes me feel euphoric.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	PA.2
The product makes me feel passive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ND.3
The product calms me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	PD.3
When using this product, I feel cheerful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	PA.3
The product angers me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	NA.3



Id	product	V
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How do you experience the product as a whole?

