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Guide to using the *meCUE* 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 four evaluation pages are related to the various modules of the questionnaire. These modules are:

Module I	Product perceptions
Module II	User emotions
Module III	Consequences of use
Module IV	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 IV: 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.

The items were assigned to the following dimensions accordingly:

<i>Module I</i> <i>Product perceptions</i>	<i>Module II</i> <i>User emotions</i>	<i>Module III</i> <i>Consequences of use</i>
F = Usefulness U = Usability A = Visual aesthetics S = Status C = Commitment	PA, PD = Positive emotions NA, ND = Negative emotions	IN = Intention of use L = Product loyalty

The overall evaluation (Module IV) consists of a single-item response by itself.

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Evaluation of Interactive Products

For the assessment of the product, please fill in the following questionnaire. You can express your agreement with each statement by ticking the circle that most closely reflects your personal impression.

Please decide spontaneously. Don't think too long about your decision to make sure that you convey your original impression.

Sometimes you may not be completely sure about your agreement with a particular statement or you may find the statement does not apply completely to the particular product. Nevertheless, please tick a circle in every line.

It is your personal opinion that counts! Please remember: There is no wrong or right answer.

id	product	II.1
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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

Experimento

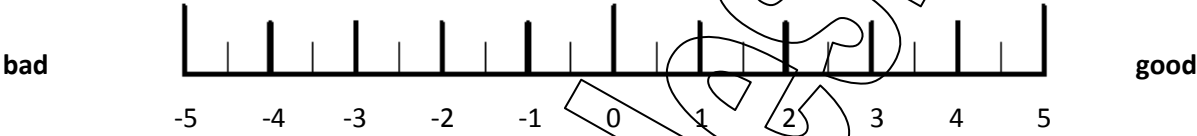
id	product	III.1
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	strongly disagree	disagree	somewhat disagree	neither agree nor disagree	somewhat agree	agree	strongly agree	
If I could, I would use the product daily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	IN.1
I would not swap this product for any other.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	L.1
I can hardly wait to use the product again.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	IN.2
In comparison to this product, no others come close.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	L.2
I would get exactly this product for myself (again) at anytime.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	L.3
When using the product, I lose track of time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	IN.3

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Finally, how would you rate the product overall?



experiment-designer