Please state how much you agree with the following statements

|  |  |  |  |
| --- | --- | --- | --- |
| This product is cool. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| When I think of cool things, products like this come to mind. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| If I made of list of cool things, this product would be on it. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product can make me better. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product can make me look in control of things. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product can make me look good. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product can make me happy. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product moves against the current. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product is different. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product is outside the ordinary. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product stands apart from similar products. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product is simple to use. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product is easy to use. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product is easy to operate. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product is easy to learn. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product has clear design. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| This product has clean design. | Strongly disagree | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | Strongly agree |
| I find this product: | plain | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | eye catching |
| I find this product: | boring | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | interesting |
| I judge this product to be: | dull | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | captivating |
| I judge this product to be: | unimaginative | ../Screen%20Shot%202016-02-17%20at%2016.35.39.png | creative |