

Data Analysis Tool

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The goal of this tool is to make the analysis of UEQ (User Experience Questionnaire) data as easy as possible for you. You simply enter the data obtained from your respondents into the Data worksheet. The tool then automatically calculates all statistics necessary to interpret the results. In addition, several graphs are shown that you may want to use in your result presentations. Simply copy them to your word processor or presentation tool.

The instructions in this tool are in English. To make the interpretation of the results easier and to have the charts in your language you can switch the language in the following dropdown. This will only switch the items and scale names, not the instructions in the Excel.

Choose your Language:

Please Note: Changing the language will show the UEQ items and the UEQ dimensions in the selected language. All other texts will remain in English.

The tool contains the following work sheets:

Data: Here you can enter the raw data of your evaluation. **This is the only work sheet that you need to modify. Do not change the content of the other work sheets, you may destroy unintentionally some of the formulas in the cells!**

DT: The order of the items (i.e. if the positive term is left or right in an item) is randomized in the questionnaire to minimize answer tendencies. Here the items are changed to a common order (negative term left, positive term right). The transformed data are used for all the further calculations.

Results: Main results of the questionnaire. Here the scale means and the mean and standard deviation per item are calculated.

Confidence_Intervals: Confidence intervals for the scale means and for the mean of each item are calculated.

Answer_Distributions: Here you can see the distributions of the answers (values 1 to 7) for the single items. This can help to find items that show a polarization of opinions, i.e. where many negative and many positive answers can be found.

Scale_Consistency: Here the Cronbach-Alpha Coefficient and Guttman's Lambda2 coefficient per scale are calculated. Check here if the scales have a sufficiently high value. Scales with a small value (<0.5) should be treated carefully in the interpretation (if you have only a small sample size (< 50 responses) then interpret these values very carefully. In such cases a small value for these coefficients may result solely from sampling effects and may not indicate a real problem.

Benchmark: The benchmark shows you in an easy way how good the evaluated product is compared to the products in the benchmark data set. There is also a graphic that shows for each scale how the results are related to the products in the benchmark data set.

Inconsistencies: On this work sheet the data are analysed for inconsistent answers, i.e. answers from participants that answered at least a part of the items randomly. You may want to remove these data before you calculate the results.

Sample_Size: If you observe big error bars concerning the scale means you may ask yourself if you need to collect additional data. This sheet helps you to estimate how many data you need in order to reach a certain precision.

KPI_Calculation: There is an extension of the UEQ with 6 additional questions. This extension allows to calculate a KPI (single number representing the overall user experience). This work sheet is only relevant if you used this extension. It allows to enter the data obtained for the 6 additional questions and calculates the KPI.

Items: Contains the item and dimension names in the different languages. Used for switching the language. Please do not modify data in this sheet.

Please enter the data here!

Use the item numbers in the printed questionnaire and the categories 1 (if the alternative on the extreme left is marked) to 7 (if the alternative on the extreme right is marked).

Leave the cell empty if the person has not answered the item. Please do not enter a special character in such cases, since this would cause errors in the calculations.

You can enter data for a **maximum of 1000** participants. If you need more, you have to adjust the formulas in the Excel.

The data analysis tool is delivered with some example data in this work sheet. Simply delete them before you enter your data here.

Items																										
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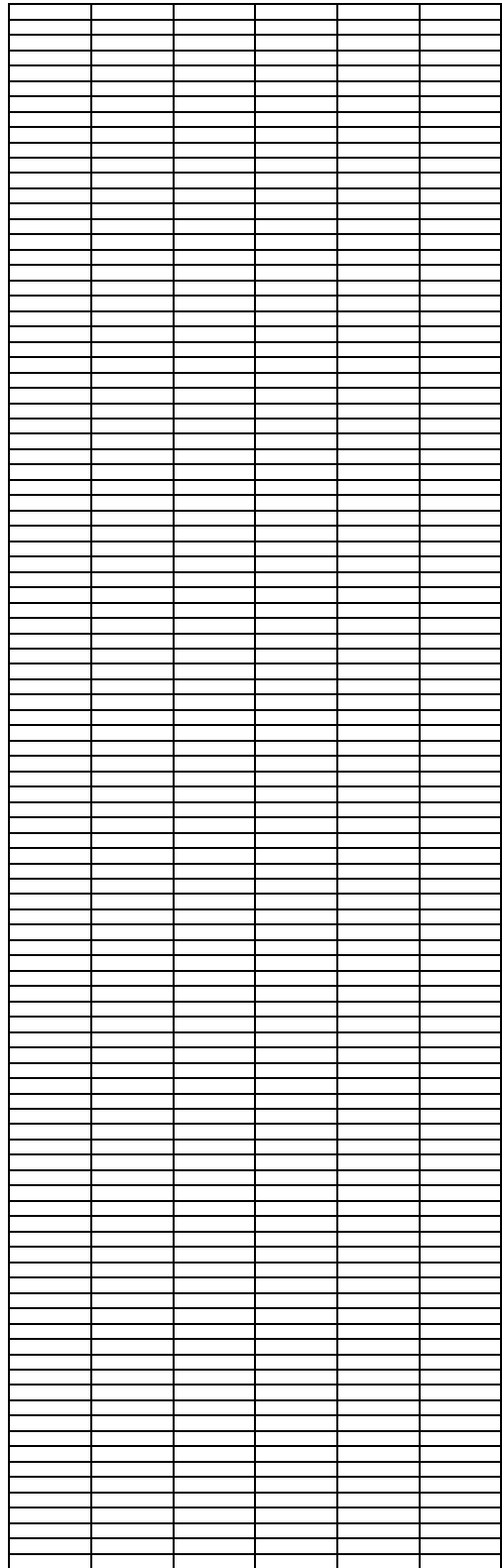
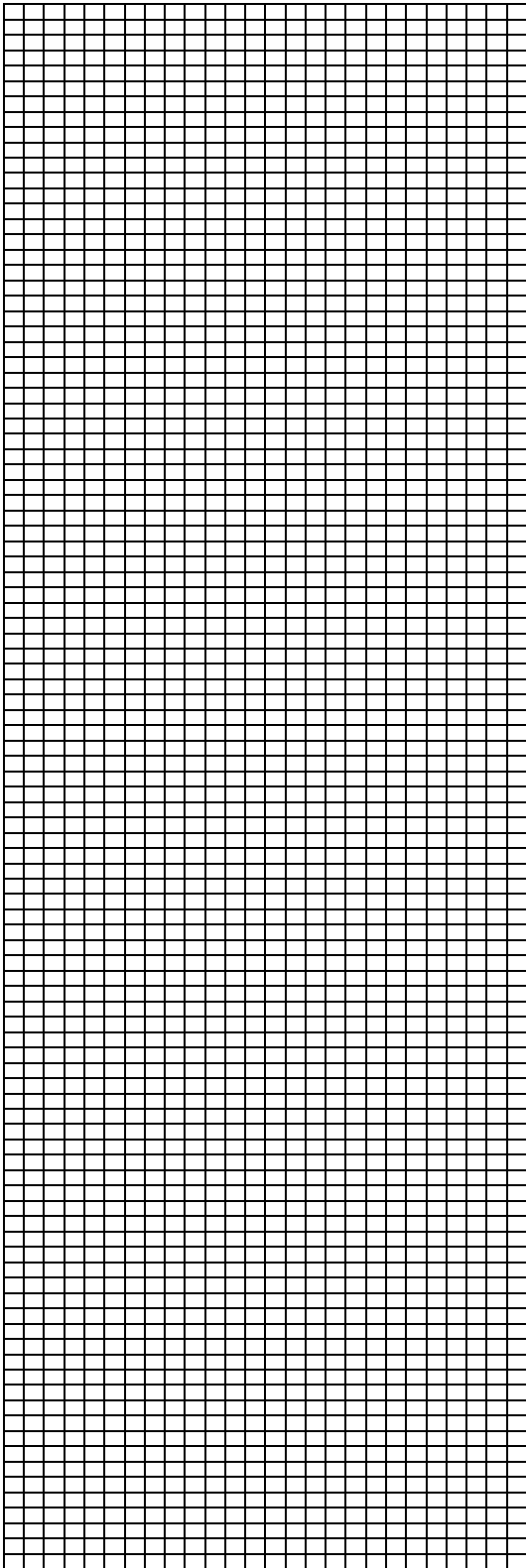
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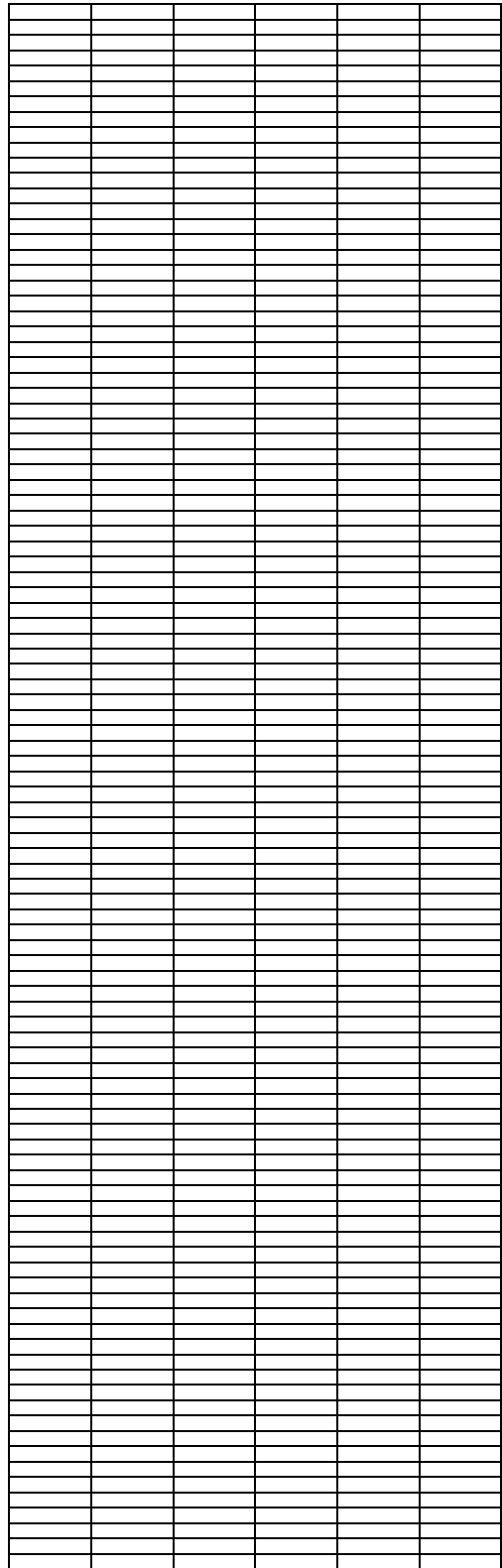
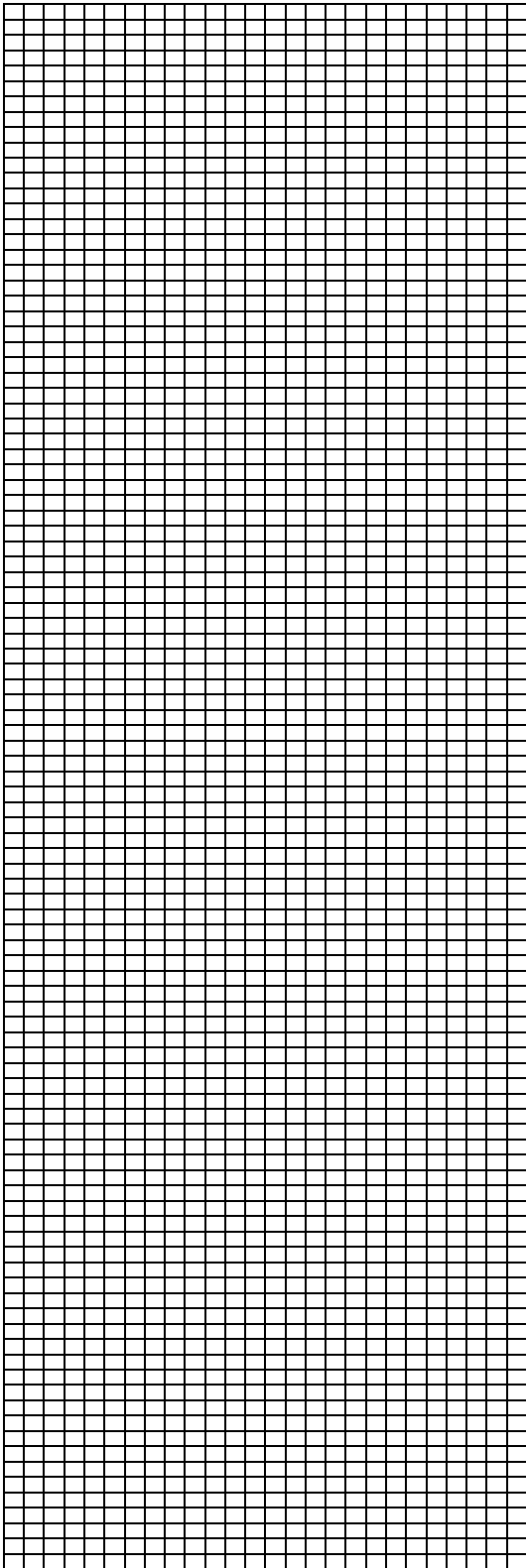
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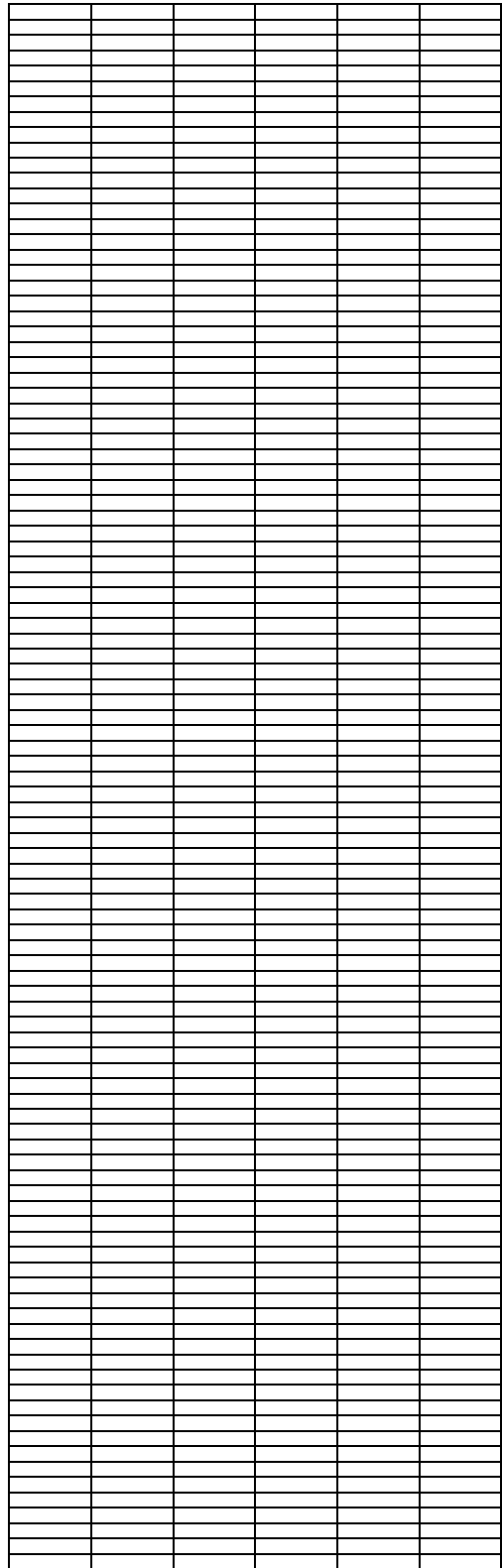
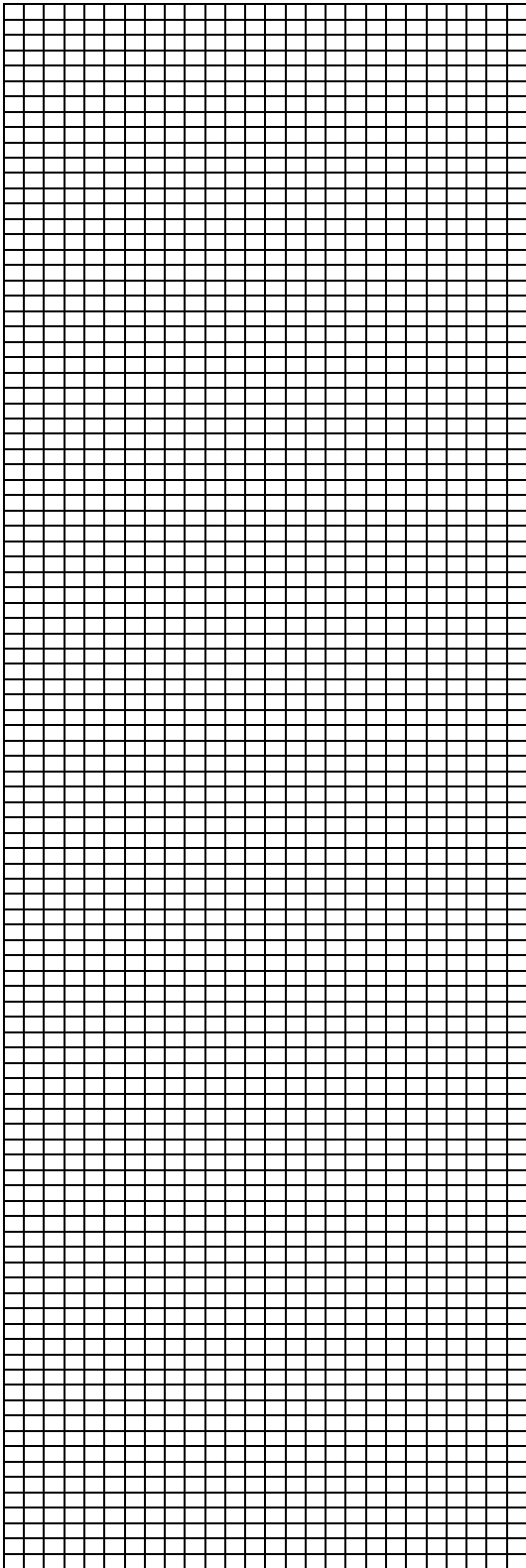
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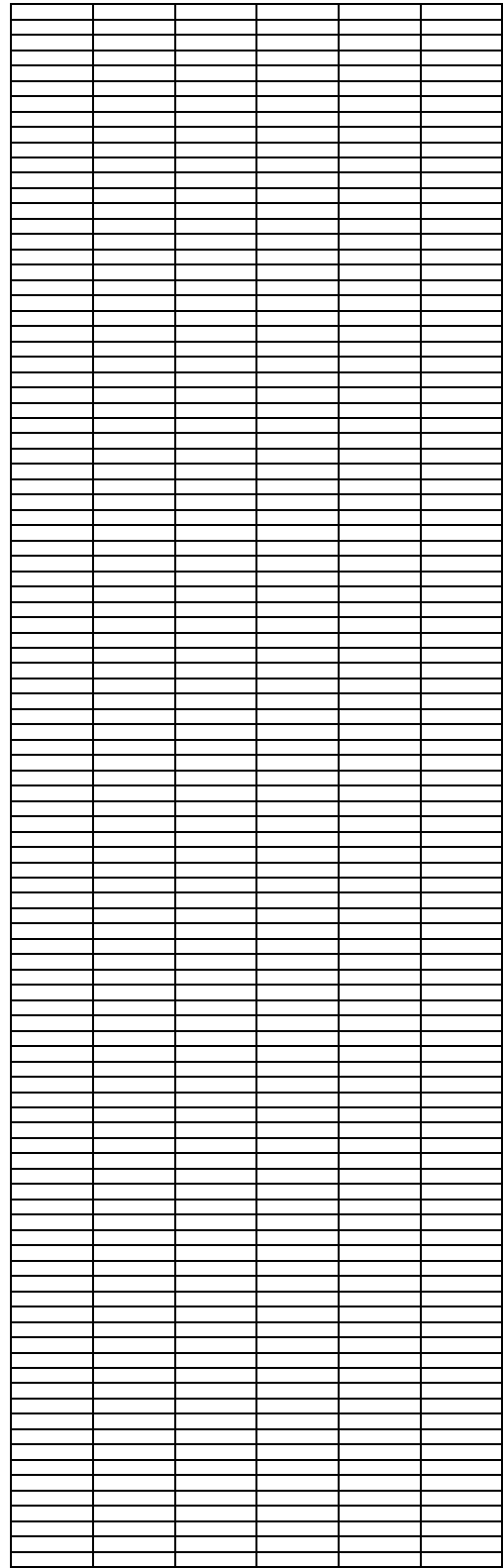
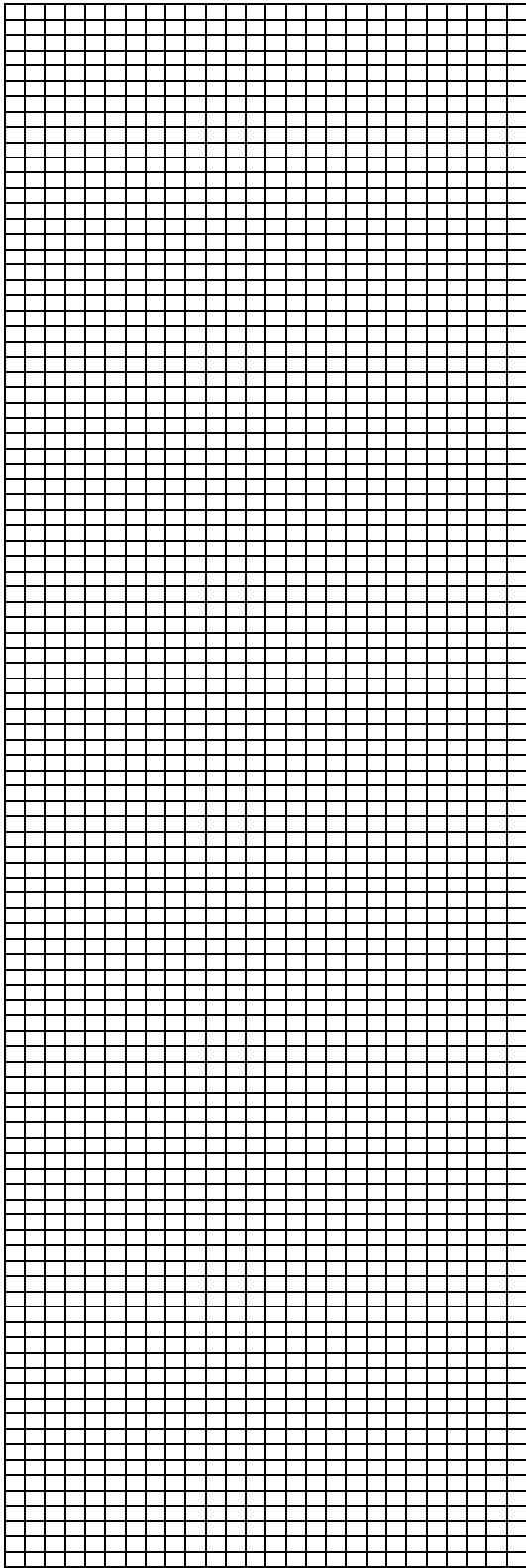
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-2	3	0	3	3	0	0	3	-1	0	2	3	1	-2	1	2	0	2	3	2	3	2	0	1
1	1	0	2	0	0	1	1	2	1	1	-2	3	-2	-1	-1	2	0	1	2	2	1	-1	0
0	2	-1	-2	-1	0	1	1	-1	0	1	2	2	1	1	1	2	0	2	1	2	1	2	0
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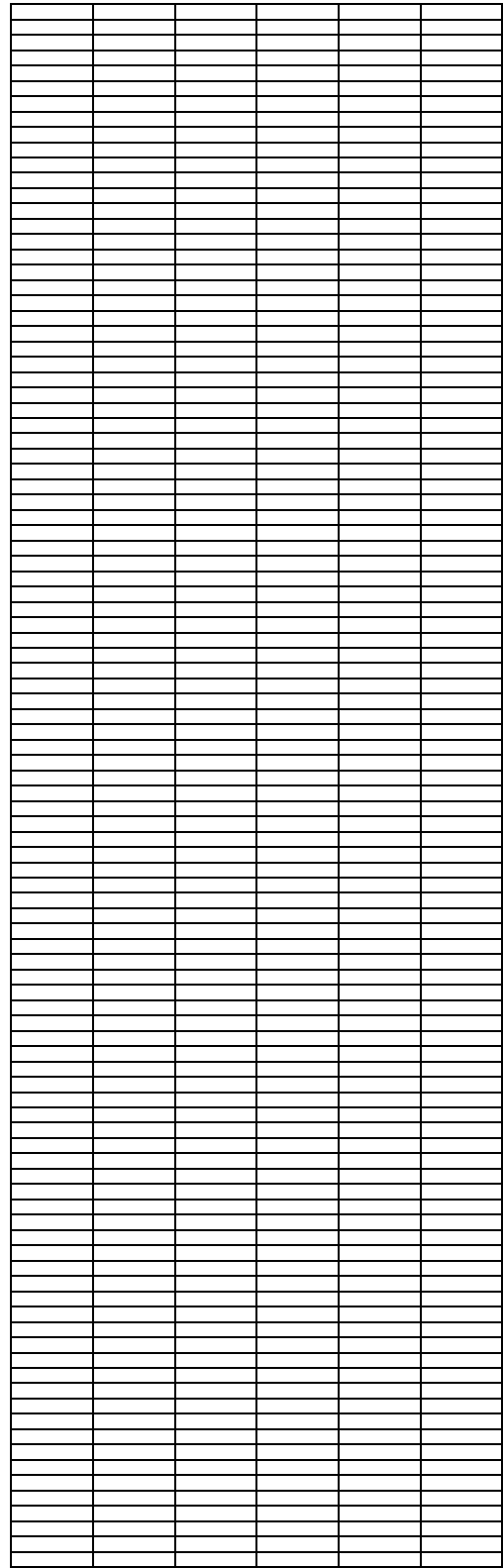
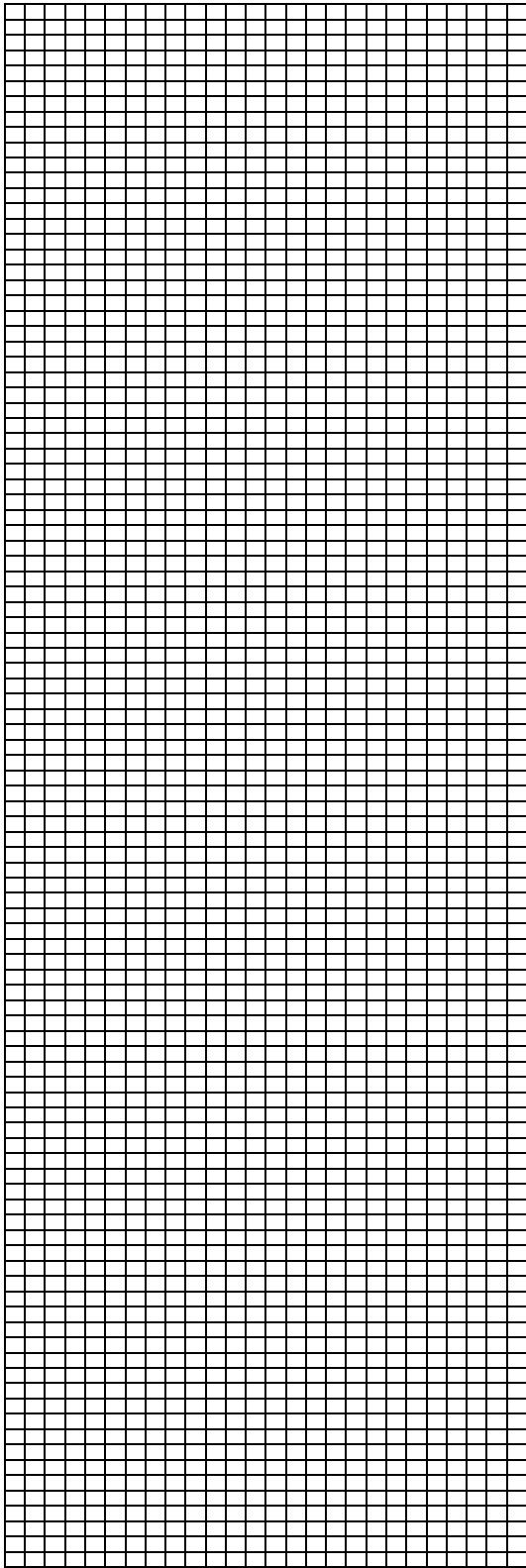
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0.33	2.75	2.75	1.75	0.75	-0.50
-0.50	2.00	1.00	1.25	0.25	-0.50
1.17	1.00	0.75	1.50	0.00	0.00
-1.67	-0.75	-0.75	-0.25	-2.50	-1.25
1.67	1.25	1.50	1.75	2.00	1.50
0.33	2.75	2.75	1.75	0.75	-0.50
0.83	3.00	3.00	1.75	1.00	0.75

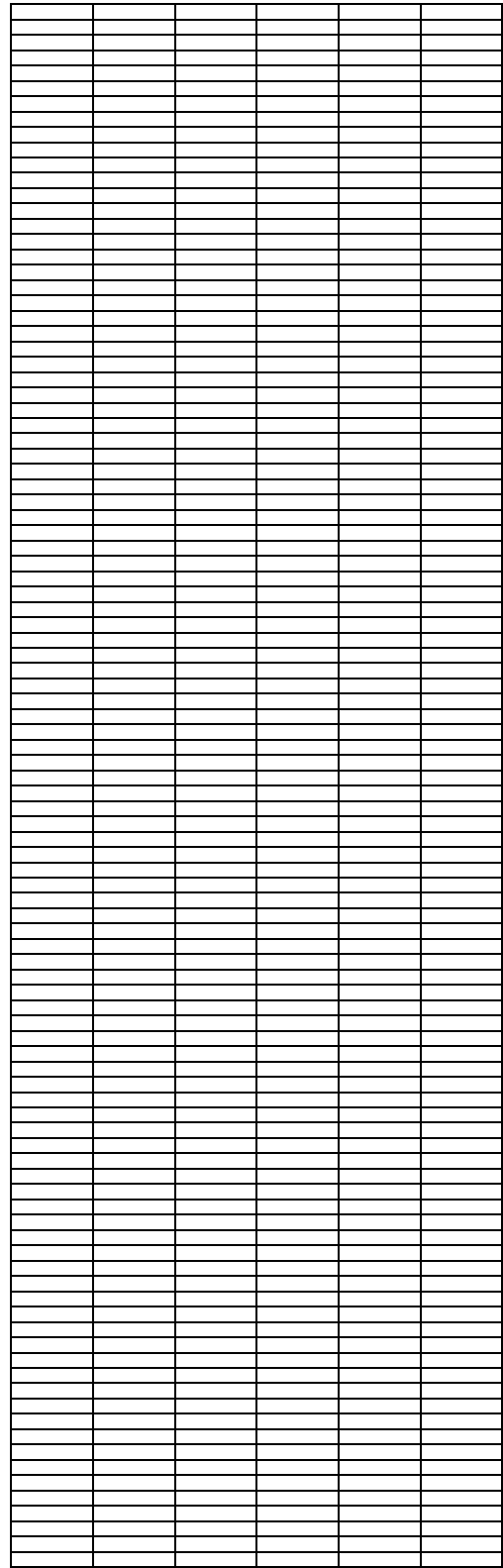
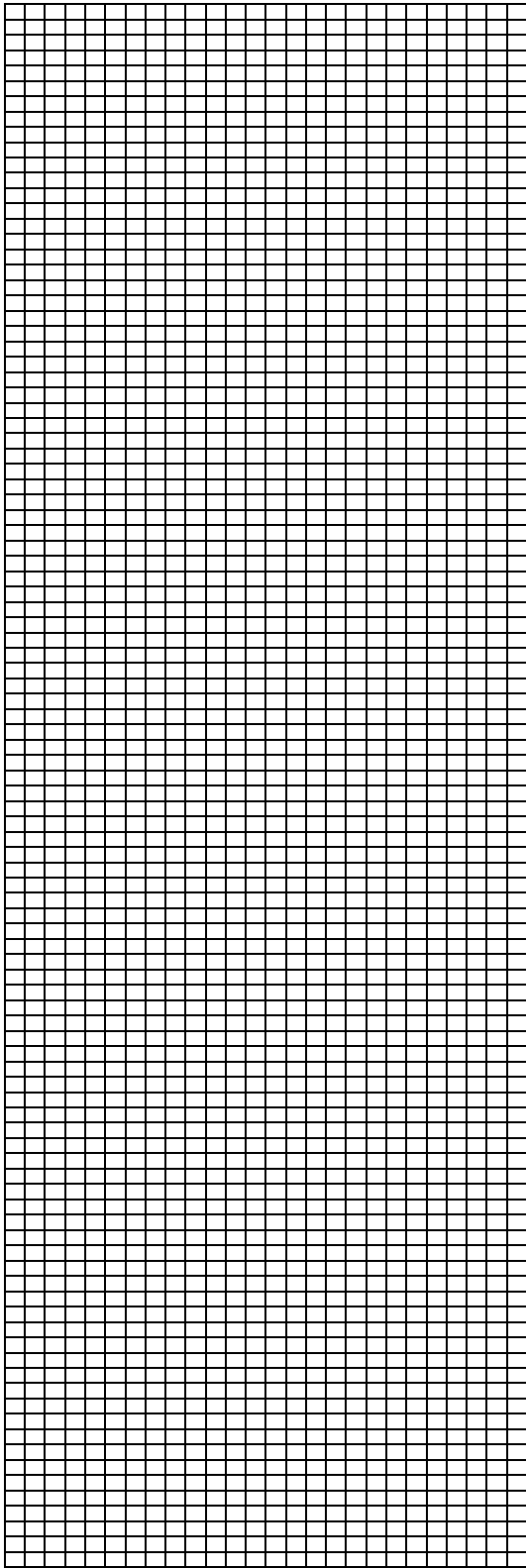


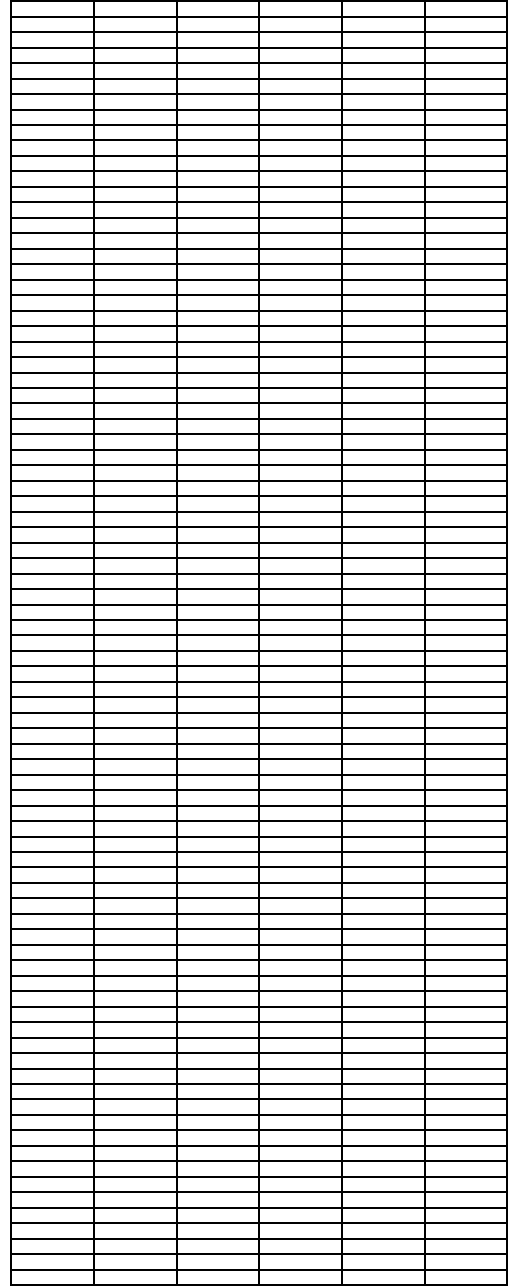
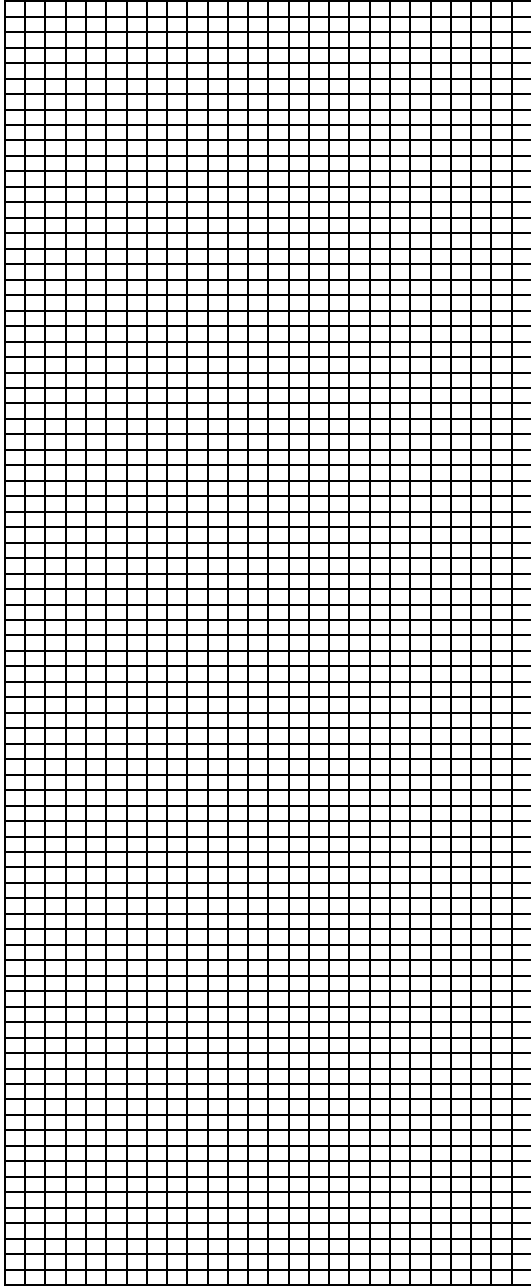












Results

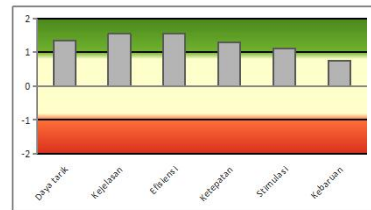
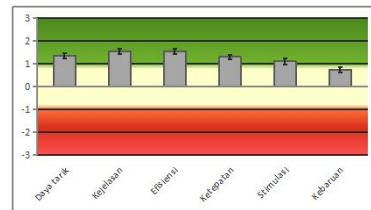
You can interpret the means of the scales. The UEQ does not produce an overall score for the user experience (you need to use the KPI extension for this). Because of the construction of the questionnaire it does make no sense to built such an overall score (for example by calculating the mean over all scales), since this value can not be interpreted properly. The values for the single items are listed to allow you to detect outliers in the evaluations. If an item shows big deviations to the evaluations of the other items of the same scale this can be a hint that the item is misinterpreted (for example, because of a special context in your evaluation) by a higher number of participants.

Values between -0.8 and 0.8 represent a more or less *neutral evaluation* of the corresponding scale, values > 0.8 represent a *positive evaluation* and values < -0.8 represent a *negative evaluation*. The range of the scales is between -3 (horribly bad) and +3 (extremely good). But in real applications, in general, only values in a restricted range will be observed. It is due to the calculation of means over a range of different persons with different opinions and answer tendencies (for example the avoidance of extreme answer categories) extremely unlikely to observe values above +2 or below -2.

Thus, even a quite good value of +1.5 for a scale looks from the purely visual standpoint on a scale range of -3 to +3 not as positive as it really is. For this reason this sheet contains two variants for the figure that depicts the scale means. Use the figure with the reduced scale -2 to +2 if you communicate the results to persons that have not much knowledge on the interpretation of this type of data and in situations where you don't want to explain in detail how building mean values and answer tendencies influence the observed data.

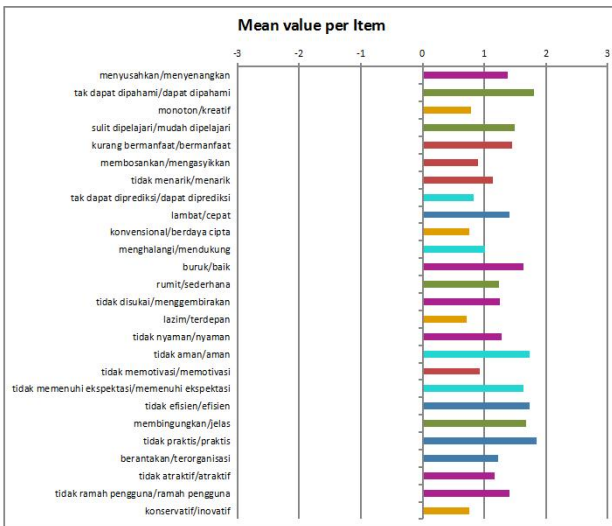
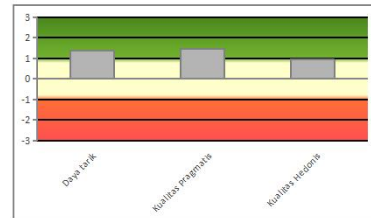
Item	Mean	Variance	Std. Dev.	No.	Left	Right	Scale
1	1,4	2,1	1,4	306	menyusahkan	menyenangkan	Daya tarik
2	1,8	1,8	1,3	306	tak dapat dipahami	dapat dipahami	Kejelasan
3	0,8	2,2	1,5	306	monoton	monoton	Kebaruan
4	1,5	2,6	1,6	306	mudah dipelajari	sulit dipelajari	Kejelasan
5	1,5	2,2	1,5	306	bermanfaat	kurang bermanfaat	Stimulasi
6	0,9	1,8	1,3	306	membosankan	mengasyikkan	Stimulasi
7	1,1	2,0	1,4	306	tidak menarik	menarik	Stimulasi
8	0,8	1,9	1,4	306	tak dapat diprediksi	dapat diprediksi	Ketepatan
9	1,4	1,5	1,2	306	cepat	lambat	Efisiensi
10	0,8	1,8	1,4	306	berdaya cipta	konvensional	Kebaruan
11	1,0	1,6	1,3	306	menghalangi	mendukung	Ketepatan
12	1,6	2,0	1,4	306	baik	buruk	Daya tarik
13	1,2	2,6	1,6	306	rumit	sederhana	Kejelasan
14	1,3	2,2	1,5	306	tidak disukai	menggemirakan	Daya tarik
15	0,7	1,9	1,4	306	lazim	terdepan	Kebaruan
16	1,3	1,9	1,4	306	tidak nyaman	nyaman	Daya tarik
17	1,7	1,6	1,3	306	aman	tidak aman	Ketepatan
18	0,9	1,7	1,3	306	memotivasi	tidak memotivasi	Stimulasi
19	1,6	1,6	1,3	306	memenuhi ekspektasi	tidak memenuhi ekspektasi	Ketepatan
20	1,7	1,7	1,3	306	tidak efisien	efisien	Efisiensi
21	1,7	1,7	1,3	306	tidak jelas	jelas	Kejelasan
22	1,8	1,4	1,2	306	tidak praktis	praktis	Efisiensi
23	1,2	2,4	1,6	306	terorganisasi	berantakan	Efisiensi
24	1,2	1,8	1,3	306	atraktif	tidak atraktif	Daya tarik
25	1,4	1,7	1,3	306	ramah pengguna	tidak ramah pengguna	Daya tarik
26	0,8	2,0	1,4	306	konservatif	inovatif	Kebaruan

UEQ Scales (Mean and Variance)		
Daya tarik	1,354	1,32
Kejelasan	1,551	1,27
Efisiensi	1,555	1,08
Ketepatan	1,304	0,72
Stimulasi	1,109	1,29
Kebaruan	0,754	1,07



Pragmatic and Hedonic Quality	
Daya tarik	1,35
Kualitas Pragmatis	1,47
Kualitas Hedonis	0,93

The scales of the UEQ can be grouped into pragmatic quality (Perspicuity, Efficiency, Dependability) and hedonic quality (Stimulation, Originality). Pragmatic quality describes task related quality aspects, hedonic quality the non-task related quality aspects. Below the mean of the three pragmatic and hedonic quality aspects is calculated.





Confidence intervals for items and scales

Here the 5% confidence intervals for the scale means and the means of the single items are shown. The confidence interval is a measure for the precision of the estimation of the scale mean. The smaller the confidence interval is, the higher is the precision of the estimation and the more you can trust your results. The width of the confidence interval depends on the number of available data and on how consistently the persons judged the evaluated product. The more consistent their opinion is the smaller is the confidence interval. The work sheet *Sample_Size* helps you to decide how many data you would need to achieve a certain width of the confidence interval.

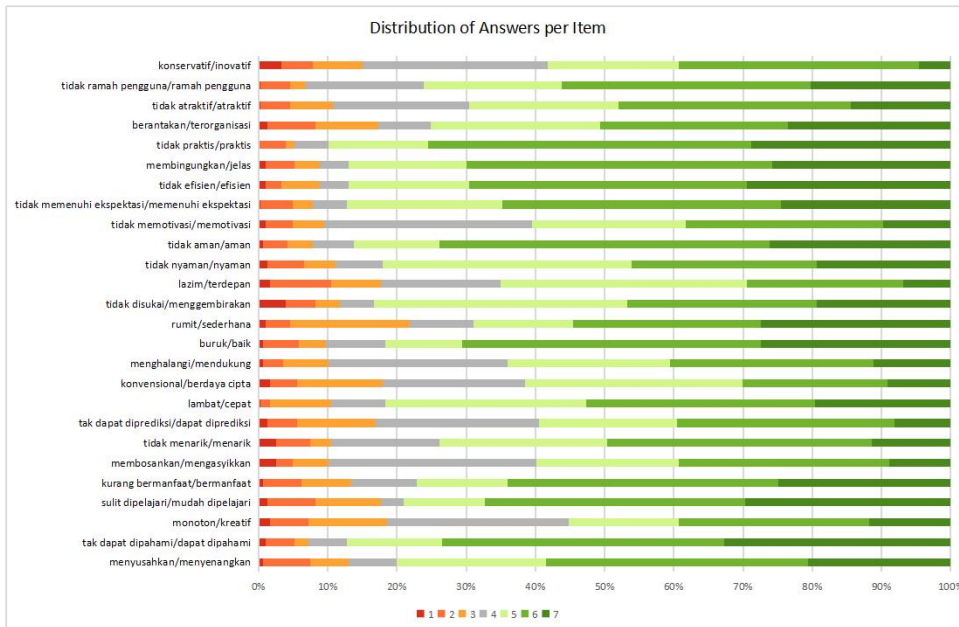
Confidence Interval (p=0.05) per item						
Item	Mean	Std. Dev.	N	Confidence	Confidence interval	
1	1,379	1,442	306	0,162	1,218	1,541
2	1,801	1,324	306	0,148	1,652	1,949
3	0,788	1,479	306	0,166	0,622	0,953
4	1,490	1,604	306	0,180	1,311	1,670
5	1,458	1,473	306	0,165	1,292	1,623
6	0,902	1,337	306	0,150	0,752	1,052
7	1,144	1,400	306	0,157	0,987	1,301
8	0,833	1,380	306	0,155	0,679	0,988
9	1,415	1,244	306	0,139	1,276	1,554
10	0,755	1,356	306	0,152	0,603	0,907
11	1,013	1,278	306	0,143	0,870	1,156
12	1,634	1,397	306	0,156	1,477	1,790
13	1,235	1,608	306	0,180	1,055	1,416
14	1,255	1,480	306	0,166	1,089	1,421
15	0,716	1,394	306	0,156	0,560	0,872
16	1,284	1,377	306	0,154	1,130	1,439
17	1,735	1,272	306	0,143	1,593	1,878
18	0,931	1,293	306	0,145	0,787	1,076
19	1,634	1,271	306	0,142	1,492	1,776
20	1,729	1,296	306	0,145	1,584	1,874
21	1,676	1,322	306	0,148	1,528	1,825
22	1,850	1,164	306	0,130	1,719	1,980
23	1,225	1,561	306	0,175	1,051	1,400
24	1,163	1,330	306	0,149	1,014	1,312
25	1,408	1,306	306	0,146	1,262	1,555
26	0,758	1,403	306	0,157	0,601	0,915

Confidence intervals (p=0.05) per scale						
Scale	Mean	Std. Dev.	N	Confidence	Confidence interval	
Daya tarik	1,354	1,150	306	0,129	1,225	1,483
Kejelasan	1,551	1,129	306	0,126	1,424	1,677
Efisiensi	1,555	1,038	306	0,116	1,438	1,671
Ketepatan	1,304	0,846	306	0,095	1,209	1,399
Stimulasi	1,109	1,137	306	0,127	0,981	1,236
Kebaruan	0,754	1,035	306	0,116	0,638	0,870

Distribution of Answers per Item

Here you can see the distribution of answers to the single items. If there are items that show a polarization in the answers (many negative and many positive judgements and not much neutral judgements) may help to get deeper insights concerning aspects of the product that are experienced as quite positive by one subgroup of participants and quite negative by another subgroup.

Nr	Item	1	2	3	4	5	6	7	Scale
1	menyusahkan/menyenangkan	2	21	17	21	66	116	63	Daya tarik
2	tak dapat dipahami/dapat dipahami	3	13	6	17	42	125	100	Kejelasan
3	monoton/kreatif	5	17	35	80	49	84	36	Kebaruan
4	sulit dipelajari/mudah dipelajari	4	21	29	10	36	115	91	Kejelasan
5	kurang bermanfaat/bermanfaat	2	17	22	29	40	120	76	Stimulasi
6	membosankan/mengasyikkan	8	7	16	92	63	93	27	Stimulasi
7	tidak menarik/menarik	8	15	9	48	74	117	35	Stimulasi
8	tak dapat diprediksi/dapat diprediksi	4	13	35	72	61	96	25	Ketepatan
9	lambat/cepat	1	4	27	24	89	101	60	Efisiensi
10	konvensional/berdaya cipta	5	12	38	63	96	64	28	Kebaruan
11	menghalangi/mendukung	2	9	20	79	72	90	34	Ketepatan
12	buruk/baik	2	16	12	26	34	132	84	Daya tarik
13	rumit/serdhana	3	11	53	28	44	83	84	Kejelasan
14	tidak disukai/menggembirakan	12	13	11	15	112	84	59	Daya tarik
15	lazim/terdepan	5	27	22	53	109	69	21	Kebaruan
16	tidak nyaman/nyaman	4	16	14	21	110	82	59	Daya tarik
17	tidak aman/aman	2	11	11	18	38	146	80	Ketepatan
18	tidak memotivasi/memotivasi	3	12	14	92	68	87	30	Stimulasi
19	tidak memenuhi ekspektasi/memenuhi ekspektasi	1	14	9	15	69	123	75	Ketepatan
20	tidak efisien/efisien	3	7	17	13	53	123	90	Efisiensi
21	membingungkan/jelas	3	13	11	13	52	135	79	Kejelasan
22	tidak praktis/praktis	0	12	4	15	44	143	88	Efisiensi
23	berantakan/terorganisasi	4	21	28	23	75	83	72	Efisiensi
24	tidak atraktif/atratif	1	13	19	60	66	103	44	Daya tarik
25	tidak ramah pengguna/ramah pengguna	1	13	7	52	61	110	62	Daya tarik
26	konservatif/inovatif	10	14	22	82	58	106	14	Kebaruan



Correlations of the items per scale and reliability coefficients

Items that belong to the same scale should show in general a high correlation.

Here you can find the correlations of the items in a scale and some common coefficients, Cronbachs Alpha and Guttman Lambda2, that are typically used to estimate reliability of a scale.

Cronbachs Alpha-Coefficient

The Alpha-Coefficient (Cronbach, 1951) is a measure for the consistency of a scale. There is no generally accepted rule how big the value of the coefficient should be. Many authors assume that a scale should show an alpha value > 0.7 to be considered as sufficiently consistent, but these suggestions are more rules-of-thumb and not based on some sound statistical facts. Thus, from a methodological standpoint such a use of a cut-off criterium is not really well-founded (see for example Schmitt, N., 1996). Especially if you have only a small sample (for example less than 50 answers) the value of the Alpha-Coefficient should be interpreted very carefully. In such cases a low Alpha can result from sampling errors and may not be an indicator for a problem with the scale.

If the value of the Alpha-Coefficient for a scale shows a massive deviation from a reasonable target value, for example 0.6 or 0.7, this can be a hint that some items of the scale are in the given context interpreted by several participants in an unexpected way. In such cases please check the single item scores and correlations between the items. This can give a hint if there is maybe a common misinterpretation of an item due to the context of the evaluation. In such cases the corresponding scale should be interpreted very carefully. The 5% confidence interval for the Alpha coefficient is calculated according to Bonett, D.B. (2002), Sample Size Requirements for Testing and Estimating Coefficient Alpha, Journal of Educational and Behavioral Statistics, 27(4), 335-340.

Daya tarik	
Items	Correlation
1, 12	0,53
1, 14	0,57
1, 16	0,59
1, 24	0,55
1, 25	0,59
12, 14	0,71
12, 16	0,67
12, 24	0,52
12, 25	0,63
14, 16	0,85
14, 24	0,58
14, 25	0,68
16, 24	0,48
16, 25	0,65
24, 25	0,74
Average	0,62
Alpha	0,91
Conf. Int.	0,89
Alpha (5%)	0,92

Kejelasan	
Items	Correlation
2, 4	0,48
2, 13	0,48
2, 21	0,61
4, 13	0,36
4, 21	0,45
13, 21	0,41
Average	0,47
Alpha	0,78
Conf. Int.	0,73
Alpha (5%)	0,81

Efisiensi	
Items	Correlation
9, 20	0,47
9, 22	0,38
9, 23	0,28
20, 22	0,70
20, 23	0,61
22, 23	0,53
Average	0,50
Alpha	0,80
Conf. Int.	0,76
Alpha (5%)	0,83

Ketepatan	
Items	Correlation
8, 11	0,13
8, 17	0,06
8, 19	0,11
11, 17	0,29
11, 19	0,39
17, 19	0,42
Average	0,24
Alpha	0,55
Conf. Int.	0,46
Alpha (5%)	0,63

Stimulasi	
Items	Correlation
5, 6	0,50
5, 7	0,55
5, 18	0,43
6, 7	0,84
6, 18	0,60
7, 18	0,57
Average	0,58
Alpha	0,85
Conf. Int.	0,81
Alpha (5%)	0,87

Kebaruan	
Items	Correlation
3, 10	0,48
3, 15	0,38
3, 26	0,23
10, 15	0,48
10, 26	0,37
15, 26	0,39
Average	0,39
Alpha	0,72
Conf. Int.	0,66
Alpha (5%)	0,77

Guttman Lambda2 coefficient

Another coefficient often reported as a measure of reliability of a scale is Guttman Lambda2 coefficient. Lambda2 is a better approximation of reliability than Cronbach's Alpha (both are a lower bound for the real reliability of a scale). The coefficient Lambda1 also computed here is mainly needed for computing Lambda2.

NOTE: Theoretically, Lambda2 is higher than Alpha, but due to some rounding errors in the computation, it can happen that the Excel-Sheet shows some violations of this!

Daya tarik	
Lambda1	0,7675259
Items	Covar^2
1, 12	1,12
1, 14	1,47
1, 16	1,35
1, 24	1,12
1, 25	1,23
12, 14	2,13
12, 16	1,66
12, 24	0,94
12, 25	1,31
14, 16	2,95
14, 24	1,30
14, 25	1,73
16, 24	0,78
16, 25	1,35
24, 25	1,65
Sum	22,10
Lambda2	0,91

Kejelasan	
Lambda1	0,57530891
Items	Covar^2
2, 4	1,04
2, 13	1,05
2, 21	1,16
4, 13	0,85
4, 21	0,91
13, 21	0,76
Sum	5,76
Lambda2	0,77

Efisiensi	
Lambda1	0,59293354
Items	Covar^2
9, 20	0,58
9, 22	0,31
9, 23	0,30
20, 22	1,10
20, 23	1,50
22, 23	0,93
Sum	4,71
Lambda2	0,80

Ketepatan	
Lambda1	0,4082658
Items	Covar^2
8, 11	0,05
8, 17	0,01
8, 19	0,04
11, 17	0,22
11, 19	0,41
17, 19	0,46
Sum	1,19
Lambda2	0,56

#N/A	
Lambda1	0,6328466
Items	Covar^2
5, 6	0,95
5, 7	1,26
5, 18	0,66
6, 7	2,43
6, 18	1,06
7, 18	1,04
Sum	7,40
Lambda2	0,85

Kebaruan	
Lambda1	0,5368005
Items	Covar^2
3, 10	0,93
3, 15	0,60
3, 26	0,23
10, 15	0,83
10, 26	0,48
15, 26	0,58
Sum	3,65
Lambda2	0,72

Benchmark

The measured scale means are set in relation to existing values from a benchmark data set. This data set contains data from 21175 persons from 468 studies concerning different products (business software, web pages, web shops, social networks).

The comparison of the results for the evaluated product with the data in the benchmark allows conclusions about the relative quality of the evaluated product compared to other products.

Please help to increase the data basis for the benchmark! If you use the UEQ to evaluate products it would be quite helpful for us if you will share information concerning the type of product, the number of participants in your study and the scale means. We will of course handle these information absolutely confidential and will use it solely to improve the benchmark.

Scale	Mean	Comparison to benchmark	Interpretation
Daya tarik	1,35	Above average	25% of results better, 50% of results worse
Kejelasan	1,55	Above Average	25% of results better, 50% of results worse
Efisiensi	1,55	Good	10% of results better, 75% of results worse
Ketepatan	1,30	Above Average	25% of results better, 50% of results worse
Stimulasi	1,11	Above Average	25% of results better, 50% of results worse
Kebaruan	0,75	Above Average	25% of results better, 50% of results worse

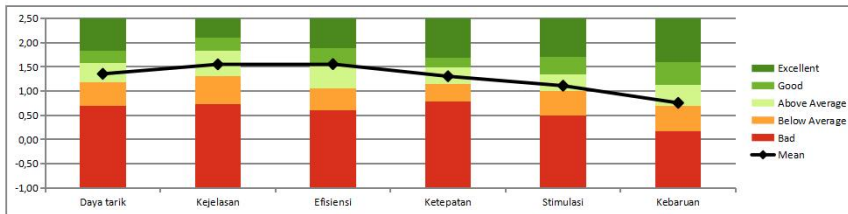
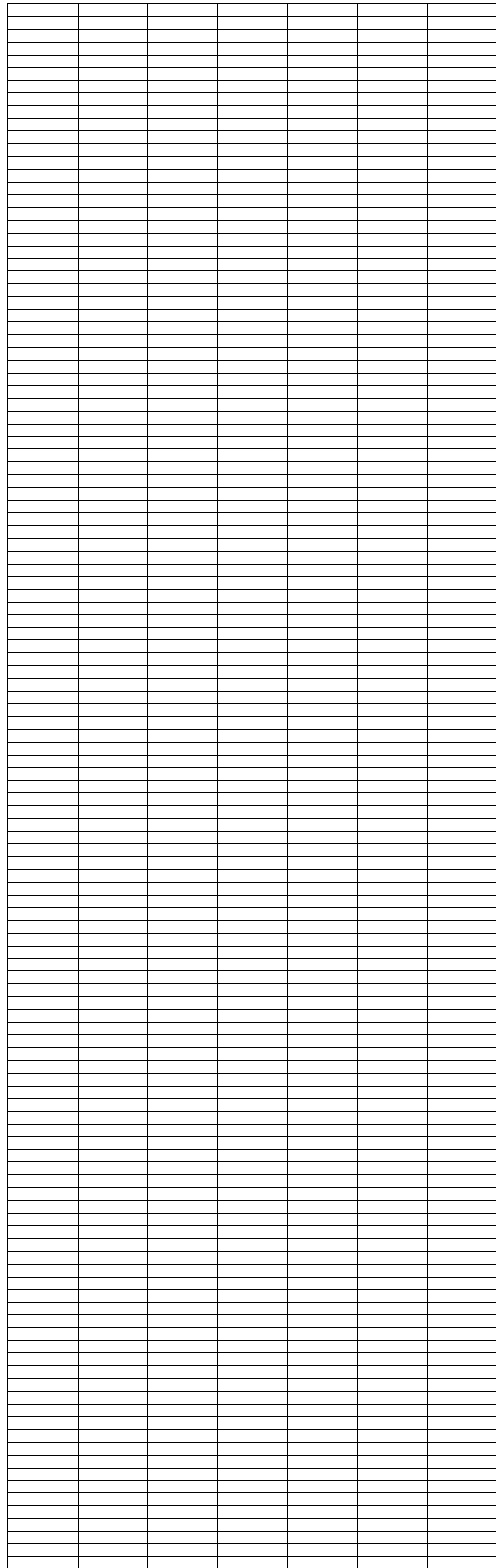
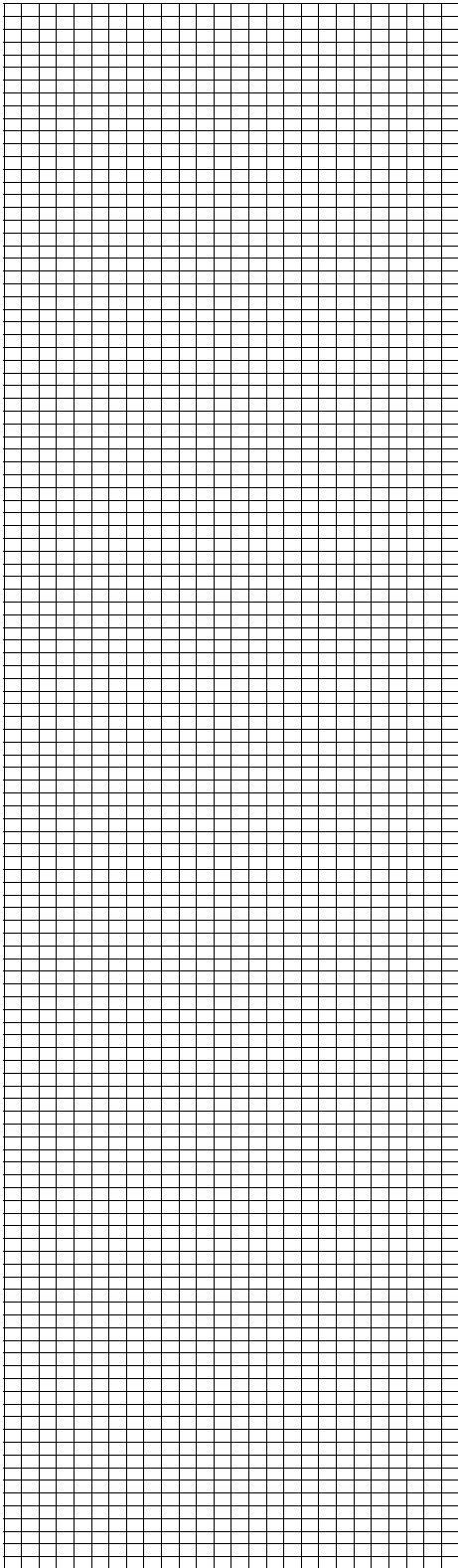
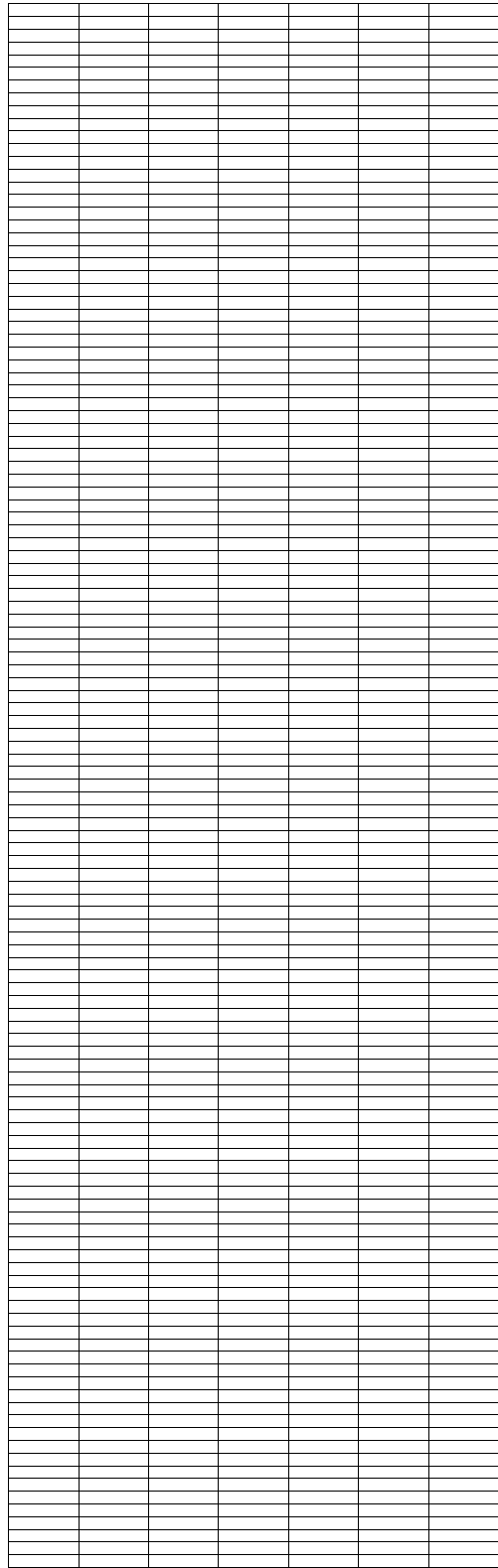
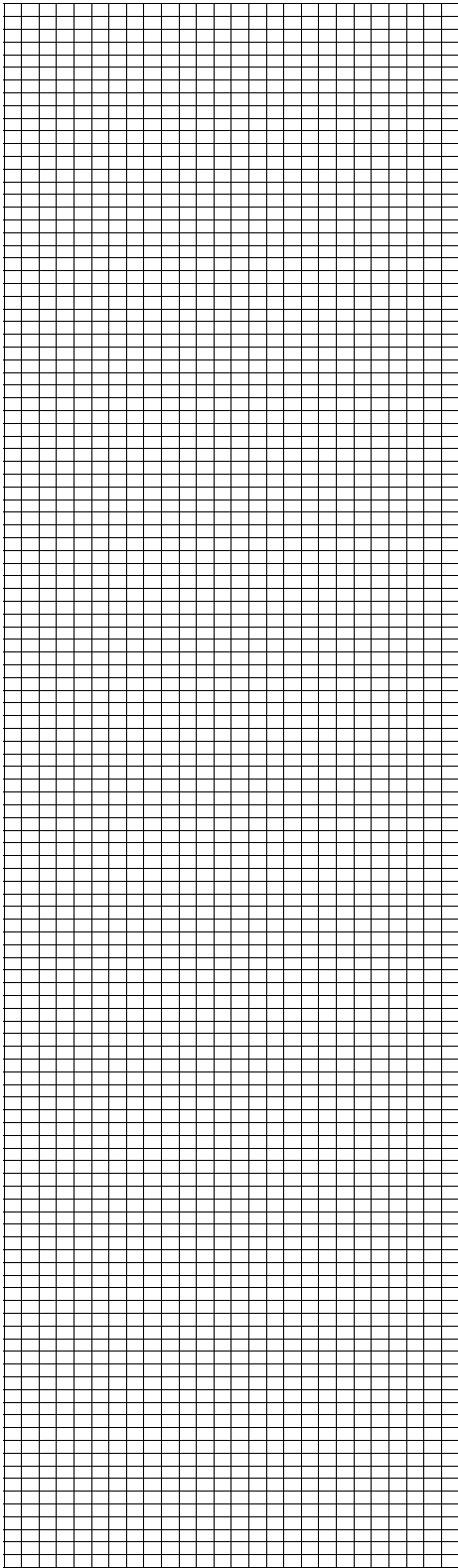


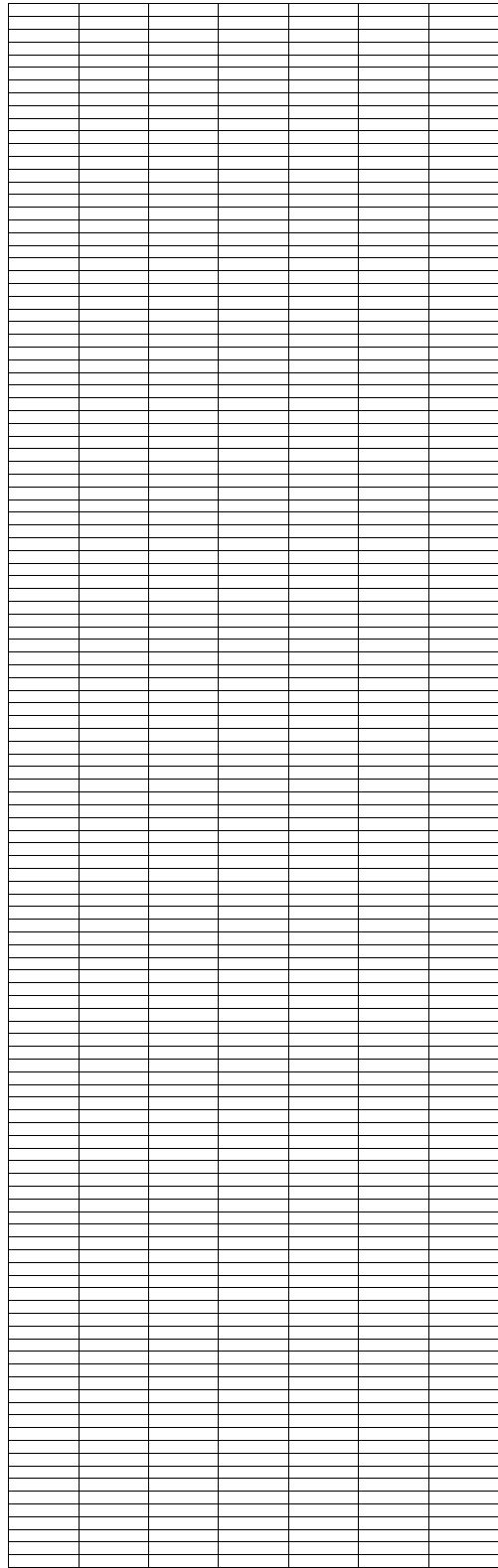
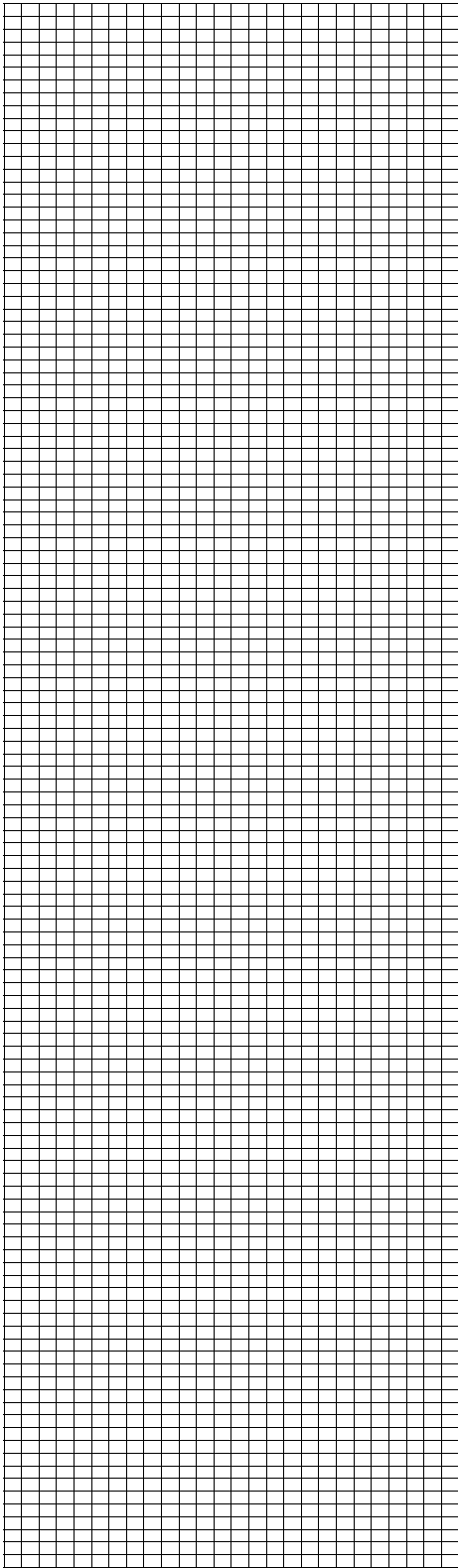
Table to create the benchmark graph (purely technical, please ignore)

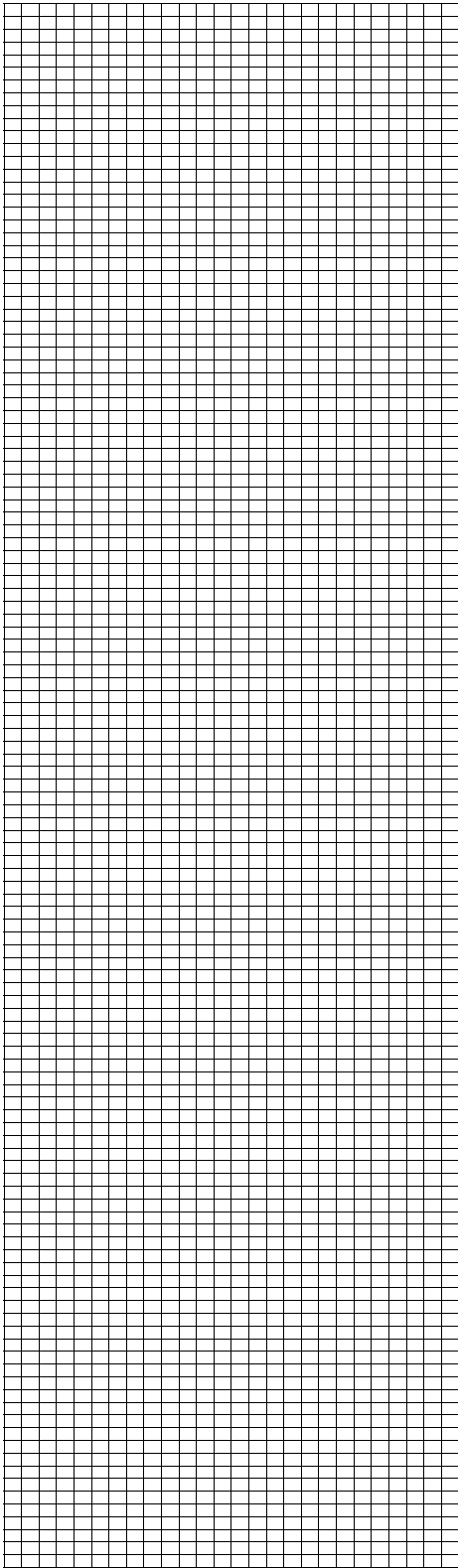
Scale	Lower Border	Bad	Below Average	Above Average	Good	Excellent	Mean
Daya tarik	-1,00	0,69	0,49	0,4	0,26	0,66	1,35
Kejelasan	-1,00	0,72	0,58	0,53	0,27	0,5	1,55
Efisiensi	-1,00	0,6	0,45	0,45	0,38	0,62	1,55
Ketepatan	-1,00	0,78	0,36	0,34	0,21	0,81	1,30
Stimulasi	-1,00	0,5	0,5	0,35	0,35	0,8	1,11
Kebaruan	-1,00	0,16	0,54	0,42	0,48	0,9	0,75

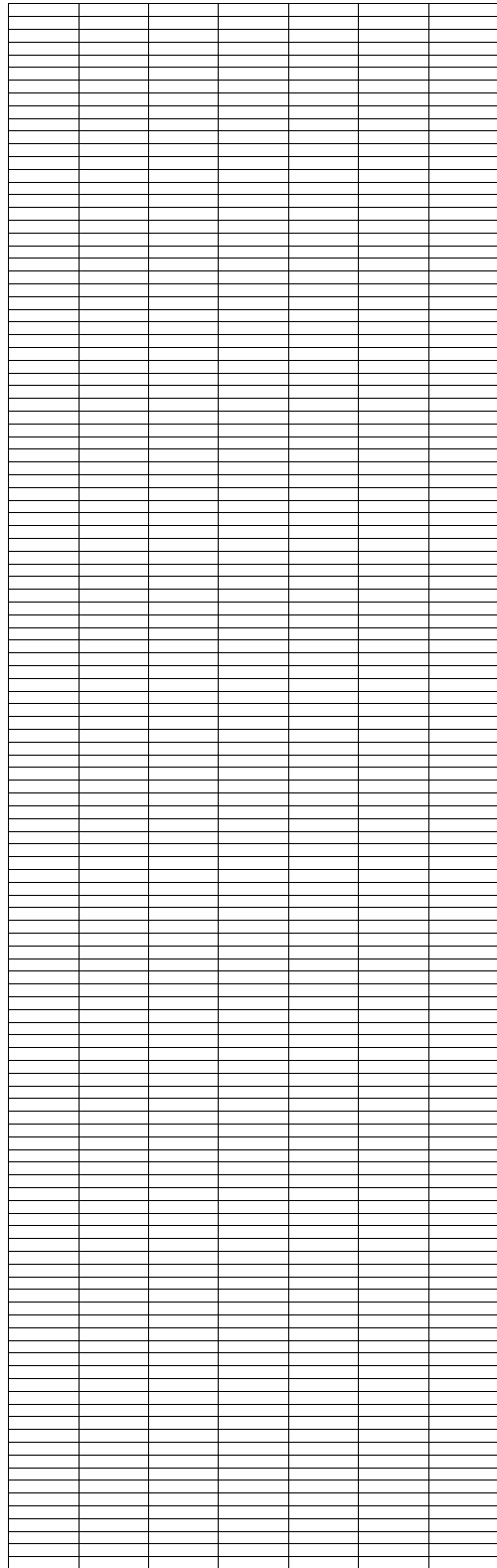
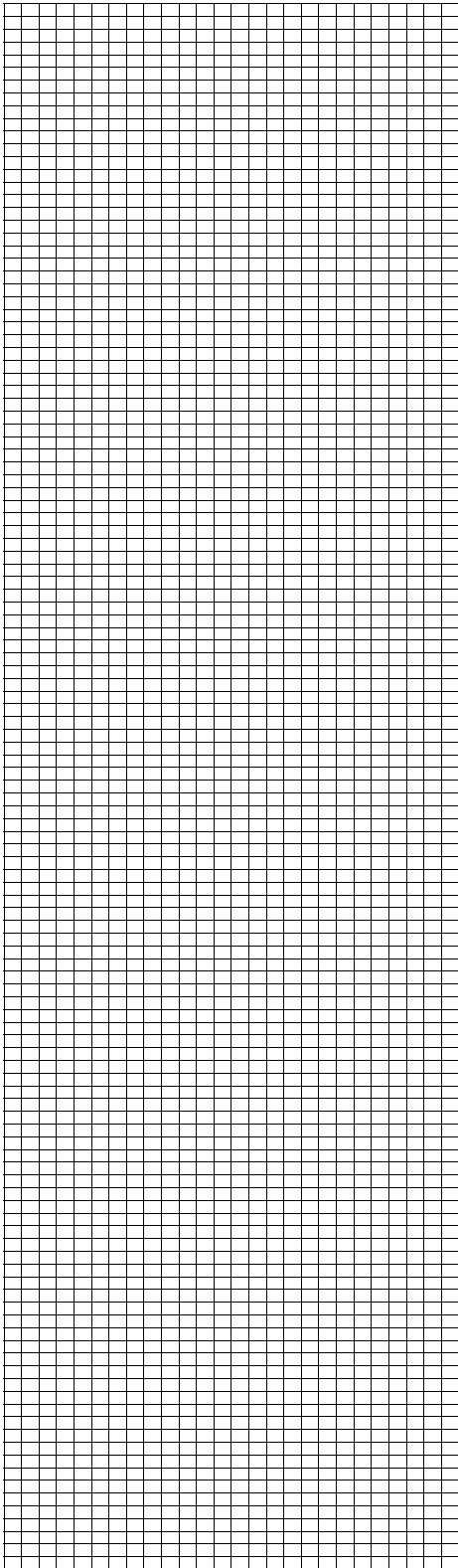
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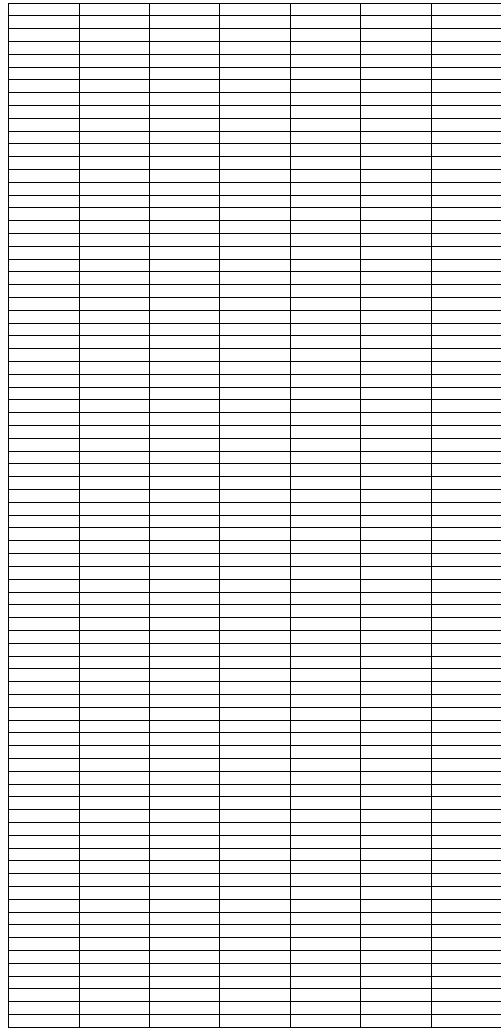
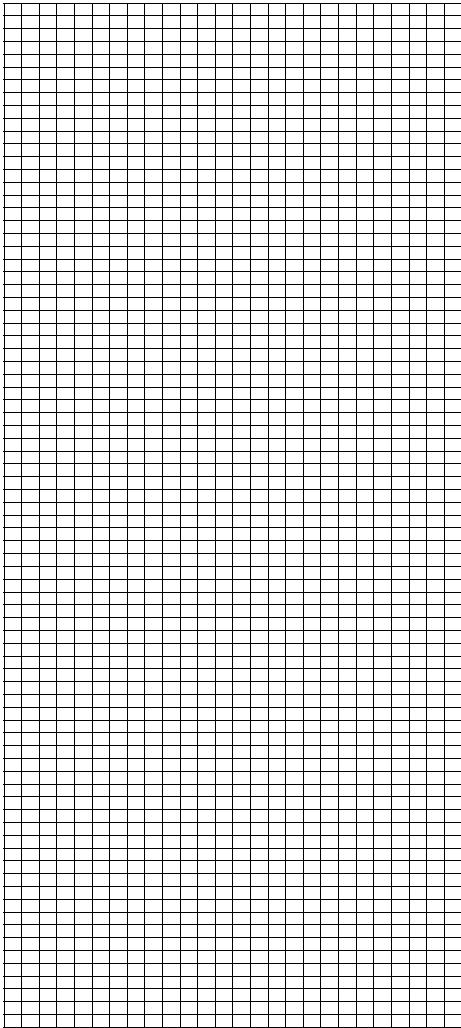












Sample size to reach a certain precision concerning the estimated scale means

If you have not many data points the error bars for the scale means in the Results Tab can be quite big. The error bars show the area (confidence interval) in which the true value of the scale mean should be located with a 95% probability. Thus, big error bars stand for a not very precise measurement.

A natural question is thus to ask, how many person you need (i.e. how big your sample should be) if you want to measure the scale means with a certain precision. This tab tries to answer this question.

For a given precision E (deviation between true scale mean in the population and the estimated scale mean from the sample) the required sample size depends on the standard deviation of the scale value in the population (the smaller this is the higher is the agreement between different persons and thus the less persons you need to ask) and the chance (error probability) P you still accept that the true scale mean is outside the area described by the error bars (i.e. it will be with a probability 1-P inside the confidence interval).

Of course the standard deviation of the scale value in the population is not known. For the data in this tab we estimate this value from the standard deviation of the already entered data. Thus, if you enter more data the estimation of this value and thus the values in the table below will change!!

The following table shows for typical values of E and P the required sample size. Please note that these are just rough estimations to give you an idea on how many data you need to achieve an accurate measurement!

Scale	Standard Deviation
Daya tarik	1,15
Kejelasan	1,13
Efisiensi	1,04
Ketepatan	0,85
Stimulasi	1,14
Kebaruan	1,03

Condition	Daya tarik	Kejelasan	Efisiensi	Ketepatan	Stimulasi	Kebaruan
Precision=0.5, Err.Prob.=0.1	14	14	12	8	14	12
Precision=0.5, Err.Prob.=0.05	20	20	17	11	20	16
Precision=0.5, Err.Prob.=0.01	35	34	29	19	34	29
Precision=0.25, Err.Prob.=0.1	58	56	47	31	56	47
Precision=0.25, Err.Prob.=0.05	81	78	66	44	79	66
Precision=0.25, Err.Prob.=0.01	141	136	115	76	138	114
Precision=0.1, Err.Prob.=0.1	360	347	293	195	352	291
Precision=0.1, Err.Prob.=0.05	508	490	414	275	496	411
Precision=0.1, Err.Prob.=0.01	881	848	718	476	860	713

KPI Calculation

This tab is only relevant if you use the KPI extension of the UKEQ. This extended UKEQ contains 6 additional questions, which ask for the importance of the UKEQ scales for the participant. With this information a KPI can be calculated, i.e. a single number that can be interpreted as overall UX impression.

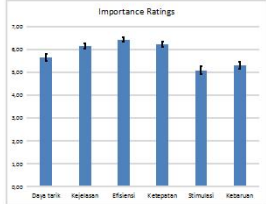
The questions concerning importance are scaled from 1 to 7. In case of missing values, i.e. if a person has not given an importance rating for a scale, please enter the value "1".

Enter the data concerning the importance of the scales below						
Scale/Item	Importance	Importance	Importance	Importance	Importance	Importance
1	3	3	3	3	3	3
2	3	3	3	3	3	3
3	3	3	3	3	3	3
4	3	3	3	3	3	3
5	3	3	3	3	3	3
6	3	3	3	3	3	3
7	3	3	3	3	3	3
8	3	3	3	3	3	3
9	3	3	3	3	3	3
10	3	3	3	3	3	3
11	3	3	3	3	3	3
12	3	3	3	3	3	3
13	3	3	3	3	3	3
14	3	3	3	3	3	3
15	3	3	3	3	3	3
16	3	3	3	3	3	3
17	3	3	3	3	3	3
18	3	3	3	3	3	3
19	3	3	3	3	3	3
20	3	3	3	3	3	3
21	3	3	3	3	3	3
22	3	3	3	3	3	3
23	3	3	3	3	3	3
24	3	3	3	3	3	3
25	3	3	3	3	3	3
26	3	3	3	3	3	3
27	3	3	3	3	3	3
28	3	3	3	3	3	3
29	3	3	3	3	3	3
30	3	3	3	3	3	3
31	3	3	3	3	3	3
32	3	3	3	3	3	3
33	3	3	3	3	3	3
34	3	3	3	3	3	3
35	3	3	3	3	3	3
36	3	3	3	3	3	3
37	3	3	3	3	3	3
38	3	3	3	3	3	3
39	3	3	3	3	3	3
40	3	3	3	3	3	3
41	3	3	3	3	3	3
42	3	3	3	3	3	3
43	3	3	3	3	3	3
44	3	3	3	3	3	3
45	3	3	3	3	3	3
46	3	3	3	3	3	3
47	3	3	3	3	3	3
48	3	3	3	3	3	3
49	3	3	3	3	3	3
50	3	3	3	3	3	3
51	3	3	3	3	3	3
52	3	3	3	3	3	3
53	3	3	3	3	3	3
54	3	3	3	3	3	3
55	3	3	3	3	3	3
56	3	3	3	3	3	3
57	3	3	3	3	3	3
58	3	3	3	3	3	3
59	3	3	3	3	3	3
60	3	3	3	3	3	3
61	3	3	3	3	3	3
62	3	3	3	3	3	3
63	3	3	3	3	3	3
64	3	3	3	3	3	3
65	3	3	3	3	3	3
66	3	3	3	3	3	3
67	3	3	3	3	3	3
68	3	3	3	3	3	3
69	3	3	3	3	3	3
70	3	3	3	3	3	3
71	3	3	3	3	3	3
72	3	3	3	3	3	3
73	3	3	3	3	3	3
74	3	3	3	3	3	3
75	3	3	3	3	3	3
76	3	3	3	3	3	3
77	3	3	3	3	3	3
78	3	3	3	3	3	3
79	3	3	3	3	3	3
80	3	3	3	3	3	3
81	3	3	3	3	3	3
82	3	3	3	3	3	3
83	3	3	3	3	3	3
84	3	3	3	3	3	3
85	3	3	3	3	3	3
86	3	3	3	3	3	3
87	3	3	3	3	3	3
88	3	3	3	3	3	3
89	3	3	3	3	3	3
90	3	3	3	3	3	3
91	3	3	3	3	3	3
92	3	3	3	3	3	3
93	3	3	3	3	3	3
94	3	3	3	3	3	3
95	3	3	3	3	3	3
96	3	3	3	3	3	3
97	3	3	3	3	3	3
98	3	3	3	3	3	3
99	3	3	3	3	3	3
100	3	3	3	3	3	3

KPI 1,37		STD 0,85		Confidence: 0,10		
Scale/Item	Importance	Importance	Importance	Importance	Importance	Importance
1	0.15	0.15	0.21	0.13	0.18	0.15
2	0.17	0.17	0.20	0.17	0.17	0.17
3	0.17	0.17	0.20	0.20	0.13	0.13
4	0.07	0.26	0.26	0.26	0.07	0.07
5	0.19	0.19	0.19	0.19	0.08	0.14
6	0.17	0.17	0.20	0.21	0.10	0.13
7	0.19	0.16	0.16	0.16	0.16	0.16
8	0.18	0.15	0.18	0.18	0.15	0.15
9	0.18	0.18	0.18	0.15	0.13	0.18
10	0.17	0.17	0.17	0.17	0.17	0.17
11	0.18	0.18	0.18	0.18	0.15	0.15
12	0.18	0.18	0.18	0.18	0.15	0.15
13	0.21	0.21	0.21	0.21	0.03	0.12
14	0.15	0.18	0.18	0.18	0.18	0.15
15	0.07	0.20	0.20	0.21	0.13	0.17
16	0.23	0.18	0.18	0.15	0.18	0.12
17	0.16	0.16	0.16	0.16	0.16	0.16
18	0.15	0.18	0.18	0.18	0.15	0.15
19	0.18	0.18	0.18	0.18	0.15	0.15
20	0.18	0.18	0.18	0.18	0.15	0.15
21	0.18	0.18	0.18	0.18	0.15	0.15
22	0.18	0.18	0.18	0.18	0.15	0.15
23	0.18	0.18	0.18	0.18	0.15	0.15
24	0.18	0.18	0.18	0.18	0.15	0.15
25	0.18	0.18	0.18	0.18	0.15	0.15
26	0.18	0.18	0.18	0.18	0.15	0.15
27	0.18	0.18	0.18	0.18	0.15	0.15
28	0.18	0.18	0.18	0.18	0.15	0.15
29	0.18	0.18	0.18	0.18	0.15	0.15
30	0.18	0.18	0.18	0.18	0.15	0.15
31	0.18	0.18	0.18	0.18	0.15	0.15
32	0.18	0.18	0.18	0.18	0.15	0.15
33	0.18	0.18	0.18	0.18	0.15	0.15
34	0.18	0.18	0.18	0.18	0.15	0.15
35	0.18	0.18	0.18	0.18	0.15	0.15
36	0.18	0.18	0.18	0.18	0.15	0.15
37	0.18	0.18	0.18	0.18	0.15	0.15
38	0.18	0.18	0.18	0.18	0.15	0.15
39	0.18	0.18	0.18	0.18	0.15	0.15
40	0.18	0.18	0.18	0.18	0.15	0.15
41	0.18	0.18	0.18	0.18	0.15	0.15
42	0.18	0.18	0.18	0.18	0.15	0.15
43	0.18	0.18	0.18	0.18	0.15	0.15
44	0.18	0.18	0.18	0.18	0.15	0.15
45	0.18	0.18	0.18	0.18	0.15	0.15
46	0.18	0.18	0.18	0.18	0.15	0.15
47	0.18	0.18	0.18	0.18	0.15	0.15
48	0.18	0.18	0.18	0.18	0.15	0.15
49	0.18	0.18	0.18	0.18	0.15	0.15
50	0.18	0.18	0.18	0.18	0.15	0.15
51	0.18	0.18	0.18	0.18	0.15	0.15
52	0.18	0.18	0.18	0.18	0.15	0.15
53	0.18	0.18	0.18	0.18	0.15	0.15
54	0.18	0.18	0.18	0.18	0.15	0.15
55	0.18	0.18	0.18	0.18	0.15	0.15
56	0.18	0.18	0.18	0.18	0.15	0.15
57	0.18	0.18	0.18	0.18	0.15	0.15
58	0.18	0.18	0.18	0.18	0.15	0.15
59	0.18	0.18	0.18	0.18	0.15	0.15
60	0.18	0.18	0.18	0.18	0.15	0.15
61	0.18	0.18	0.18	0.18	0.15	0.15
62	0.18	0.18	0.18	0.18	0.15	0.15
63	0.18	0.18	0.18	0.18	0.15	0.15
64	0.18	0.18	0.18	0.18	0.15	0.15
65	0.18	0.18	0.18	0.18	0.15	0.15
66	0.18	0.18	0.18	0.18	0.15	0.15
67	0.18	0.18	0.18	0.18	0.15	0.15
68	0.18	0.18	0.18	0.18	0.15	0.15
69	0.18	0.18	0.18	0.18	0.15	0.15
70	0.18	0.18	0.18	0.18	0.15	0.15
71	0.18	0.18	0.18	0.18	0.15	0.15
72	0.18	0.18	0.18	0.18	0.15	0.15
73	0.18	0.18	0.18	0.18	0.15	0.15
74	0.18	0.18	0.18	0.18	0.15	0.15
75	0.18	0.18	0.18	0.18	0.15	0.15
76	0.18	0.18	0.18	0.18	0.15	0.15
77	0.18	0.18	0.18	0.18	0.15	0.15
78	0.18	0.18	0.18	0.18	0.15	0.15
79	0.18	0.18	0.18	0.18	0.15	0.15
80	0.18	0.18	0.18	0.18	0.15	0.15
81	0.18	0.18	0.18	0.18	0.15	0.15
82	0.18	0.18	0.18	0.18	0.15	0.15
83	0.18	0.18	0.18	0.18	0.15	0.15
84	0.18	0.18	0.18	0.18	0.15	0.15
85	0.18	0.18	0.18	0.18	0.15	0.15
86	0.18	0.18	0.18	0.18	0.15	0.15
87	0.18	0.18	0.18	0.18	0.15	0.15
88	0.18	0.18	0.18	0.18	0.15	0.15
89	0.18	0.18	0.18	0.18	0.15	0.15
90	0.18	0.18	0.18	0.18	0.15	0.15
91	0.18	0.18	0.18	0.18	0.15	0.15
92	0.18	0.18	0.18	0.18	0.15	0.15
93	0.18	0.18	0.18	0.18	0.15	0.15
94	0.18	0.18	0.18	0.18	0.15	0.15
95	0.18	0.18	0.18	0.18	0.15	0.15
96	0.18	0.18	0.18	0.18	0.15	0.15
97	0.18	0.18	0.18	0.18	0.15	0.15
98	0.18	0.18	0.18	0.18	0.15	0.15
99	0.18	0.18	0.18	0.18	0.15	0.15
100	0.18	0.18	0.18	0.18	0.15	0.15

Importance Ratings: Mean and Standard Deviation

Scale/Item	Mean	Std Dev	Confidence	Confidence Interval
Daye tarik	5.64	1.21	255	0.15
Kejelasan	6.15	1.02	253	0.15
Kepercayaan	6.27	0.94	253	0.12
Kebermanfaatan	5.33	1.24	255	0.15



Language	L1	R1	L2	R2	
German	unerfreulich	erfreulich	unverständlich	verständlich	
English	annoying	enjoyable	not understandable	understandable	
Spanish	desagradable	agradable	no entendible	entendible	
Portuguese	Desagradável	Agradável	Incompreensível	Compreensível	
Turkish	can sıkıcı	sevindirici	anlaşılmaz	anlaşılır	
French	Agaçant	Agréable	Incompréhensible	Compréhensible	
Italian	incresioso	gradito	incomprensibile	comprensibile	
Russian	неприятный	доставляет удовольствие	непонятный	понятный	
Chinese	令人不快的	令人愉快的	费解的	易懂的	
Japanese	楽しくない	楽しい	わかりにくい	わかりやすい	
Indonesian	menyusahkan	menyenangkan	tak dapat dipahami	dapat dipahami	
Dutch	onplezierig	plezierig	onbegrijpelijk	begrijpelijk	
Estonian	vastumeelne	rõõmupakkuv	arusaamatu	arusaadav	
Slovene	nerazveseljiv	razveseljiv	nerazumljiv	razumljiv	
Swedish	Irriterande	Njutbar	Obegriplig	Begriplig	
Greek	ενοχλητικό	απολαυστικό	δυσνόητο	κατανοητό	
Polish	irytujący	przyjemny	niezrozumiały	zrozumiały	
Hindi	कष्टप्रद	मनोरंजक	समझ में आता है	समझ में नहीं आता है	
Bulgarian	дразнещ	приятен	неразбираем	разбираем	
Czech	otravný	příjemný	nepochopitelný	pochopitelný	
Malay	menjengkelkan	menyeronokkan	sukar difahami	mudah difahami	
Persian		آزاددهنده	رضایت بخش	غیرقابل فهم	قابل فهم
Thai	น่ารำคาญ	น่าสนุก	เข้าใจยาก	เข้าใจง่าย	
Danish	kedeligt	fornøjeligt	uforståelige	forståelige	
Norwegian	kjedelig	fornøyelig	uforståelig	forståelig	
Finnish	ärsyttävä	nautittava	vaikeasti ymmärrettävä	helposti ymmärrettävä	
Hungarian	idegesítő	élvezetes	érthetetlen	érthető	
Croatian	dosadan	zanimljiv	nerazumljivi	razumljivi	
Bosnian	dosadan	zabavan	nerazumljivi	razumljivi	
Hebrew	מבצבץ	מהנה	איננו מבינים	מבינים	
Arabic		مزعج	ممتع	غير مفهوم	مفهوم
Bengali	বিরক্তিকর	উপভোগ্য	বোধগম্য নয়	বোধগম্য	
Kannada	ಕಿರಿಕಿರಿ	ಕಿರಿಕಿರಿ	ಅರ್ಥವಾಗದ	ಅರ್ಥವಾಗದ	
Marathi	त्रासदायक	आनंददायक	समजू शकत नाही	समजण्यासारखा	
Tamil	எரிச்சலூட்டும்	இன்பம்	புரிந்து கொள்ள முடியாதது	புரிகிறது	
Slovak	obťažujúci	pútavý	nepochopiteľný	pochopiteľný	

L3	R3	L4	R4	L5
kreativ	phantasielos	leicht zu lernen	schwer zu lernen	wertvoll
creative	dull	easy to learn	difficult to learn	valuable
creativo	sin imaginacion	facil de aprender	dificil de aprender	valioso
Criativo	Sem criatividade	De Fácil aprendizag	De difícil aprendiza	Valioso
yaratıcı	yaratıcı olmayan	kolay öğrenilir	öğrenmesi zor	değerli
Moderne	Sans fantaisie	Appropriation simple	Appropriation complexe	Apporte de la valeur
creativo	privo di fantasia	facile da capire	difficile da capire	di grande valore
креативный	неизобретательный	легко освоить	трудно освоить	создает новые ценности
富創造力的	平淡无奇的	容易学会的	难学会的	高品质的
創造的	創造的でない	覚えやすい	覚えにくい	価値がある
kreatif	monoton	mudah dipelajari	sulit dipelajari	bermanfaat
creatief	saai	makkelijk te leren	moeilijk te leren	waardevol
loominguline	tavaline	kerge kasutama õp	raske kasutama õp	väärtuslik
kreativen	brez fantazije	enostaven za učenj	težak za učenje	osvežilen
Kreativ	Tråkig	Lätt att lära sig	Svår att lära sig	Värdefull
δημιουργικό	αναποτελεσματικό	εύκολο στη μάθηση	δύσκολο στη μάθηση	πολύτιμο
kreatywny	nudny	łatwy do nauki	trudny do nauki	wartościowy
रचनात्मक	सुस्त	जानने के लिए मुश्किल	जानने के लिए आसान	मूल्यवान
творчески	скучен	лесен за научаван	труден за научаван	стойностен
tvůrčí	nezáživný	jednoduchý na nau	obtížný na naučení	hodnotný
ada kreativiti	tidak bersifat kreat	mudah dipelajari	sukar dipelajari	bermutu
سازنده/خلاق	بی‌هوده	یادگیری آسان	یادگیری سخت	ارزشمند
স্রাংসরর্ক	রাবরীয়	রীখনরুংয়	রীখনরুয়	মীলনকা
kreativ	kedelig	nemme at lære	svære at lære	værdifulde
kreativ	kjedelig	lett å lære	vanskelig å lære	verdifullt
luova	tylsä	helposti opittavaa	vaikeasti opittavaa	arvokasta
kreatív	egyhangú	könnyen elsajátíth	nehezen elsajátíth	értékes
kreativna	glupa	laki za naučiti	složeni za naučiti	vrijedni
kreativni	dosadni	laki za učenje	teški za učenje	vredni
מייאריצי	מממממ	הדימלל מילק	הדימלל מילק	מילק
سازنده/خلاق	مبتدلة	سهل التعلم	صعب التعلم	قيّم
सृष्टिशील	निष्प्रभ	शेखसहज	शेखकठिन	मूल्यवान्
ಕಿಯಾಶೀಲತೆ	ಕಿಯಾಶೀಲತೆ	ಕಲಿಯಲುಸುಲಭ	ಕಲಿಯಲುಸುಲಭ	ಬೆಲೆಬಾಳುವ
सर्जनशील	नीरस	शिकणे सोपे	शिकणे कठीण	मूल्यवान
ஆக்கப் பூர்வமமந்தமான		படிப்பதற்கு சு	கற்பதற்கு கடி	மதிப்பு மிக்க
nápaditý	tuctový	intuitívny	neintuitívny	hodnotný

R5	L6	R6	L7	R7	
minderwertig	langweilig	spannend	uninteressant	interessant	
inferior	boring	exciting	not interesting	interesting	
de poco valor	aburrido	emocionante	no interesante	interesante	
Sem valor	Aborrecido	Excitante	Desinteresante	Interesante	
adi	sıkıcı	heyecan verici	ilginç olmayan	ilginç	
Peu de valeur ajout	Ennuyeux	Captivant	Inintéressant	Intéressant	
di poco valore	noioso	appassionante	non interessante	interessante	
посредственный	скучный	захватывающий	неинтересный	интересный	
低劣的	乏味的	带劲的	无趣的	有趣的	
価値がない	退屈だ	エキサイティング	おもしろくない	おもしろい	
kurang bermanfaat	membosankan	mengasyikkan	tidak menarik	menarik	
inferieur	vervelend	spannend	oninteressant	interessant	
väärtusetu	igav	põnev	ebahuvitav	huvitav	
uspavajoč	dolgočasen	napet	nezanimiv	zanimiv	
Värdelös	Tråkig	Spännande	Ointressant	Intressant	
υποδεδέστερο	βαρετό	συναρπαστικό	αδιάφορο	ενδιαφέρον	
gorszy	nudny	ekscytujący	nieinteresujący	interesujący	
घाटेया	उबाऊ	दिलचस्प	दिलचस्प नहीं	दिलचस्प	
посредствен	скучен	вълнуващ	безинтересен	интересен	
podřadný	nudný	vzrušující	nezajímavý	zajímavý	
kurang bermutu	membosankan	menyeronokkan	tidak menarik	menarik minat	
	نامطلوب	خسته کننده	شور انگیز	عدم جذابیت	جذاب
ไร้คุณค่า	น่าเบื่อ	น่าตื่นเต้น	ไม่น่าสนใจ	น่าสนใจ	
ringe	kedelige	spændende	uinteressante	interessante	
mindre verdifullt	kjedelig	spennende	uinteressant	interessant	
vähäärvoista	pitkäveteistä	jännittävä	yksitoikkoista	kiinnostavaa	
jelentéktelen	unalmas	izgalmas	nem érdekes	érdekes	
neodgovarajući	dosadni	uzbudljivi	nezanimljivi	zanimljivi	
bezvredni	dosadni	uzbudljivi	nezanimljivi	zanimljivi	
גרידוים	מבועבועים	מביהילים	מינימלם	מינימלם	
	متدني	ممل	غير مثير للاهتمام	مثير للاهتمام	
निकृष्ट	একঘেয়ে	উত্তেজনাপূর্ণ	আকর্ষণীয় নয়	মজাদার	
ಬೆಲೆಬಾಳುವ	ನೀರಸವಾದ	ನೀರಸವಾದ	ಕುತೂಹಲವಲ್ಲ	ಕುತೂಹಲವಲ್ಲ	
कनिष्ठ	कंटाळवाणा	बाहेर पडत आहे	मनोरंजक नाही	मनोरंजक	
தாழ்வான	சலிப்பான	ஆர்வமான	சுவாரஸ்யம் இல்லை	சுவாரஸ்யம்	
menejcenný	nudný	vzrušující	nezaujímavý	zaujímavý	

L8	R8	L9	R9	L10
unberechenbar	voraussagbar	schnell	langsam	originell
unpredictable	predictable	fast	slow	inventive
impredecible	predecible	rapido	lento	original
Imprevisível	Previsível	Rápido	Lento	Original
tahmin edilemeyentahmin edilebilir	hızlı	rapido	yavaş	özgün
Imprévisible	Prévisible	Rapide	Lent	Original
imprevedibile	prevedibile	veloce	lento	originale
непредсказуемый прогнозируемый	быстрый	медленный	изобретательный	
无法预测的 可预见的	快的	慢的	独创的	
予想がつかない 予想が付きやすい	速い	遅い	独特だ	
tak dapat diprediksdapat diprediksi	cepat	lambat	berdaya cipta	
onvoorspelbaar	voorspelbaar	snel	origineel	
ootamatu	ennustata	kiire	leidlik	
nepredvidljiv	predvidljiv	hiter	nov	
Oförutsägbar	Förutsägbar	Snabb	Uppfinningsrik	
απόβλεπτο	προβλέψιμο	γρήγορο	εφευρετικό	
nieprzewidywalny	przewidywalny	szybki	pomysłowy	
अप्रत्याशित	उम्मीद के मुताबिक	तेज	आविष्कारशील	
непредсказуем	предсказуем	быстр	идеен	
nepředvídatelný	předvídatelný	rychlý	vynalézavý	
tidak boleh diramailboleh diramalkan	cepat	سريع	نوآوری/مبتكر	
غير قابل پیش بینی	قابل پیش بینی	धीमा	آهسته	
थानायमिडै	थानायडै	रवडै	थेडंगडा	
uforudsigelige	forudsigelige	hurtigt	langsomt	
uforutsigbare	forutsigbare	raskt	tregt	
arvaamatonta	ennakoitavaa	nopea	hidas	
kiszámíthatatlanok	kiszámíthatók	gyors	lassú	
nepredvidljive	predvidljive	brz	spor	
nepredvidljivi	predvidljivi	brz	spor	
אניא צפויא	צפויא	מהיר	איטא	
غير متوقعة	متوقعة	سريع	مستحدثة	
অনির্শিত	অনুমানযোগ্য	দুত	بطيء	
ಊಹಿಸಲು ಸಾಧ್ಯಊಹಿಸಲು ಸಾಧ್ಯವೆಗ	ಅಂದಾಜು	ವೆಗ	مستحدثة	
अंदाजकरतायेतनाही भविष्यवाणीकेलीजाउजलद	युक्तिक्क मुदियययुक्तिक्कक्क कुदियवेकमक	धीमा	بطيء	
nepredvídateľný	predvídateľný	rychlý	moderný	
			நிதானம் /மெதுகண்டுபிடிப்பு	

R10	L11	R11	L12	R12	
konventionell	behindernd	unterstützend	gut	schlecht	
conventional	obstructive	supportive	good	bad	
convencional	obstructivo	impulsor de apoyo	bueno	malo	
Convencional	Obstrutivo	Conductor	Bom	Mau	
geleneksel	engelleyici	destekleyici	iyi	kötü	
Conventionnel	Rigide	Facilitant	Bien	Médiocre	
convenzionale	ostruttiva	di supporto	bene	male	
консервативный	мешающий	помогающий	хороший	плохой	
常规的	碍手碍脚的	能提供辅助的	好的	差的	
従来どおり	妨げになる	助けられる	良い	悪い	
konvensional	menghalangi	mendukung	baik	buruk	
conventioneel	belemmerend	ondersteunend	goed	slecht	
konservatiivne	takistav	abistav	hea	halb	
star	se ne da upravljati	se z lahkoto upravlj	dober	slab	
Fantasilös	Hindrande	Stödjande	Bra	Dålig	
συμβατικό	παρελκυστικό	υποστηρικτικό	καλό	κακό	
konwencjonalny	przeszkadzający	wspierający	dobry	zły	
परम्परागत	प्रातिरोधी	सहायक	अच्छा	बुरा	
конвенционален	възпрепятстващ	помагащ	добър	лош	
obvyklý	bránící	podporující	dobrý	špatný	
berdasarkan kebiasaan	menghalang	menyokong	baik	tidak baik	
	مرسوم/سنق	مختل کننده	پشتيبان	خوب	بد
ตามแบบแผน	ขัดขวาง	สนับสนุน	ดี	แย่	
traditionsbunden	hindrende	understøttende	godt	dårligt	
tradisjonell	hindrende	støttende	bra	dårlig	
perinteinen	vaikeuttavaa	tukevaa	hyvä	huono	
szokványos	hátráltatók	támogatók	jó	rossz	
konvensionalna	ometajuće	korisne	dobar	loš	
uobičajeni	ometajući	od pomoći	dobar	loš	
භාග්‍යමය	මභවිත	භාග්‍යමය	හොඳ	රාහ	
	تقليدية	عائقة	داعمة	جيد	سيء
গতানুগতিক	প্রতিবন্ধক	সহায়ক	ভালো	খারাপ	
ಹೊಸದಾಗಿ ಕಂಡು	ಪ್ರತಿರೋಧಿಸುವ	ಪ್ರತಿರೋಧಿಸುವ	ಒಳ್ಳೆಯ	ಒಳ್ಳೆಯ	
पारंपारिक	अडवणूक करणारा	आधार देणारा	चांगले	वाईट	
வழக்கமான	தடை செய்யும்	ஆதரவு	நல்ல	கெட்ட	
tradičný	obmedzujúci	podporujúci	dobrý	zlý	

L13	R13	L14	R14	L15
kompliziert	einfach	abstoßend	anziehend	herkömmlich
complicated	easy	unlikable	pleasing	usual
complicado	facil	repeler	atraer	convencional
Complicado	Fácil	Desinteressante	Atrativo	Comum
karmaşık	sade	itici	çekici	alışıldık
Complicqué	Simple	Repoussant	Attractif	Habituel
complicato	facile	repellente	attraente	usuale
сложный	простой	отталкивающий	заманчивый	обыденный
复杂的	简单的	讨厌的	迷人的	传统的
複雜	簡單	嫌いだ	好きだ	普通
rumit	sederhana	tidak disukai	menggembirakan	lazim
complex	eenvoudig	afstotend	aantrekkelijk	gebruikelijk
keeruline	lihtne	eemaletõukav	ligitõmbav	tavaline
komplikiran	enostaven	odbijajoč	privlačen	zastarel
Komplicerad	Enkel	Möter inte behov	Möter behov	Bakåsträvande
περίπλοκο	εύκολο	αντιπαθητικό	συμπαθητικό	συνηθισμένο
skomplikowany	łatwy	nieprzyjemny	przyjemny	zwykły
जाटिल	आसान	नापसंद	मनभावन	हमेशा की तरह
сложен	лесен	неприятен	приятен	обикновен
složitý	jednoduchý	odpudivý	přitažlivý	tradiční
menyulitkan	mudah	tidak disukai	disukai	biasa
	پیچیده	آسان	ناخوشایند	خوشایند
ख़िन्नख़ौन	रैयबग़ाय	ไม่น่าขบได้	น่าชื่นขบได้	ดูทั่วไป
indviklede	nemme	frastødende	tiltalende	sædvanlig
komplisert	lett	frastøtende	tiltalende	vanlig
monimutkaista	helppoa	vastenmielinen	houkutteleva	tavanomainen
bonyolult	könnyű	visszataszító	vonzó	átlagos
komplikiran	jednostavni	odbojna	privlačan	uobičajena
složeni	jednostavni	odbojna	privlačno	svakodnevni
מסובבם	קלם	ללא מושג	ישג	רגילם
	معقد	سهل	غير جذابة	جذابه
जाटिल	सहज	প্রত্যাহান	আবেদন	সাধারণ
ಕಿಟ್ಟಕಟ್ಟರ	ಕಿಟ್ಟಕಟ್ಟರ	ಆಕರ್ಷಣೀಯವಾ	ಆಕರ್ಷಣೀಯವಾ	ಸಾಮಾನ್ಯ
बिकट	सोपे	आकर्षक नाही	आकर्षक	नेहमीच्या
சிக்கலான	சுலபம்	நிராகரித்து	கவரச்ச்சியூட்டு	சாதாரணமான
zložitý	jednoduchý	odpuďzujúci	potešující	bežný

R15	L16	R16	L17	R17
neuartig	unangenehm	angenehm	sicher	unsicher
leading edge	unpleasant	pleasant	secure	not secure
novedoso	incomodo	comodo	seguro	inseguro
Vanguardista	Incómodo	Cómodo	Seguro	Inseguro
eşi görülmelik	keyifsiz	keyifli	güvenli	güvensiz
Avant-gardiste	Désagréable	Agréable	Sécurisant	Insécurisant
moderno	sgradevole	piacevole	sicuro	insicuro
передовой	неприятный	приятный	надежный	ненадежный
新颖的	令人难受的	适意的	稳当的	靠不住的
斬新的	嬉しくない	嬉しい	安全だ	安全でない
terdepan	tidak nyaman	nyaman	aman	tidak aman
nieuw	onaangenaam	aangenaam	vertrouwd	niet vertrouwd
uuenduslik	ebameeldiv	meeldiv	turvaline	ebaturvaline
modern	neprijeten	prijeten	napovedljiv	nenapovedljiv
I framkant	Inte tilltalande	Tilltalande	Säker	Inte säker
πρωτόπορο	δυσάρεστο	ευχάριστο	ασφαλές	ανασφαλές
skrajny	niemify	mify	bezpieczny	niebezpieczny
अग्रणी धार	अप्रिय	सुखद	सुरक्षित	सुरक्षित नहीं
иновативен	противен	приятен	сигурен	несигурен
moderní	protivný	milý	jistý	nejistý
mempunyai kelebil tidak menyenangkan	kelebil tidak menyenangkan	menyenangkan	terjamin	tidak terjamin
پیشرو در فناوری	مطلوب	نامطلوب	امن	نا امن
दुर्जनना	ไม่สบาย	น่าสบาย	ปลอดภัย	ไม่ปลอดภัย
avanceret	ubehageligt	behageligt	sikre	usikre
ledende	lite tiltalende	tiltalende	sikre	ikke sikre
huippulaatuinen	epämiellyttävä	miellyttävä	turvallista	ei turvallista
élvonalban lévő	kellemetlen	kellemetlen	biztonságosak	nem biztonságosak
predvodnička	neprijatan	prijatan	sigurne	nesigurne
vrhunski	neprijatan	prijatan	bezbedni	nebezbedni
תונשדחתית	סיעבא	סיעבא	בטוחות	אין בטוחות
استشراقية	غير مريح	مريح	مضمونة	غير مضمونة
নেতৃস্থানীয়	অপ্রীতিকর	আনন্দদায়ক	নিরাপদ	নিরাপদ নয়
ಸಾಮಾನ್ಯ	ಅಹಿತವಾದ	ಅಹಿತವಾದ	ಸುರಕ್ಷಿತ	ಸುರಕ್ಷಿತ
पुढचे टोक	अप्रिय	आनंददायी	सुरक्षित	सुरक्षित नाही
முன்னணி	விவெரும்பத் தகா	இனிமையான	பாதுகாப்பு	பாதுகாப்பு இல்
špičkový	nepříjemný	příjemný	spofahlivý	nespořhlivý

L18	R18	L19	R19	L20
aktivierend	einschläfernd	erwartungskonform	nicht erwartungskonform	ineffizient
motivating	demotivating	meets expectations	does not meet expectations	inefficient
activante	adormecedor	cubre expectativas	no cubre expectativas	ineficiente
Motivante	Desmotivante	Atende as expectativas	Não atende as expectativas	Ineficiente
canlandırıcı	uyutucu	beklentilere uygun	beklentileri karşılayamaz	verimsiz
Stimulant	Soporifique	Répond aux attentes	Ne répond pas aux attentes	Inefficace
attivante	soporifero	aspettativo	non aspettativo	inefficiente
увлекательный	однообразный	соответствует ожиданиям	не соответствует ожиданиям	неэффективный
令人兴奋的	令人昏昏欲睡的	符合预期的	不合期望的	低效的
モチベーションを上げる	モチベーションを下げる	期待に合う	期待に合わない	効率が悪い
memotivasi	tidak memotivasi	memenuhi ekspektasi	tidak memenuhi ekspektasi	tidak efisien
motiverend	demotiverend	volgens verwachting	niet volgens verwachting	inefficiënt
motiveeriv	vähemotiveeriv	vastab ootustele	ei vasta ootustele	ebaefektiivne
raznolik	enoličen	zanesljiv	nezanesljiv	ni učinkovit
Motiverande	Omotiverande	Möter förväntning	Möter inte förväntning	Ineffektiv
ενθαρρυντικό	αποθαρρυντικό	ανταποκρίνεται στις δεξιότητες	ανταποκρίνεται ανεπαρκώς στις δεξιότητες	ineffektív
motywujący	demotywujący	spełnia oczekiwania	nie spełnia oczekiwań	nieefektywny
प्रोत्साहित	प्रेरणाहीन	अपेक्षाओं को पूरा करता है	अपेक्षाओं को पूरा नहीं करता है	अक्षम
мотивиращ	демотивиращ	отговаря на очакванията	не отговаря на очакванията	неэффективен
motivující	demotivující	splňuje očekávání	nesplňuje očekávání	neefektivní
mendorong	tidak mendorong	memenuhi jangka waktu	tidak memenuhi jangka waktu	tidak berkesan
	ایجاد انگیزه	عدم ایجاد انگیزه	عدم مطابقت با انتظار	عدم کفایت
เพิ่มแรงจูงใจ	ลดแรงจูงใจ	ตรงตามที่คาดหวัง	ไม่ตรงตามที่คาดหวัง	ไร้ประสิทธิภาพ
motiverende	demotiverende	på høje med forventninger	ikke på høje med forventninger	ineffektivt
motiverende	demotiverende	oppfyller forventning	oppfyller ikke forventning	ineffektivt
motivoivaa	ei-innostavaa	odotuksiani vastaa	odotuksiani vastaa	tehoton
motiváló	demotiváló	megfelelnek az elvárásoknak	nem felelnek meg az elvárásoknak	hatékony
motivirajući	demotivirajući	ne ispunjavaju očekivanja	ne ispunjavaju očekivanja	neučinkoviti
motivíšući	sputavajući	ne ispunjavaju očekivanja	ne ispunjavaju očekivanja	neefikasni
מליעם	היציבות מוגבלת	ליעם אל תיציב תודמות	ליעם אל תיציב תודמות	לא תיציב תודמות
	مشجّع	غير مُشجّع	لا تفي بالتوقعات	لا تفي بالتوقعات
অনুপ্রেরণাদায়ক	অনুপ্রেরণাদায়ক নয়	প্রত্যাশাপূরণকারী	প্রত্যাশাপূরণকারী নয়	অকার্যকর
ಪ್ರೋತ್ಸಾಹವಾಗಿರು	ಪ್ರೋತ್ಸಾಹವಾಗಿರುವುದಿಲ್ಲ	ನಿರೀಕ್ಷೆಯಂತೆ ನಡೆಸುತ್ತದೆ	ನಿರೀಕ್ಷೆಯಂತೆ ನಡೆಸುವುದಿಲ್ಲ	ದಕ್ಷವಲ್ಲ
প্রেরণাদায়ক	অপ্রেরণাদায়ক	अपेक्षा पूर्ण करत नाही	अपेक्षा पूर्ण करत नाही	अकार्यक्षम
ஊக்குவிக்கும்	ஊக்குவிக்காது	எதிர்பார்ப்புகள்	எதிர்பார்ப்புகள்	திறனற்ற
motivující	demotivující	spĺňajúci očakávania	nespĺňajúci očakávania	neefektívny

R20	L21	R21	L22	R22
effizient	übersichtlich	verwirrend	unpragmatisch	pragmatisch
efficient	clear	confusing	impractical	practical
eficiente	claro	confuso	no pragmatico	pragmatico
Eficiente	Evidente	Confuso	Impraticável	Prático
verimli	açık	kafa karıştırıcı	yararsız	yararlı
Efficace	Clair	Déroutant	Non pragmatique	Pragmatique
efficiente	chiaro	confuso	non pragmatico	pragmatico
эффeктивный	наглядный	запутанный	непрактичный	практичный
高效的	一目了然的	令人眼花缭乱的	不实用的	实用的
効率が良い	すっきりしている	ごちゃごちゃして	実用的でない	実用的だ
efisien	jasel	membingungkan	tidak praktis	praktis
efficiënt	overzichtelijk	verwarrend	onpraktisch	praktisch
efektiivne	selge	ebamäärane	ebapraktiline	praktiline
učinkovit	pregleden	ustvarja zmedo	deluje zatikajoče	deluje tekoče
Effektiv	Tydlig	Förvirrande	Opraktisk	Praktisk
επαρκής	σαφής	μπερδεμένο	μη πρακτικό	πρακτικό
efektywny	przejrzysty	zagmatwany	niepraktyczny	praktyczny
कुशल	स्पष्ट	भ्रमित	अव्यावहारिक	व्यावहारिक
ефикасен	ясен	объркващ	непрактичен	практичен
efektivní	jasný	matoucí	nepraktický	praktický
berkesan	jasel	mengelirukan	tidak praktik	praktik
	مكفی	واضح	غير كبردی	كبردی
มีประสิทธิภาพ	ชัดเจน	สับสน	ปฏิบัติยาก	ปฏิบัติง่าย
ydedygtigt	tydelige	forvirrende	upraktisk	praktisk
effektivt	tydelig	forvirrende	upraktisk	praktisk
tehokas	selkeätä	sekavaa	epäkäytännöllinen	käytännöllinen
hatékony	világos	nehezen értelmezhető	nem praktikus	praktikus
učinkovit	jasni	zbunjujući	nepraktičan	praktičan
efikasan	jasni	zbunjujući	nepraktičan	praktičan
ליעיל	ברור	מבלבל	ישומי לא	ישומי
	فعال	واضح	غير عملي	عملي
কার্যকর	स्पष्ट	বিভ্রান্তিকর	অবাস্তব	বাস্তব
दक्षलद	संस्पष्ट	संस्पष्ट	वासंस्पष्टलद	वासंस्पष्टलद
कार्यक्षम	स्पष्ट	गोधळात टाकणारे	अव्यवहार्य	व्यावहारिक
क्रिणं	तेलीव	कुम्पमान	सात्क्रियमण्णु	सात्क्रियमाकुम्
efektivny	jasný	mätúci	nepraktický	praktický

L23	R23	L24	R24	L25
aufgeräumt	überladen	attraktiv	unattraktiv	sympathisch
organized	cluttered	attractive	unattractive	friendly
ordenado	sobrecargado	atractivo	feo	simpatico
Organizado	Desorganizado	Atraente	Feio	Simpático
derli toplu	dağınık	cazibeli	cazibesiz	sempatik
Sobre	Surchargé	Attrayant	Rébarbatif	Sympathique
ordinato	sovraccarico	attrattivo	non attrattivo	simpatico
организованный	перегруженный	красивый	отвратительный	доброжелательный
井然有序的	杂乱无章的	吸引人的	无吸引力的	引起好感的
整理されている	整理されていなし	魅力がある	魅力がない	感じがいい
terorganisasi	berantakan	atraktif	tidak atraktif	ramah pengguna
ordelijk	rommelig	aantrekkelijk	onaantrekkelijk	aardig
organiseeritud	ülekoormatud	atraktiivne	ebaatraktiivne	sümpaatne
prostoren	prenatrgan	lep	grd	simpatičen
Strukturerad	Rörig	Estetisk	Oestetisk	Användbar
οργανωμένο	απορῶντο	ελκυστικό	απωθητικό	φιλικό
zorganizowany	zagracony	atrakcyjny	nieatrakcyjny	przyjazny
संगठित	अव्यवस्थित	आकर्षक	अनाकर्षक	अनुकूल
подреден	разхвърлян	привлекателен	непривлекателен	лесен за ползване
uspořádaný	rozříštný	pěkný	ošklivý	sympatický
teratur	serabut	menarik	tidak menarik	senang digunakan
	سازماندهی شده	بهم ریخته	جلب توجه نمی کند	جلب توجه کند
दुर्बेनरबेयब	दुर्बनवय	दुर्बदुदड	डुडदुर्बदुदड	दुर्बेनडडड
organiseret	rodet	attraktive	unattraktive	venligt
organisert	rotete	attraktive	skjemmende	vennlig
järjestelmällinen	sekainen	viehättävä	epämiellyttävä	käyttökelpoinen
jól szervezett	szervezetlen	szép	nem szép	barátságos
organiziran	neuredan	privlačno	neprivlačno	prijateljski
organizovan	natrgan	privlačan	neprivlačan	ugodan
μαααα	μαααα	ααααα	ααααα	ααααα
	منظم	مبعثر	جذاب	غير جذاب
संगठित	एनोडेलो	आकर्षणड	अनकर्षणड	बकुडडडड
ವಜ್ಜಸಿತ್ತವಾದ	ವಜ್ಜಸಿತ್ತವಾದ	ಆಕರ್ಷಕವಾಗಿದೆ	ಆಕರ್ಷಕವಾಗಿದೆ	ಸೆಡ್ಡಪರವಾದ
संगठित	गोधळलेले	आकर्षक	आवडत नही	डडडडड
ஏற்பாடு	இரைச்சலான	கவரச்சிகரமா	கவரச்சியற்ற	நட்பாக
prehľadný	neprehľadný	príťažlivý	nepříťažlivý	sympatický

R25	L26	R26	Attractiveness
unsympathisch	konservativ	innovativ	Attraktivität
unfriendly	conservative	innovative	Attractiveness
antipatico	conservador	innovador	Atracción
Antipático	Conservador	Inovador	Atractividade
sempatik olmayan	tutucu	yenilikçi	Çekicilik
Inamical	Conservateur	Innovant	Attraction
antipatico	conservativo	innovativo	Attrattività
недоброжелатель	непримечательны	инновационный	привлекательность
令人反感的	保守的	创新的	吸引力
感じが悪い	保守的	革新的	見栄え
tidak ramah penggi	konservatif	inovatif	Daya tarik
onaardig	conservatief	innovatief	Aantrekkelijkheid
ebasümpaatne	konservatiivne	uuenduslik	Atraktiivsus
nesimpatičen	nevpadjiv	vpadljiv	Atraktivnost
Inte användbar	Konservativ	Innovativ	Attraktivitet
εχθρικό	συντηρητικό	καινοτόμο	ελκυστικότητα
nieprzyjazny	konserwatywny	innowacyjny	Atrakcyjność
प्रतिकूल	रूढ़िवादी	नवीन	आकर्षण
труден за ползван	консервативен	новаторски	Атрактивност
nesympatický	konzervativní	inovativní	Atraktivita
sukar digunakan	konservatif	inovatif	Daya Tarikan
	نامساعد	محافظة كارهانه	نوآورانه
			جذابیت
ดูไม่เป็นมิตร	อนุรักษ์นิยม	เป็นนวัตกรรม	ความน่าดึงดูดใจ
uvenligt	konservativ	innovative	Tiltrækningskraft
uvenlig	ledende	innovativ	Attraktivitet
vahingollinen	vanhoillinen	innovatiivinen	Miellyttävyyys
barátságatlan	konzervatív	innovatív	Kellem
neprijateljski	konzervativna	inovativna	Privlačnost
neugodan	konzervativni	inovativni	Privlačnost
לא תודי לי	שמרני	חדשני	מאקראטי
	غير ودود	محافظة	ابتكارية
			الجاذبية
বন্ধুত্বসুলভ নয়	রক্ষণশীল	উদ্ভাবনী	আকর্ষণীয়তা
ಸೌಹಾರ್ದವಾದ	ಪುರಾತನ	ಪುರಾತನ	ಆಕರ್ಷಕವಾದ
अ मित्रत्वाचा	पुराणमतवादी	नाविन्यपूर्ण	आकर्षण
அன்பில்லாத	பழமையான	புதுமையான	கவர்ச்சி
nesympatický	konzervativny	inovativny	Atraktivnost

Perspicuity	Efficiency	Dependability	Stimulation
Durchschaubarkeit	Effizienz	Steuerbarkeit	Stimulation
Perspicuity	Efficiency	Dependability	Stimulation
Transparencia	Eficiencia	Controlabilidad	Estimulación
Transparência	Eficiência	Controlo	Estimulação
Anlaşılrlık	Verimlilik	Güvenilirlik	Canlılık
Compréhensibilité	Efficacité	Contrôlabilité	Stimulation
Apprendibilità	Efficiencia	Controllabilità	Stimolazione
ясность	эффеktivность	надежность	стимуляция
明晰	效率	可靠性	促進
明快さ	効率	信賴性	刺激
Kejelasan	Efisiensi	Ketepatan	Stimulasi
Transparantie	Efficiëntie	Bestuurbaarheid	Stimulatie
Arusaadavus	Tõhusus	Usaldusväarsus	Stimuleerimine
Preglednost	Učinkovitost	Vodljivost	Stimulativnost
Tydligheet	Effektivitet	Pålitlighet	Stimulering
Ευκρίνεια	Αποδοτικότητα	Αξιολογία	Διέγερση
Przejrzystość	Efektywność	Zależność	Poziom stymulacji
स्पष्टता	दक्षता	विश्वसनीय	उत्तेजना
Лесен за учене	Ефикасност	Контролируемост	Стимулация
Přehlednost	Účinnost	Spolehlivost	Stimulace
Kejelasan	Kecekanan	Kebergantungan	Pendorongan
	شفافیت	قابلیت اطمینان	انگیزش
ความชัดเจน	อย่างมีประสิทธิภาพ	ความคม	การกระตุ้น
Klarhed	Ydeevne	Pålidelighed	Stimulering
Klarhet	Effektivitet	Pålitlighet	Motivasjon
Selkeys	Tehokkuus	Toimintavarmuus	Kannustavuuus
Áttekinthetőség	Hatékonyaság	Megbízhatóság	Ösztönzés
Razumljivost	Učinkovitost	Pouzdanost	Stimulacija
Razumljivost	Efikasnost	Pouzdanost	Stimulacija
בהירות	תוליעה	מהימנות	המאות
	الوضوح	الكفاءة	القابلية للتحكم
सुस्पष्टता	दक्षता	निर्भरता	उद्दीपना
ಪಾರದರ್ಶಕತೆ	ದಕ್ಷತೆ	ಆಸರೆಯಾಗಿರುವುದು	ಉತ್ತೇಜನ
सुस्पष्टता	कार्यक्षमता	अवलंबित्व	उत्तेजन
தெளிவு குறித்த	திறன் (திறமை)	சார்பற்றிருக்கும்	தூண்டுதல்
Učebnost	Účinnost	Ovládateľnosť	Stimulácia

Novelty	Pragmatic Quality	Hedonic Quality
Originalität	Pragmatische Qualität	Hedonische Qualität
Novelty	Pragmatic Quality	Hedonic Quality
Novedad	Calidad Pragmática	Calidad Hedónico
Inovação	Qualidade Pragmática	Qualidade Hedônica
Yenilikçilik	Pragmatik Kalite	Hedonik Kalite
Originalité	Qualité Pragmatique	Qualité Hédonique
Originalità	Qualità Pragmatico	Qualità eEonica
новинка	Прагматический качегедонистической качества	
新奇	务实的品质	享乐质量
ノベルティ	実用的な品質	ヘドニック品質
Kebaruan	Kualitas Pragmatis	Kualitas Hedonis
Originaliteit	Pragmatische Kwaliteit	Hedonistische Kwaliteit
Uudsus	Pragmaatiline kvaliteet	Hedooniline kvaliteet (hinnang meeldivuse jär
Originalnost	pragmatično kakovosti	hedonsko kakovosti
Aktualitet	Pragmatiska kvaliteter	Hedoniska kvaliteter
Καινοτομία	πραγματοική ποιότητα	ηδονική ποιότητα
Oryginalność	Pragmatyczne jakości	Hedoniczna jakości
नवीनता	व्यावहारिक गुणवत्ता	सुखात्मक गुणवत्ता
Новаторство	прагматичен качества	схедонистична качество
Originalita	Pragmatická kvalita	Hédonická kvalita
Terdapat kebaharuan	Kualiti yang berguna	Kualiti Kesenangan
	نوآوری	کیفیت استفاده
		کیفیت طراحی
ความแปลก	คุณภาพในทางปฏิบัติ	คุณภาพความเพลิดเพลิน
Nyhedsværdi	Pragmatic Quality	Hedonic Quality
Nyhet	Pragmatic Quality	Hedonic Quality
Uutuus	Pragmatic Quality	Hedonic Quality
Újszerűség	Pragmatic Quality	Hedonic Quality
Novina	Pragmatic Quality	Hedonic Quality
Novina	Pragmatic Quality	Hedonic Quality
новина	Pragmatic Quality	Hedonic Quality
	الحدائفة	Pragmatic Quality
নূতনত্ব	Pragmatic Quality	Hedonic Quality
ಹೊಸತನ	Pragmatic Quality	Hedonic Quality
नवलाईचीगोष्ट	Pragmatic Quality	Hedonic Quality
புதுமை	Pragmatic Quality	Hedonic Quality
Novinkou	Pragmatická kvalita	Hedonická kvalita

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