

# Appendices

MSc in Design for Interaction

Elif Ilgaz Gulgec  
4550064

July, 2019

**The role of product form  
in online purchases**



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# Appendix A: Project Brief

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PIM 2840

26/2/19

# IDE Master Graduation

## Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

**! USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT**

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

### STUDENT DATA & MASTER PROGRAMME

Save this form according the format "IDE Master Graduation Project Brief\_familyname\_firstname\_studentnumber\_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !



family name Gulgec  
 initials E.I. given name Elif Ilgaz  
 student number 4550064  
 street & no. Hugo de Grootstraat 302  
 zipcode & city 2613 VC Delft  
 country The Netherlands  
 phone +31655948857  
 email gulgec.ilgaz@gmail.com

Your master programme (only select the options that apply to you):

IDE master(s):  IPD  Dfl  SPD

2<sup>nd</sup> non-IDE master: \_\_\_\_\_

individual programme: 15 - 08 - 2017 (give date of approval)

honours programme:  Honours Programme Master

specialisation / annotation:  Medisign

Tech. in Sustainable Design

Entrepreneurship

### SUPERVISORY TEAM \*\*

Fill in the required data for the supervisory team members. Please check the instructions on the right !

\*\* chair Mariëlle Creusen dept. / section: PIM/MCR

\*\* mentor Jan Schoormans dept. / section: PIM/MCR

2<sup>nd</sup> mentor \_\_\_\_\_

organisation: \_\_\_\_\_

city: \_\_\_\_\_ country: \_\_\_\_\_

comments (optional) Explanation of my choice can be seen in the final comments section on page 7.

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..



Second mentor only applies in case the assignment is hosted by an external organisation.



Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.

## Procedural Checks - IDE Master Graduation

### APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

chair Mariëlle Creusen

date 25-2-2019

signature

### CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: \_\_\_\_\_ EC

Of which, taking the conditional requirements into account, can be part of the exam programme \_\_\_\_\_ EC

List of electives obtained before the third semester without approval of the BoE

YES all 1<sup>st</sup> year master courses passed

NO missing 1<sup>st</sup> year master courses are:

name \_\_\_\_\_

date - -

signature \_\_\_\_\_

### FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked \*\*. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content:  APPROVED  NOT APPROVED

Procedure:  APPROVED  NOT APPROVED

comments

name \_\_\_\_\_

date - -

signature \_\_\_\_\_

## THE ROLE OF VISUAL PRODUCT DESIGN IN ONLINE PURCHASES

project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 11 - 02 - 2019

24 - 06 - 2019

end date

### INTRODUCTION \*\*

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money,...), technology, ...).

Online shopping has obtained an important position in the 21st century as most of the people are busy, loaded with a hectic schedule. In such a situation online shopping has become a common practice among many people around the world. In 2021, more than 2.14 billion people worldwide are expected to do online shopping, up from almost 1.7 billion digital buyers from all around the world in 2016 (figure 1) ("Worldwide Retail and E-commerce Sales: eMarketer's Updated Forecast and New Mcommerce Estimates for 2016—2021", 2018). Some consumers prefer to make online purchases for convenience, others because of the competitive price offered by some e-commerce platforms ("10 retailer investments for an uncertain future", 2017). In the past, consumers were limited by the product options in the store whereas now electronic commerce platforms offer the consumers a hundred different product options in different process ranges in a second. Today's world, shopping became an activity which can even take less than a minute if your credit is saved in your store account.

On the other hand, some online buyers have concerns about the authenticity of the products sold online or need of seeing and touching the product before buying, especially as purchasing luxury products ("10 retailer investments for an uncertain future", 2017). In an online environment, the consumers can have limited experience with the product, unlike a real-life environment where they can use their five senses. In other words, the consumers must rely on whatever they see on the screen as doing online shopping. Therefore, the product appearance plays a significant role in the consumer decision-making process in online shopping practice.

Appearance or form of a product is often the first information that people perceive about a product in e-commerce platforms (Creusen, 2015). A product's appearance, that refers to the visual exterior design of a product, can have aesthetic and symbolic value for consumers, can communicate functional characteristics and give a quality impression (functional value), and can communicate ease of use (ergonomic value) (Creusen & Schoormans, 2005) (Creusen, 2015). The consumers can value these roles differently as purchasing different products under the effect of different factors like contexts, time and culture (Creusen, 2015). There may be even more factors which directly influence the consumer purchasing mechanism in online environments. It is clear that there are many unknowns in this subject although online shopping became a daily practice. Thus, it is essential for designers to know the unknowns in consumer purchasing behavior in order not only design better seller product but also understand what the consumer gives value now and in the future.

This study aims to offer insights into purchasing in online environments that help in making strategic decisions about the appearance of a product and suggests implications for the practice of new product development.

space available for images / figures on next page



introduction (continued): space for images

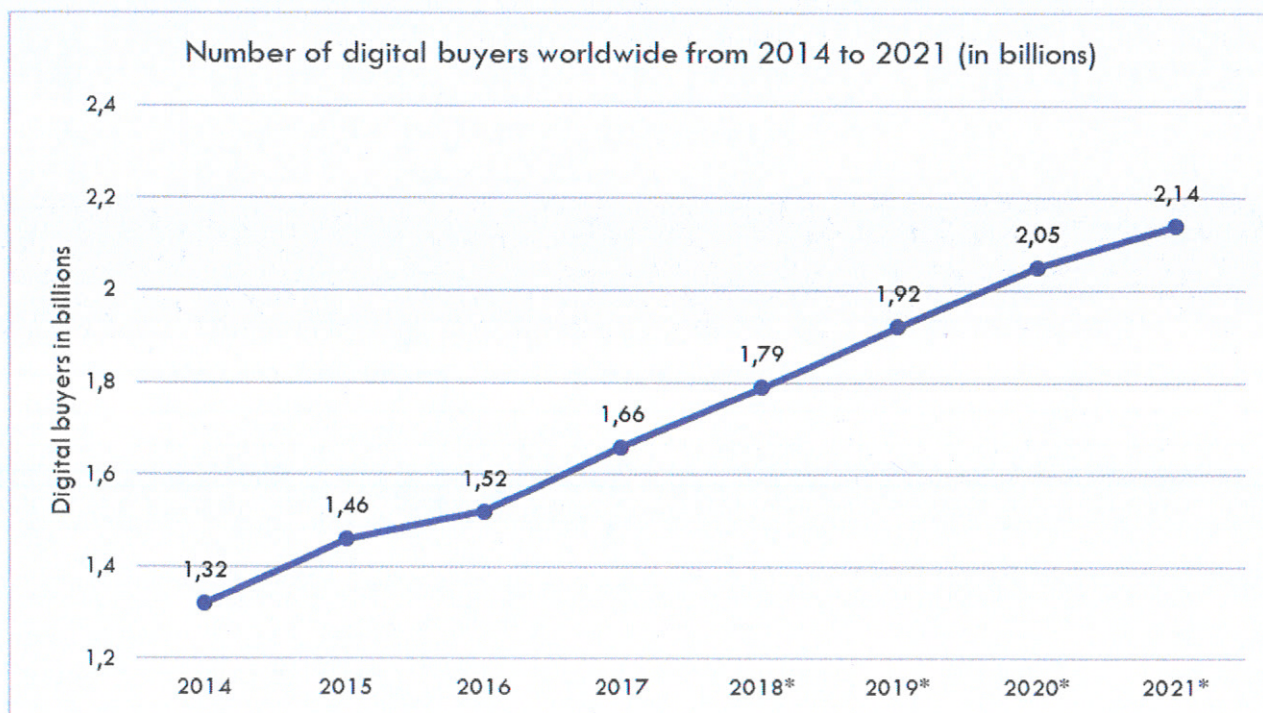


image / figure 1: [The number of digital buyers worldwide from 2014 to 2021\(Emarketers, 2018\)](#)

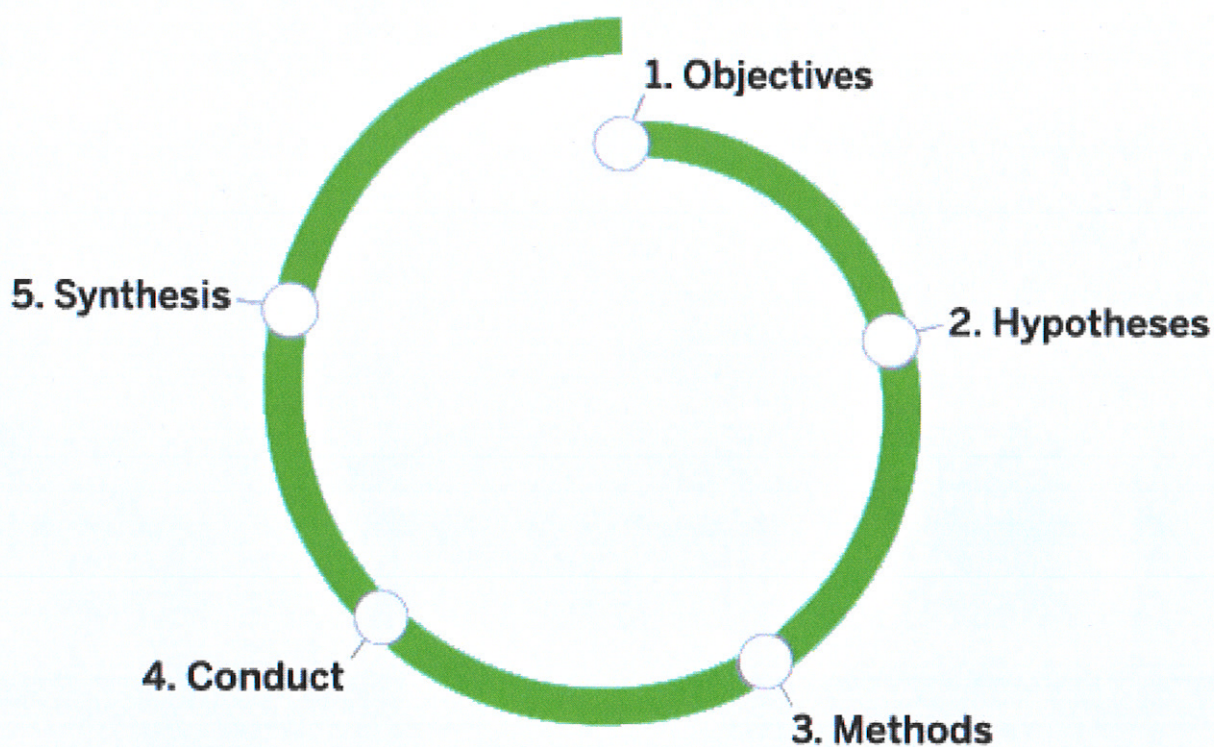


image / figure 2: [The research learning spiral is a five-step process, originated by Erin Sanders](#)

**PROBLEM DEFINITION \*\***

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

There are several studies on the role of product appearance in the consumer purchase decision. These studies often focus on the consumer decision mechanism in store contexts. However, online shopping practice occurs in a digital context, and it has different limitations and opportunities for consumers compared to in-store shopping. Therefore, it is essential to define the context of online shopping with its technology and business related limitations and opportunities from the consumer's side in the first place.

The context of shopping directly influences the role of product appearance or form in consumer choice like time, and cultural factors do. Different roles of product appearance, such as communication of aesthetic, symbolic, functional, ergonomic information, attention-drawing, and categorization, can affect different consumers' perception in different ways in e-commerce platforms. Also, there might be different product appearance roles exist in consumers' process of product choice in online environments. Therefore, it is required to investigate how product appearance influences the consumer in online environments.

**ASSIGNMENT \*\***

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, ... . In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

To investigate the role of product appearance in consumer purchase decisions in on-line environments and provide recommendations for online product presentations.

---

In 2005, the paper "The different roles of product appearance in consumer choice" is published on the different roles of product appearance in consumer decisions for consumer durables in the Journal of Product Innovation Management. Since the publication date of the paper, a lot has changed in the market for consumer durables. One of the main differences is that a significant part of the market is nowadays Internet-based. Also, the influence of services and electronics in products has increased. In this research project, the role of product appearance (i.e., visual product design) in consumer purchase decisions in an online environment will be investigated. The research outcomes can benefit the ones involving the new product development processes, prove recommendations for online product presentation and extend the knowledge in consumer behavior literature in general.

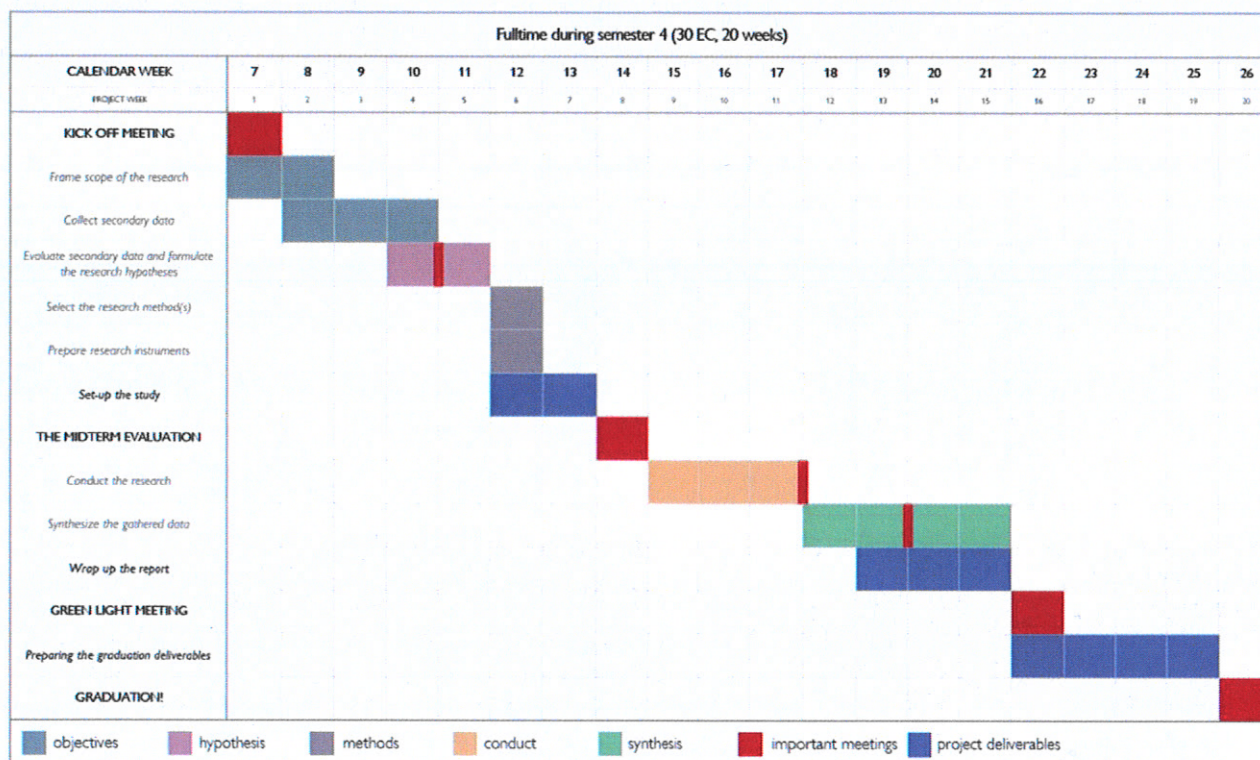
### PLANNING AND APPROACH \*\*

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date 11 - 2 - 2019

24 - 6 - 2019

end date



I divided my research into five main phases like the research learning spiral shown in figure x. The first three phases are about formulating and answering the research questions so that I know what I need to learn during the research. After these phases, I will start gathering the knowledge through the selected research method(s) and finally make sense of the research results to discover what opportunities exist to make use of this knowledge. All five phases are explained with the objectives and the activities below.

1. Define the objectives
  - What do we need to know at this point about the research topic? What are the knowledge gaps we need to fill?
  - Frame scope of the research and collect secondary data
2. Formulate the hypotheses
  - What do we think we understand about the customers/users, in terms of both their purchasing behavior in online shopping and the different roles of visual product design in shopping?
  - Evaluate the secondary data and formulate the research hypotheses
3. Select the methods
  - How can we fill the gaps in our knowledge by considering the time, people available and the context?
  - Selected the research methods to be used and prepare the research instruments
4. Conduct the research
  - How can we learn what is unknown before constantly?
  - Gather data through the selected methods
5. Synthesize the gathered data
  - How can the research outcomes communicate with the audience? In which areas can the outcomes be used?
  - Answer the research questions, and prove or disprove our hypotheses; make sense of the collected data

### MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, ... . Stick to no more than five ambitions.

Until I started my master education at Tu Delft, I was not aware of the importance of understanding user/consumer/human. Beyond my lack of awareness, I did not know it is something that I enjoy a lot to work on and crave me to learn more it. I discovered my interest in user research and my curiosity about analyzing human behaviors during my internship as researching with the customers of the company for that I worked. After my internship, I took several elective courses during my master to learn more about tools and methods on persuasion, experience, and human psychology. However, I still feel like I could not satisfy my curiosity of understanding how the user thinks. I hope that I can have an opportunity to satisfy my curiosity as doing this graduation project. I believe that I can smoothly rise to this research challenge thanks to my working experience and my design and user research skills gained during my bachelor and master education. Hopefully, through this project I would like;

- To have in-depth knowledge on the role of product appearance in purchasing behavior
- To understand human decision-making mechanism in online shopping
- To better analyze quantitative and qualitative data and opine how to use this knowledge in the new product development processes
- To learn how to use digital qualitative data analysis tools
- To experience how research theory and methods apply to real life
- To better plan and organize a project as coordinating events involving groups of people

### FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

This is an internal research project following up on a project published by Jan and Marielle, and therefore they are the most suited to coach this project. In addition, Jan supervised many DFI graduation students, so has experience with such projects. Marielle has detailed knowledge about how to analyse the data.

# Appendix B: Test Instruments

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# INSTRUCTIONS

Welcome, **thanks for participating in my experiment!**

Purpose of this research is to **get insights into consumer shopping behavior in digital environments**, not to learn the usability of the website!

For the experiment, imagine that you are supposed **to purchase a pair of headphones and a laptop stand** today. Here in this e-commerce website, there are a few alternatives to these product types. Now you see the product category page. You can find more details on the products when you click on the images.

Can you please choose one of the products **as you normally do?** Also, can you please **think out loud as evaluating the products and making a choice?**

After you make your decision, you will be asked a couple of **questions on your product choice**. Then, these steps will be repeated for the other product. Finally, some additional questions will be asked at the end.

# SEMI-STRUCTURED INTERVIEW GUIDE

## INTRODUCTION

Welcome, thanks for participating in my experiment!

Tell the purpose of the research: Getting insights into consumer shopping behavior in digital environments, not learn usability of the website!

Explain the experiment to the participant

1. Tell the task:
  - Imagine that you are supposed to purchase a pair of headphones and a laptop stand today. Here in this e-commerce website, there are a few alternatives to these product types. Now you see the product category page. If you click on the images as you normally do, you can find more details on the products.
  - Can you please choose one pair of headphones/a laptop stand?
  - Can you please think out loud as evaluating the products and making a choice?
2. Interview on the shopping experience
3. Repeat the first two steps for the other product category.
4. Give the post-interview questionnaire at the end.

Ask for permission of video-taking: Sign consent form!

## INTERVIEW QUESTIONS

<i>Shop a pair of headphones/a laptop stand!</i>	
Indirect questions*	<p>Could you please explain your decision?            Why did you choose this product?            What made you purchase this item?            How did you decide on this product?</p>
Follow-up questions*	<p>Could you say some more about that?            What do you mean by saying that. .?            Can you give me an example of what you mean?            Please tell me more about that.  <b>Which product qualities made you think like that?</b></p>
Structuring questions*	<p>Can you give me another reason explaining your selection?            What are the other things that you noticed as evaluating the products on the page? I would now like to move on to the appearance of the product.</p>
Specifying questions*	<p>When you say that ... what kind of a situation do you think of?            Which aspect of the product made you think like it is better than the other ones?  <b>How did the product images influence your decision?</b>  <b>What kind of product information would you like to know as evaluating the products?</b></p>
Interpreting questions*	<p>Do you mean that ...?            Is it fair to say that ...?</p>
Closing questions*	<p><b>Is this a realistic situation for you when you consider the website and the products? Would you normally do this differently? In what way?</b>            Is there anything you would like to add?            Have we missed something you think is essential?            What else should we talk about regarding this issue/topic?</p>
Warm-up questions	<p>Do you have a laptop stand or a pair of headphones?</p>

\*One or two them will be asked to the participants during the interview.

\*\* Bold written questions are directly related to the hypothesis.



## POST-INTERVIEW QUESTIONNAIRE

What is your age?

---

To which gender identity do you most identify?

- Female     
  Male     
  Not listed: \_\_\_\_\_     
  Prefer not to answer

What is the highest degree or level of school you have completed?

*If currently enrolled, the highest degree received.*

- Less than High School     
  High School graduate     
  Bachelor's degree     
  Master's degree     
  Doctoral or Professional degree

Do you have a design related educational or professional background?

*(Background in web design, graphic design, interior design, animation design, industrial design, fashion design, UI/UX design, architectural design)*

- No     
  Yes ( \_\_\_\_\_ )

The purchase decision for a pair of headphones for me is:

*Very important decision*

- 1     
  2     
  3     
  4

*Very unimportant decision*

- 5

*Decision requires a lot of thought*

- 1     
  2     
  3     
  4

*Decision requires a little thought*

- 5

*Relevant*

- 1     
  2     
  3     
  4

*Irrelevant*

- 5

The purchase decision for a laptop stand for me is:

*Very important decision*

- 1     
  2     
  3     
  4

*Very unimportant decision*

- 5

*Decision requires a lot of thought*

- 1     
  2     
  3     
  4

*Decision requires a little thought*

- 5

*Relevant*

- 1     
  2     
  3     
  4

*Irrelevant*

- 5

	choice		number of product images checked								number of product images checked										
	H	L	h1	h2	h3	h4	h5	h6	h7	h8	h9	i1	i2	i3	i4	i5	i6	i7	i8	i9	
no																					
22																					
23																					
24																					
25																					
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27																					
28																					
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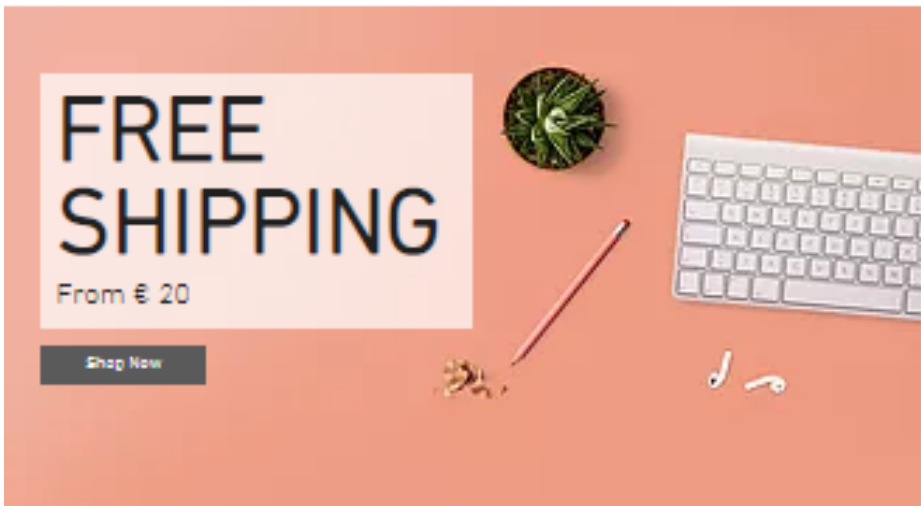
# Appendix C: The Website

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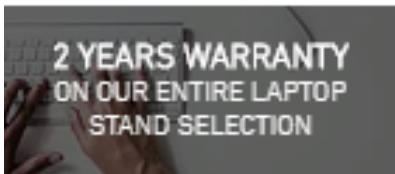


**FREE SHIPPING**  
From € 20

[Shop Now](#)



**2 YEARS WARRANTY**  
ON OUR ENTIRE LAPTOP  
STAND SELECTION



New HEADPHONES  
**IN STOCK NOW !**







Same Day Delivery in the Netherlands \ Free Returns

### Headphones

Amiron Wireless    HS-0902N    MOR-RP0902K    MWS0 Wireless



### Laptop stands

Adjustable Laptop Stand    Portable Laptop Stand    Stand Pro    Easy rise laptop stand

**Contact Us**  
Melalievag 5, 2628 CD Delft  
Tel: +31655943237  
gulgec.f@gar@gma il.com

**Customer Service**  
Contact Us ~ / Shipping ~  
Returns ~ / Payment & Warranty ~

**We accept**  
  

## Headphones

Filter by

Price



Sort by



Amiron Wireless  
€ 139,99



HA-S90BN  
€ 119,99



MOR-RP895RK  
€ 109,99



MW60 Wireless  
€ 149,99



Space One Wireless  
Headphones  
€ 145,00



HB-S180  
€ 119,99



HA-RX330-E  
€ 120,00



Wireless headphones  
€ 134,99



DT 990 Pro  
€ 124,99

## Contact Us

Makelweg 5, 2628 CD Delft  
Tel: +31655948857  
gulgec.igaz@gmail.com

## Customer Service

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[Returns >](#) / [Payment & Warranty >](#)

We Accept



Laptop Stands

Filter by

Sort by



Adjustable Laptop Stand  
€ 34.95



Portable Laptop Stand  
€ 40.00



Stand Pro  
€ 39.95



Easy riser laptop stand  
€ 34.95



HiRise laptop stand  
€ 49.99



Uptable laptop stand  
€ 34.95



Metallic laptop stand  
€ 39.99



Transparent laptop stand  
€ 45.25



Curve laptop stand  
€ 40.99

Contact Us  
Mekelweg 5, 2628 CD Delft  
Tel: +31655948857  
gulgec.igaz@gmail.com

Customer Service  
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We Accept  
iD, Mastercard, VISA

FAQ

ANSWERS? WE'VE GOT THEM.

Here are the questions we are most frequently being asked.

Still got questions? [Contact us](#)>



Contact Us

Mekahweg 5, 2628 CD Delft  
Tel: +31655948857  
[guigeo.igaz@gmail.com](mailto:guigeo.igaz@gmail.com)

Customer Service

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[Returns](#) > / [Payment & Warranty](#) >

We Accept



## Contact Us

We're here to help! Contact us with any question and we will do our best to reply as soon as we can.

### Mailing address:

Mekelweg 5, 2628 CD Delft

### Call us 24/7:

Tel: +31655948857

### Or email us at:

[gulgec.igaz@gmail.com](mailto:gulgec.igaz@gmail.com)

Questions? [See Our FAQ >](#)

### Write to us:

Type your message here...

## Contact Us

Mekelweg 5, 2628 CD Delft

Tel: +31655948857

[gulgec.igaz@gmail.com](mailto:gulgec.igaz@gmail.com)

## Customer Service

[Contact Us >](#) / [Shipping >](#)

[Returns >](#) / [Payment & Warranty >](#)

## We Accept





sofficed.com

Search Site



[Home](#) [Headphones](#) [Laptop Stands](#) [Support](#) [Contact Us](#)

Home / Headphones / Wireless headphones

[< Prev](#) | [Next >](#)



## Wireless headphones

SKU: 002

★★★★★ 83 reviews

€ 134,99

Quantity

1

ADD TO CART

### conditions

- Order before 11:59 pm, delivered tomorrow for free
- Free to return within 30 days
- 2 year warranty on your headphones
- Our customer service is open until 11:59 p.m.



The Fresh 'n Rebel Caps Wireless is a Bluetooth headset for at home and on

> Cart



Wireless headphones

QTY: 1


€ 134,99

Subtotal  
€ 134,99

VIEW CART

[< Continue Shopping](#)
[Checkout](#)

## My Cart (1)

	Price	Qty	Total
 <p>Wireless headphones SKU: 002 <a href="#">Remove</a></p>	€ 134,99	1	€ 134,99

[Enter a promo code](#)
[Add a note](#)

Subtotal € 134,99

 Shipping  
[Zuid-Holland,  
Netherlands](#)
 FREE

Total € 134,99


[Checkout](#)

## Contact Us

Mekelweg 5, 2628 CD Delft  
 Tel: +31655948857  
[gulgec.ilgaz@gmail.com](mailto:gulgec.ilgaz@gmail.com)

## Customer Service

[Contact Us >](#) / [Shipping >](#)  
[Returns >](#) / [Payment & Warranty >](#)

## We Accept





The Fresh In Rebel Caps Wireless is a Bluetooth headset for at home and on the road. You are not bothered by cables, because with this copy you stream music wirelessly from a smartphone or tablet. When the battery is empty, plug the supplied audio cable into the headphones and your smartphone. So you also listen to music if you have forgotten to charge the battery. Are you done listening? The design takes up little space due to the collapsible ear cups. This way it easily fits in your bag or suitcase. You control the music with the buttons in the earcup or with the remote control in the cable. This allows you to easily switch to the next song and adjust the volume.

## Wireless headphones

SKU: 002

★★★★★ 83 reviews

€ 134,99

Quantity

[ADD TO CART](#)

### conditions

- Order before 11:59 pm - delivered tomorrow for free
- Free to return within 30 days
- 2 year warranty on your headphones
- Our customer service is open until 11:59 p.m.

#### Contact Us

Mekelweg 5, 2628 CD Delft  
Tel: +31655948857  
[guigec.ligaz@gmail.com](mailto:guigec.ligaz@gmail.com)

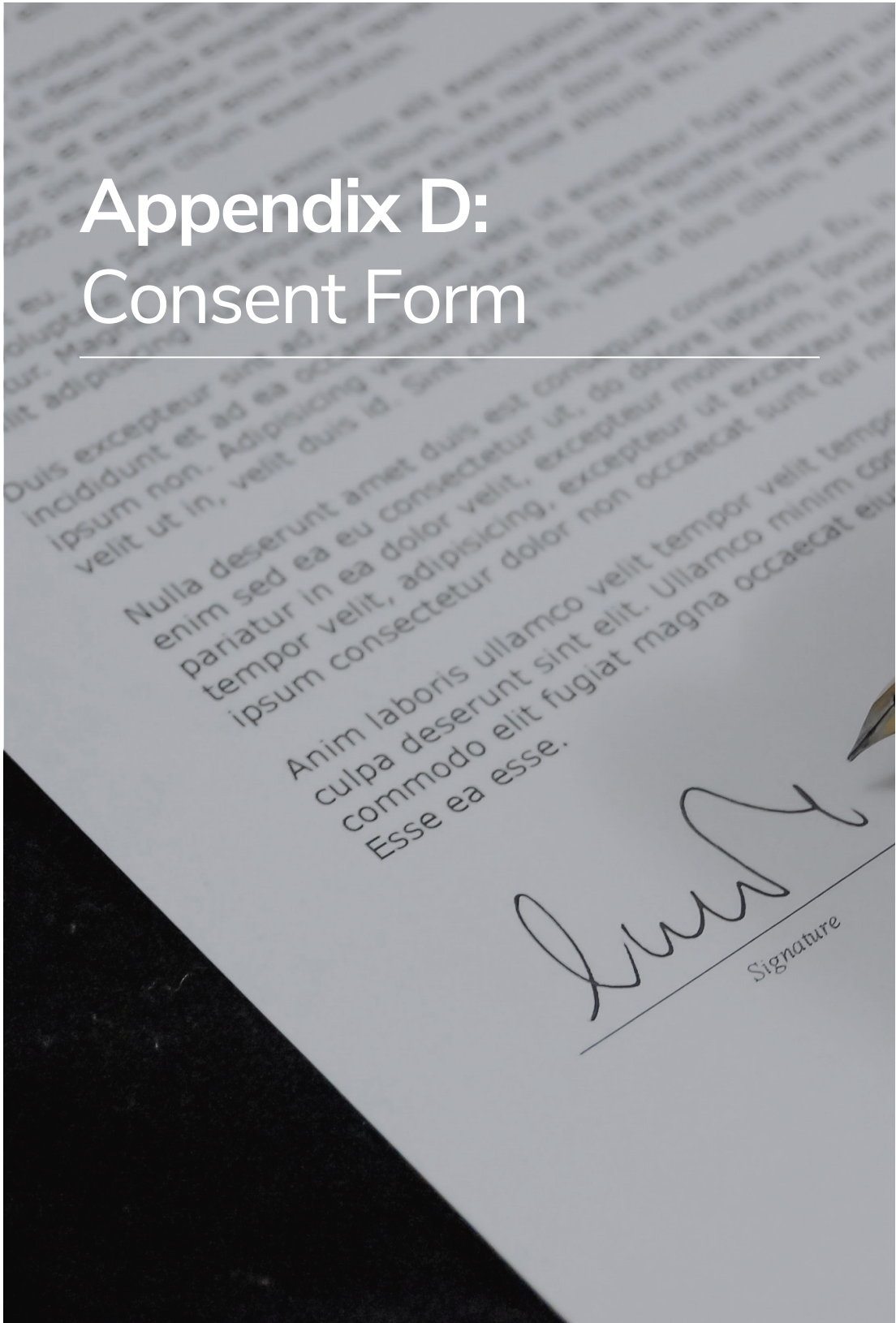
#### Customer Service

[Contact Us >](#) / [Shipping >](#)  
[Returns >](#) / [Payment & Warranty >](#)

#### We Accept



# Appendix D: Consent Form



# Consent Form for MSc Graduation Project: The role of visual product design in online purchases

Please tick the appropriate boxes

Yes No

## Taking part in the study

I have read and understood the study information dated [ 07/04/2019], or it has been read to me. I have been able to ask questions about the study and my questions have been answered to my satisfaction.

I consent voluntarily to be a participant in this study and understand that I can refuse to answer questions and I can withdraw from the study at any time, without having to give a reason.

I understand that taking part in the study involves a video-recorded interview (my face will not be video recorded.) that will be transcribed as text and a small questionnaire that I fill in.

## Use of the information in the study

I understand that my interview quotes will be anonymously used for research purposes (including academic journal publications), graduation thesis and online portfolio of the researcher.

I understand that personal information collected about me that can identify me, [such as my name or voice], will not be shared beyond the research team.

## Future use and reuse of the information by others

I permit my responses to the interview questions and the questionnaire to be anonymous transcribed and archived in research publications of the research team, online portfolio and graduation thesis of the researcher whose name is mentioned below so that it can be used for future research and learning.

## Signatures

\_\_\_\_\_  
Name of participant

\_\_\_\_\_  
Signature

09/04/2019  
Date

I have accurately read out the information sheet to the potential participant and, to the best of my ability, ensured that the participant understands what they are freely consenting.

E.Ilgaz Gulgec \_\_\_\_\_  
Researcher name [printed]

\_\_\_\_\_  
Signature

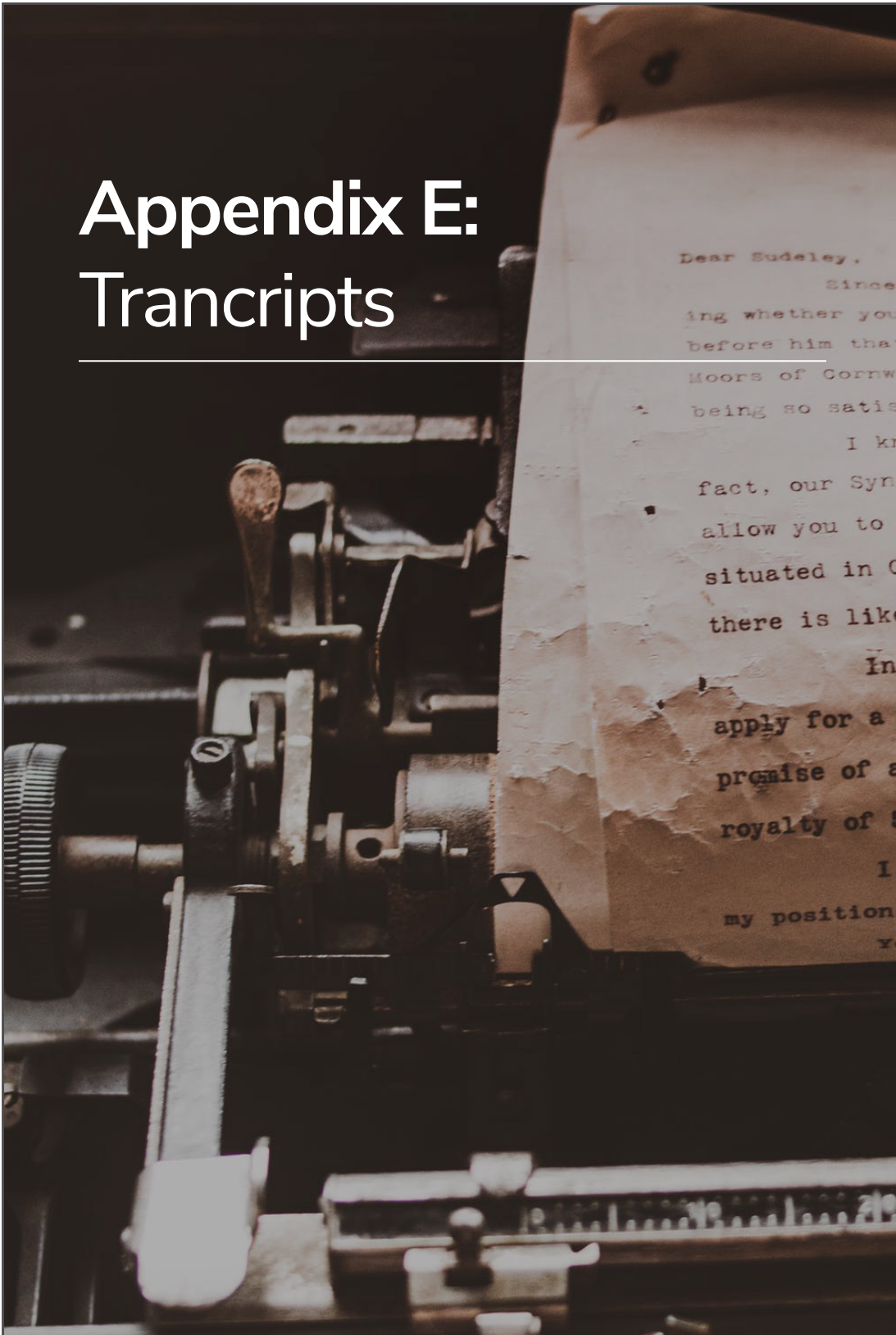
09/04/2019  
Date

Study contact details for further information:

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# Appendix E: Trancripts

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# Pilot

Tue, 03/26 09:07AM 23:44

## SUMMARY KEYWORDS

evaluate, headphones, product, price, laptop, euros, appearance, information, part, qualities, bluetooth, adjustable, thought, graduation, decision, interested, pictures, online shopping experience, compare, designers

## SPEAKERS

elif ilgaz Gulgec, participant | pilot test



elif ilgaz Gulgec 00:13

Yeah, I can also explain the purpose of the study. So the main goal is getting insights into your online shopping experience for my graduation project. And yeah, I will give you a task which is selecting or adding a laptop stand and a headphone in our cart. And after that, I will ask questions about that. About how you made their decision and there will be a likert scale how do you say a questionnaire after that, and that's will be all.



participant | pilot test 00:45

Okay.



elif ilgaz Gulgec 00:46

And I want to use this information in my graduation thesis. And after that, I can also share the answers that you give to my questions in my online portfolio too.



participant | pilot test 01:50

Will you use my face in the video. Like on your portfolio?



elif ilgaz Gulgec 01:55

Oh no, maybe I should indicate it there.



participant | pilot test 02:04

Okay, no it is here.



elif ilgaz Gulgec 02:49

Thank you. Okay. So as a first task I want you to add one headphone in your shopping cart. And the website, like the e-commerce platform designed for the experiment. I don't know if you can just like explore the site.



participant | pilot test 03:22

Do I have to do it with the touch screen?



elif ilgaz Gulgec 03:25

Ideally yes, but if you feel really uncomfortable, then it's okay for me to use the the touchpad. Let's say it's up to you. If you feel more comfortable with the touchpad, then okay, actually it may also give me some insights.



participant | pilot test 03:48

So now I have to again? Yeah, find what?



elif ilgaz Gulgec 03:53

Yeah, just buy a headphone. And there are already just two different kinds of products, like two different categories, so it's not so hard to find. Also, the website is working. You can just make a selection.



participant | pilot test 04:15

Okay. I think if I'm in the last page. I see here all black headphones, so I was trying to get into here.





elif ilgaz Gulgec 04:41

Okay, yeah, good point.



participant | pilot test 05:35

Do I have to choose it? Does it matter?



elif ilgaz Gulgec 05:37

You can just add it to cart, or just specify that I chose that product. But it's up to you. You can also just say it. You can think out loud. Ask anything you wonder.



participant | pilot test 06:16

I pick the first ones I liked from the picture, and then I read the description so pictures and I liked them. But then I went back to check the prices and compare it. Once I like to the rest of them. So I know I don't want the more expensive ones probably. And those are too big and I don't like them that big. And these are the other similar ones to the ones I liked, but then I clicked on them and I used to like this one's more price difference is not that much so I think I would go with those.



elif ilgaz Gulgec 07:04

So yeah, that's enough cause payment part is not working. Okay, so do you have headphones? Yes. Right?



participant | pilot test 07:16

Yep.



elif ilgaz Gulgec 07:18

Okay. So what made you make this decision? Why did you choose that particular product?



participant | pilot test 07:27

I have chosen because I like how they look, the size and the prize is not that high for the

model, so I think it's a good price for what they are.



elif ilgaz Gulgec 07:52

So do you make that comment based on your previous purchases? Because you seem like, I don't know if I'm right, but you seem like you know, the prices of the headphones. Or did you compare the price with the other ones?



participant | pilot test 08:05

Yeah, it's more compared from the ones that are on the website. I do have an idea, I think of how much they are. Yeah. So my headphones are more expensive than that. Okay.



elif ilgaz Gulgec 08:25

But you didn't consider it as making this purchase?



participant | pilot test 08:29

No. no...



elif ilgaz Gulgec 08:31

And you mentioned that you liked this ones' appearance more than the other ones. Which feature of it catch your attention most?




participant | pilot test 08:38


The thing, the shape, the size. And what I like about this one is that I can fold them. That is also a big part of it. Hmm... I like the controls on the side and how it looks. Okay. Yeah, and





elif ilgaz Gulgec 09:04


Okay, beyond its functional qualities what would you say about its appearance? So you just mentioned its functional qualities. But beyond that, is there any other qualities that make you like it?


 participant | pilot test 09:33  
Like, the size? For me that's just appearance.


 elif ilgaz Gulgec 09:39  
So when you say appearance, you only consider the size and the functions?


 participant | pilot test 09:44  
Yeah. I would probably consider the color but there is no more options.

 09:49  
authors.

 participant | pilot test 09:54  
And the functions will depend on what I'm looking for. So I don't know they are bluetooth.  
So, I would probably look for how long the battery lasts.

 elif ilgaz Gulgec 10:11  
Okay, and how did the product images influence you as evaluating the products or making your decision?

 participant | pilot test 10:19  
I think it's the main part because by looking at them I know probably most of them are already bluetooth headphones or headset. So what I'm more interested about ones that I am here is how comfortable they are and how, yeah, close they are to what I am used to. So yeah, the pictures are the first thing I see even before the price.

 elif ilgaz Gulgec 11:00  
Yeah, and beyond the product images or the information already there what kind of information do you need to like make such a decision or evaluate the products?



11:15

And



participant | pilot test 11:16

For this one I think the only relevant technical information for me would be the the battery life and the bluetooth thing and of course the price.



elif ilgaz Gulgec 11:40

Thank you so much. Can you also fill in this form? OK, cool. So we continue with the other part. Now it's time to choose a laptop stand. They are on the bottom of the page or you can also select the category.



participant | pilot test 13:45

So I'm looking at the kind of the quality of the products compare to the prices. Now these ones look a bit weak. Then, this one looks super cheap. This one I read about that one but it's looks like... Yeah, I don't like that it's plastic. So I'm between these two. And I like this one of course but it's very expensive. So I will look at that one first and they think I have a heavy laptop so it would be the first thing I think about. If I had a MacBook Air I would get whatever with them. That it is I'm thinking that has to be able to support my laptop.



14:58

And



elif ilgaz Gulgec 14:58

What made you think that it can hold a heavy laptop based on its appearance?



participant | pilot test 15:03

The material and the shape. But then none of them are adjustable. I don't even know if there's... I think I've seen some of adjustable ones. So I really don't know how I would carry any of those. Probably, I would leave it in my desk. This one looks super like old fashioned.



elif ilgaz Gulgec 16:31

Then can I said you're considering the situation of studying at the at the faculty as evaluating the products?



participant | pilot test 16:39

Yeah. I was thinking about that but I wouldn't be able to carry any of those,so probably not. Yeah, I think I would... Don't know fifty euros is a lot for...



elif ilgaz Gulgec 17:02

Again, I wonder like if you're comparing two prices with each other or if you already know that the price of the laptop stands?



participant | pilot test 17:12

No idea prices, I probably wouldn't be pay fifty euros for it. So I don't know the range, the price range but 50 euro is already a lot. So I think I would go for this one because of the price and the materials. Then it's pretty close to this one, but this one looks more steady, more resistant.



elif ilgaz Gulgec 17:44

Thank you. And again, I will ask similar questions. How did the product images influence your decision?



17:59

In which were or if it's influenced you at all? Yeah,



participant | pilot test 18:04

Yeah, I didn't even read the descriptions. I think for this kind of product it is more than enough to look at the pictures. Only if I see like some weird feature that I don't understand from the pictures then I would read the description. But then the name already says a lot because this is like transparent laptop stand because I thought it was great and I was going to click on it. But then if it's transcribed is plastic so I'm not interested in that one. Yeah, so the names already say a lot, but yeah, I didn't even read the descriptions. I only

focused on the pictures. And you've got to be curious to know how it how they work.



elif ilgaz Gulgec 18:58

Yeah, I also noticed that you didn't even read the description.



participant | pilot test 19:08

Yeah, yeah, yeah.



elif ilgaz Gulgec 19:12

And what kind of additional product information do you need? Or do you need any other than the information written here?



participant | pilot test 19:23

I don't know. I didn't look at it.



19:38

then promise that Yeah.



elif ilgaz Gulgec 19:43

Thank you so much.



19:44

And



participant | pilot test 19:47

Also, for example, I knew like these two I can already see that they were adjustable, but I'm not interested in either of them because of the material.



19:57

So



elif ilgaz Gulgec 20:02

What I got is your main concern is quality or functionality of it. or durability?



participant | pilot test 20:11

Yeah, yeah, definitely. Because for anything over 35 euros has to be really good one



elif ilgaz Gulgec 21:13

Okay. Thank you so much. Do you have any additional comments or is there anything that you want to add? It can be about the questionnaire or I don't know. I forgot to ask, like, how did you evaluate it? Or like, how did you score the statements?



participant | pilot test 21:35

Yeah. I don't know.. the only thing I thought about well, I had to think about it to understand what you were saying. So are you going to test with all designers?



elif ilgaz Gulgec 21:55

No.



participant | pilot test 21:55

I think you should work more on the rephrasing of these names, I think. I had to really concentrate to understand what we're trying to evaluate there now. So yeah, I think you should maybe the other way around so this one in big letters and the other one in parentheses or trying to find more simple words describe what you want people to evaluate. It was a bit hard for me already.



elif ilgaz Gulgec 22:21

I think it's is only easy to understand for designers, not for the general audience.



participant | pilot test 22:37

And how I evaluated... I think...



elif ilgaz Gulgec 22:42

I wonder something because you scored the symbolic value a bit low. Why is that? Can you explain it?



participant | pilot test 22:59

I don't care if it fit. It's super different from the headphones, for example, that those I carry with me and I and for me are super important parts because I use them all day every day. And for the laptop stand, if it was any of these ones I would probably not carry at all in my bag. So it would be on my desk sitting there. And I'm more concerned of the function than the appearance or the value behind it or that the product really relates to me. I don't care that much about that.



elif ilgaz Gulgec 23:41

Thank you so much.



# participant 1

Thu, 03/28 02:14AM 22:33

## SUMMARY KEYWORDS

laptop, product, headphones, h2, h9, stand, thought, h3, important, picture, shopped, nice, h8, quality, decision, moment, compare, spend, fact, desk

## SPEAKERS

participant 1, elif ilgaz Gulgec



elif ilgaz Gulgec 00:00

So we can move here. Imagine that you're supposed to purchase a pair of headphones and a laptop stand today. And here is the e commerce website. There are a few alternatives of headphones and the laptop stands too. Right now you're in the category page. If you click on images as you normally do, you can find more details of the products. So first, can you please select a pair of headphones? And can you also think out loud as making your decision?



participant 1 02:41

so I want only a pair of headphones? At the moment, I want to shop for headphones. So to have the two categories mixed It would be confusing for me. So I just want to, yeah, to see only the headphones, what I do is kind of see how many are there. So especially if there would be counter, I would then see if there are like five pages, I already sort them. But in this case, they are not so many. So then I can already kind of see at least the look of it. So for example, I really like this one [h2].



elif ilgaz Gulgec 03:26

Okay.



participant 1 03:30

But I feel like I don't have a budget at the moment. But if I had to buy them. This for me at the moment is a bit quite expensive. So then, I think that maybe this was not it wouldn't be like the type of website that I would visit at the moment.



elif ilgaz Gulgec 04:05

Maybe I should explain the purpose of the test again. So it's not about evaluating the website but you can think of how to choose a product here



participant 1 04:19

I research the product that I like, but at the moment, I really, I really like this one [h2]. So I think that compare to the other products that were like, yeah, about 30 euros less than this. I'm already spending 100. And probably I would spend 30 euros more because I really liked them. Like I could see myself with them working.



elif ilgaz Gulgec 04:49

So is it your final decision?



participant 1 04:51

Wait, I just want to see the details. Because now I like to... if I look for headphones, I usually look if they are noise cancelling, that's kind of what I want to do. It doesn't say here. [adding to the shopping cart]



elif ilgaz Gulgec 05:18

Alright, so you made your decision. So can you explain a bit? Why did you choose that product? What kind of features did catch your attention?



participant 1 05:31

I think that the products are more or less just say like... They all seem wireless headphones. And they seem a little all in the same price range that goes from 110 to 145. So then the choice was less about the performance, because I think that they are all good. And I don't see a brand that actually like. It's nicer that I know that it's extremely good sign of quality.

So then I was immediately attracted by a style that I think that represents me. And since the headphones are also a kind of... These big headphones are kind of an accessory that's very visible. So I want that. That to be good and fit my style.



elif ilgaz Gulgec 06:42

What kind of visual product qualities made you feel like it fits your style and it can go along with you style?



participant 1 07:02

I think I was immediately attracted by the color. It is also the one standing out from the others. But also I really liked its simplicity. It's kind of a very minimal geometric for without like.... [showing h8] I don't like the rounded angles. So the style was really minimal and essential. And yeah, maybe also the quality of the picture was really good.



elif ilgaz Gulgec 07:34

Yeah, I was also about to ask if it has an influence on your decision, or how the product images influence your decision.



participant 1 07:42

If I think about now, for example, like this is a tiny picture [h1] compared to this [h2]... And I think that it also shows not so much quality. If I see more high defined picture like this [h2] or this [h9] it has more influence. And also, I think if you... yeah, this nice to have it [showing different product images and image interactivity]. But I think that before I've seen this one [h3], that it was only on the side, and I thought that it was like... I didn't really know what kind of headphones then they would look like, but with this one [h2] you kind of see both, like the dimension of the ear or, or it's kind of stylish, or you could see it.



elif ilgaz Gulgec 08:42

What kind of additional product information would you expect from such a website to make a proper decision or to evaluate the products with each other to find a suitable one?



participant 1 08:57

For me it was important to have the brand, like a bit more visible. Because I didn't have that and the prize. The fact for me it was important to see if they are noise cancelling or not. I'm already spending enough money. So yeah, that would be nice to have it. And also if, like here, it says like, yeah, if the batteries empty, you can plug in supply out cable. Okay, it is supplied since I was thinking if it is included? So maybe I was expecting to have like what I find in the package kind of?



elif ilgaz Gulgec 09:49

I see. And I think I already know the answer but still, I want to ask if it is a realistic situation for you when you consider website and the products.



participant 1 10:02

I shopped my headphones last year. And I shopped on Amazon. So this was also something I did. I just spent more time on it. So I think that now for the study, I felt a little bit more rushed, because I usually check my budget, how much I can spend, check the quality that I want and compare, maybe also compare different websites. And I always like want a functional product.



elif ilgaz Gulgec 10:42

I see. So shall we continue with laptop stands?



participant 1 11:01

Okay, at the moment, I think that I have never shopped for a laptop stand. So for me, I think I would buy myself this one, because I know it [h3]. I had an internship. In my office they had this laptop stand. And I thought it was really secure, practical. And I think that it also looks robust. But I'm also thinking about what I should do with it.



elif ilgaz Gulgec 11:54

So what kind of situation do you think of right now?



participant 1 11:57

Because the only thing I'm concerned. So I really like this one [h3]. Yeah. And the only thing that I was considering this [h8] or this [h9], it's the fact they are foldable, but they don't look like... No, I don't like this, because they don't look very robust, in my opinion. And I don't have a Mac. So I don't know if this [h9] will fit. And it [h9] looks like that it's very much inclined. And I fear for my laptop. Because it's my precious. So I think I am comfortable to say I would despite this one [h3], because I know that works well.



elif ilgaz Gulgec 12:44

I wonder, because you made a decision based on your previous experience or just because this laptop stand is familiar to you, Why is that important for you as choosing a laptop stand? Like brand family activity or the product family?



participant 1 13:00

Yes, indeed, especially since you're buying it online, you don't have the tangibility of the product. So what I would do in a shop, they would be... I don't know... taking random one and ask the guy is helping there. I would ask to someone to help me see it, and see if it's robust enough and maybe actually see with my laptop there. And you can actually have this kind of qualities. But that doesn't happen in online shopping. So I think that especially because I have... I think I have a heavier laptop and I want to be safe, like it should be sturdy and secure. So I would just go with something that I know. I know it looks nice on the desk. I know that it's easy to transport, to place a laptop on it. Yeah, with the others... I think it's so like, I know that I won't be disappointed. And with the other it's a bit of an unknown situation.



elif ilgaz Gulgec 14:23

Now I would like to move on the appearance of the product because you mentioned that you used this product and it looks nice on your desk. In what way or how much it is important for you to have a nice looking one or like a laptop stand fits your working environment? Can you elaborate on that?



participant 1 14:53

Okay, I think it's important for me to have like a good working environment. And at the same time, this fits because it's very minimal and it doesn't take that much space on the on my desk. And for example, I will have my laptop standing on it but then underneath I can put stuff. So I still have space in my desk, because I also tend to have a lot of stuff on

my desk or when I'm working and having papers, I can place them here. Yeah, the other laptop stands, they look a bit bulky in a way that they are very taking more space than necessary.



elif ilgaz Gulgec 15:53

And about its appearance, which part did you find beautiful?



participant 1 16:09

it's just like really minimalistic line, it has only three pieces. It does his job and the colors are also not invasive. Well, this [h8], there is really big black parts. Maybe with my laptop I wouldn't notice it but at this moment I do notice. And I think it's just... Even if you can regulate the positions, and maybe it's nicer, but actually... Also this one [h2]? Yeah, the picture is a select not super clear on this one, because it's so transparent.



elif ilgaz Gulgec 16:50

And in which way do the product images influence you as evaluating the products or like purchasing something? Because you mentioned that it looks a bit weird on the picture.



participant 1 17:13

I think it's important because it's a purchase for something functional as a laptop stand and it's not a complex product. So then I want that to look good. I would, for example, get a coffee machine that's amazing, but it looks a bit ugly because it's super high tech or like a laptop, but it's super high tech. But, for a laptop stand I think it's important that it looks good. And yeah, with the picture, the quality is important to see the product also the bigger dimension. And it's the first approach to actually get most of the features. So the fact that this was... I think that you can rotate it [h8] how you like, I just noticed after a while that I was staring it. I think that the picture should give you a clue to you on how to use it.



elif ilgaz Gulgec 18:35

Thank you so much. So that was the end. I will stop video recording. So now.. did you get tired?



participant 1 18:56

No, I just fear of how I choose stuff now. I'm like, how do I choose the products and if I chose the right one.



elif ilgaz Gulgec 19:06

So it's the post interview questionnaire. And this part is just about personal information. You don't have to put your name here, but it would be great if you can say your age, I don't know, gender, or whatever. And these parts are about how important for you or relevant is your purchasing decision. Okay. Thank you so much. Maybe I can ask why you think purchasing a laptop stand decision requires a litte thought.



participant 1 21:23

Yeah, because I thought that it is something practical that I need. And so I don't spend so much time by comparing features. I just get one that I like and it's a fair price range and does his job without really thinking about much more. With the headphones it's more about... it has also some technical aspects and some aesthetic maybe also, yeah, there're more variables in it. While for the laptop stand it's just less of a problem.



elif ilgaz Gulgec 22:23

Thank you so much and I will stop recording

# participant 2

Thu, 03/28 02:16AM 22:36

## SUMMARY KEYWORDS

product, instance, laptop, price, h5, pictures, prefer, headphones, l5, final decision, material, website, quality, stand, plastic, brand, h8, h3, color, part

## SPEAKERS

participant 2, elif ilgaz Gulgec



elif ilgaz Gulgec 00:02

I will start recording. And don't worry, because your face is not going to be shown. So here is the e-commerce website. It's a touch screen so you can navigate it through touch and there are few alternatives of these products, like headphones and laptop stands. If you go up, you can go to the category page to sort the products in particular ways. Yeah, as a first task, can you please purchase one laptop stand? or like add it to your shopping cart. It's up to you. You can also say that my final decision is and I will go for that laptop stand. And as evaluating laptop stands or making your purchasing can you think out loud like verbalizing your thoughts?



participant 2 02:16

So okay, soffice.com. This website's quite fancy. So but to choose my stand I prefer go to the categories because I like decide how much I want to spend to take into consideration of my budget for instance. And I think you have to go here laptop stands just and sort by... I will go I usually go for price. I don't have a lot of money because I'm a student. So low to high... Yeah, I like these one [l5]. But maybe too expensive. But I see that if I will try it for the high rise laptop [l5] stand because apparently looks super nice and super resistant compared to the others, they look a little bit maybe from the picture, or so the material looks like more weak than this one. So right, like this one's material looks more steady or I don't know, which part of it makes you feel like that? If I have to compare 9, these nine laptop stands, this one looks better, because it looks more stabile. The way to it base here,



and also the material. It's like... I think it's aluminum. Okay, but I guess it will be a little bit heavy compared to the other but they prefer having something that looks more resistant than something that looks like that [I9] easy to be broken. So then the price of them, It's a little bit... It's almost the same. So I will go for this one [I5].



elif ilgaz Gulgec 04:32

Okay. Is it your final decision?



participant 2 04:34

Yes, I think so. Okay.



elif ilgaz Gulgec 04:36

So I think you kind of explain the reason of your decision. But I wonder if there's another thing that you want to add? Because you mentioned like quality of the material and how it makes it feel like stable so it's strong enough to hold my computer. So are there any other reasons that you want to tell about your purchasing decision?




participant 2 04:59


Yeah. Another thing that I see that it has 83 reviews, and it's like four stars voted, it's quite good I think. And I also like watching all the pictures, The pictures always help to me to better understand like dimension, size. And also I notice something from this picture [h5-4th pic] really interesting that you can the height, so you can personalize it. And for me this one is really important. Yeah, and also like these like details [h5 - 1st pic] to looks like it improved the grip of the laptop. So make it safer. Of course there is a Mac. And yeah, condition before the delivery tomorrow... it is also like really fast delivery service. And you can return it... And 2 year of warranty is good. Okay, then the customer service is always open. But maybe for me it's more important that the fact that it's a delivered really fast and that it has 2 years of warranty indeed. Usually I don't read the like the descriptions. So I prefer to go through pictures. So if I have more pictures over here I prefer like to see that things. For instance, if there is a comparison between the hand and the product itself, I can understand better the dimension. Yeah, I will try to add it to the cart.





elif ilgaz Gulgec 06:31


Yes, sure.


 participant 2 06:32  
Just one? Do I need to end it?

 elif ilgaz Gulgec 06:39  
Keep it like that, because we will continue, so you're shopping has not ended.

 participant 2 06:44  
Can I go to the home?

 elif ilgaz Gulgec 06:46  
Sure, you can do whatever you want. But before I want to ask you, if this is a realistic situation for you, when you consider the website and the products.

 participant 2 06:58  
So generally what I do is like how I acted like that, go for price. And then I trust my intuition. But if I really have to buy it, I prefer like maybe compare the same product in different website. For instance, I like to take the brand from this website. And then I go generally to Amazon and see where I can find the same product for a cheaper price. Also for instance in Amazon you have a lot of comments, feedback about the product. And also I don't know this a website, but in Amazon when you have that kind of trust thing so you know, like, every people that sell product there, they had sort of rates for if they are a good or a bad seller. So that's kind of things are also important to me, especially if you buy a product that comes from China, for instance. Especially, yeah... Because you'll give money to someone else by using your own card not cash. And the payment for instance, I buy a lot of books online, and if I can, I prefer like to spend some more euro to pay cash, because I don't really trust about giving the my personal details to the website.

 elif ilgaz Gulgec 08:30  
Okay. So shall we continue with evaluating the headphones? In a similar way that you did previously.

P

participant 2 08:37

Yes. I have to like go to categories. Okay, price... Nice. This is about usability [pointing out the sliding price scale]. But this is super nice so as I already said to you, I filter by price. But it is also due that compare to the laptop stand, the headphone is a little bit different choice that I will make because this one is about quality of sound, the stand is just to keep your laptop stand. So then maybe my filter will be not totally about the price but maybe brand. It's important. So if I spend a little bit more for I don't know... rather than a Chinese one or an unknown one. So here I don't see any brand. And this thing makes, how do you say?, uncomfortable. So I don't know, I can recognize the sort of shapes. I know these things look familiar to me [h2]. So if I have to choose through the pictures, I guess I will trust my intuition. So this one looks a bit weak [h9]. I don't like these things about this flexibility [h9]. Even this one looks too compact [h8]. I don't like it [h8]. You can not regulate the height [h8]. This one is too plastic [h5]. These one is like... [h6] I like the color but I prefer like anonymous colors.



elif ilgaz Gulgec 10:42

And why is that? So you said that I prefer the colors which can like fit everything.

P

participant 2 10:55

I don't like be like in the middle of the attention. So if I wear something that with these color, for instance, is too evident. So I prefer something more neutral. Okay. It's kind of... I don't know... For instance, black is a color that you can associate that with everything. And this one looks quite good for me [h3]. Like the soft part hear [h3's ear caps] So you see these things that you put on your head. Yeah, they look so good [h3] [zooming in! check the video 10.30]. But this one looks too plastic [h7].



elif ilgaz Gulgec 11:46

And how much it is important for you?

P

participant 2 11:48

I think is really important because it's about comfort. And wearing these things like for more than an hour... if they are not good quality, you can have problem with steam. So if I had to take a choice, I think I would go for this one [h3]. I didn't actually... What I didn't see this time was the price. So to be honest, I didn't compare them through the price because of...



elif ilgaz Gulgec 12:26

Why was that?



participant 2 12:29

Because... Yeah, this is interesting actually. I think I didn't because there aren't brands shown, and then in my opinion, the price doesn't express the quality of the product itself. I don't know if I am clear about that. So then I just trust to my own intuition.



elif ilgaz Gulgec 12:56

Okay, so can I say that how you recognize or perceive price is about the brand or the brand image? So yeah, in order to perceive a price or compare different prices, you need to learn the brand of the product?



participant 2 13:16

Yeah, exactly. Exactly. So I'll go for that one [h3].



elif ilgaz Gulgec 13:21

Again, is it your final decision?



participant 2 13:26

Okay, it has also 83 reviews and 4 stars quite good. Nice, also two years of guarantee. Okay, wait, I want to see the pictures.



elif ilgaz Gulgec 13:38

How do the pictures or the product images influence your decision?



participant 2 13:43

Honestly a lot. Because the pictures for me... I don't like a reading lot of text because I want that the experience in these kinds of website must be the fast. So, I like watching out different product images without spending lots of time on reading text. So through the pictures I can better and easily compare products because they give me an idea of the

dimension. For instance, these pictures [h3 product images] are not really nice in my opinion because they give you the same information or more or less. In some products you can see all of component of the product. Or when the product is contextualized it is also interesting for me to give the idea of what kind of people could buy it. So the pictures for me are fundamental.



elif ilgaz Gulgec 14:45

Okay, and what kind of additional product information would you expect from such a site or how the product represented?



participant 2 14:53

For instance, in the case of the headphone, I would like to have some comment about the quality of the audio. So I don't know maybe a small video off a person that to share their experience with the product itself. Something like that could be cool or a link to the website of the company that produces it. That could be also interesting to me.



elif ilgaz Gulgec 15:20

Yeah, okay. And I want to go back one of your statements again, because as evaluating different headphones, you mentioned that it looks comfortable because of the material or whatever [pointing ut h3 ear caps]. So what kind of material qualities or what feature of headphones made you feel like that, made you feel like it is really comfy one?



participant 2 15:48

Okay, of course...



elif ilgaz Gulgec 15:49

Can you describe? I know it is hard to describe.



participant 2 15:52

No, no, I think I get what you mean. I will try. So I think that because it is something that I have to wear that must be in contact with my body. The importance of the material is really high in this case.



elif ilgaz Gulgec 16:10

How could you get such a sense from the product?



participant 2 16:13

From a good quality picture. So here like I see that basically is products it looks like they are made by just the plastic. And yeah... What I like this part [h3's ear caps] that is in contact with your head looks really comfortable because of all of these lines. It gives the idea of something that really soft and it can adapt to your ear for instance. Yes, I can see here that [h3's sides]. I think it's an electronic part for the Wi Fi connection. Also this part [h3's top] because it's not like an entire piece of plastic but it has this hole in the middle. It gave me the idea that all my hair, for instance, can well adapt. So I see here that, for instance, this part [h3's sides] is really hard and resistant, while this part [h3's top] and this part [h3's ear caps] are more like soft because they are the parts more in contact with my head. So then I think the choice of the material in this case is quite good. Because it is also an electronic device. It's a Wi Fi one I guess so it doesn't have a lot of metallic components. Then maybe things influence the frequency of the signal and the quality.



elif ilgaz Gulgec 18:06

Okay, thanks so much for useful insights. So now maybe we can continue with the post interview questionnaire. It's about to learn the importance of your decision as purchasing your laptop stand or headphones. So here it is. You don't have to put your name. These are personal information.



participant 2 18:45

Do I need to speak out loud?



elif ilgaz Gulgec 21:34

No, you can do it by yourself.

# participant 3

Thu, 03/28 02:17AM 31:21

## SUMMARY KEYWORDS

headphones, folded, product, image, laptop, feel, choose, l1, l6, part, h6, h2, work, quality, detail, h4, price, alternatives, mention, l3

## SPEAKERS

participant 3, elif ilgaz Gulgec



elif ilgaz Gulgec 00:07

So it's the ecommerce website, online shopping website that I mentioned. And this website, by the way, it's a touch screen so you can navigate it through touching it. And it contains a couple of headphones alternatives and a laptop stand alternatives. So as a first task, I want you to choose a pair of headphones. As evaluating the headphones alternatives, can you think out loud? So can you verbalise your thoughts? Basically, continuously talking about selections, or what you're thinking at that moment. Cool. So yeah. Maybe you can also like go to the category page. So it's the homepage. If you go to the category page, then you can see all alternatives, and like sort of products in particular way or put filters. Cool. Yeah.



participant 3 01:37

This is all from one brand. These headphones.



elif ilgaz Gulgec 01:43

No, they're from different brands. Yeah, but some of them are from the same brand. You can see more details of the products if you click on the images. Yeah, then you see the product page. So you can see more about the products and I don't know it's functionalities and more pictures, of course. And why did you want to see the brands?



participant 3 02:20

Because I used to buy a lot of headphones. So I have some preference about different brand. But here's no. So low to high.... Because I know when the price is higher, the sound is better.



elif ilgaz Gulgec 02:47

Okay.



participant 3 02:49

See how it looks. Because it's also part of my wearing. So, for example, this one this really are... I don't like it [h1] because it maybe has very good sound but you can see this is not looking fashioned.



elif ilgaz Gulgec 03:13

Which visual feature of it made you feel like that? Which feature of it made feel like it is ugly?



participant 3 03:23

I think this one makes me feel like its very professional may use in the audio room [h1], but I will not wear it on the street. And also this one makes me feel very fashioned [h5].



elif ilgaz Gulgec 03:38

which part of it particularly?



participant 3 03:41


This gray part.





elif ilgaz Gulgec 03:48


How did it make you think? Sorry, I missed that part.





 participant 3 03:53  
So this part makes me feel like this is a very old fashioned. But clearly I cannot see any marks and comments on this product. And yeah, from the first look, I see the what the product look like. So maybe this one [h6], but in a different color. So this one, it makes me interest [h2]. And coming to these two... [h2, h6] but I think our first look at this one [h2], because this one's more expensive [h6]. So you don't have... so you can't change the color.


 elif ilgaz Gulgec 05:13  
Why didn't you like this color?


 participant 3 05:16  
Because I prefer to, for the headphones, black or white.


 elif ilgaz Gulgec 05:25  
And why is that?

 participant 3 05:26  
Because I don't want it to pop out.

 elif ilgaz Gulgec 05:29  
Okay.

 participant 3 05:33  
So I can see the reviews.

 elif ilgaz Gulgec 05:36  
No. Unfortunetly no.

 participant 3 06:04  
It is a very good quality [h2] and it can be folding. I don't like it this is too big [h9]. I want

something small. And also, I think this is too big [h5]. Do I have to choose something from this?



elif ilgaz Gulgec 07:10

Yeah, just chose a headphone, the one that you like the most.



participant 3 07:17

So all of them, they don't have another color?



elif ilgaz Gulgec 07:20

No, unfortunately no. And how do product images influence your decision or the way that you evaluate the product?



participant 3 07:41

For example, this one, yeah, just want to mention this one, here said the headphone is folding in this way. So you can easily take it as a compact package. But here, it doesn't show any image of how to fold the headphone [h4's pictures]. So yeah, I will probably not choose this one [h4]. Because I don't know how to fold it. When I choose the headphones, actually, I care more about the sound, but I cannot find any review. So basically, I choose on how it looks. So probably, even though I don't like something like this, but I will still choose this one [h2].



elif ilgaz Gulgec 08:25

Okay. And so can you explain your decision as a bit? Which visual feature of it made you think that this option is better than the other ones?



participant 3 08:40

I think is probably this detail of the headphone [the connection between sides and ear caps]. Yeah. So it looks very, very, very in a good quality. And also is clearly showed how the product is folded. So I know it is easy to carry. This text is very long, but I think... It doesn't mention the battery of the Bluetooth speaker. But it does mention that is a audio cables. I think that's not a problem for the battery. Okay. Yeah. And also I can see here,

buttons. So I know this can have a good operation.



elif ilgaz Gulgec 09:43

You said that you look the text to learn the battery life. Yeah. And what kind of additional product information do you need to make a good decision as purchasing an item online?



participant 3 10:02

Actually, when I choose these headphones, I will watch a lot of YouTube videos. Because there are a lot of comparison about how it works and how does it fit you. So yeah, I will look more into that part. But here, I cannot find any. But yeah, so based on all the information given this one I still like [h6], but I don't like this image [h6's inscale image]. I think this doesn't fit what I want.



elif ilgaz Gulgec 10:33

Why is that?



participant 3 10:35

Because this looked very old fashion.



elif ilgaz Gulgec 10:39

No. Why particularly this image?



participant 3 10:40

I mean I am imagining that I'm this person. So this is my head and how it would be like on my head. So this gives me a better way of imagine all this stuff. And also this one [h6's 4th image]. When I look into this, I feel a little bit low quality [h6's 4th image].



elif ilgaz Gulgec 10:41

Which part of the headphone made you think it is low quality?



participant 3 11:16

The screws. It makes me feel not that good. Also, this part is not that good [h6's side].



elif ilgaz Gulgec 11:28

And why is that?



participant 3 11:33

So vulnerable, easy to break? Okay. Yeah. So yeah, but it has some good things like battery life? Yeah. But yeah. And I particularly like this three. But this one don't show how it was folded [h4]. And also an important part is here. It's mentioned that sense to deep bass, based on extra sound power [h4]. I don't like this part. Yeah. So because this text is short, so I can read through all of those texts. So I know it's, I don't like this way, how the extra bass. And I don't know how it was folded. So I feel super magic that it can fold into ways is Wow. But I don't see. So. No.



elif ilgaz Gulgec 12:36

And what is their final decision?



participant 3 12:38

So my final decision is this red one [h2]. So I don't like red. But it is dark red. So I think it's okay, because I also see the buttons here. So I think compare to the others, the prize is in the middle. And I can see it has more button so I can operate on the headphone definitely. Yeah.



elif ilgaz Gulgec 13:04

So thank you. And I have another question about the realism of this setting. So is there is it a realistic situation for you when you consider the website and the products?



participant 3 13:25

Not really. Because I search for the headphones last November. And the first thing I do is to search different brands. Because I know how they would change the tone of the headphone. So I know there, there are some companies that will make me interested with

their sound. Because some are used to like a lot of extra bass like Sony and Beats. So I don't really like it. So I see some other companies. Yeah, so I searched that. And I also search on Google. What is the thing blocks some noise?



elif ilgaz Gulgec 14:14

Noise cancellation?



participant 3 14:16

Yeah. So I searched which was the best. And then I have two recommendation one is from Bose and one from Sony. And at that time, the prices were very expensive. So yeah, I watch a lot of YouTube, because a lot of youtuber are just comparing these two headphones. So yeah, I watch a lot, but it's hard to choose. One has a better interaction and one is more comfort to wear. And the price is different. So yeah, I'm still choosing them.



elif ilgaz Gulgec 14:53

But you didn't say anything about the material touching your ear as evaluating the products. Does it has a particular reason? You never talk about how you would feel with headphones although you said that this is a selection criteria for you to have comfortable one.



participant 3 15:36

I didn't mention because I feel is a little bit abstract to see them as talking by the company, but because if there are some reviews, I will look into it now. Okay. But here it says that it's comfortable. But I think different person has a different definition about what is comfortable. So yeah, I would to see maybe one... If there's only one person in 100 said is uncomfortable then, as it probably is not comfortable for me.



elif ilgaz Gulgec 16:09

So shall we continue with a laptop stands? Like in a similar way you will select a laptop stand.



participant 3 16:29

if there is a lot of products, I will probably choose from... here is only new, price, name. If there is an option of like high in the review or the most bought to see what is recommended by other customers. Yeah, but now probably choose this thing. Name is not a good thing for me. Yeah. So price low to high. Because then I can see... The prices are really similar. So yeah, I think price is not a very big deal when I choose this product. So then I'll look more into the function and outlook. I don't like this [I6]. This looks very old fashioned [I6].



elif ilgaz Gulgec 17:27

And why is that?



participant 3 17:28

It reminds me of my family's place. There's a thing you can print out.



elif ilgaz Gulgec 17:38

Wat kind of like visual product features makes you feel like that? Basically which part of the product makes it look old fashioned?



participant 3 17:49

This part here [pointing out the frame] ? So yeah, so plastic one, and it's very heavy. This makes me feel very heavy. But when I look into it is not that heavy. But yeah, from this picture is really heavy an old version [I6's 1st image]. I will not look into this one first [I3]. Because I don't know how it works [I3]. So I will not choose this one [I3]as first preference. And this looks not that clear [I2]. Because it is transparent [I2]. And yeah. Because I know there's a lot of little scratches after some time. So I definitely wouldn't have this. And yeah, in my experience like after sometimes this will be super fragile, crispy. Yeah, in the image it's like it's flat. It's like glass. So I definitely wouldn't choose this one [I3]. And this is not [I6]. This looks so heavy in the image [I5],



elif ilgaz Gulgec 19:23

What made you think like that?



participant 3 19:23

I think probably the material like is silver. And it's big, it reminds me of the base of the screen. Okay, so yeah, I don't like to work on it. And I also don't know how it was working. But you can see here a lot of detail [I5's 2nd image]. It looks reliable, but still I feel not that good. Yeah,



elif ilgaz Gulgec 19:44

So can say that you thought that it's reliable because of the material?



participant 3 20:23

Because it is a lot of texture. So yeah, it's fixed. Because my laptop is a MacBook, so it does fit with the mental outlook of the MacBook. But yeah, I'm thinking like maybe after one year this part will get hard, so it will not be that supportive anymore. And yeah, I don't like this look, I think this makes me feel... My MacBook looks like an iMac and this is a very silly iMac [checking the images of I5]. So I won't choose this one. And this is really, I don't think this is worth the price [I9]. I won't choose it. Because it is a very common laptop stand [I9]. From the image, I can see anything like a good quality. So I don't feel some good quality within this image. So I long press this button, I want to see more maybe detail about how to look but it doesn't. So in a limited time, I won't look into it anymore. And this strange, this. I don't like how it was folded [I9]. I think if you put this one as the first picture, I would feel more curios. And I know how it works [I7]. But this page, this image, I don't like it.



elif ilgaz Gulgec 21:55

Then why is that? Why do you think that the other images are better than this one?



participant 3 22:01

Because this is clearly show how my laptop stands in this stand, where I can put my laptop and how it is working but this definitely not [I7]. It could work in this way. But I feel like my laptop is going to fall. So then maybe this one [I4]. I want to see more detail. But they didn't give me by a long press. Because I know some show more detail.



elif ilgaz Gulgec 22:52

When you long press basically it is showing the second product image. So if you want to see more images of this product, then you have to go to the product page.



participant 3 23:01

And I also do didn't see anything about the detail. So I will not probably buy this one because it looks like fragile [14].



elif ilgaz Gulgec 23:08

Why do you want to see the details of the product?



participant 3 23:12

Because it's a laptop stand. So I want to make sure that my laptop is very safe on the stand. And it also works same with the headphones. I don't want it to be bad.



elif ilgaz Gulgec 23:27

Why do you need detailed images of the product to see how durable is?



participant 3 23:33

Yeah, because from here I cannot see a lot of details like a quality or the materials. But if I have a detailed image I can see how it is producted. If I can see a detail showing there's no defect, this is gives me a good material sense. For example, the headphones when I see the plastic of the red thing [means h2], I feel like wow, it must be super comfortable to wear. Yeah, maybe this one [l1]. This one can't adjust the height and angle [l1]. But I feel this will fit my room and my laptop. And also here I can see here's a lot of small holes [l1's 2nd image]. So it will make sure that my laptop is safe. Yeah, it won't get over it. I will choose [l1].



elif ilgaz Gulgec 25:18

So can I ask what kind of additional product information do you need to make a good decision on laptop stands?





participant 3 25:27

I think the first thing I care is the price. Because I know that most stand will work definitely the same. But yeah, I used to have a laptop stand and it's also a fixed angle. And it doesn't really matter for me. So I don't care about whether it can adjust or fold. I won't carry two screws up probably put it in my room. I won't carry it around. So yeah, so that means as we can see, this one is the only one [l1] that cannot be folded and also did this too. But yeah, that doesn't influence my decision, because I don't care about the folding. And yeah, this makes me feel more reliable because it cannot be folded. And the prices around the same. So yeah, it doesn't make any influence on my decision. Yeah, so the only thing I will look is rather it's looks cool. This looks cool [l8]. But I think that's for some...



elif ilgaz Gulgec 26:41

By saying cool do you mean its style?



participant 3 26:49

This part [top of l8] and also the x... but it makes me feel like this is used especially for game not for working. Yeah, I would choose this one because it's have the same design from my laptop but from the image these two [l9, l7] make me feel that the product is cheap, probably from the AliExpress.



elif ilgaz Gulgec 27:21

Why did you think that they look cheap?



participant 3 27:25

Because the material first is black plastic. Especially I don't like black plastic. And when I look into more detail, it is produced in a very low quality here. And I feel like this is the second hand plastic, so reused. It has a bad smell. I don't like this material.



elif ilgaz Gulgec 27:58

So thank you.



participant 3 28:04

Yeah, I don't I didn't look at any text.



elif ilgaz Gulgec 28:08

You didn't look at it at all.



participant 3 28:11

Yeah, because I feel like most laptops... They're working the same way. And yeah, it is the simple so I can know how this laptop stand will work.



elif ilgaz Gulgec 28:29

So I will stop recording. Now we can continue with post interview questionnaire.

# participant 4

Thu, 03/28 02:16AM 20:19

## SUMMARY KEYWORDS

product, l5, h5, l1, headphones, h9, nice, l6, buy, color, website, contemporary, feel, alternatives, laptop, decision, fashion accessory, ugly, visual appearance, feeling

## SPEAKERS

elif ilgaz Gulgec, participant 4



elif ilgaz Gulgec 00:11

Okay, thank you so much. So maybe you can sit over there. Your face is not going to be visible. So here's the website that I mentioned, where you can find different alternatives in headphones and laptop stands. As you can understand this is a touch screen so you can navigate it through touch. And in order to see all product alternatives, you can go to the category page as you normally do. So it's up to choose how to use the website. And if you cannot get anything, you can ask it to me. So as a first task, can you choose a laptop stand? I don't know if you have a laptop stand.



participant 4 01:24

I don't like this object usually.



elif ilgaz Gulgec 01:27

Why?



participant 4 01:27

They're so ugly. Let's find a less ugly one. They give me the idea of robots. So that's why I don't like them.



elif ilgaz Gulgec 01:45

Which part of them makes it things like that?



participant 4 01:47

Like this whole mechanisms. They look like cyborg almost. Okay, this one is duable [1]. No, I will go back. This is also kind of nice [15]. But I think this is not that is not really stable for working on.



elif ilgaz Gulgec 02:15

What makes you feel like that?



participant 4 02:17

Because it doesn't have these hinges like this [15]. So when I click on them, it's no... because I'm like hovering on them with my mouse. I'm thinking so I'm clicking but just wanted to see this one. Yeah, I think my Mac would fall out of this first one [15]. Should I buy it [1]?



elif ilgaz Gulgec 02:59

You can like either say out loud or add to it your cart. That's fine. And so this one is your final decision?



participant 4 03:11

Yeah.



elif ilgaz Gulgec 03:14

So can you explain your decision as a bit? So you mentioned that, so you don't like to see the mechanical parts of the product because it seems robotic to you. So what kind of expectations do you have from a laptop stand?



participant 4 03:37

So basically, I've never used this before. Because I mean, putting my laptop on something

like, this gives me the feeling that it can fall, and it makes me feel like not really safe. So it makes me anxious to have my Mac on top of something this [16]. So if..



elif ilgaz Gulgec 04:09

By the way you can use a Turkish word if you cannot recall a word English.



participant 4 04:16

It makes me uncomfortable. So that's why I'm never using these products. But if I had like a shelf, like another shelf here, maybe I will use that shelf. But yeah, these ones are a bit unsafe, they give me this feeling, especially the moving parts [18], give me the idea that maybe the mechanism will just stop holding, and it can just collapse. And that's why I chose one without mechanism. Okay. And, and this is also [11] I think, aesthetically, one of the least, let's say, ugly. Because the ones because these are really, like really shouting, like I am a machine, and I'm gonna do my job. I'm a functional machine and they are too cold. And this one is even without a MacBook, it's okay to look at. So I think things should be nice looking even when they are empty, and when you're not using them. Right. So that's why I chose this one.



elif ilgaz Gulgec 05:25

Can you give me an example? Because he said that this one looks better than the other ones because of this visual appearance. So which aspect of this visual appearance did catch your attention? Or made you like it a lot in a concrete level?



participant 4 05:42

So definitely, photography has also effect here because I can see this from the side. And the others, not really, maybe... Like the image that they use for this product is also helping to my decision. And I'm going to pay more attention to prices. Also, there is not that much of a difference between the prices, so they're almost the same. Yeah, this is a bit least expensive, because this is really ugly [16].



elif ilgaz Gulgec 06:23

Why do you think that is?



participant 4 06:24

Because it's like the way it is made. I mean, it has so many complicated curves, and I don't like the appearance of this. I mean, they wanted to make something nice, but didn't work.



elif ilgaz Gulgec 06:45

I see you like you're looking at different product images. How do these product images influence your decision as a evaluating the products or making decision to purchase an item?



participant 4 07:05

So they should be definitely clear. And I think every product needs to be photographed in its own way, because it's different, right? So you can take the same photo for every product, maybe this one is nicer if you look at this from the top view, because it has this kind of almost aerodynamic curve on top like an arrow [I5]. And this one I think... Because I saw this from the side, I like it more [I1].



elif ilgaz Gulgec 07:52

What do you like its apperance most when you look at it?



participant 4 07:57

So it's so light. Thin and light [I1].



elif ilgaz Gulgec 08:02

And would you describe it particularly if you just use one word?



participant 4 08:15

I would say light. Also, here, this one gives me a wrong perspective for this object, because it makes me think that is really a huge thing [I9]. But because this is not the angle that you see this thing from. So I think this is a wrong photo for this product. These are, these are more correct. All of them are kind of working. But this is definitely wrong. Because it looks as big as a baby carts because of this angle that we see from the almost from below.



elif ilgaz Gulgec 08:53

And I wonder if it's realistic situation for you when you consider the website and the product alternatives.



participant 4 09:01

And so the thing is that usually I'm not looking for products online, I'm usually deciding what products to buy outside of the web. So I'm observing things that people use, or I see in the shops. And most of the cases, I try to go and take a look at this, if they have shops that they sell it. And then I'm looking at the price competitiveness of websites, so I'm not really browsing products on website like this. Because for me, it's important to have like an initial contact with the product and because I want to spend my money in something that I already saw.



elif ilgaz Gulgec 09:46

Okay, thanks so much. We completed the first part so we can continue with the headphones? Now you need to select a headphone. You can again think out loud.



participant 4 10:14

So for headphones, definitely the brand is important. Like, for sound quality. I really don't know any of these products. So now I'm just gonna, if I need to pick one of these, I'm going to just look at how they how nicely they are made. And if they are elegant, etc. Some of them look kind of older. And some of them are more contemporary. I mean, like this color of this black plastic, which is not really black is really you reminds me of 90s or early 2000s [h7]. And this is definitely more contemporary [h5]. I mean, it gives me this feeling, okay.



elif ilgaz Gulgec 11:12

So which style or appearance would you prefer like a contemporary or old fashioned one?



participant 4 11:25

I think i would really go for something like... So the thing is, I'm not really using this kind of headphones. So I'm not really an expert of this topic. And I think I would go for... So this looks like it's poor quality to me because of these... [h3] Maybe it's very technical, maybe

it's really better than the others but the way I'm seeing the plastic, it gives me that it's not really high quality. This I will never buy because this really reminds me of really cheap things [h1]. So you know, there are some, some drivers have some school buses they are using like, in summertime, they use like a 10 cm fan. This has the feeling of this really, really cheap fan that the drivers are using. So that's why. And this also looks like a robot a bit [h1]. And it's pretty nice. Not nice to have this, I think on you. I think I would go for one of these 4 in this first line. Or maybe this is also really nice. Yeah, so let's close up the circle. There are the colors... I think I would like to see the color options before going in. I would like to see small squares because I think that this can't be the only color of this product [h6]. So there must be some squares like with blue, red, and... Oh, but I cannot choose actually. That's really important. The color of the headphone. Oh, really important. Like I would never use this color [color of h6].



elif ilgaz Gulgec 13:47

Why? Why is it important for you? Or why don't you like this color?



participant 4 13:56

So the color really, it's really dominance in it's like how something feels. So I think color should be chosen really carefully, especially with this kind of product, which is something in between, like a utility object and the fashion accessory. So I would really consider color before buying this. Okay, and this color I would never buy because it's like trying to be something that is not meant, it's trying to have this look that is from the past like retro [h6]. Yeah, but it's not. And it's like a bit fake in this from this point of view. I'm not saying it's bad quality about this with aluminum and this ground, it's trying to act like it's something from like 60s or I don't know, and that's why I will take this color what I would maybe take if it were black, maybe I would consider if it were black, or dark blue. This is a bit too feminine, I think for me [h8]. But it's really beautiful.



elif ilgaz Gulgec 14:56

Why do you think that black or dark blue are better color options for such an object?



participant 4 15:15

I'm using these colors more often. Because I'm using very often blue and black outfit. So yeah, I think I would really think about the headphones. Something like, almost like a fashion accessory. So that's why. But for example, for the small earbuds like the ones that



I'm using with my phone are white but I don't care because they really don't have a big visual impact. So and this is also not I think this looks it has a really good sound quality [h9]. So maybe in the end...



elif ilgaz Gulgec 15:57

What made you feel like that?



participant 4 15:59

Circles like this huge volumes [h9's ear caps]. So I think in the end, I would go for this one or this one [h9, h5]. Let's check this. Maybe it's too big in the end [h9]. Yeah. Okay, I'm going for this.



elif ilgaz Gulgec 16:40

Okay, can you explain your decision? You were in between these options but you went for that one.



participant 4 16:51

But actually, this looks a bit more like, bit more tough [h5]. So maybe it's more resistant to to any possible fault, drops. But this also looks like I don't know... I didn't want to take this one. Because this is nicely designed and really, really, aesthetically, it's nice looking [h5]. But I think in the end, like these shapes are... You can really get bored out of this shape [h9]. But it's harder to get bored of like, elementary shape. So I will just take the elementary shaped one. Definitely cannot get bored. I think this is really something that's, that's universal. Like more complicated shapes are really... It depends how well they are made. But if something is simpler, I think it's really more that you can use it for a longer time because it's not that much present with the aesthetic curves. Yeah, that's what I think.



elif ilgaz Gulgec 17:41

So for you the basic shapes are a bit timeless? And we will continue with the post interview questionnaire. So it's mainly about to learn how important decision you made.

# participant 5

Thu, 03/28 02:16AM 19:09

## SUMMARY KEYWORDS

h9, headphones, product, buying, laptop, nice, l3, idea, alternatives, choose, plink, h8, colors, case, page, stand, theory, understand, picture, point

## SPEAKERS

elif ilgaz Gulgec, participant 5



elif ilgaz Gulgec 00:00

Here you see the website that I designed for this experiment. That's a touch screen. But you have also figured that so you can navigate it through touching. And there are a couple of headphone alternatives and the laptop stands. And if you go to the category page you can see more alternatives. And as a first thing I'm asking you to choose one pair of headphones, so like purchase it. Meanwhile you can think out loud. And yeah, that's all.



participant 5 01:05

Okay, so maybe I start sorting not just what you're offering me. Maybe high to low because actually I want to know whatever the best option and why is the best option. And then so looking what is my budget? Okay, so I got 9 different options. So I will look something that I will use. Where are the features? Maybe this... [h6] So I start looking at the two year warranty on... This is nice. This is really cool that order before 11 59 Pm very well tomorrow for free that's that's amazing. Because of means I will have it like as soon as possible. Because sometimes it's like yeah, but how long is going to take do I really want this to to have it? Do I really really need this or I should just go to the stores are close to de hoven passage and say you know what gave me the 10 euros headset or headphones? Yeah, I'm done with it. Or earplugs? I don't know. So that's a nice that's a nice incentive to do have to be aware of that. I can have like right straight away so is this idea of like the proximity for to have your products actually there's a reason why sometimes they prefer to go to this buy a shitty and cheap pair of headphones. I think

that maybe if I'm going to buy more than one I can somehow understand that, oh yeah, they're going to deliver me about two of this thing so maybe it's not about... I need this for me but for example the last time that I bought some headphones I actually bought three set of headphones because it was not only for me it was for my friends too. So let's wait two weeks and have to it together because I know that we were buying something together. So this idea of making you to understand why they takesome time to make the packaging or deliver something. So yeah, that's something when I choose something I would like to consider. Also free to return within 30 days that sounds awesome but then what is the catch? Like free to return?



elif ilgaz Gulgec 04:10

The general the conditions are you need to return it in the original package.



participant 5 04:17

Yeah, exactly. Again in this in this case I can understand if we're talking about buying for myself. But if we're going to buy more than one then I can understand more like these rules. The unspoken rules about the buying something like in group rather than buying individual. Sorry, next and previous... I personally, I don't like it because I prefer to see like all the picture everything. So let's say I would like to buy this one [h9].



elif ilgaz Gulgec 05:00

Why is that?



participant 5 05:02

Because I love round things and because it's black [h9]. So I can mix it with everything. It is more about the conditions, for example, I always like to wear this kind of like clothes, like grayscale or black or a very disaturated blue. So it's not that I something like louder with the colors that I choose. So like more natural. Because it's like, it is going to be on the head. So even if I put a hat on top, I still have to put this thing on, like on top of the hat, or a beanie.



elif ilgaz Gulgec 05:54

Which aspect of the product make feel like, yeah, it's a neutral product and it can fit with

everything that I have?

P

participant 5 06:02

The combination of the colors? The picture I can see here is like black, black, black and point of the metal or plastic that looks like more metal. But I can understand why because this is the part that you can attach to whatever [h9's side]. So yeah. Okay, I like this one [h5]. This is expensive. I think this is too much. This section of it is too much [h5's side]. It is about the design of this thing.



elif ilgaz Gulgec 06:40

Why did you find it too much?

P

participant 5 06:46

And Amiron is nice, because it's more like, compact [h9]. But I think this also could be... [h8] Now going looking at this. Yeah, I can do this. And I like to put this in my backpack [h8]. So. Okay, so yeah, so I can have more empty place.



elif ilgaz Gulgec 07:03

So what kind of situation do you think for its use?

P

participant 5 07:08

Transportability, color matching with the clothes that I have. And also this idea of delivery. These deliveries amazing for me I can get it of course during the day tomorrow. Maybe the only thing that I have to be aware of is when they're going to be in my home. When they went to reach my home to say hey, here's your stuff. But it's like... That's up to me, because I'm choosing this.



elif ilgaz Gulgec 07:41

So which one is your final decision?

P

participant 5 07:42

I am going to choose this [h8].



elif ilgaz Gulgec 07:45

And why is that?



participant 5 07:47

Because actually they told me I can flip it so...



elif ilgaz Gulgec 07:58

Can you also give me other reason for your decision maybe considering the appearance of the product?



participant 5 08:07

of the page, do you mean?



elif ilgaz Gulgec 08:09

No, the product.



participant 5 08:11

Also because it's black. So the colors is like is still like... So yeah, I think this is it.



elif ilgaz Gulgec 08:22

And I saw that you clicked on many product images and try to see the whole product.



participant 5 08:33

I like to do like to see entire range of the product. So I can have some again, a comparison price range. So looking at one by one... By looking all together, you can start making a comparison between this and this.



elif ilgaz Gulgec 08:48

In which way do the product images influence your decision?



participant 5 08:59

Influence in sense that I know that in theory, all of them are going to listen. So knowing that like my ground base which you can do it better or you can add into this idea of transportability, mobility. And you show me in the picture that I can do, then that's great.



elif ilgaz Gulgec 09:27

I wonder if this is a realistic situation for you, when you consider the website and the product alternatives.



participant 5 09:35

I like this idea that you show me in this website that these are things you can choose. You can choose right away.



elif ilgaz Gulgec 09:45

Bu is this realistic for you?



participant 5 09:49

Yeah, I think it's realistic. Because it's like these columns on the page. I can play with the position too. And also I like that they all have, in theory, the same size because it means that there's no one that you want to sell me. It feels like there's no one that you're prioritizing like, hey, this is the deal. You're not pulling me like this is the one according to how you solved it. So I also have to look for laptopstand.



elif ilgaz Gulgec 10:36

Yeah, that's the second part. Maybe you can filter by the category.



participant 5 10:41

Yeah, I was going to do that because I know that by doing this... So the stands... And I

know that. Yeah, I am going to see this. I am very curious about this one [h1]. I like this one [h1]. Okay. Yeah.



elif ilgaz Gulgec 11:09

Which feature of it?



participant 5 11:12

I think it's about more design idea. That has only one piece and cool and looks really cool.



elif ilgaz Gulgec 11:22

And which aspect of it seems designish?



participant 5 11:27

I think the idea is it's only one piece. In theory that goes just continuously and then is bended. It has strong material and the angle and anchor points for me proper for use of the product, right. So I don't know it is going to be like a spring so it's going to be like losing strength or cracking a little bit. But yeah, I think it is cool, looks nice. Yeah, the only thing is that it is a stand for MacBook. I am not a MacBook user so...



elif ilgaz Gulgec 12:08

Do you have a laptop stand?



participant 5 12:08

I use laptop stands. Because I prefer to use big ones. I don't use like these ones because I know that they're not necessarily designed for these big laptops. This was interesting [15]. But it is kind of dangerous, right? Because it has only three points. I mean, I can see that you need to three point us to stabilize something but when you push a little bit of the center it will plink plink... Okay, so I think it is going to be like... And also because it's a surface actually not a point.



elif ilgaz Gulgec 13:00

And you said that looks interesting. Why?

P

participant 5 13:04

Because it's just a V, it has a V shape. Why you're using a V shape? What is it important? But I realized it from the beginning, at the beginning of the category page. I like this one [13]. Something I would like to see, in this case, the specification of the sizes and what are the dimensions. Because in this case different than the headphones, I can't regulate this one [13]. So I will like to see the dimension, I would like to see more technical aspects. Because it's going to have more like a technical role. The standt should have to consider also the size. It should match with you. So here it is saying that this is for MacBooks, right? Yeah, but the MacBooks are very thin, so it's meant to be a problem. I really like this one [11], but it is for Mac.



elif ilgaz Gulgec 14:48

Maybe you can but a Mac?

P

participant 5 14:52

It is cheaper to buy a new laptop stand. But yeah, in this case, I would like to see the dimentions of some of these. Okay, well, yeah, I also see the conditionsm, and the small description. This is nice. Or maybe something will be nice if I can see what other people think about it. Reviews will be nice, but at the bottom because I know that I'm buying a laptop to stand. So it's not that I'm buying something so important for the entire idea of working with a laptop because I know that I can work on my desk or whatever. This is more like enhancement in working with a laptop. So it's, I don't need have it in our kind of work. Okay. But yeah, I would like to white. Okay.



elif ilgaz Gulgec 16:07

Thanks so much. That was all.



# participant 6

Thu, 03/28 02:16AM 20:02

## SUMMARY KEYWORDS

folded, foldable, nice, buy, battery, product, portable, plug, h2, l5, headphones, l1, stand, alternatives, laptop, h8, influence, carry, picture, space

## SPEAKERS

participant 6, elif ilgaz Gulgec



elif ilgaz Gulgec 00:02

So I started.



participant 6 00:04

Do I need to buy them as if I was gonna buy them really like for me? Or just what I would consider? Yeah, because usually I don't have money.



elif ilgaz Gulgec 00:20

So I imagine that you have enough money. Okay, now we can start. So this is a touch screen so you can navigate through touch it. And this e commerce website is designed by me for this experiment. So it's not a real one. Okay. But still, it's working like a normal website. Today your mission is first purchasing a laptop stand. Do you have one?




participant 6 01:03


No.





elif ilgaz Gulgec 01:04


So you can see the homepage, you can see the products. They only have headphones and the laptop stands. And if you go to the category page, you can see all the alternatives.


 participant 6 01:27  
But first, I just wanted to check the laptop stands.


 elif ilgaz Gulgec 01:41  
And it is great if you can think out loud.

 participant 6 01:43  
I have never had one or used one, so I don't know a lot about them. Therefore, I didn't know it. They're very different from each other. So I don't know, which would be good. But the ones I've seen... This one, I don't like it very much [I1]. Because I think you cannot fold it to carry around.

 elif ilgaz Gulgec 02:31  
So what kind of situation do you think of for its use?

 participant 6 02:54  
Because I'm thinking in my case I will probably take it around with me because I work in different places right now. I am a student now. So yeah, I want something that I can take along with me. But the thing I can regulate the thing, this one is fixed [I1]. So I don't like it [I9]. This one looks horrible [I9].

 elif ilgaz Gulgec 03:21  
Why is that?

 participant 6 03:24  
The appearance.



elif ilgaz Gulgec 03:26

Which part of the product?



participant 6 03:29

I don't know, it doesn't look like pleasing when you watch or have it there [19]. It's just like a lot of things assembled there. And I don't like that. But I think when it's folded, it will not occupy a lot of space. So I think I could compromise that. And then it's not so expensive [19]. So that's good. Okay.



elif ilgaz Gulgec 04:00

And also I see that you're checking the different images of the product, so how do those images influence your decision?



participant 6 04:11

Actually, I would like this one in concrete that I believe that it can be folded [19]. I would like to see how it looks folded. That's something apparently written somewhere like you can open and close. It says how much it weighs. But for example, those kind of things usually I like to have them like here, not in a text like this. To have like weight, height... So like I'm comparing... I really check a lot before buying. I don't like the ones I cannot regulate. This one also, for example, it's nice [18]. And it looks more safe to hold the computer than the other one [18].



elif ilgaz Gulgec 05:18

Which feature of it makes it feel like that?



participant 6 05:22

The base. So it looks like it's gonna be safer [18]. But still take it around... I don't like it. It says it is portable, but... Oh, wait. Maybe it folds like a book [18]. It will be very nice to have a folded picture of it. Yeah, I guess it folds. Okay, so if I have to pick according to what I have for the moment. Although it's very ugly, I think the one that will make the best service [18].



elif ilgaz Gulgec 06:20

Okay. So what I get it you wanted to choose that one, because it's foldable and portable, so you can bring it with you to the faculty, for example. But you also indicated that it looks ugly. And can you elaborate on it? So like, particularly which part of the products makes it ugly compare to other ones?



participant 6 06:46

So I think that the fact that it has a lot of connections to stand and to make it foldable. So it looks like a complex mechanism, probably it's not so complex, probably just fold it and open it. But yeah, it seems super complicated. So that I don't like especially while they're like... and the lines are not smooth, and they're like, weird shapes. And then you see other designs are more smooth. So for example, if you take this one, this one looks nice, looks beautiful [15]. But this is not portable. So no, I wouldn't buy it. I will buy this if I wanted to have it at my place and or a fixed space [15]. Because I guess you can adjust the position. I mean, also the height. That's nice. But yeah, as I'm thinking of take it around, no.



elif ilgaz Gulgec 08:03

And also, I wonder if this is a realistic situation for you, when you consider the website and the product alternatives here.



participant 6 08:12

If you will give me like, maybe more context on why I am in it? Like, if you tell me you're gonna buy it. and these are what you want? Yeah, then I could explain to you what I consider. Yeah, because now you're giving me a lot of options, but I don't have a purpose or goal in mind.



elif ilgaz Gulgec 08:37

So can I say for your it a bit of a irrelevant decision? Right now based on your statement.



participant 6 08:45

No, I'm taking it serious, but yeah, if you gave me a mission like you're gonna buy it and you're gonna use it for this and that.



elif ilgaz Gulgec 09:00

But like you can decided on it by considering you, your lifestyle etc. Just be yourself. Okay. And then we can go to the second step choosing a pair of headphones.



participant 6 09:15

One second. I need to breathe again. Okay. I recently bought some but the ones in ear because I don't like this.



elif ilgaz Gulgec 09:16

Why?



participant 6 09:47

I don't like these ones, because they're too big. Ok, I will take a look. It would influence me how they look. But also, for example, something either Bluetooth or wireless. I want to see how the battery lasts but that's not here. That's one of the main reasons that influenced me to decide on what to buy. So how the battery...



elif ilgaz Gulgec 10:37

Is this a selection criteria for you?



participant 6 10:40

The battery and the noise cancellation. Also, yeah, so in this case, I would like to see that here. I don't want to read this text. It bothers me. Because if I don't read this text, the choice is only based on the picture. Yeah, for me it is not so relevant because they never look like how they look at here.



elif ilgaz Gulgec 11:17

Why did you say it ? Did you have like many negative experiences with it?



participant 6 11:23

No, not really. Like I was never so disappointed with the products. But if you put them in

context, the house is beautiful so it is not like real. I like this one [h2]. When the battery is empty, you can plug the headphones on your smartphone. So I like that. I didn't see it from the other ones. These ones are good option. And also I like their appearance. They look nice.



elif ilgaz Gulgec 12:05

What did you like the most about it?



participant 6 12:13

I don't know, the brand. I cannot tell you which one because I don't know. But they look similar to some of them. But I like the color. I guess there will be more color. I don't know they don't look so big [h2]. Some of them. Like these ones. These ones are very big [h8]. So okay. This ones doesn't seem nice [h8].



elif ilgaz Gulgec 12:50

Why don't you like it?



participant 6 12:53

I think they can be annoying to carry them around and everything. It's more. It's more of a hazard. Like for example, it was a very big [h9]. These ones, they look nice. It are still very big [h6]. So I like this one. This one is also foldable [h4]. So first also look at how portable they are and I would look at the material. And then what happens if the battery runs out. I would like to plug it then. If I had to make a choice... I think I really get these ones.



elif ilgaz Gulgec 13:58

And again, can I learn the reason or the reasons behind it? You already mentioned a couple of reasons.



participant 6 14:05

So I think it's because it takes... Look it says here also that it takes less space, I assumed it. So because it doesn't take a lot of space, because they are bluetooth, but you can plug it on the phone. So therefore, if the battery's not so good or long, it doesn't matter I will

carry the cable and plug it there. Also it has the control here, which is nice.



elif ilgaz Gulgec 14:36

Can I ask you something? Because you said that I also assume that like it's portable or foldable, and I can also plug in aux cable if it doesn't have a battery too. So how could you make these assumptions? By looking at like which part of the website could you make such an assumption about his functions?



participant 6 15:07

Yeah, well, I didn't know about the cable thing that they read it on the text, but the fact that I get it was collapsible when I saw it on the pictures [h2's 4th image]. And yeah, because I think I've having practically similar products, so I know how they work. Okay.



elif ilgaz Gulgec 15:25

And so I would also like to know a little bit more like the appearance of the product for you? Because you also said that it looks fine. So what did you like the most about the product in terms of visual part?



participant 6 15:44

I don't know. It is not very big. Also that it looks smooth [h2's ear caps]. So the edges and they seems okay and the detail. I will buy another color. I don't like red.



elif ilgaz Gulgec 15:56

Why?



participant 6 16:00

No, I like the color.



elif ilgaz Gulgec 16:01

What kind of color do you prefer?



participant 6 16:04

Black probably or gray, because they're less attractive. I will combine them with this.



elif ilgaz Gulgec 16:13

Yeah, so that was all Okay, my will stop the video record.



# participant 7

Thu, 03/28 02:16AM 16:01

## SUMMARY KEYWORDS

l3, headphones, laptop, product, h2, stands, appearance, prefer, nice, conditions, assume, aesthetically appealing, buy, feature, situation, decision, homepage, color, tough, check

## SPEAKERS

elif ilgaz Gulgec, participant 7



elif ilgaz Gulgec 00:21

OK, now I'm video recording it. So this is the website that I created for the experiment. So here, it's the homepage, and you can find a few of headphones and laptop stands. So it's the homepage. And if you want to see all of the products, then you can go to the category page. So as a first can you choose a pair of headphones? And it will be also great if you can think out loud.



participant 7 00:56

So now I want to browse through all the headphones options.



elif ilgaz Gulgec 01:03

You can also go to the category page if you want to see all the options together. Yeah, it's up to you but do things as you normally.



participant 7 01:19

Yeah, I would normally do one by one. But when I realized, okay, it's throws one by one that I would probably come here. But now I want to see price low to high because I don't have that much money. And I want to choose headphones first. So they're expensive. Do I

have to walk by one? Yeah, let's see. Okay, what I'd see the conditions [h4]. The worst case scenario, I can use it for a month and then return it. I also like this one, because of the colors [h2]. Yeah, same situation, same conditions...



elif ilgaz Gulgec 01:44

Yeah. Why did you like that particular color? What kind of situation did you think of for its use, or did you think of any kind of situations?



participant 7 02:52

Not really, I like the color. And yeah, these are pretty straightforward. But I'm thinking would it worth giving this much of money? If I had money, I would buy this [h2]. If I don't have that much money, but I really need a headphone, I would buy this one probably [h7]. Now, should I make a decision?



elif ilgaz Gulgec 03:20

Yeah.



participant 7 03:21

And I went for this by assuming that I have money [h2]. Should I add it to cart?



elif ilgaz Gulgec 03:26

Yeah, do whatever you want. So can you explain a little bit more? Why did you choose that product?



participant 7 03:39

I basically like the appearance of it, how it looks. And when I look at the two different, I also check this with another headphone. And I saw that the conditions were more or less the same. And I assumed that I have a lot of money. And I want it because of aesthetic reasons because of its appearance.



elif ilgaz Gulgec 04:00

And which particular feature of it did catch your attention aesthetically? For example, why is this an aesthetically appealing product for you compared to other one?



participant 7 04:13

Its color I would say the first. And I also like that it's not that tough looking. I would say like this one is quite tough [h1]. This one was also tough [h9]. And I also probably now I'm thinking... Yes, I don't know. It's like, tense, it seems as if it is something that can be standing on somewhere [based on product images on the category page]. These are like more, I don't know, from up doing but this is more aesthetically pleasing. I would say.



elif ilgaz Gulgec 04:40

Okay, yeah. Why is having an aesthetically appealing product important for you? I consider that is important aspect for you because of your decision but I don't know if I'm right.



participant 7 04:54

Yeah, you're right. Because Yeah, I don't want to use something like that. Which, which looks super tough and rough on me [h1]. So I should like it to us in order to use it.



elif ilgaz Gulgec 05:09

Can I said it in a way it needs to suit you, your personality or like it fits how you look?



participant 7 05:15

Yes, you can say that. Or I like the way that you described as a personality. Like, I don't want to look tough. Okay, this is rough so I would prefer this [h2].



elif ilgaz Gulgec 05:28

Okay. And I saw you as checking the different product images, how do they influence your decision?



participant 7 05:39

For that images, you mean by like looking to this?



elif ilgaz Gulgec 05:43

Yeah, the product representation.



participant 7 05:46

Same things that I said that I said before. The aesthetic look of it, the personality fit and preference, basically.



elif ilgaz Gulgec 05:59

Okay. And I wonder if it's a realistic situation for you when it comes to the website and products?



participant 7 06:08

Hmm. And I don't usually shop online. Especially for like, I never bought a headphone online, but I usually buy stuff like small stuff, I would say. Okay, little stuff from Amazon.



elif ilgaz Gulgec 06:31

So shall we continue with the laptop stands then?



participant 7 06:34

Yes. So I'm passing to the laptop stands.



elif ilgaz Gulgec 06:39

Do you have a laptop stand?



participant 7 06:46

No but I'm looking for one. I saw people with a laser cut ones. I love that. I don't know. I think I'll make one myself or get one for myself.



elif ilgaz Gulgec 07:02

I think they sell them in the study association. I think they made them because I saw their logo on stands.



participant 7 07:22

Really? I can ask those people. But anyways, going backwards. Okay. This seems too complex .



elif ilgaz Gulgec 07:31

Why did you find it nice?



participant 7 07:31

When I'm looking at it, I'm not sure where to put my laptop at once. But now I assume that it's something like, okay, but still... I don't know. This seems nice [I3]. But this is a bit like forklifts. I don't know. This seems nice [I8]. And this seems nice [I7]. Now I don't find it nice anymore. It seems like robots to me now [I8].



elif ilgaz Gulgec 08:16

So what kind of a feature can make a laptop stand nice?



participant 7 08:25

This is this is quite crowded [I9]. Like the lines, let's say. I cannot tell... Okay, now I can tell where it is located. Like this. Okay, now it's more clear. Now I would like buy this also [I9]. I prefer something like that [I9]. Yeah. Let me check. This is also nice [I3]. Now, it's also nice, but I don't like it without the computer on top. I think none of them seem nice. Okay.



elif ilgaz Gulgec 09:24

So in a way, you need to see it in the content.



participant 7 09:26

Yeah, definitely. And now I'm also thinking because my computer is whitesh. So I would

prefer something whiter [13]. So this wouldn't...



elif ilgaz Gulgec 09:36

What kind of situation do you think of for its use?



participant 7 09:42

When I work in the offices here or downstairs, but usually when I work in the university. I can also use it when I'm at home, but I would rather prefer it to leave it somewhere and then find it the other day when I come here. So it's sort of constant space. I know I also wanted this. Okay, from the first appearance, it seems like a bathroom or kitchen item [13]. Let's let me see how it's used [13].



elif ilgaz Gulgec 10:23

Why did you say it?



participant 7 10:25

Yeah, based on the appearance. It's similar to tap [13]. I think.



elif ilgaz Gulgec 10:32

Is that a negative thing for you?



participant 7 10:34

I'm not negative, but I didn't associate that as a laptop stand. And I also wouldn't use it because it doesn't have a back support [13]. So I would also eliminate this one [13]. I should choose. I didn't like this one [12]. This is...



elif ilgaz Gulgec 11:11

Do you have a reason for it?



participant 7 11:12

It doesn't seem stable to me [I2]. I think... Now, I like this one because I hated it at beginning [I9]. Because I saw how it is used in context. And it has like back supports. Yeah, I like that. And it's also stable. It's also cheapest. So I think I would go for this one. And apparently, to see how it is used changed my perception.



elif ilgaz Gulgec 11:29

I also realized that you never read the description of the products, none of the laptop stands.



participant 7 12:12

No.



elif ilgaz Gulgec 12:14

In which case, do they, the product images influence your decision? I guess they influenced a lot.



participant 7 12:22

Yes, they influenced a lot. Because I think like with the headphones, the difference was about quality of it, or like from the appearance, I wouldn't know how it functions or how it works. But with this, it's quite straightforward that you put your laptop and that's it. So it is all the function. But you're right. I didn't read that because I kind of knew what to expect.



elif ilgaz Gulgec 12:59

So would you like to have like, any extra information in the website to make a realistic or a good decision on your purchasing?



participant 7 13:16

These are like, general terms and conditions... In the headphones those technical details maybe I don't even pay attention... But yeah, whether those have like Bluetooth option or some kind of technical features, maybe if it has any color preference. I would prefer if this was colorful maybe.

# participant 8

Thu, 03/28 02:17AM 23:53

## SUMMARY KEYWORDS

laptop, headphones, foldable, nice, bulky, images, product, l4, important, l3, l5, website, brand, carry, h1, hanger, l2, ears, adjustable, stand

## SPEAKERS

participant 8, elif ilgaz Gulgec



elif ilgaz Gulgec 00:21

Now I will start the recording. Here's the website that I created for to experiment. It's like, looks like a regular online shopping website. Right now we are on the homepage, and probably you have already notice it, but it's a touch interface, so you can navigate it through touching.



participant 8 00:46

And I already end up with the websites to look for and laptops stands and the headphones. Right?



elif ilgaz Gulgec 00:55

Yeah, but ideally, it great if you first you can choose a laptop stand then the other one. And you can think out loud meanwhile. Or if you have any questions about how to navigate the site, I can help you. By the way, do you have a laptop stand?



participant 8 01:19

I used to have one when I had a bigger laptop. I had a 15 inch MacBook. And for that I had a laptop stand. But now I have a 13 inch MacBook and I don't have a stand right now,



which is strange. But I don't know, I just find it a bit... because you have to... I don't work a lot at home. And if I work elsewhere, then it's hard to carry it. I mean, the one that I had before, which was from IKEA, so it's not foldable or anything. Yeah. So the price, because it is... So I think in this case, if I'm going to pay at least 35 euros for this [I9], I would like to have it foldable, so I can carry it around.



elif ilgaz Gulgec 01:56

So like what kind of situation do think of for its use, particularly?



participant 8 02:55

So for example, if I work remotely, so elsewhere in cafe or in school, then I should be able to just throw it, throw it in my backpack and but I'm not if it is... I don't see if it's like foldable.



elif ilgaz Gulgec 03:20

How do you guess that it is not portable?



participant 8 03:29

Yeah, because it said like, you can set it up in one or two seconds. So I can assume that it is collapsing [I9]. For example, for this one, perhaps it's not foldable [I1].



elif ilgaz Gulgec 03:55

How do you make such an assumption?



participant 8 03:58

Because of the form. Okay. Because it doesn't seem like it is... Yeah, because of the form basically. Because I assume it's some kind of plastic and it doesn't have any... It's quite stable. Okay. Let's see.



elif ilgaz Gulgec 04:30

And also, I see you as checking different product images. How do they influence your

evaluation of the products?

P

participant 8 04:41

I think it's always quite nice to, by the way, I really hate it when I go back to the back it goes to the headphones. But I think, for example, especially from this multiple product page, I don't really see how it is interacting with the laptop itself. And I'll check the other images because it's nicer to see it how it is in the actual environment that I'll be using it. I also on that page, I don't see the size, or I don't see like. For example, this is like too bulky me [18].



elif ilgaz Gulgec 05:26

What kind of visual features of it made feel like that? Because you mentioned that it seems bulky to you.

P

participant 8 05:34

Because there are a lot of these [18's legs], how do you say, this neck and then a lot of different pieces. On the other hand, I think it helps that it's, it can fold it, or you can really adjust the height. But on the other hand, it's just too bulky for my taste [18].



elif ilgaz Gulgec 05:53

How important is the appearance of a laptop stand for you?

P

participant 8 05:57

Yeah, I don't like it if it's too mechanical, because I have a Mac Book. And it's really like it, because it's just some elegant design and it is quite sleek. You know, and I wouldn't want to have this like, bulky. For example this is quite nice [13], because I like this transparent. Okay, I'm going to make a decision now. I took so much time.



elif ilgaz Gulgec 06:44

No, you're quite fast. Yeah. Yeah. I have one participant who spent 16 minutes just to evaluate all the laptop stands. And he couldn't make it final decision.



participant 8 07:00

No... For example, this one, I don't like it at all, because the pictures are not explanatory at all [I2]. And it looks, I don't know, I don't like, also the resolution of the pictures quite annoying.



elif ilgaz Gulgec 07:17

And which way does it influence you?



participant 8 07:19

Yeah, I just don't want to buy it. It just does not intrigued me. It just, it doesn't make me think like how am I going to use it. But I just simply not curious anymore. And it's also quite expensive [I2]. So I am not going to elaborate on this choice. Okay, so this looks quite nice [I5]. I think it's maybe more of a Macish design, you know, like, so I like that it has this detail and the different texture, because I think it helps for the laptop to stay stable. And actually, it's nice, but I would... What I would really like, on this website, for example, is that I would be able to put the filter of my own laptop. So it immediate choices of the appropriate size. And because it's really different if I get a laptop stand for 15 inch, and my laptop is smaller then it's not nice. And I'm also not able to see it at the moment. So yeah, sort again. It also doesn't remember my preference. So it's also annoying. I can check this one as well, but didn't really like it [I4].



elif ilgaz Gulgec 08:57

Can I learn why?



participant 8 09:01

It just, it feels a bit like a prototype. You know, it's not really... it feels like a hanger. It looks like a hanger, you know. It doesn't look that professional.



elif ilgaz Gulgec 09:21

What kind of material or form qualities make you feel like that?



participant 8 09:27

I think because this detail over here [14's feet], its way to present and the type is just like the the curves and everything that it just reminds me up a hanger. I think I extra quite like this one [13]. Although it's not the lowest price, but I think it just looks... I like that it's transparent. I don't have still no idea how big is it. So that's a bit of a concern. And I would perhaps actually ask to the customer service how big it is. So it's actually not adjustable. So it's maybe not then it doesn't work. I mean, you cannot I think adjust the height [13]. Okay, now I understand why people who are having difficulties in choosing it. Yeah, I think actually, this is quite nice [19]. Even though I don't like the color or the form that much. But it says it is adjustable and it's cheap. I wish it was transparent.



elif ilgaz Gulgec 11:07

Why?



participant 8 11:10

Just I think personal taste. And it's actually also one of the cheapest. Yeah, I think I would go for this one.



elif ilgaz Gulgec 11:25

Thanks so much. And the first part is over.



participant 8 11:42

Also, like for me, it's not a... I don't necessarily have an emotional connection with my laptop stand, for example. So I don't mind that much in the sense... For me it is just the size, if it's suitable for my laptop, and if it's just adjustable. And if it's foldable, so I can just carry it around. So that was the criteria but for the headphones...



elif ilgaz Gulgec 12:12

I guess it's gonna be different.



participant 8 12:15

Yeah, you can not imagine how much research I've done before I bought mine.



elif ilgaz Gulgec 12:22

Right now I'm also looking for headphone, that's why I thought I can be my test object.



participant 8 12:28

Right...



elif ilgaz Gulgec 12:32

You can click on the images to see the product description.



participant 8 12:38

Yeah, I had a similar one like this [h2]. Yeah, this kind of images, I think, it's super important for a headphone company since you can actually use it and see real people carry it [h2's inscale image]. And then they showcase that because then you can also relate to the lifestyle of the person for example, or you can see yourself as using it.



elif ilgaz Gulgec 13:10

Is it an important type of product image for you as evaluating the products online? Would you like to see that kind of product images?



participant 8 13:23

You mean like...



elif ilgaz Gulgec 13:24

In context images like... the one with real people wearing the headphone.



participant 8 13:29

I think so. Because I think headphones is quite a lifestyle product. It's not like laptop stands, so I would really like to see if some people use certain type of headphones, and I think it's part of your... It really showcases your personality somehow. It's not true but...



elif ilgaz Gulgec 14:03

I already kind of know the answer, but still like I want to ask if this situation is a realistic one for you when you consider the website and the product alternatives? What do you mean like exactly If it's a realistic setting or situation when you consider the website and product alternatives presented here?



participant 8 14:27

Yeah, but for example, I don't see any the brand here. So that is for me quite a missing thing. Yeah, for example, now I would never choose these because I have no idea... And this, I know that it's similar to Urban ears style. Yeah, it is Urban ears. I know also from the price but yeah... I think it would be a nice website if I'm able to compare different branded headphones and I'm able to filter it based on the price.



elif ilgaz Gulgec 15:09

And can I learn why the brand is important product aspect?



participant 8 15:14

I think in the headphones as I said it's kind of lifestyle product. So for example if you use Beats and if you use Marshall, you are different type of person. And for me it's important to know like... Maybe of course the price matters. For example, I have never buy such an expensive one and so for me it just helps for me to choose a product which is fit into my lifestyle. That's why I think it's really important to have context images as well to express that feeling better. And yeah, so I think it's it comes down to different filters how you make a decision. Prizes is for me one of them. It is really important and the other one is the brand but of course the quality. For example I also wouldn't pay that much for Beats character. Yeah, I also don't feel that much connected.



elif ilgaz Gulgec 16:13

So for you which brand, which headphone brand represents you most?



participant 8 16:17

For example now I have Urban ears and I am actually really happy. Then, their customer service is pretty good because I had an issue and they were super helpful and they gave

me a replacement. And they were just like really quick and I really like it. Also, it was for example not super expensive as Marshalls. Marshall is more for you if you're really really musical person or if you have for example amplifiers. I am not that musical. I mean I just listen to it at the gym and when I'm traveling. And it has a much better time. So yeah, I really like Urban ears. I think it's a good quality / price / fitting my personality. That's why, I'm already a bit biased about this. I'm just curious about this one [h6]. I think for wireless headphones the battery time is really important as well. 16 hours is really low for example. And it's also more expensive. Not nice... [I5]



elif ilgaz Gulgec 17:58

Why didn't you find it nice?



participant 8 18:00

I don't know. I think it's just again like bulky and I don't like to the color [I5]. I think it just feels like so mainstream. I think it doesn't express any personality [I5]. This for example, it does [I2]. I would perhaps... I had exactly the same color. So that's why I'm telling you I'm a bit biased but... I think this is also nice that it has both the cable option and the Bluetooth so if you're not able to charge it and then it's quite nice. Although there's a bit of a hassle to carry them both but also in the headset I think the warranty time is quite important. No... [h1]



elif ilgaz Gulgec 19:14

Can I learn the reason of it?



participant 8 19:15

I don't like the design [h1]. The image quality shows a little bit that... I don't know the brand. I don't like the pads. I don't like anything about this one [h1]. I don't like this one that is not round but it's more like a drop [h8's ear caps]. Although it kinda gives the feeling that is light so that's quite nice but I... [I8]Interesting... 3 modes that you can play your songs. I don't know what it means tho. With white headphones I am a bit skeptical always although now I have white ones now [h4]. I think they look really elegant. And I really thought that they would fit my personality but I was always really concerned with the cleaning. This looks a bit strange. I don't like this really crumbled leather. It gives like an old feeling [I4]. Black and White is tilted [h7]. I don't know. Okay, I made my decision. Yeah. I like the color a lot [h2]. And I like that it has both, it has two years warranty. I know

that it has a good amount and battery time. And it's just like... I think it's cool.



elif ilgaz Gulgec 22:36

Thank you so much.



# participant 9

Thu, 03/28 02:17AM 19:24

## SUMMARY KEYWORDS

foldable, headphones, h8, important, nice, l1, images, product, clean, laptop, stands, nerdy, final decision, noise cancellation, design, work, decision, established brands, reviews, read

## SPEAKERS

participant 9, elif ilgaz Gulgec



elif ilgaz Gulgec 00:16

Okay, now, you're seeing the e-commerce website that I designed. Right now you are in the homepage. So, it is a touch screen you can navigate it through touch. And there are only different headphone options and laptop stands. And if you want to see all of the options, you can go to the category page. And Shall we begin with selecting headphone? And it will be great if you can think out loud as evaluating different options or making your decision. Like saying whatever you're thinking at the moment, so thinking out loud.



participant 9 00:58

So first the headphones.



elif ilgaz Gulgec 01:02

Do you have a headphone?



participant 9 01:05

Yes, but I don't use it for I think already for almost two years. I don't use them anymore. So, but I really want to have one with noise cancellation. Maybe that's... when I have a job. Because I cannot afford it.



elif ilgaz Gulgec 01:27

I know... I had my boyfriend's one for a week but... It is super cool but I can not afford it.



participant 9 01:33

I had something like this, but not wireless and just older. But yeah, I also don't like it when your ears are like, super tight for a long time. Okay, so I'm looking at these headphones. Like I said, I like over ear. I didn't like it. Because it wasn't really cool. But now I think it's more comfortable. And that's more important for me. Then I really liked the black one [h8]. Yeah.



elif ilgaz Gulgec 02:19

Was it because you are looking for an over ear headphone?



participant 9 02:24

Yeah. Because now, my previous experience from my old headphone is that it hurts after a day of working. That's why I went back to plugs again. So yeah, I think I'm going to go for this one [I8]. Let's see what the other...This is also nice that it can fold. Yeah, and it has noise cancellation which I need.And it just looks really clean. And that's what I prefer.



elif ilgaz Gulgec 03:23

No, it doesn't work.



participant 9 03:30

I would read the reviews, and then I would just leave notes.



elif ilgaz Gulgec 03:35

Okay, you mentioned that it looks so clean, its design. Which visual attributes made you feel like that? Why did you think that it has a clear design?



participant 9 03:46

I think the color black is important. Especially because over here headphones are also

really big. So I prefer to have it kind of not such poppy color. Because it shows more... And also because it has no other... no logo or no what you saw saw at the other headphones like aluminum circles or stuff that [h9's side]. Personally, I would not like it.



elif ilgaz Gulgec 04:38

Do you also like go for sleek or simple designs for other products too?



participant 9 04:43

Yeah.



elif ilgaz Gulgec 04:44

So can I say it's your personal taste?



participant 9 04:49

Yes, I think so. Yeah.



elif ilgaz Gulgec 04:53

And is it your final decision?



participant 9 04:56

Yeah.



elif ilgaz Gulgec 04:58

So I also saw you as clicking on different product images. So how do those product images influence your decision?



participant 9 05:18

Well, yes, good question. But especially this one... This was nice, because I saw that it was foldable [h8's 3rd image]. So now it could be made smaller. And yeah, that's really nice. Because you have to bring it with you every day probably and you will probably use it for

work or in the train. I also commute every day. So that would also be nice. And also this picture is something I like to say you've got the reference, like how big is really [h8's 5th image] Yeah, so those two pictures were really important. Yeah, and this one looks nice, nice detail [h8's 4th image]. I was wondering which brands it was when I saw it. But yeah, that's normally something I would also consider the brand.



elif ilgaz Gulgec 06:22

Why is that important for you as purchasing a pair of headphones?



participant 9 06:29

I think it's important for me, because I don't see myself as a very technical person. So therefore, I'm more sensitive to experts or to an established brands that I have confidence in or that I could look up to like the reviews. Yeah, I have to read my like, teach myself what is good and what is bad. Brand helps for me.



elif ilgaz Gulgec 07:08

Thank you so much for input, we can continue with the other product category. Before, I want to ask you if it is a realistic situation, or a setting where you consider the website and the product alternatives.



participant 9 07:29

Yeah, I think so. And I will probably go to sites like bol.com or coolblue. And those are presented like in a similar way. And I will probably visit multiple websites, just check the price in multiple websites, and then make a decision. Yeah, price is an important factor. Okay, then we go to the laptop stands... And I this time with the headphones, I saw the prices and those were all kind of the same. The one that I chose was a bit lower in price. But that's also something I would consider and research if there are cheaper ones. So now there were six or something to choose from the this. For now, I just pick one of the six that I really liked. Okay, when I look at the laptop stands...



elif ilgaz Gulgec 09:20

You have a laptop stand, right?



participant 9 09:23

Yes. I think laptop stand are in general very ugly, for me. It's my personal opinion about laptop stands. So I don't really like these kind of laptop stands.



elif ilgaz Gulgec 09:44

Why is that? Why do you find them ugly?



participant 9 09:47

I don't even find them... And maybe if we talk about the simplicity and the clean appearance. I don't think these are that clean or simple. It works probably. Maybe even better than visually nice appealing one. But yeah, for me, it's important that it's clean and simple. And maybe also easy to carry with me. And this is not really looking very easy [I3]. But maybe you can fold totally [I9]. So let's see if there's a picture of this.. I can be fit in in any backpack easily. That's important for me. This is also working. Yeah. And I like this one the most [I1].



elif ilgaz Gulgec 11:22

Can I learn the reason?



participant 9 11:30

I think it's simple and clean [I1]. And I think also, you know directly what to do with it. That's easy. But now I'm saying this, like this is not as foldable what I would like to. So that's something... I like this one the most. But maybe it's not as handy... Because now if you're really foldable, really light weight one. So maybe these ones are maybe more foldable [I2]. No, for now, I would just pick this one [I1]. Because I don't...



elif ilgaz Gulgec 12:34

Is it your final decision?



participant 9 12:35

Yeah, I will add it...



elif ilgaz Gulgec 12:38

What is the main reason of your selection? You mentioned that it has a sleek design. But you also mentioned that is not foldable. How did you make your decision?



participant 9 12:57

From these options, I will take this one that if I could choose my own at the moment, then I would choose that one. From all the other options, these is the most also... I think this looks all bit more tech, nerdy. And this looks a bit more young and trendy. Maybe I hope to see like I refer myself more to that group than the techie nerdy group. I think I find it important to have nice stuff around me.



elif ilgaz Gulgec 14:09

And so what I noticed that you didn't read the description of any of the laptop stands, just check the images.



participant 9 14:16

Yeah, that's true.



elif ilgaz Gulgec 14:17

So in which ways do the product images influence you?



participant 9 14:22

Yeah, it influences a lot. But I actually can read really fast. I read really quick, the first one that I saw that it's foldable, so more practical then this one, and I saw this is, of course, also only one stand. So it's maybe not that the best stand. And I saw like, really general... This way you work for hours on the desk without getting pains on the neck, because I read it like this. And I thought, yeah, it is typical. Yeah, but it's true. I don't read a lot of descriptions I read in my usual purchasing decisions. The reviews are pretty important to especially from products that I don't think I'm that well known in. Yeah.



elif ilgaz Gulgec 15:32

Okay, thanks a lot. That was all.

# participant 10

Thu, 03/28 02:17AM 27:54

## SUMMARY KEYWORDS

product, headphones, h8, h6, nice, details, material, buying, important, l6, h2, criterias, ear, check, quality, expect, l7, alternatives, price, spending

## SPEAKERS

participant 10, elif ilgaz Gulgec



elif ilgaz Gulgec 00:13

Yeah, now we can start. So here is the commerce website that I designed for this experiment. Now you're in the homepage. And like here, you can already see the headphone alternatives and laptop stands too. If you go to the category page, you can see all of the options. And as a first thing, can you select a laptop stand? And evaluating the different alternatives and making your decision, can you think out loud?



participant 10 01:01

Okay, yeah. I'm going to categorize because I think this is the easiest way. And okay. So I think the first thing is for sure the price. So I'm gonna look for something that is not really too expensive and looks like it's a good product. So yeah, let's try this one for example [I9]. Yeah. I think it's one of the cheapest and most it saying like that is light. This is a something that... if I am buying this kind of thing. It's kind of important, because it's another thing to bring it here. So you don't want it to be too heavy.



elif ilgaz Gulgec 02:19

So can I tell that you're thinking of the situation of like working here or working elsewhere, not a permanent place, and carrying it with you?



participant 10 02:32

So I'm bringing it. Yes. Correct. Yes, in the first options, I guess... I'm saying this one looks a bit weird [16]. So was probably I will know for this [17]. What I will look for is some more details maybe. But so I'm going to the reviews.



elif ilgaz Gulgec 03:22

Unfortunately it is not possible.



participant 10 03:36

So I think that maybe these two... [17, 19] I would prefer this one [19]. Yeah, quantity is one.



elif ilgaz Gulgec 03:58

How did you make your selection? Yeah, why did you choose that product?



participant 10 04:04

First, I was looking at prices. And then between the two that I had like... The process is like first of all the price, and then I'm going through characteristics of the product. I would expect also like a short version of that, like, I don't know, material and something. And after that, I am choosing that. So also pictures most probably are useful. Yeah, of course, you are like looking at the product. I think if somebody is buying this kind of product already knows that a little bit why you're buying it, so you know about some issues about like your back and what could happen if you're not using these kind of things. So yeah, I wouldn't be really... I mean, it's not something that I'm buying because of the aesthetic probably. So I don't look at the picture so much. I am more interested in why the product is better than the other ones.



elif ilgaz Gulgec 05:34

So why do you think that you will have less aesthetic concerns on this product category? Can you elaborate on it?



participant 10 05:53

Personally, I'm not feeling like it's something that I would buy because it is fancy or nice.



But really, because for its function.



elif ilgaz Gulgec 06:11

But why do you have like, less aesthetic concerns on this product? or why isn't it one your criterias?



participant 10 06:17

Because I think I'm feeling like, personally that it's not something I would buy because it's nice. I am perceiving it as an ergonomic thing. I'm buying it because it's making me feel better. I'm standing in a better position and working better. And so it's really about how I'm experiencing the product more than the product itself.



elif ilgaz Gulgec 06:27

Did you choose this product because of it? Because of its functional qualities?



participant 10 06:59

Yeah, this one, I think, knowing already a little bit to the background. So what do I need this for? It seems to be the lightest [I9]. And one of those who are like the lowest price. So I think this first sentence is kind of interesting, because it's selling you the material. It is light and easy to set up also. It really attract my attention.



elif ilgaz Gulgec 07:02

And I wonder if this setting or if this situation is realistic for you when you consider the website and the product alternatives?



participant 10 08:03

Yeah. I think so. Yeah, the only thing that as I said, for example, if I am clicking on product, there is a lika table saying the size etc. so this is another thing that I would expect. And it's making the whole navigation easier, better than reading this thing.




elif ilgaz Gulgec 08:34

So shall we continue with the headphones? Do you have a laptop stand or headphones?

 participant 10 08:48

I have headphones. I don't have a laptop stand, because I never felt like I need one until seeing here it's quite popular. So I've never consider to buy one. Now you're making me think about it. This is a kind of product that I'm feeling like it's more something that I could actually buy. Because I have one too.

 elif ilgaz Gulgec 09:49

Seems more relevant?

 participant 10 09:51

Yeah. So this is really different, the approach here was more... I will spend more time on this product. So I guess a lot of them are wireless. And I will check this first [I6].

 elif ilgaz Gulgec 10:14

Did you want to check that headphone first?

 participant 10 10:17

I think because I think the material and details. I think it's something that I like. And also, I think the color. Yeah, let me check again. So standing out from all other headphones. Also they look cool.

 elif ilgaz Gulgec 11:07

Why do you think that they look cool? Which visual aspects of them make you feel like that? O

 participant 10 11:14

I think... [zooming in h6's first picture, the metal part on the ear caps] I think this detail, it's pretty interesting, is I guess it's metal [h6's ear caps] and the leather behind. It's really nice. And now I am seeing that it's also foldable into something very important for this

kind of product. I mean, I think the detailing of the product is attractive, attracting your attention. Okay, so.



elif ilgaz Gulgec 11:58

How does a product having small details seem to you? What do you think about that kind of details on the product?



participant 10 12:24

I mean, these technological products, they have this tendency to all look the same. It's the same with smart phones or computers, they are black or gray and have more or less the same shape. So it's nice to see here. It's black. this is black. Black, Black. Yeah, so this one can be interesting, but looks like it's more something red plastic here [h2]. Here you're seeing something a little bit more elegant [h6]. I like that. Okay. So it is pretty convincing, I think [h6]. Yeah. But there are many others that could be interesting. Since I don't have so many options, I have clear overview anyway. So I wanna check this one [h2]. It would be cheaper. Yeah, here is interesting... the other one was having like some details about battery, about being over ear. And this one is more like it's a wireless headphones. It is not telling me out a lot about the material of the product.



elif ilgaz Gulgec 15:36

Is the material of the product an important criteria for you as purchasing a pair of headphones.?



participant 10 15:45

Because I mean, if I'm making a comparison of this product, at this price [h2], and then I have this product, this price [h6]. And I'm saying this difference about the material I would say.



elif ilgaz Gulgec 16:03

And what do you think about the plastic material? Because you said this one's material is a bit bad.



participant 10 16:13

I think I mean, it's fine. But if you're spending 130 euros, maybe you're expecting somewhere sophistication. I think, what's I'm not seeing a lot of information about the quality of the audio. And so yeah, this is kind of weird, because what I'm seeing in my previous experience when I bought my headphones, that was one of the main criterias. So the quality of the sound, because it's something quite important.



elif ilgaz Gulgec 17:02

And what is the next important criteria? Are you so like on the top? There's some? Yeah,



participant 10 17:08

Quality of sound. I would say, for sure, the appearance of that and battery.



elif ilgaz Gulgec 17:21

Why does appearance of the headphones seem important for you?



participant 10 17:26

I think even if it's something that I'm usually using when I'm at home. I am not kind of guy who comes to the university with big headphones or riding the bike. I like if it's something that has good quality and also looks good. So something that I am considering not only for technological products, because it's something... Especially if I'm spending this quantity, I mean, if it was for 200 euros, like I need some headphones, and I don't want to spend a lot of money, I don't care. But if I'm like spending that much you want it to be good looking. Okay, so I have to choose. This is interesting [h8]. The noise cancelling is interesting. This could also I think very convincing. Because I'm having some information about the sound and you can also make phone calls. Maybe the best one, even if it's a black headphone. It can be nicer than these other two. Yeah, it is also interesting because of the low... [13] I mean, these are like a specific characteristic of the product. Especially if you're like to listen into this kind of music. Maybe that could be something although I am actually not, but I'm happy that I'm seeing some really technical information about it. It is saying something about the frequencies and me this kind of thing. So I know that what to expect. Basically what I'm saying based on my previous experience. Yeah, there are many kinds of headphones that are really specific for a specific kind of music. I think I am gonna take this one [h8].



elif ilgaz Gulgec 23:21

Maybe we can go back to the ticket page again. Okay. Because I want you to explain your decision. Yeah. So why did you choose this product? Why did you think that it's the best? Okay, so,



participant 10 23:40

here, the first thing was the first one or this one was this one because it's the one that pops out [h6]. And also, I think the most expensive... [h6] So that is said, Okay, let's take a look at this one, because it looks kind of nice [h2]. At that, actually, I didn't really like that. So I said, Okay, let's go forward is I don't want to black thing. Then I check this one because it looked a little bit better [h5]. And also, I think this was the first one that really gave me some technical [h8]. And yeah, so it's a mix of appearance and sound quality.



elif ilgaz Gulgec 24:13

And what do you think about its appearance?



participant 10 25:00

Even if it's a feel like this experience, it's like a black kind of thing. But it's, it's nice details. I think. Like metallic frame, for example, like this thing [h8's side] and the shape of this part not round, oval [h8's ear caps]. It's not a big circle, it is a bit more refined. I expect that it is gonna be cool when I receive that.



elif ilgaz Gulgec 26:00

Thank you so much. That was all.

# participant 11

Mon, 04/01 03:42AM 18:37

## SUMMARY KEYWORDS

h5, headphones, h1, image, nice, laptop, product, l5, understand, h8, h6, caps, finish, h2, ear, detail, choose, weird, l4, super

## SPEAKERS

elif ilgaz Gulgec, participant 11



elif ilgaz Gulgec 00:22

So it's the e commerce website that I mentioned here. And so as a first task I want you to choose a pair of headphones. Okay, right now we are in the homepage. And as you already understood, yeah, it's a touch screen. If you go to the category page, you can see more alternatives on the headphones. And meanwhile, of when you're evaluating the products, can you try to think out loud?



participant 11 00:58

Okay. I'm just thinking like, what is my kind of... What is the most important factor for me, like, what I'm looking for, you know, is it may be the price or is it may be some particular kind of audio specification? But to be honest, I have none. And most of them are kind of in similar price range as well. So I like this [h6], like, I like a lot the color and can I actually get to see it?



elif ilgaz Gulgec 01:41

Yeah, sure. So I'm still working like website but it is a facke one.



participant 11 01:52

I really liked the finish of this. The leather kind of finish [h6's ear caps].



elif ilgaz Gulgec 01:59

Can I ask why? Because you mentioned that you really like the color and the finish.



participant 11 02:05

The one thing I like is the color. The other thing is the finish, and it just looks nice. I feel like it looks... I don't know the exact word but it looks kind of a elegant. Elegant is not actually the word I want where I'm not able to get the exact word. But yeah, something like that. I feel it looks like that. The only thing I'm thinking is how the silver metallic finishes going with that, but I think it looks good. But I'm gonna see also other ones. This one is nice [h1].



elif ilgaz Gulgec 02:51

Which one?



participant 11 02:55

This one [h1]. I'm going to open it bigger before see which other are here. Okay, I know which three or four I like. Okay, this looks super cool [h1]. I like the detail [h1's ear caps]. I like the detail of it. It looks kind of like not velvet, something like that fabric like that kind of material. And I like it. And this is obviously like your normal black thing. And I like the difference between the two materials [h1's ear caps and top] that it's bringing and the color is the gray and the black. I like it. It really looks funny, but cool to me [h1's in-scale image]. It reminds me, you know, like the one of the cars [h1's ear caps]. Yeah, that's on the cars. Yeah, I think it's cool. I like do you want to see which others I like? Oh... I will only choose one?



elif ilgaz Gulgec 03:52

I know, it's so hard to make it. Yeah, sure. Okay. And like when you give your final decision. I will also...



participant 11 04:02

I don't like these at all [h4, h3, h7].



elif ilgaz Gulgec 04:06

Why did you like eliminate all of them?



participant 11 04:08

Yeah, I eliminated them all because they look super stupid and boring. Okay, look very, like typical. Yeah. And also like this white, I just don't like it [h4]. Like, I would just not like these headphones.



elif ilgaz Gulgec 04:26

Do you have a thing for the color white or...?



participant 11 04:29

No, I like color white. What I just did is for the headphones. And with this one, plastic kind of material that is there. It is a typical material of headphones. I think it looks kind of cheap. That's what I feel. Because you can see very clearly when it gets dirty or wet. I like this one [h5]. I like this play of materials and also the two different colors, two different finishes. This is nice. It's quite simple, but it looks quite nice. These are nice as well, but I don't love them [h8]. Very, very interesting. But I don't know how comfortable they will be to be honest, because I'm seeing here and it feels too long [h8's ear caps] hand then the support feels thin [h8's top]. I feel like it would move or something. It just I think it looks good. But yeah. Okay, now do I choose? it's between these three [h6, h1, h5]. I'm just wondering. I am going for this [h5].



elif ilgaz Gulgec 06:07

Yeah. It would be great actually. Okay. So can you explain me why?



participant 11 06:27

Yeah. So it's more expensive than ones from here, but it's not that much of difference. So I said, Okay, that's fine. Because I was thinking maybe I can go for another option that's cheaper but in between these three there's not too much difference in price. This one [h5] because I think I just like the way it looks, I think it looks different. And also I feel this is playing safer because it has like black and silverfish whitish thing. So you can not really go wrong with how it will look. Because already, I think you're wearing headphones. It's very,



like, visible, kind of accessory. And then this will be even more visible [h6]. These are cool too [h1, h6]. This one just looks cool but I don't know how it would look on me [h1]. I would go for this [h5].



elif ilgaz Gulgec 07:24

Okay, perfect. But I'm going to go back to this one. Because you mentioned that you also like the fabric if I got it. Right. Yeah. Because you said it seems like a velvet like thing. Is it a good aspect for you to have a this kind of fabric?



participant 11 07:48

I think it's nice that I mean, it was attractive for me to have the different fabric because it's something that will be on my ear. So if it's a nice fabric, it would feel nice. All the time with them and rain... It's also good protection for them.



elif ilgaz Gulgec 08:15

OK, cool. So like, I wonder if it's a realistic setting for you, when you consider the website or the product alternatives? Would you also normally do that kind of things in this way? I mean, online shopping?



participant 11 08:34

Yes and no. Okay, like I would do more research, especially if I'm buying like headphones that are in this price. If it was something like 20-30 euros or something, then maybe just seeing on a websites, and spending 20 minutes and then choosing it can be okay. But if it's something that is 140, 150 euros, I would really do more research. I can, you know, also maybe try to see the quality of the sound. That would be something important to me.



elif ilgaz Gulgec 09:02

How do you do it in real life?



participant 11 09:09

Yeah, I would try to find a store that has it, if not the exact model and some other model, but from the same brand, you know, the series, something like that. Yeah, I would like to

know, yeah. Okay, cool.



elif ilgaz Gulgec 09:23

So maybe we can go back to the main page. Okay, can you also choose a laptop stand?



participant 11 09:38

Okay. So for me from laptop stand's perspective, it's a super functional product. So I would first think the function, and like by function, not just that it needs to hold my laptop, but also, if something if I have to carry every day with me. Then, it needs to be not super heavy, be super bulky. It needs to be compact that it can fit in my bag, stuff like that. So that's how I would see. I'm not finding any of them particularly attractive.



elif ilgaz Gulgec 10:14

So like, how would you describe them?



participant 11 10:19

They look weird. I just don't understand this [I9]. Like, it looks so complicated for laptop stands. I'm just like, I don't want this and spend really like 5 or 10 minutes for setting it up, and then I don't want to move it from this table to there. You know, like, I'm not doing that. At least this seems kind of straightforward [I3]. Like, you know, this looks very weird [I8]. Like, why this x or whatever? I just don't understand it so I am gonna click it [I2]. Because it's transparent, and I literally cannot understand the details of it [h2's image interactivity].



elif ilgaz Gulgec 11:05

Okay, so you're checking different product images. How do they influence your way of evaluating products?



participant 11 11:15

It helps me to understand how it's going to be used, and how it's gonna look when it's being used as well. For this one, I couldn't exactly understand which side is up and what goes down [I2's 1st image]. Like, now I see it, when I zoom in there, okay, it's because it's transparent [h2's image interactivity]. And it has all these weird patterns here as well [h2's

body]. So but now I see it, then I kind of understand. I can also see how it looks like with your laptop [h2's 4th image]. These are very interesting [I5, I1]. Because they look better than the others.



elif ilgaz Gulgec 12:03

What did you like about them?



participant 11 12:10

They are quite simple, but clean. Like this is quite clean design [I1]. I still, if I have to buy this [I9], I would still be like, Okay, how is this going to fit in my bag? Because I don't see that there's a way for me to fold it, make it compact. But it looks kind of neat, I think. And this is where I like how this looks over the finish seems nice [I5]. The design like it seems nice. This just looks like a hanger [I4]. Yeah. I like this [h5]. I like the details [h5's 2nd image]. And like it. I like it has the grip, you know, for antislip. At least it feels to me that it has that. So that is super nice. It also is the angle of the picture that they've clicked [I5's 4th image]. That's making it look better. Because I'm just assuming I don't see the specification or whatever, but I don't think it's not very high. I think it's kind of short. But the way they show it on the pictures, it's making it look like high [h5's 4th image].



elif ilgaz Gulgec 14:11

I was asking, you mentioned earlier like this textures on the product. And you said that they are probably anti slip. So yeah, how does this feature or this characteristic of the product, make you feel?



participant 11 14:29

I feel it makes me feel kind of good and secure that my computer is on it. It's not going to just fall off. First because if my computer is going to fall, it's gonna get damage. Second if it keeps slipping a little bit and like not damaging the computer, but it's annoying. If I'm working. So in both ways, it makes me feel like okay, this will get the job done well, or something like that. So the other ones that I like are the most expensive ones in the categories. Just curious to see this, because it really looks weird, like what is this? [I4]



elif ilgaz Gulgec 15:32

You mentioned couple of things about it. Like how it looks and metarial qualities of it, do

you hava another thing to add?



participant 11 15:41

To be honest, I don't even know if this can be come compacted, so that it's easy for transport [15]. But right now, I don't see it in any of these... At least I don't understand if any of these have that feature, to really like become flat that I can take it. And that would be something important for me, especially at university where you don't have a permanent desk. But otherwise, from all of if these were my options, I would go for this because I think it looks good [15]. Also, but looking good for the laptops and is up my first criteria. Like I said it would be first that needs to do what it needs to do. And I feel like they all do it. But this seems that it will do it better. Because also it has the grip and the degree and everything. So it feels like it would be nice. And it looks cool.



elif ilgaz Gulgec 16:44

Thanks so much. And that was all. I will stop video record.

# participant 12

Mon, 04/01 03:42AM 20:05

## SUMMARY KEYWORDS

product, foldable, l5, h2, laptop, headphone, l6, l4, minimal, cable, carry, buy, working, choosing, picture, final decision, aesthetically, periods, check, appearance

## SPEAKERS

elif ilgaz Gulgec, participant 12



elif ilgaz Gulgec 00:00

The task to perform is basically first choosing a laptop stand and then choosing a headphone from the options visible on the website.



participant 12 00:26

Okay, so I should search first for a laptop stand, right?



elif ilgaz Gulgec 00:30

Yeah. And right now we are in the homepage. So the website, like it's created by me, but it works in the same way of how the other ecommerce websites are working. Okay, so it's working like all other websites and you can if you want to see the all laptops stand options, you can go to the category page by going on the top of the list. And as choosing one, can you think out loud and share your opinions with me?



participant 12 01:03

Okay. So now I selected like, I filtered by laptop stands. And I think it will try to open... Like, I'm looking at them all. And I will try to open the one that I like the most. I think this one [l5]. It's very important, the picture super important.



elif ilgaz Gulgec 01:40

Can I learn the reason? Why are the pictures important for you?



participant 12 01:44

Because, yeah, I mean, it's the only way I can see the product. Otherwise, I have no other way to understand what I can buy [I5's image interactivity]. Yeah, I'm not, I'm not really reading. I am just looking at the picture mainly, and making some consideration. For example, I know that I use the laptop at a university mainly. So I went for the one that I like the most aesthetically. But then I think it's very uncomfortable because it's not foldable [I5]. So now my next one will be a foldable one.



elif ilgaz Gulgec 02:32

So you said that you think of a situation like working in the faculty. Did you check the most aesthetically appealing because of it?



participant 12 02:37

No, like, I first looked at the aesthetically appealing one. But then I open and I start looking at it better. And I said okay, but where I'm going to use it, I'm never going to use it at home. I'm gonna use it in the faculty so I need to carry it. If it's this base that is this big, I will never carry it in my backpack [I5]. So I think maybe this one is better [I8]. But I'm miss a picture of it completely folded. So all the picture that I check show me the unfolded product. So I don't really know if I can fold it as I imagine. I imagine a way of folding it. Like like... this one is going completely down [I5's top]. And then in real life, I will look at the price.



elif ilgaz Gulgec 03:07

You said in real life. So yeah, would you normally do this differently? So isn't it a realistic setting for you when you consider the website and the product alternatives?



participant 12 04:00

Yeah, it's quite realistic. But normally, like for this kind of product, the offer is so big. You get lost. Like the first feeling, when I check the page, I see them all. So it's kind of easy. So I went first for the aesthetic, then for the functionality, but normally a real life, you're really

lost in this kind of product. Because they are many, many, many. And you don't know where to start. Like I mean, you know what you want but like it's very hard. Yeah, probably in the end I will take this one [I6]. Because I can see the main things that I was looking for is that is completely foldable, and I can carry it. And yeah, I see that again, I have the confirmation that I didn't have in that one [comparing I6 with I8]. And this also cheaper. So in the end, I mean, buying which is more expensive with and maybe I cannot carry it in the end. So that is not the best option [I8].



elif ilgaz Gulgec 05:46

Alright, I want to go back to your final decision. So we can stay here. So first, you mentioned that your main concern as is my is portability of it because you were thinking of a situation like working in the library or in the faculty. Beyond its foldability or transportability, do you have any other concerns? Or like, is there any other thing that you liked about this product?



participant 12 06:24

I was also checking the kind of minimal looking, I don't want unnecessary things. For example, like in here I see all these material like the same very bulky [I2], and these are all... I don't need all of this. And also in this, like, yeah, it's kind of minimal, but I didn't like this curve [I4's feet]. This one, I really like it, but it doesn't seem foldable [I1]. So yeah, what I was looking for is also a kind of minimal and simple style. Just because I don't know... If it's more essential, I think is more easy to use and comfortable to carry.



elif ilgaz Gulgec 07:17

Why do you enjoy with a minimal style in laptop stand?



participant 12 07:25

Because I think is also related to functionality, because when I'm using my laptop, I already have so many things on the table normally. So I have all the cables, and I have the mouse which has another cable and then maybe I'm working with you know, with Arduino or with paper, so it's already a mess around me. And if I have such a thing [I4], where the wire can get stuck. Or if I have other complex composition [I9], and I think it's gonna be a struggle. Okay. So I think the minimal is partly aesthetic but also because I imagine whatever on me when I work.



elif ilgaz Gulgec 08:07

I see and make sense. So can we now continue with headphones?



participant 12 08:20

Okay, wow. They are expensive. Okay, they're all wireless? I really like this one [h2]. I'm reading this because I had the concern. Are they like wireless, without cable? And I couldn't understand it in any other way. Well, there's no cable in the pictures. But who knows? So I was reading. And they are also foldable which is nice for the same reason the laptop stands. Yeah, but they are expensive. And in this case, I think... I really like them.



elif ilgaz Gulgec 09:45

What did you like about them?



participant 12 09:48

It's again... It's not like... All of them are mainly black except for this one, the white one [I4] and this one [I6]. But I don't know this seems very sophisticated, elegant [I6]. Like it is not my lifestyle. And the white [I4]? I don't know, I will never buy the white stuff. Because they get dirty. I really like this color, which is not the normal black and gray like a technology thing [h2]. But it's also not super clear, like super white. That in this case, I think I will go for the cheaper option, which is this one [I7]. Because I know that with this kind of product. Like I mean, I really want to have one because I normally work in the faculty, so there are many people around me. So I need to isolate myself. But I also know that when I buy the product for the first month, two months, I always bring it with me and I use it. But after a while, maybe I don't know I have more stuff to carry in my backpack and there's no really space for these. Or I prefer to bring lunch, I prefer to bring other stuff. And so they like they stay home. So in this sense, it is more of logic of it is really worth it to waste that much money for something that I know I need, I know I will use but not so frequently. Okay. So, yeah.



elif ilgaz Gulgec 11:44

You said you have a headphone, right?



participant 12 11:47



I have one. I recently bought one with a cable. And yeah I bought it, because I was doing my thesis in the Bachelor. And we were 60 persons in the same room for two days a week, for the whole day. And it was crazy. So I really needed to isolate myself somehow. But after that, like right now. I don't carry them anymore. Like I carry them for some periods. So it's really about periods. So it does doesn't make sense for me to spend that much that much money in a product that I know I will use for some periods. Because I'm like that. Yeah. And I don't really care of, for example, the music power or the acoustic. Yes, it's important, but I think if I'm buying a product that is above 100 euro, I think it's gonna be good anyway. I don't think is worth it to add 30 euro because of the reason I told you before. It's gonna be good anyway.



elif ilgaz Gulgec 13:22

So you mentioned that you chose it because of its price...



participant 12 13:41

Yeah, I first look at them all. And I opened the one that I liked to understand... Like, I noticed that all of them without the cables. So I wanted to know if they were wireless. So I opened the one that I like the most to understand if it was really wireless. And it was and I look at it, and I really liked it. But I also notice the price. And then so I told okay, what am I gonna do with this? How long I'm going to use it? And then it came to my mind my previous experience with the product in it. Then I thought it doesn't make sense to invest that much.



elif ilgaz Gulgec 14:19

So in general can explain your final decision? Why did you chose this product?



participant 12 14:25

Yeah, because I think that it's a good combination of quality and price [h7]. Because it is not that cheap. So I know that is going to work quite well for what I need. But it's still like the cheaper in the category. So like, yeah, it can really serve my purpose for the period that I'm going to use it. I know that I'm not gonna use it every single day.



elif ilgaz Gulgec 14:51

And what else do you like about it?



participant 12 14:56

I think it seems to be very isolating. And that's again, serve my purpose. Because I will mainly use it when I'm studying with other person. So yeah, I really need to focus on myself. So sometimes I use the the headphone even without music just for isolation. And what else? Yeah, the fact that doesn't have a cable is also good. Because I have many cables around me.



elif ilgaz Gulgec 15:33

But you liked appearance of a product more...



participant 12 15:35

Yeah, I like this more [h2].



elif ilgaz Gulgec 15:38

And as far as I remember, you also mentioned that you liked it because it seems like different than the other technological black and grey products. So is it a criteria for you, having get different appearance for headphones?



participant 12 15:56

Yeah, because I don't like the super techy looking for stuff. Like, I am not a super fan of technology that I don't know, if something has a super new technology then I can buy it. But super future looking stuff doesn't appeal to me. So I prefer something more neutral, like all the same color [h2]. Yeah, it's also something that you have on your face, on your head. So you don't want to look like you are from the future.



elif ilgaz Gulgec 16:38

Thank you so much. That was all actually.

# participant 13

Mon, 04/01 03:42AM 15:28

## SUMMARY KEYWORDS

headphone, foldable, h2, fold, alternatives, buy, product, aesthetically, h7, l4, aesthetics, decision, h1, price, cheapest, laptop, website, picture, displayed, nice

## SPEAKERS

elif ilgaz Gulgec, participant 13



elif ilgaz Gulgec 00:19

Now I started the video recording. So it's the e commerce website that I mentioned you before. I created this site for only this experiment. So it functions in the same way of the normal standard ecommerce websites. So right now we're on the homepage, you can like touch the screen to navigate. And as a first thing, can you choose a pair of headphones? Okay, if you go to the category page, you can see different alternatives of them. And as evaluating the products or making your decision can you think out loud?



participant 13 01:06

Yeah, probably I wouldn't scroll down and I just go to the category page. And okay, so I am not really knowledgeable about headphone industry. So I think I would either go for an affordable one, or the one that looks nice. So I like this one [h2]. Yes. I have had similar to this one. Is this Urban ears? You also don't have any brands here. So I would want...



elif ilgaz Gulgec 01:39

Do you have a headphone? You can read the product description, if you want to see more detailed information on the product.



participant 13 02:15

I don't really read the descriptions that much. Because usually when I decided to buy a headphone, I either have an idea of what I want to buy, and I go to the website like that. Or maybe I would read from other sites or YouTube posts, or Instagram, I don't know. So it's rare that I go to ecommerce website and then decide which headphone that I want to buy from there. And so also the price would play an important role.



elif ilgaz Gulgec 02:48

Okay, but when you consider website and the product alternatives is it realistic setting for you? So would you also normally do shopping online like this?



participant 13 03:15

Yeah. Okay. So I would go from category and then... I have to buy something, right? This is the cheapest one [h1]. But it's very ugly. I wouldn't wear it.



elif ilgaz Gulgec 03:39

Why do you find it ugly?



participant 13 03:39

I just don't like, it looks like it's an air conditioner [h1]. Yeah, the thing with these headphones, they can be very big and bulky. I don't really like that look,. I already have a big head. So I don't want to put a bigger thing on my head. Okay. So I think in this case, aesthetics would be the first thing I will think. So I would go for this one, because I liked it [h2]. I liked the color and the price is also in the middle. So let's try it. Add to cart. Okay, do you want me to go forward?



elif ilgaz Gulgec 04:29

Before I want to like learn why you made such a decision? Why you chose this product? So can you explain it more? And you have already explained stuff like you like how that looks and you also have a similar kind of headphones. Beyond these reasons do you have any other one?



participant 13 04:46

Price is not super high. It wasn't the most expensive one. And the cheapest one was 120 euros, I think. And yeah. So if the difference isn't that much. And I like this one aesthetically. It's because I listen some music from Spotify. So it's not like I am DJ. So for me, it doesn't really look at the technical stuff behind it.



elif ilgaz Gulgec 05:16

Okay. And you mentioned that it is aesthetically appealing for you, actually. What do you like about it most?



participant 13 05:29

So I like the color, but also like that it's... So let me show the other examples here. Okay, so it has like a clear form [h2]. So for example, these things, they have a lot of lines on them etc [h5], but this is kind of a more one piece. I think it's because of the color because they all have different colors on them. But this one has one color [h2]. So it looks more intact. Yeah, these ones I find them too big [h7]. That's why I didn't want to go that. I thought maybe it's also nicer that you can fold it inside. So smaller. But I think all the headphones do that now. Here it's not so evident [h7, h3].



elif ilgaz Gulgec 06:34

But do you know whether this one is foldable one or not?



participant 13 06:37

I think it's foldable because this detail suggests that. Let's see. But I think they all are foldable now that I think about it. But it's just



elif ilgaz Gulgec 06:47

I saw that you try to assume that if it is foldable or not based on the image. So can I ask how do the images product images influence your decision on an item in a digital environment?



participant 13 07:09

Well, for a headphone, I don't think the image would actually change my mind. Because as I said, I already come with an idea in my head. But for example, for clothes and for other things, I think the visuals are really effective, even if they're displayed on a person if they're displayed in the background, that makes hold all the difference. So with headphones, I don't know... I don't think it really changes my mind if I'm going to buy this one or that one, let's say.



elif ilgaz Gulgec 07:46

Okay, can we continue with the laptop stands then? Do you have one by the way?



participant 13 07:54

No. So I also would like something that I can fold and then just put into my bag.



elif ilgaz Gulgec 08:11

Why is that? What kind of situation we think of, for its use?



participant 13 08:17

So I'm working in this flexible office here. So it's flexible, so I can't put anything there. And I'm also scared that it would get stolen. So I just want to really have something that could be really small when it is foleded, so that I could just put in my back and take it home. Maybe I can also use it at home. So something like this probably not [I8] because I can see that even when you fold it, it's more like a plate. So I would go for something that is really like a stick when it is folded. So this might be it [I9] or his one maybe [I4]. I will start with this one [I9]. But does it have a picture? I would like to see how it looks like when it folds. Okay, so normally what I would do, I would look at the other alternatives. If I can find what I'm looking for, and if I really have to buy from this site, maybe I will just google this brand [I9] and see if there are more pictures. This is not foldable, like I think [I3]. I think we had this in the office that I did an internship. So this is also quite big. What was the other one? This one [I4]. Can you fold this? Yeah, I don't know. Right now. Okay, I will go for this one.



elif ilgaz Gulgec 10:37

Again, I am gonna ask the same question. One of your first concerns, having a foldable or

portable one. Can you give me more reasons explaining your decision?



participant 13 11:22

Do I have another reason? I didn't really look at the aesthetics for example not like the headphone because headphone is more about my identity. But this one is something that I use when I work. So it's not something I use to mean for self expression. So aesthetics didn't actually play a role here.



elif ilgaz Gulgec 11:43

Why do you think that a headphone can be a part of their identity or a way of reflecting things?



participant 13 11:49

It's more like more like clothing in my mind, I would say. So this is purely functional. And for headphone also the function is important but also that's why you have 55,000 types of headphones but probably you don't have as many types of laptop stands. So and also this is a very specific purpose so you can make your laptop higher with this. It's not like multi functional, but I don't know headphones is... You can use them in different places. You can go to holidays with them. You can also use an office setting so it's I don't know I feel like it's more part of your life. Okay. And yeah, I don't know I didn't really look at the price I would maybe look at the price so if I am actually buying it. This is like twice as expensive by the rest, but it's still 35 euros so it's not like...



elif ilgaz Gulgec 13:06

Okay, that was all actually. Thank you so much.

# participant 14

Mon, 04/01 03:42AM 22:08

## SUMMARY KEYWORDS

nice, headphones, cheapest, imagining, reviews, h7, fits, price, l1, h2, l5, l3, l6, pick, choices, euros, laptop, filter, wireless, sleek

## SPEAKERS

participant 14, elif ilgaz Gulgec



participant 14 00:04

I'll take a seat. See Ah, nice. So we're not focusing on usability. Okay. Yeah, I am going to focus a bit on usability though. It's not the fact it's a prototype. It's just that whenever I'm on the site, I will also think it.



elif ilgaz Gulgec 00:32

It is fine then. You need to do like whatever you're doing normally. So right now we're on the homepage. Yeah. And there are only a few alternatives of headphones and the laptop stands. If you go to the category page, you can see all alternatives of these product categories. Yeah. And so first, can you choose a laptop stand?



participant 14 00:55

I will first choose a laptop stand. That's right. So I'm first going to do a laptop stand. First. I see that there's categories. I see that I can ask questions. I see the basket. I can also make an account. I wouldn't do that. Because why would I that honestly, seriously? Free shipping from 20 euros. Now that sounds interesting. The image I don't identify with but it's visually pleasing. Two years warranty on our entire headphones direction. That's nice. That sells me and there's new headphones. So now my question would be does this relate to each other to the new headphones? Also get it two years warranty? Same day delivery. Oh my god. Perfect. I'm looking for a laptop stand. So I can see there are some laptop stands



available, a lot of choices. So what I would normally do before I look for a laptop stand I would already look a bit around in faculty to see what looks nice. I've seen this one for example [I9]. This one looks very usable. This one looks a bit bulky [I8]. This one looks cheap [I6]. As in it is it looks small. Okay, so it's displayed smaller maybe therefore I think it's smaller. This one I don't know [I5]. This. I'm not sure about this one. This one looks very bendable [I4]. I don't like this one, metallic laptop stand [I3]. This one looks cool as well like transparent and it looks too bulky [I2]. Like this. I it doesn't fit. This one looks cool [I1]. So if metallic curve, and adjustable [I3, I1, I9]. Those are my three choices, right? So if I click one, whoa, wait, how do I go back? Here? Okay. I need to go to the product page. How to do it? I did it. Okay, fix it. Okay, so this is 35. Nice. Again, it's delivered tomorrow for free. Two year warranty, customer service is open until... So, wow. This is interesting. Okay, I will see the reviews. I'm imagining that if I click this, I get to a page of reviews that I can sort on stars. That's what I'm imagining. And then maybe we can look for keywords as well. So what's the touristy thing goes it filters out to the keyword from reviews to get like the nice. So that's what I'm expecting. But that's I understand it's not there. But just to give you an idea. Next is this going to be the next one in the list? Which are the ones that are like? I like this one [I1]. I like this one [I3]. This one is the cheapest [I9]? Okay, I'll get this one. Like it looks sturdy. Easy to set up in one or two minutes. That's what I'm looking for. And also compact, I like it. Oh... there's a sleeve included. I like that. It's not super heavy. Yeah, it's in the backpack. Yeah, that fits. Love it. That's okay. Add to cart.



elif ilgaz Gulgec 06:02

okay. And I guess it's your final decision.



participant 14 06:05

Yeah, this is my final decision. Okay, so this... That's my notes? Add a note. What does it? Wow it works. OK, cool, looks professional. I like it. There is a fake fake icon there. That's also very cool. It accepts ideal. That's perfect. Yeah, that's okay. So then is if you're interested in the shopping experience. I hate I honestly hate when I fill my basket, I'm happy with my basket. I think this is the price, I can pay this. And I go to check out and ideal is not listed. And I'm like, I don't have a credit card. This is my only way of paying digitally. What the fuck did I just spent the last 10 minutes? That's the first thing for me to check before. Very nice. Cool. Okay, I'm back to home. What is the next task?



elif ilgaz Gulgec 07:06

So before it, I need to learn why you chose it? What is the reason behind it?



participant 14 07:12

So my reason was it was aesthetically pleasing. I saw one of these in the faculty downstairs. And I also sort of identify with the person who has it. So it makes me want to also have it because of not the product identity, but the user I don't see identity. So that it was the cheapest of the three that I liked. And the main thing I'm always worried about for these kind of things is if I can carry them into same bag I normally carry because there were some that just flat, and I know those won't fit or those can break or I have less space for other things. And this was very nice foldable, the sleeve was a nice touch, really appreciated. And those were basically my choices. And also it is the first one that I saw maybe that also played a role. So I don't know. I wanted to get that one. . Okay. Yeah. So yeah,



elif ilgaz Gulgec 08:19

Yeah, I wonder... You said that it was the first one that I clicked. So I can I say that it's the one caught your attention most at the first sight.



participant 14 08:35

No, because I saw only for me beginning. So yes. But if this will be the start screen, then this would have been maybe the most eye catching one [15]. And I'm not sure if that correlates with my behavior. So it's maybe just a coincidence. But also then it shows to click that one first out of the three that I wanted to this for the other two. And then yeah, maybe it's just a coincidence. I don't know.



elif ilgaz Gulgec 09:01

You also mentioned that you like its appearance. Can you elaborate on that?



participant 14 09:07

It looks sturdy. I like it's neutral. It doesn't look too... For example. Let's see one. I am just looking at the metallic one with the V shape. It wants to much, it tries to much. This one looks like it's functional [19]. And that's what I really like. I have very, very limited requirements. It has to be cheap. It has to be transportable, it has to do its job. And this one does all of this. And it looks nice.



elif ilgaz Gulgec 09:50

Makes sense. So shall we continue with the headphones?



participant 14 10:12

Alright. Okay, so now I am totally in the blind. So there're nine headphones. And I know headphones are a bit more technical. And only now I noticed that there are filters so I can sort by newest, price. Okay, newest. Okay, so newest doesn't tell me anything. Name is also pretty useless. So I guess I'll sort of price because that makes sense. I imagine there's other ways to sort products in terms of popularity etc., but I always wanted to be sorted on price. Then if there is data and popularity, it should be there. So I can see like this one is the cheapest with four stars. But I care more about price and about popularity for example. So this is already a nice overview. This gives me some boundaries. For example, I know I can spend 150 on headphones, 110 would also be already quite expensive. But just let's say that I want to be in somewhere in the middle that limits myself already bit. So I can say price. This is nice. But this never tells me anything [price slider]. So I never use this. Sometimes it displays above it the the amount of things in that category. So it gives a graph or some bars. That's very nice. Because I have no idea what happens if I let go now. Yeah, I want to spend maximum 80 euros. Oh, that sucks. And now, so that's why I don't like it if it doesn't give any context there. Okay. Um, let's see, when I use headphones, I use them to listen to music or only use them to close off myself from other people studying. So ideally, something has noise canceling or something that looks very comfortable would be nice.



elif ilgaz Gulgec 12:14

You have one, right?



participant 14 12:16

I have one, yeah. Got it as a gift. I don't like wireless because it's always shit. I don't know why there's always something going on. I like the wire because it gives me the feeling of safety. So I see already here 4 wireless... I'm just going to ignore those. And it's nice because those are the cheapest what a nice coincidence. So I'm looking for something that looks... Actually first for me I think it's comfort, but this one looks very bulky [h1]. Not going to pick this one.



elif ilgaz Gulgec 12:49

What makes you feel like that?



participant 14 12:50

Because it will be it's big, is huge. Okay, I like something that's a bit more sleek, while still being comfortable. So for example, this one I also wouldn't make because this looks very plasticky and very, like it would hit my head all the time [h4]. Like this looks way more nice [h7]. This is as well [h7] this is also [h3]. I think my options are between twp so I can filter on blackness because they're all very black. Like, what else can I filter on? What else can I use to make this decision? Let's just I want I'm just going to see them close. Four stars. Cool. I imagine reviews. Oh, it's also wireless [h7]. Just come with a jack... No, this is that jack for the connection to get receiver. Yes, this is not my choice. This one [h8]. Also 4 stars. Also 83 reviews. Active Noise Cancelling. There we are. Wait. It's also Bluetooth. Yeah, compact, that's nice. But that's not a necessity. There's a microphone integrated. See, I don't trust us because the microphone is here. It's up here. The reviews are the same. They tell me nothing. Okay, so this one is very good for music [h3]. Also, classical music is very nice with bass. So it's also Bluetooth. I think you only picked Bluetooth devices. So they're all Bluetooth. I guess then I have to pick something. Fresh and rebel caps [h2]. I don't like the name. You're not bothered by cables, but there isn't. Oh, perfect. It takes a little space. I love it. It looks sleek. Does it come in? Okay, so for this one, I would say does it come in different colors? I am imagining that it like that. It's very clear. I control the music. I hope so. Okay, I like this one is a bit more expensive than the other ones. But okay, so what's the difference? Maybe it's interesting. It is very close to the high end [h2]. So that's like, if this one would have been 80 I would have said no problem. But now I see. It's only 150. And I'm thinking the difference between this and the cheapo is more than between this one [16]. But I like it the best. I think I will take this one. If it comes in gray or black.



elif ilgaz Gulgec 17:35

Why do you want it in gray or black?



participant 14 17:39

Maybe not gray. Or maybe green is also very nice. I just don't like this color. Okay, that's wrong. I like this color. But I don't like it for accessories. It's not neutral enough. So a dark green would be better. Maybe it fits me better. Blue would be nice. But also like I don't mind the color pink, but not for headphones because they're big. They're in your face. Like for glasses as well. I wouldn't mind the color green for glasses, but not this color for

glasses because it's too much of a it gets too much character. So this color is just this color. So okay, but let's just for argument's sake that I can pick different colors.



elif ilgaz Gulgec 18:28

So you mentioned, you like it because you can also use an aux cable to plug it in your phone, or your computer. Okay. And you mentioned that you like its sleek design. Can you give me any other reason explaining your decision?



participant 14 19:06

Now I'm thinking there's one piece of information I'm missing is if it fits on my head, I normally does, but that's a big head. So sometimes they don't like those really small ones that I used to have in high school. Yeah, I mean, I would like to know the reviews for these things. Because for this, it's more than just what I can see. It's really about the quality of the music about reliability of the device. It looks nice. But I know from experience that disconnection is also very fragile. So I would like to know things about this for long term user. Okay, and that's something that is missing. Otherwise, yeah, the colors. And if it's comfortable to wear for a long time, because I can see there's pets, but that doesn't tell me anything about the comfortability.



elif ilgaz Gulgec 21:53

Oka, thank you so much.

# participant 15

Mon, 04/01 03:43AM 20:21

## SUMMARY KEYWORDS

h6, nice, h5, l3, headphones, l6, price, product, alternatives, buy, leather, h7, stylish, part, appearance, laptop, ear, sides, l7, h1

## SPEAKERS

participant 15, elif ilgaz Gulgec



elif ilgaz Gulgec 00:19

I also started the video recording. So here's the website that I mentioned. So right now we're on the homepage and it is a touch screen. So you can navigate through touch. There are already a few alternatives of headphones and laptop stands. But if you want to see all alternatives, then you can go to the category page. Okay? You can do things as you normally do basically. So first, can you choose a pair of headphones? And as choosing one can you try to think out loud?



participant 15 01:06

Mm hmm. So you said these are some options, if I want to see more then they are in categories?



elif ilgaz Gulgec 01:11

You can see all different products together in that page. So on the top there is a section, you can click on it.



participant 15 01:28

So let's see. Yeah, I'm buying headphones for myself.



elif ilgaz Gulgec 01:35

Do you have an headphone?



participant 15 01:37

Yes, I have. So yeah. Okay, let's see, well, white. I don't like white, because you can get dirty easily. That doesn't look nice [h4]. Okay. Do they have specifications? What happens if I click on them? Yeah,



elif ilgaz Gulgec 02:03

Yeah, you can go to the product page. And then you can find more product images and a short description of the product. It works like a normal online store.



participant 15 02:21

Let's say I get ones that are good quality because otherwise, yeah, why would I buy them? Then they won't last. So then I will just eliminate white I don't like white. I will just eliminate it too [h7], because this is the cheapest because I assume they're not as good just because of the price. So these ones really grabbed my attention the brownish ones [h6]. Yeah, so yeah, let's see.



elif ilgaz Gulgec 02:58

Can I learn the reason?



participant 15 03:01

I don't know. They kind of look like stylish and the price tells me that they might be good. So let's see. Okay. Can I see reviews?



elif ilgaz Gulgec 03:24

No.



participant 15 03:24

Okay, well, normally I will see reviews. Oh, it's leather. Okay. Okay, so these might be my

first option so far. Okay, this is nice because it adapts my hearing [h9], but they don't look as nice as the other one.



elif ilgaz Gulgec 04:14

What didn't you like about it?



participant 15 04:14

This cable. I can see the like the guts of the headphone. So I don't like to see that. Now this one also look good [h8]. It's like clean. Okay. They can also look nice, but you'll notice... [h2] It's nice that they are all in... It's monochromatic. I don't know. But since I do have headphones now, I know that this thing is too small. And even though I have small ears, I wouldn't like them to press my ears. So I will refer them as over ear ones. Yeah, so that's why I'm not choosing this one. These ones are ugly [h1].



elif ilgaz Gulgec 06:17

Which part is ugly especially?



participant 15 06:20

I don't know the shape. Even though they're not cheap, it looks cheap. Because these looks super thin [h1's sides]. And I can tell that this is plastic. I don't know it doesn't look like high quality to me according to the price. So I would read a lot of reviews if I will continue to buy this. Adjustable ear caps.. Okay, well I may have considered because of that but the appearance is not my favorite. The cable is outside. This plastic is very thing. And yeah. These are nice [h5]. These are bit similar. Looking like the ones I have. Ok, so now I'm in between this [h5] and the brown ones [h6]. Okay. I didn't see this one [h7] but because of the price I just....



elif ilgaz Gulgec 08:26

What are your concerns as giving your final decision?



participant 15 08:29

Right now it is just the appearance, honestly, because they both are expensive. So yeah, I



don't know. So since I do like them both, then I will just look at the description again [h6]. Let's see the other one [h5]. I'm not a very easy person on deciding things. No, I will go for the other one [h6].



elif ilgaz Gulgec 09:50

Okay, it's time to explain your decision. Do you have any other reason?



participant 15 09:52

Okay. Well, these are the most expensive ones. I'm not happy that they are the most expensive ones. However, it says that is leather. So okay, in summer, that may not be nice. But the leather is durable. So that's why I chose them and also the ear caps are big. So I like that because I don't want to be bothered by this. Oh, no, I forgot about the this part [heaphones top]. But Okay, nevermind. And then I was between this and this one [h5, h6]. And this one said that it was like Porshe or something [h5]. And that's a brand a car. And I don't like cars. So. No. So yeah, so just because of that. Well, the appearance is nice. So, I don't know I kind of like this.



elif ilgaz Gulgec 10:59

Can you give me an example? Like what did you like about its appearance most?



participant 15 11:03

Um, I think that it's leather, and that it kind of stays classic in a way. It's not like the red ones that are more like trendy maybe [h2]. Well, these are may also be trendy, but it seemed a bit more classic because of the leather because of the color [h6].



elif ilgaz Gulgec 11:23

Okay, thanks a lot. And I also wonder if it's a realistic situation for you. I mean, the setting when you consider the web page and the product alternatives.



participant 15 11:31

Yeah. I buy online a lot. Maybe not like, luxury things. But yeah, I do a lot of online shopping.



elif ilgaz Gulgec 11:56

Thank you. So shall we continue with the laptop stands?



participant 15 12:00

Well, this is harder. Oh, I have this one actually [I6]. I mean, you always need a keyboard. So then it's like, oh, you have to buy another thing. Because otherwise it's strange to type. The price doesn't change too much. Okay, this one is not [I1]. Because it seems that I cannot change the position that it's fixed. So yeah, I'm a small person, maybe I need a different setting. I feel like this one would slip, even though it has these details [I5]. It is like for an engineer [I7]. It's very like, has like clips and metal. It's not too clean. This one seems nice [I3]. It looks stylish but no...



elif ilgaz Gulgec 13:12

Why did you say that? What makes you think like it is stylish?



participant 15 14:19

It looks unify but I guess it's the shape [I3]. Okay, even though I see there's three parts, they are all connected. But I still cannot modify the height.



elif ilgaz Gulgec 14:46

I saw you as checking like different product images from different sides. How do they influence your product evolution process?



participant 15 14:58

Now I was checking on this side if here was a way to change the the angle [I3]. Because I mean, it could look super pretty. But if he doesn't do what I wanted to do, then yeah, maybe better the ugly option. This one is also like monster [I9]. I don't know. It's very hard to use. Yeah. So yeah. Thing is one is the one that I have liked so far. Considering I have one of this [I6]. Because this one I have. And yeah, you can put things like between the thing, but you still have like this part in the front. So this one is very handy [I8], because you can just, I don't know, put the notebook or something. So yeah, I think I choose this one [I8]. Okay.



elif ilgaz Gulgec 16:58

Can you explain the reason?



participant 15 17:02

Yes, it says that it's it folds easy. It's convenient for storage. So yeah, I guess I can put it all down. And then it's kind of flat. And the other ones don't give me that opportunity. So I can just carry this easily. And also, it has a space underneath because it holds the laptop up. So I have more room if I'm in a small space like here. Yeah. Because like that.



elif ilgaz Gulgec 17:39

Thank you so much. Okay, that was actually all.

# participant 16

Mon, 04/01 03:43AM 17:06

## SUMMARY KEYWORDS

product, laptop, brand, headphones, images, foldable, buy, associate, price, alternatives, stand, high, online, spending, rating, choosing, reviews, nice, color, category

## SPEAKERS

participant 16, elif ilgaz Gulgec



elif ilgaz Gulgec 00:24

Yes. So it's the e commerce website that I mentioned. So right now you're on the homepage. It's a touch screen. So you can navigate it through touching. And here you can find different headphones and laptop stands. But if you go to the category page, you can see all the alternatives. Okay, so the first task is choosing your laptop stand among the different alternatives. And can you try to think out loud as evaluating different products and choosing one?



participant 16 00:55

Yeah. So usually, when I think of buying something, first thing I always do is go find the product category and find where the product I can, let's say, filter, what I need, not the different, like filter away from all other products talking, so I go to categories, then I see that is filter by to the laptop stand and see that there are a few option. Usually my first instinct is to just having a rough estimation of what price I will be buying. So I always go and see what is the average price, like the approximate price of not an individual item, but the whole product category to get the price range. Yes. So like, how much should I be spending approximately. And then I started looking at the different products like material, color, type and if there is an archetype somewhere. Okay, of course, I also try to match this with something that I've seen someone else using a friend of mine or a colleague of mine in my work. For example, someone using this [I8] and let's see, for example, if it fits my laptop, or dimension of my laptop, okay, some are very small for my heavy laptop or

like that. So I tried to navigate to like images to see, like, for example, this one is very representative [18's 4th image].



elif ilgaz Gulgec 02:37

How do they, the images influence your decision as evaluating products online?



participant 16 02:41

I always look at convenience. So I kind of estimate how convenient that product is to use, like how easy to use it. But personally, I also kind of look at say design, aesthetics. It should look good on my table, match my laptop, things like small thing. The quality of the image influences. Sometimes I'm shopping on these fancy website, even they put very low quality pictures in very bad angles and with very bad looking like Chinese items.



elif ilgaz Gulgec 03:32

And in which do the bad quality images influence you?



participant 16 03:36

I think I don't trust the product. So you usually I see a lot of products, which look 99% are the same but different brands. What separates me from one brand to the other is either the rating, number of reviews, of course, sometimes one is five star, but it's only rated by one person, it's kind of balance between ratings, a number of reviews, so it's there two similar products I look for the higher rating and review is one because that's more... Okay, so then I just analyze it, but for example that you did like this [15]. It looks sharp and the material is bit more... and the detail.



elif ilgaz Gulgec 04:24

How does seeing the details make you feel like?



participant 16 04:28

I mean, it's nice. I mean, it's really refined detail, but I'm not sure of how high or low it can go in this case. It says it's only suitable for Mac Book models somehow. Just made for Mac Book. So I have a laptop, which is not a Mac Book. Do I need to pick one?



elif ilgaz Gulgec 04:51

Yeah.



participant 16 04:55

I will pick a similar one I bought before.



elif ilgaz Gulgec 05:04

Is it your final decision?



participant 16 05:05

Yeah, it's nice to see it is also light. And it's Yeah, but I think what I miss in this how smaller it can be. Yeah. I know, this folds.



elif ilgaz Gulgec 05:18

If you didn't know that it is foldable. What would you do then?



participant 16 05:23

I would assume that it is by looking at the images. It looks like yeah, you can collapse it but for me nice to see how small..



elif ilgaz Gulgec 05:32

Do you have any other reason which can explain your decision?



participant 16 05:37

Well, looking at the product itself, it's kind of the high place where the laptop lies, if I'm not wrong. The rest always the laptop screen cannot be too high. There's usually a bit lower than what I mean. But with this, I see that it already the laptop goes there. So you but the keyboard here and then so automatic, you'll see that it goes even higher. Okay, so I know it's a very nice position. So ergonomically I think it's better option.



elif ilgaz Gulgec 06:19

I wonder if it's a realistic setting for you, when you consider the website and the product alternatives. So would you also do shopping like this?



participant 16 06:33

I shop a lot online. Okay, let's spend a lot of money and time online. So let's say I've over experience of buying things online, I know what is good, what is bad. Judgment improves with experience spending a thousand euros there so far I trust the system, because I've been using it for 10 years.



elif ilgaz Gulgec 07:04

Shall we continue with the headphones? Which one do you have?



participant 16 07:36

Marshall ones. I see there are a couple of them, so my first impression that I do not see any brands. That's makes me a bit worried. Because my correlation that sound and music is always associated with brand.



elif ilgaz Gulgec 08:20

Do you also associate any other product features or qualities with the brand?



participant 16 08:38

So usually every brand has also it is own archetype, like Marshall's look kind of similar to a certain like... Bose has a certain product language. For example, I'm I kind of recognize what brand they are, but I feel that like cheap knockoffs of that like this. I know it's from JBL. Looks like JBL without a brand like fake [h4]. This is I know this is DT [h1]. It is actually from Beyer, but I don't see any brands. Honestly, I am a bit concerned. For example, this is this is Sony [h2] I know. This forgot the brand, but it's a very well known this also, I know [h8]. But the thing is, I liked the sort of the design part. For me headphones are 30% design like a aesthetics.



elif ilgaz Gulgec 10:03

Why is it important for you?



participant 16 10:10

I also associate my headphones with my lifestyle. Like headphones is an accessory that I wear when I go out. It should be good. It shows my taste.



elif ilgaz Gulgec 10:26

So is it fair to say that they are as important as your clothes?



participant 16 10:33

Absolutely. It's a part of like... I look at the color, look at the material. It is like a luxury product, these associations are very strong for me. So I always look for that. Then of course the next step would be always to see what kind of headphones I need at that moment, if it is over ear or on ear. So those also depends if it's for sport, if it is for working on the desk or traveling. So those things matter for me. Yep, for me price also, is a thing that I always associate with the brand. I know like Beyer is expensive. So if it's a good deal, I would buy a Beyer for 250, because it is cheap for Beyer, you know. So, honestly if you asked me to buy something today, I wouldn't. But I have to.



elif ilgaz Gulgec 11:50

So maybe in order to like make it easier I can say that if you want to see the brand then it's here in the description. Okay, so which one would you choose?



participant 16 12:19

I will take this one [h6].



elif ilgaz Gulgec 12:22

Why?



participant 16 12:36

I think I would buy this because for me what stands out from the other and the use of the



leather and the color. It looks rich. And I like the contrast. It feels like a very like a bag. I also like that the brushed aluminum kind of finish, this makes it look very sturdy. I might be wrong to say it but it is like a natural product, very sturdy product. Yeah. And I kind of like that it has the hinges on the side and it is foldable. So you can change the things because I know these get dirty very quickly or you can replace [h6's ear caps].



elif ilgaz Gulgec 13:45

I saw you as interacting with the image. So how do you find it? Like is it a helpful feature of the website as purchasing online?



participant 16 14:00

Yeah, sometimes you really wanna see kind of close up. Yeah, it makes me feel like I'm closer to the product.



elif ilgaz Gulgec 15:37

Okay. Thank you so much.

# participant 17

Mon, 04/01 03:43AM 26:40

## SUMMARY KEYWORDS

laptop, headphones, h2, h7, h9, zoom, product, feel, keyboard, image, yellow, wires, reviews, broken, nice, stand, l4, euros, adjustable, rigid

## SPEAKERS

participant 17, elif ilgaz Gulgec



elif ilgaz Gulgec 00:26

So it's the website that I created for the experiment. So it works like a normal e commerce website. But of course, like it doesn't have so many different products. It's only headphones and laptop stands. So the first task is choosing a headphone. If you want to see all the product alternatives, you can go to the product category page.



participant 17 01:01

Let's see what's on there. So first, the only thing I can see is how much it costs and what they look like. But they're all like, just about the same cost. So I might actually not paying that much attention to it. Like they're all starting with a nine and there's four numbers after it. And they all started with one and I mean... But, I like the way this one looks [h7]. Let's see what's on there. I see it has four stars with 83 reviews. Seems reliable. Makes me feel like it would be a safe purchase at least. It is a bluetooth one. And I kind of like wires. Maybe I'll see if there's ones with wires in there. Okay, there actually is a wire according to the to the description. But then is is included? I'm not sure. I can safely go to the bathroom without the audience dropping. I had never considered as a selling point for headphones. But yeah, that actually is relevant. I wish my house was big enough that I had to walk 100 meters to go to the bathroom. let's see what other ones there are. So actually, none of them have wires in there. It seems... This one as a longer text, and it's almost too long for me to actually want to read it [h9]. My instinct is to look at the numbers. And these numbers mean nothing to me. Like the 3.5 millimeter in the other one [h7] was actually

meaningful to me, but I don't know what I can... I know that that's a large range and apparently means it's good sound quality. Then what do I know? I'm pretty sure there's no wire.



elif ilgaz Gulgec 04:03

And I saw you as interacting with image. Do you like that kind of stuff on the website?



participant 17 04:13

It's useful on the screen like this, because I got I got a touch screen. But with a mouse I think I rarely do it. But maybe that's a force of habit. Okay, because I've been using a mouse since forever. And so this, this concept wasn't even around when I started using the mouse, but it's always like zooming in with a touch screen, that's just something you do. Just this this movement of zoom in, I accidentally have done that on printed out maps before as well.



elif ilgaz Gulgec 04:55

So can you say that you're zooming gain, or I don't know, do that kind of gestures to understand a particular feature of the product or quality of it? When do you do it? No one's fine.



participant 17 05:06

It's usually do it when I quite know what I see there's something there but I don't quite know what it is. So like in the case of this one [h9]. This one I wanted to see exactly what plug it got. I can't actually see even with with zooming in. Okay, let's see. I will look at one more. So this one I know some people have it [h2]. Which means I don't have to look at the reviews. I know they like it. This one has no numbers in it. And I'm I'm really too lazy to read this. Like I know I shouldn't be. I know I should be reading this. But uh, but honestly, I just don't care. But I might like look for words that are interesting, like, audio cable being supplied. Is this useful in the smartphone? So then, I don't have to read that sentence to know that I can use it with my phone. It's expected but it's nice to know how it works. With this one, I wonder if I can get in another in different colors [h2]. But that's more of a usability thing, I guess.



elif ilgaz Gulgec 07:18

Okay, but is it fair to say that then you don't like its color?



participant 17 07:26

I don't dislike its color. But if I was going to pick a like, like these headphones coming a lot of different colors.



elif ilgaz Gulgec 07:35

So which one would you prefer normally?



participant 17 07:39

Like, if they have if they exist that would like a yellow pair.



elif ilgaz Gulgec 07:44

Can I learn the reason?



participant 17 07:47

Why I want specifically yellow?



elif ilgaz Gulgec 07:49

Yeah.



participant 17 07:51

I don't know. Because it's a cheerful happy color. And because I have some sort of committed to not using that much color in my wardrobe. Okay, except for yellow. Like the shoes. So like, I know it will automatically fits my style, because my style is mostly just black and then some yellow there. So then if have I want either yellow or black for my head I guess.



elif ilgaz Gulgec 08:25

Can I said that you also consider it like beyond as an electronic also as an accessory?



participant 17 08:33

Yeah. Because supposedly going to wear this probably frequently. Especially when I go outside. So yeah, yeah, especially in headphones, I think aesthetic is important. Actually sound is to me in headphones is lower, because I use them when biking. And they don't actually want them to filter out all the sounds from the environment if there's a danger coming. I like music, but I don't want to die. So let's see, I quite like all of them. This one is cheaper [h7]. But I can I can see why sort of there's it's like just a big piece of plastic. It's not just adjustable actually have one of these are one similar to this. And I do think this one would be convenient for me as something I can put in my back [h2]. Because it is more compact, maybe it has to do with the way it's attached.



elif ilgaz Gulgec 10:00

Do you have any other reason which can explain your decision?



participant 17 10:08

I trust this very important. Like this. I don't want to spend 135 euros on something that breaks easily. And also I don't want the environmental impacts of these headphones to be too big. So I would like one that lasts maybe. And I've seen people have these for a long amount of time. So I know that they last. And I don't know about all of these, like this one [h7]. Because it's cheap. I don't know, I mean, inclined to think it might break earlier than the others. So I think I would go for this one [h2]. And I'll pretend there's like a yellow option here. So I also wanted a laptop stand. So now I really have to filter because the laptops stands are on the bottom of the page.



elif ilgaz Gulgec 11:47

Do you have one by the way?



participant 17 11:50

Yeah, I actually have basically this one [I8]. I have a slightly different one. But basically that one [I8]. But now I am imagining that the one that I have now is broken or something.

I would find this one a bit untrustworthy [18]. Because it says portable. The one I have not portable. Since I would say this is one of the less portable ones out of what I see here. Like this [19]. I think these two need to switch their names because this one's more adjustable [18]. And this one's more portable [19]. Again, that prices are about the same. Like the difference is like 15 euros, that's to me not worth picking one over the other. Like, I'm just going to pick them the nicest one. So this one almost looks like it's broken [12]. I think it's because it's transparent. It kinda looks like there is a big crack there. I don't think I would go for the for a transparent one. Because I feel like it's just going to get scratched up. I would prefer like a matte black one [15]. Because then if I scratch it up, if I'm actually going to take it to places it's going to look basically the same. Let's see. So I would like my laptop to be safe on top of this stand. That's a significant concern. But let's see this [11]. This one looks a bit too rigid. Like it's it's very nice and elegant. But I can only keep it in my room, not to take this with me. Well, my main problem that I have now is that I can only use it in my room. So I don't actually have an external keyboard. So maybe I should pick one where I can still reach the keyboard. Which this one might might work for that [16]. And let's see if it does. So this laptop here looks heavier than mine. That's good. My laptop is in between this. That's good. The bottom remains free, that doesn't really matter. Because my coolers on the backside. Well, it looks nice so far. But it also to me looks a little fragile.



elif ilgaz Gulgec 15:32

Can you explain the reason of it?



participant 17 15:36

Well, because it's so thick, I assume it's plastic. At least it looks like that. And I feel like these these corners are made in such a way that if I had it in my bag, and then I fell in my bag or something it can split or something like that. I see it looks like really, really thin, fragile type of material to me. Which is ok if you're putting your laptop on it. And I get to the test to be rigid to stand up. But if you want to take it with me, it's got to be sturdy. So this this one looks more sturdy, at least I'm pretty sure this is metal [17]. I'm not sure if it has the option of having my keyboard here. Because I kind of needed there. And I need to be able to use my keyboard and I'm not going to want to have separate one. So I have to use it like this. I might not use a laptop stand then. it might as well



elif ilgaz Gulgec 16:59

But you said you have an external keyboard, right? So where do you place it then?



participant 17 17:03

I have one but it's like a large one like the one you used with regular computers. So I can't be taking that with me. And know my laptop comes with a keyboard. Like if I'm just going to use it as a screen then why it is not a tablet. So, I feel like my laptop stand should allow me to use the keyboard. But that apparently is a difficult thing to ask. This one might actually fit both of those [14]. Don't know if this is something I can fold in or anything. Because it looks sturdy to me. Although the laptop on it is a MacBook, so maybe it's it's built for lighter laptops. But it does fold. So this might be a good option and I'm going to assume there's no reviews, but now I would look at the reviews here. On one hand it looks sturdy enough to keep my laptop on there. But on the other hand this picture makes me feel like my laptop might be too heavy for it [h4's 3rd image]. And if I'm uncertain about something like that then I usually go to the reviews.



elif ilgaz Gulgec 18:58

I saw you as checking different production images, how do they usually influence you as evaluating different products online? or the interaction with image?



participant 17 19:18

I might have been talked quite a lot about product design. And I feel like and I know the material properties of things fairly well. I think something I tried to do is like figure out what material it's actually made of and I was imagining it as acting. So like this transparent plastic here I tried to zoom in on it to see if this is like transparent PV or PVC so soft [14's feet]. Or if this is something really rigid because it influences the way I perceive how this part is actually used and I also see it actually disappears between these two images so I'm not entirely sure what's purpose of it. I think it's to hold the laptop in place. So I guess it's a soft bit but I'm not sure but it's like... I can't quite figure it out but sometimes it helps to zoom in like I can see what kind of texture there is. So I feel like I understand more what the exact purposes. Let's see if there's any more that would spark my interest. I think I've kind of seen it all. I feel like I think this one fits my purposes best. But I am a bit uncertain in if I should be getting this. In a real situation I would likely also go to another website at this point. But sometimes good enough is good enough.



elif ilgaz Gulgec 22:13

But still is it a realistic setting for you when you consider the website and the product alternatives?



participant 17 22:21

Yeah, I think there's enough variety in here to feel like a normal web shop and it often has like 10 base things, they're basically the same, like one being white and one with the special edition thing attached to it. Or my first experience with online shopping for electronics was for mp3 players. And then there were a lot of special editions and the only special thing was that they came with pre loaded album.



elif ilgaz Gulgec 26:23

Ok. Thank you so much.



# participant 18

Mon, 04/01 03:43AM 22:16

## SUMMARY KEYWORDS

laptop, l1, h6, headphones, h2, choose, nice, image, product, transparent, l4, ears, h5, neutral, h9, chrome, extra, h1, clean, h8

## SPEAKERS

participant 18, elif ilgaz Gulgec



participant 18 00:04

So I have to search this website and then look for a nice headphone.



elif ilgaz Gulgec 00:15

Exactly, but first, maybe it would be better if you can choose a laptop stand.



participant 18 00:23

So I guess I go to categories. Should I think out loud?



elif ilgaz Gulgec 00:30

Yes, it would be great.



participant 18 00:38

I always hate them, they look so weird. Well, I would choose between these two [15, l1]. Because they are... This one is very neutral but it doesn't have... like these ones have the extra the slots and like extra things [l7], which make it look very... Yeah, this one also looks like a child toy [l9]. I just don't like it's transparent [l2]. I don't even know why they would

do it because your laptop stands on it. So you don't see the transparency at all.



elif ilgaz Gulgec 01:29

So why don't you like the transparent one?



participant 18 01:31

Well, because it doesn't add anything and I think I don't like transparent products. It's not my style. So but sometimes you can choose for transparent because it has an extra something that you want. But in this you put your laptop on it anyways. So you see that that's sustained so why would you choose something transparent then? Then this one is like a big x, which looks like diamonds or something like that either [I8]. And then I don't even know how to put your laptop on [I4]. It looks very fragile. So I would just do this one, I think because it's very minimalistic and just clean [I1]. Okay. But you know, what's hard with with laptop stand? When you purchase it on online? You don't really... Like you want to try to put your laptop on it for real. So it would be a guess anyways. Oh, wait. I saw something interesting. This looks just clean and simple which is nice. I'm wondering though.



elif ilgaz Gulgec 03:20

Maybe I should have explained it before. If you click on the products, then you can go to the product page where you can find different product images.



participant 18 03:31

I am wondering how this one looks [I4]? Because it looks very weird. Okay, yeah, so I chose my laptop stand [I1].



elif ilgaz Gulgec 03:59

So can you explain your decision?



participant 18 04:07

Why I chose this? Well, for me, it was mostly about it should look quite neutral. Because if you already have a lot of papers and laptop and things around you, and this has also a lot

of elements, then you have so much in your side, when you're working that I don't like that. And with this one, it's very clean [I1]. So you just have your clean view when you're working. So I that's why I like this one the most.



elif ilgaz Gulgec 05:06

I also wonder something. First, you didn't notice that there are also some other product images to then you notice there are more different images. How did those images influence your decision?



participant 18 05:14

Well, I like the images with the laptop on it, because then you really get an idea of how you're going to use it yourself when you're home. And but to me, this doesn't really add that much [I1's 4th image]. I like this one better [I1's 3rd image], because in the picture they have such different style than I would have in my house, that it would actually negatively affect me. So for this, this [I1's 3rd image] is better for me because I see there is no context on this that can throw me off because I don't like the painting, for example and everything around it. So then it makes the product to me less attractive [I1's 4th image].



elif ilgaz Gulgec 06:39

Because you think that no, I don't have such a setting.



participant 18 06:44

But it's a very quick reaction. You need them because you need to see how it is used. That's what you want to know. But you don't get extra information, if you don't need that. I can imagine if you want to buy a couch, and maybe it's different. But with this, it's not very important what the rest of the context looks like.



elif ilgaz Gulgec 07:12

Okay. Shall we continue with the headphones?



participant 18 07:16

Yes. Let's go. This is interesting.



elif ilgaz Gulgec 07:28

You don't have that kind of headphones, right?



participant 18 07:32

Well, I bought one. But actually, their own was not as expensive as this. And I don't like it that much. But it was just because it was not expensive. So before going to the gym and stuff, I needed it. But if I would really spend this much money on a headphone, and I really want to be happy with the choice I make. For me the first thing here, I would look at headphones that are aesthetically the most pleasing to me. So this one I don't like because with chrome [h5]. This one is too round [h8].



elif ilgaz Gulgec 08:37

Is it also how you would normally do?



participant 18 08:41

Yeah.



elif ilgaz Gulgec 08:44

Is it your first criteria?



participant 18 08:44

Yeah. For me, mostly it is. But then for example, this one looks interesting to me [h2] and that one [h6]. So I would look at them both and compare the technical stuff. That for me to the technical stuff is not the most important thing, because I don't hear the difference between this headphone quality. No, I'm sorry. I just don't do that. It's the same as when you want to buy a laptop. You're comparing all these different laptops. But actually the differences aren't that big. So in the end, you just choose for aesthetics or something like that, or price. I think this, I would go for this one because I like the color best [h2]. And the price is also less than that one [h6]. And then it looks like the one that I did see a lot around. So probably it's very good. Okay. Let's see. This is wireless. That's nice. And this looks nice as well [h2's ear caps]. But the thing is, with headphones it's nice to have these ear things that go over your ear entirely. But online, you don't know if that's the case or not. So you just have to try them on. And then see if it's comfortable enough for a longer

time or not. So yeah, but that's why I never really purchase things online. Because I need to feel and see. And with this, I would probably choose this one. And then at home, I will try and if it doesn't suit my ears. I will go back and get another one. That's what I will do. This one actually looks like it has a bigger ear area [h6]. I think my ears would be inside it. Oh, what is this? Yeah. Okay. Oh, I didn't see that one. But this one. I like the neural look [h6]. But they just didn't do it... Yeah, I just don't like it that much. Like maybe color of brown is just not the one that I want. It's because if you go for retro look, you have to go for a retro look all. So then...



elif ilgaz Gulgec 12:19

But what made you feel like that it's not complete the retro?



participant 18 12:34

That's a very good question. I don't know. Oh, and this one [h6], you can't make it smaller. Okay, so I looked at these two [h2, h6], but then I would go to a very neutral one like a black one in the end, if these two wouldn't be my choice, then I would just go for a black one [h3, h7]. And then probably thiw one since it is bigger [h7]. You know, I think I will go for that one. Because it has the bigger... Yeah, that's what I would like. Because my ears are very oval as well. And then it's black. So it's kind of this looks like it has many options, which is good. So yeah, I think in the end, I would go for this one.



elif ilgaz Gulgec 13:40

Is it your final decision?



participant 18 13:47

I think so. No, I don't know. These just don't look nice to me [h9, h8, h5, h1]. So I wouldn't do that one. This one is to oval and it has such a shiny cover [h8]. This looks a bit too technical [h9]. I just like my want to be clean and simple. Or if you go over the edge and choose the most eye catching then this one [h6]. And this is just not [h9] and I think it's also the chrome that I don't like. And this one looks like a like toaster that you have in your house [h1]. White one will get dirty and I just don't like white [h4]. And this one I that part... I don't like it so very angled [h3's top].



elif ilgaz Gulgec 15:29

Why? Just because it's not visually appealing?



participant 18 15:34

Yeah, like just because it's not visually appealing to me. And also I think my head is more round then it needs to be more comfortable or something so I think it would choose for round just because of the feeling that my head is round. Okay, so I really need to choose one. Then I would go for black one [h7]. Yeah, can I make a comment about this [h7's 5th image]? This is to me not personal enough. If it does would be a face I think it will be better. This to me also the color combination but also with the other ones. Yeah, I don't like it that much.



elif ilgaz Gulgec 16:51

Can you explain your decision a bit more?



participant 18 16:57

In the end, because it has a neutral look. Any other ones were neutral but they didn't convince me that they were looking in a way design was so nice and I wanted them, so then I'd rather go for safe then for one that I'm not that enthusiastic about so that and I think like for the rest they were both wireless which is actually something that I want and think is important. And I add the red ones I liked as well but they had very round ears and I think my ears are more oval [h2]. So for this one I think it will be more comfortable to listen to music or something for a longer time.



elif ilgaz Gulgec 17:52

OK, cool. So I also wonder like if it is a realistic setting or situation for you when you consider the website and the products? So would you also like normally do this like that?



participant 18 18:10

Um, it depends a lot on what you're going to buy. Because when you're buying clothes, it's very different because then you have to take in to account your own body type and like that kind of stuff. So you see a nice dress and then you think okay, but I can't pull that off with my body, so then you just don't take it into account so it's a different way of doing it.

But for products like headphones, yeah, this would be how I would do it.



elif ilgaz Gulgec 21:52

Thanks you so much. That was all.

# participant 19

Mon, 04/01 03:43AM 15:39

## SUMMARY KEYWORDS

h7, laptop, h8, euros, product, alternatives, l1, headphones, expensive, appearance, important, choose, care, accessory, stands, h4, portable, head, gadget, cheapest

## SPEAKERS

elif ilgaz Gulgec, participant 19



elif ilgaz Gulgec 00:18

So here's the e commerce website that I mentioned. And it is a touch screen, so you can interact or navigate through touching it. And you can find a couple of headphone alternatives or laptop stands here. But if you go to the category page, you could see all alternatives there. And so, first, please, can you choose a pair of headphones?



participant 19 00:43

Okay. Well, the thing I usually see the headphones are more expensive. But I see it's free shipping from 20 euros. So I will already see if I get something more than 19 euros, like pick a more expensive alternative so I can get free shipping sounds attractive. Usually I just scroll a bit, because mostly the most popular models are displayed on the homepage. And I think I need to see what other people like they have probably more knowledge than me. So I think they must know it. Because I don't have any knowledge. I just see what looks pretty. So as I don't have any knowledge, I will probably just go to the categories to see if they're so like, helpful, you know, like price or sort by. So I always choose low to high because I don't have a lot of money. And then I'm looking for a headphone so and then I don't want to see all the laptop stands, because that's just too much to look through. Okay, yeah, this is the cheapest one [h7], I saw quite a high number. So I was like, okay, is this really the cheapest one? but it is. So I'm going to look through them all first. Because I want to know what's out there. I don't want to immediately choose something and miss out on others stuff. And what I usually look for its appearance, I don't really care about the



specifications. I would care about how it looks on me.



elif ilgaz Gulgec 02:10

So is it fair to say that you also see it beyond an electronic product?



participant 19 02:18

For me, I don't really care about like electrical gadgets, like that's not my interest. So if I buy something, it's more an accessory instead of like the gadget stuff. Okay, so then for me, like the technicalities are less important and aesthetics is more, because it's something that's part of my life. I normally do appearance, but these are quite expensive. So I think I would kind of stay up here and see like, okay, for the cheapest ones, like this is 120. So it's only one euro difference, but here it goes 10 euros higher. So I think I would stick with these five [h7, h4, h8, h3, h1]. But at the moment, I like this one the most [h8], because these are quite bulky [h7]. And they're not manly... But it could be bigger and I have a smaller head [h7]. So I don't like to take over my face. But I don't really like any of them super much, then I kind of go to the more expensive ones to see if paying 10 euros more is worth it to get like a super nice one. And then I would like this one, but it's too expensive [h6]. And I don't wanna spend the money. So probably, I'm going to just click on one and see [h8]. Then I would read this to see what's in there. So and I also always click on the images, because I can see from different perspective, so you can see how things are on someone's head.



elif ilgaz Gulgec 03:57

So how do they influence your decision making mechanism in general or purchasing similar products to headphones?



participant 19 04:05

Well, usually if a website only has only one, I go away. I don't like it. Because it seems like they're hiding something or not trustworthy. And I feel if they don't put into effort to make a nice website and how can trust the product sold by them? Yeah, so I like to see more things because it is like that we are proud of this product. It's a good product. This one has three modes [h7]. Connecting with a smartphone... Okay, that's, it's good for me, but I don't really know like... So I think I would go back and then click on the other one [h4] as well to see how I can compare. Because if this one is way better than maybe like I would choose the white one. Oh, and now I see the reviews. I didn't notice that in the previous

one, the reviews are always good. Like if something is below 4 stars, I don't take it. Well, this one has like the deep bass and extra powerful. I don't really listen to loud music. I usually put a low sound as cycling around. So this one doesn't really attract me description wise. I don't know if you're looking for this.



elif ilgaz Gulgec 05:19

No, no, no. Yeah, like I said before, you can do things as you'd normally do.



participant 19 05:28

So that description didn't really speak to me. And I also don't really like to white. So I'll go back to this black one that I chose before [h8]. I see it has also 4 stars. So that's pretty good. I wouldn't go back to see if something has five stars because I don't have the money. So I want this one [h8]. It's free return in 30 days, 2 years warranty. That's good. And still delivery tomorrow for free. So I'm gonna make my decision now. So add to cart.



elif ilgaz Gulgec 07:23

So can you explain me a little bit why you chose that product? You already listed several reasons. But I don't know. you can make a summary, maybe?



participant 19 07:27

Yes. Well, price I think it is the main important attribute for me. Because I'm a student, I don't have a lot of money. And I also don't really care if it's an expensive headphones, some people like noise cancelling all those things, I don't care, I just want to listen to music. So then I stick with the cheaper ones. And for me, appearance is quite important. So I want something that isn't too out there. And it has to be aesthetically pleasing. And as I have a quite small head, those things... [h5, h1] I feel that they really don't fit with me since it's too heavy. Just not for my face. So this one, this one is just the most fine one, it had also a thinner band [h8's top]. It's looked a bit more fine, aesthetically pleasing. I like the colors, simple. I won't change my mind after a few years.



elif ilgaz Gulgec 08:20

Okay. Thank you so much. Shall we continue the laptop stands?



participant 19 08:21

Yes. So I go back to the page. I would go through categories again. And, select the laptop stands. And because there's only two categories, I can just click on them. But usually, if there's like a lot, and I don't want to search, I use the search button. Yeah, that's what I do. Then I have everything together at once. But now there's like a limited to so it's fine just do it manually.



elif ilgaz Gulgec 09:03

But like is it a realistic setting for you? When you consider the website and the product alternatives?



participant 19 09:09

Yeah, it is realistic. You know, but sometimes you have like every product. Okay, I've never looked for a laptop stand before. I don't know. I don't even look at the price because I think they're quite ugly. Just go like that one is quite simple [I9]. And it's what you see around. I will just buy this, I won't even look at the others. It's really bad. I know. This all seems like quite big. And I think a laptop stand should be smaller. And yeah, I don't know. They just don't really speak to me. I think I will look at this one because it's very interesting [I2]. I don't know what's happening. Oh, this one actually looks quite ok. Now I'm surprised because it's like, wow, this is better than I expected. Okay, but still, I don't think this is very easy to take with you. It's also not a portable one I think, so then that's not good enough for me. Because I think I want to use it at the university. So because I don't really use my laptop at home. So then I want something small. And these ones also seem a bit bigger [I7, I6]. So I think I would use that one because there's less material. It looks lightweight, and I think it would fulfill the function I needed for. I don't need all the extra stuff. Okay, I see now also there are more. Okay, I didn't scroll down. Because I was so like, what is this? I didn't look at. Ah, okay, I like this one [I1]. I don't know why but it's not so technical and this one is more like an accessory. And I'm the kind of person that thinks like, I don't care if it's not completely functional I rather to have a look good.



elif ilgaz Gulgec 11:19

So is it fair to say that you find this a bit aesthetically appealing, at least compared to the others?



participant 19 11:32

Yeah. Oh, this one is for Mac Books. That's also nice to know for sure it fits with your laptop. I think I would buy this one [1]. It's a bit more expensive, but it's only like five euros more. And this one like even though it's less portable, it doesn't look like difficult, technical or mechanical device.



elif ilgaz Gulgec 12:01

Okay, then how would you describe its appearance?



participant 19 12:09

Like what they teach us form follows function. Yeah, I think this is a perfect example. It's just what it needs to have to support but no extra screws or other things I just works. I like the simplicity of this one [1]. Yeah, I like this one. I might seem super shallow because I'm like that's ugly and stuff.



elif ilgaz Gulgec 15:24

Ok, thanks a lot.

# participant 20

Mon, 04/01 03:43AM 19:42

## SUMMARY KEYWORDS

headphones, h7, laptop, l1, l3, appealing, alternatives, l5, stand, expect, skim, wireless, image, open, reviews, h1, design, buy, cheap, desk

## SPEAKERS

participant 20, elif ilgaz Gulgec



elif ilgaz Gulgec 00:19

So here's the e commerce site that I mentioned you and it is a touch screen. So you can navigate it like this by touching. There are a few alternatives of laptop stands and headphones. If you go to the category page, you can see all of the alternatives. So as a first task, can you please choose a laptop stand? Okay, from the alternatives?



participant 20 00:41

Yeah. Alright. So I just ended the site. And what I will do is scroll up. So I mostly ignore this part because I always expect others is advertising that's not interesting for me. Up to this part, looks advertised second title and then we'll come to laptop stands. And I will go here automatically, just to see how much is the on the site? And then I would start to go through the alternatives to see how many are there. And then we'll see some of them are repeating itself. And I had this one before, I know what this one was when I was doing an internship at this one [l3]. So just recognize this and then click on it. OK, so now it was the first time that I have a sense of how much it costs. 40 euros is quite a lot. For example, I had no idea how much the cost. So then although I know it, I would pick up the other images to see how it looks from different angles and stuff working.



elif ilgaz Gulgec 02:08

And yeah, if you also want to see all the products with the prices, you can also go to another page, to the category page, and you can sort them by like prices. So it is easy to see all together.

P

participant 20 02:28

I think that what I would have expected when I go to the detail page, I have this view maybe on the left or somewhere. I can click on the laptop stands. And first I would sort by price. But I just to see like what is the lowest I can expect. And then I can reason for myself how much more I will pay and what I am willing to pay. For example to see like the cheapest one and the most expensive, they are not so apart. So then I'll probably go for one that looks most appealing to me. Yeah, am I searching for laptops for particular reason, or just the one that would interest me person?



elif ilgaz Gulgec 03:14

Yeah, the one you found interesting personally. So you can actually do things as you normally do.

P

participant 20 03:26

Alright, so then the first one looked quite cheap to me [I9]. I've seen this one before and it's techy and one of the popular ones, which I'm not looking for [I9]. I'm looking for one that I can just have my home desk. So then what would be appealing to me are these three [I1, I5, I3]. They're just sleek, and I would like for them on my desk. What I would do then is open all of them in a new tab. I think to just have them all open and then I can quickly switch between them to compare. So now I would have this one [category page] open like as a backup with all the things so I can always go back to here then. I just like skim how much information is given about them. Maybe all to go through again to the pictures. Yeah, actually now I see something about the size because I know the size of the MacBook [I5]. It's like Okay, so this is the size of the MacBook stand so I know what I can expect. But it for me not the most appealing this one [I1]. Yeah, that looks good to me. I think for a more expensive product I would also read all the reviews. I could try to review what's good what's bad, but I don't mind two stars three stars are the reviews given only because I don't know the shipping was later. But otherwise, they are all having the same rating. So it's like okay, that's kind of the same and then I would add this one to my cart [I1].



elif ilgaz Gulgec 05:33

Okay, so can you explain your decision to me? So far you mentioned that you chose the stable ones, not the portable one because you think of a situation like you use it on your desk. So, you are in between the those three options, why did you choose that?



participant 20 06:11

I don't know. So the key is that I don't see any brands but probably I also wouldn't know brand. So in this case it doesn't matter to me. So then the purpose of laptop stands is quite simple and this one looks sleek to me [I1]. I also like the image there's like this geometrical shape and looks very appealing to me. This is more design from 60s or something like this [I5]. And this one is more... I know I don't like the glass much and according to my previous experience it's a bit like fiddling around sometimes [I3]. So I enjoy this one [I1].



elif ilgaz Gulgec 07:05

Overall is it a realistic situation or a setting for you consider the website and the product alternatives?



participant 20 07:14

I think I wouldn't only look on one website. I was looking Google Shopping and maybe just some recommendations sites and then get an overview. For example, when I then recognize this one from where I've seen this before, then it would be more appealing to me. The same could be for this one or that one [I3, I5]. Like if this one is super nice but you can not see from this on image but I can get the information somewhere else this would influence my decision. And then I'm when I shop online I'm not really bounded to one side. So I go to these price comparison sites to see if you could get it cheaper somewhere.



elif ilgaz Gulgec 08:05

Okay. So shall we continue with the headphones? Do you have one by the way?



participant 20 08:08

Yes, I do. They from Teufel, a German brand, they do very good products for cheap price. But then actually I'm often looking for new headphones, but I don't buy them because the

ones I want that are so expensive. Country justified right now to buy them something like this. And if I am buying headphones, I would dig really deep into reviews. And I would even go to stores and listen to them. I do because this is more than just a laptop stand having very basic functionality. There's so many aspects of headphones that are important, it is important for me if I can connect it to all devices.



elif ilgaz Gulgec 10:05

What are the most important aspects for you as evaluating the headphones?



participant 20 10:17

For me, they have to be future proof. In a way for example, if a new headphone comes out right now that has some new bluetooth standards, then I can expect it to work longer than the current ones. And headphones for me something that I want to keep for a long time like 10 years, 15 years, something like this. So I would be looking into something that has a high value and also high quality so they don't break. So somewhere in between. And then for my purpose, I always stand in between like this close headphones [h7], and then this more open ones [h1]. So I don't really know which one I want. But for me that like some technical aspects, like the wireless or having noise cancellation, being comfortable with having a great song, these are the most important ones. I'm not sure if I like connected to a certain brand. Because I know right now, like I know what brands do good headphones, but then always a new one comes out and then it is also very good. But then I would go through reviews. And also like the design is somewhat important to me. So I would like some that I could wear public. So for example, this one, it probably sound good but they would be too bulky for me to wear in public [h9]. So it's a bit of fashion as well. But I think I would never go for the red ones [h2]. Because they are like maybe hip right now, but I would regret having these different looking headphones, I would always go for the black ones. Because they just should be stable and the design should be so simple, for example these [h7]. Yeah, like, I can't imagine them become like going out old fashion 10 years from now.



elif ilgaz Gulgec 12:59

So like you're going for more like a timeless designs.



participant 20 13:04

Yeah. And then click on them [h7]. And I think headphones are something that I would



never buy without listen to them once a real life. Also I don't like ordering stuff, trying it out and then sending them back because it's such a hassle. And also, I'm not the biggest fan of buying and sending 90% of it back. So then I'll probably go to a store, listen to them sometimes and then see, like, if I'm narrowing down and headphones see, for example, when they are discounted.



elif ilgaz Gulgec 13:55

Which one do you choose?



participant 20 13:57

I would choose this one I think [h7].



elif ilgaz Gulgec 13:58

Is it you final decision? Or do you wanna think more?



participant 20 14:01

I think so. Now I'm mostly going on the design. Because I don't really know anything about the others as well. Maybe some of them I have seen before. For example, this one [h6] and this as well [h1]. So they are appealing to me. So I would check if they also match the other criterias. For example, I don't see a cable here. So my first assumption would be that they're probably wireless as well. And I will try to read the text but I prefer first like a list of features so you can just quickly skim the features. And here they mentioned at least it is wireless and have a good battery life, sounds nice.



elif ilgaz Gulgec 15:15

And I also wonder, because I saw you as clicking on different product images, like from different sides. How do they influence your decision?



participant 20 15:33

This was the image I saw before, previously, but you can't really tell how we use these headphones, because most of them have some kind of controlling them. Like the buttons, or some of these have a touch pad. And then I would try to figure out how to use them.

And then I saw these buttons here. And then try to make out what they do kind of and then I saw the volume control here. And this one I can't read [h7's ear caps]. So because I can't read this one out or something. Then I would like try to find this on the other pictures.



elif ilgaz Gulgec 16:33

So that was all actually. I will stop the video record.

# participant 21

Mon, 04/01 03:43AM 18:23

## SUMMARY KEYWORDS

h9, headphones, ear, price, l7, images, alternatives, designed, h7, l5, product, h6, l1, nice, h2, color, battery life, ecommerce website, simpler, l4

## SPEAKERS

participant 21, elif ilgaz Gulgec



elif ilgaz Gulgec 00:15

So here's the e commerce website that I designed for this experiment. So it's a touch screen so you can navigate through touching it. As you can see, there are a few alternatives of headphones and laptop stands. So shall we start with choosing a headphone? And as you're making your selection, can think out loud? So like you can verbalize your thoughts. And if you want to see all the alternatives, you can go to the category page, it's on the top of the page. So do you have a headphone?



participant 21 01:28

No no no. I use a headphone, but it's not here.



elif ilgaz Gulgec 01:43

By the way, although this website is basically designed for this experiment, still it functions like a standard ecommerce website. So if you click on the images so that you can go to the product page to see the description of the product and the different product images. So can you explain a bit what you're thinking, what you're searching for?



participant 21 02:46

Actually, I want something that directly covers all my ear. And also, I want it to be wireless. So I'm trying to understand it. Some of them include the wireless term, but some of them not, so I'm looking for that one. And the one looks the most suitable to what I have in my mind [h9].



elif ilgaz Gulgec 03:14

So is it fair to say that you're looking for over ear one?



participant 21 03:19

Yeah, because I think it hurts after some time. So also I want to compare them price wise, because it's one of the expensive ones [h9]. So maybe the same quality, probably cheaper. These two looks a bit smaller [h4, h3]. So it's not covering my ear. This one looks like it's both wireless and covering the ear [h7]. And range is 100 meters. I will check again. This is also one of the things that I'm not very interested in. This doesn't give the range of it [h9]. It gives a frequency range, but also not battery life.



elif ilgaz Gulgec 05:31

So what are your criterias as evaluating the headphones? Can you maybe elaborate on that a little bit? Like can you tell her concerns?



participant 21 05:44

Yeah, for me as I said, the most important thing is not on my ear, but covering my ear. Of course, I want to try it maybe to see if it is comfortable. And the other thing is the price of course because I'm not very interested in headphones. So I'm okay with so so quality and so so price. And the other one is like battery life. The bluetooth range is not that much important, because I'm generally not using far away from my phone or source. So I think that I will go with this one maybe [h7].



elif ilgaz Gulgec 06:45

Okay, can you explain your decision a little bit more? So I see that, like, it can meet your needs. Like it's a wireless one. Can you tell a little bit more?



participant 21 07:11

When I look at overall, like, this looks very nice [h8]. And this looks nice in terms of color [h2]. But this is very expensive [h6]. And like this one is not over ear [h2]. It's not related to my needs. And then that's why I am a bit into these [h3, h7, h9]. I don't have a special interest in headphones. Like, it's not a shirt or skirt. So I think I will just look at if it's if it fits my needs, and if the price is ok for me, then I will buy it.



elif ilgaz Gulgec 07:53

Do you have any other reason which can explain your decision?



participant 21 07:58

Not really.



elif ilgaz Gulgec 08:01

So maybe we can come back to this one. You mentioned that you find it visually appealing [h2].



participant 21 08:11

Yeah, it's like the color. I mean, if this one had that color [h3], or if this one had that color [h9], maybe I will choose these ones in regardless of the price because it looks appealing. However, since both of them are black...



elif ilgaz Gulgec 08:31

So do you like this color in general? Or do you find this color beautiful or looking good on that kind of products?



participant 21 08:42

I don't like it specifically, I mean, this color. But like, as far as I see here, among these things, it looks nice. And also this one looks nice [h6]. But like if there was a blue one or pink one, I will go for one.



elif ilgaz Gulgec 09:00

I also wonder if it is a realistic situation or a setting for you, when you consider the website and the product alternatives?



participant 21 09:24

Yes. But the one thing is maybe I want more information. Like I couldn't see the range or battery life of that one. So it's a bit difficult to compare.



elif ilgaz Gulgec 09:39

Okay. So shall we continue with laptop stands?



participant 21 10:10

I think I will consider it because of I don't want to feel heat on my lap. And also I think I want it to be placed on the bed. Or I can place it on the table. But if it's on the table, I will mostly consider the height because sometimes I don't feel really comfortable with the seats in the faculty. I sometimes even put some books under it. So by look by thinking like that, I'm not very experienced about these ones. But if I think like that, I want preferred these [I5, I2, I6]. On first look, this [I6] and this [I2] looks very low and not very convenient for me. And also like this one [I7] and this one [I4] is not matching with my needs. So I will first look at this one [I7]. And also they have price are so similar. And one more thing, as choosing headphones, when the price is higher, maybe I think more but with this kind of stuff... I just say that let's try one, that makes easier. But I don't like this one regardless of the price [I5].



elif ilgaz Gulgec 12:53

What didn't you like about it?



participant 21 12:55

I don't know, it doesn't look very nice. Actually. This one as well [I4]. Like it looks too complicated to use. Not complicated. You know, it may seem chaotic. This is also... [I7]



elif ilgaz Gulgec 13:13

Why didn't you like this one?



participant 21 13:17

I don't know. Maybe it's too long [l7's foot]. But like when I look at them, I want something like this, this or this [l1, l3, l8]. They look more like simpler designs. That looks a wheelchair [l9]. I will see this one as well [l1].



elif ilgaz Gulgec 14:04

And I wonder because right now you're interacting with the image. And you're also checking the other product images. How do they influence your decision, or the way of evaluating the products?



participant 21 14:23

I want to see actually like how big it is. But on the other hand, it's like, difficult to imagine how it looks like in these images [h1's cut out images]. But if it's available, I mean easier to check it through these images [h1's in context images]. Okay. Yeah, I think I will choose this one but check a bit more first [l8]. I think I will choose this one because I said I want something more so I can place on my lap. I don't want something in the middle. And other than that, it's design looks simpler. And also the holes, they looks like it can ventilate.



elif ilgaz Gulgec 18:05

Okay. Thank you.

# participant 22

Mon, 04/15 10:28AM 21:07

## SUMMARY KEYWORDS

l7, work, l6, laptop, h2, fancy, image, headphones, personally, prices, l5, l4, clear, stands, l2, nice, brand, buying, details, usability

## SPEAKERS

participant 22, elif ilgaz Gulgec



elif ilgaz Gulgec 00:38

This is the website that I mentioned you where you can find different headphone and laptop stand alternatives. And it's a touch screen, so you can navigate it through touching it. Right now we're in the home page. So if you want to see all the product alternatives, you can go to the category page on the top. And yeah, so first, you can try to choose headphones, like buying one. And maybe, I should also make a quick reminder. So the test is not about usability of the website. That's why like, do things that you normally do. And also it would be great if you can think out loud.



participant 22 01:23

Okay. Looking at the prices, there's already a budget selected for me. Let's see... First looking at the prices. I'm a bit hesitant to go for the most expensive ones. Because buying something online, you never completely know what you're going to get. So I'm always a little bit budget sensitive. Secondly, I just looked at what I see. Personally, I really don't like this view [h8].



elif ilgaz Gulgec 02:49

Can I learned the reason?





participant 22 02:52

They just don't fit with my style. I don't think I would like it, if I was wearing them. I don't really see any recognizable brands, which would be what I would be looking at next. Quite especially for my wireless stuff, I go back to one or two brands that I'm familiar with.



elif ilgaz Gulgec 03:20

So can I learn what brand means to you?



participant 22 03:25

So mostly, I know that some brands work well with my personal priority. So personally, for me, JBL is really durable, and has good quality. And it doesn't have a lot of features. It's nothing fancy, it's just like, okay, you need a speaker, here's the speaker, it does what it does. And if you drop it, it will be fine. And it will produce a sound you need. Well, like Beats is very cool, and they're very fancy. But there's a lot of things going on and look is very important, like the brand image and I don't identify with a brand, so I don't have any need to buy it. I want something that is portable. So I'm not just wearing headphones at home, I also want to be able, especially with wireless headphones, you if you just use them behind a computer, you might as well use with wire ones. So something I can walk around with. And that, you know, looks like you. Like you're supposed to be out with it instead of being just in a computer room or something. So for me personally, it would be in between these three [h2, h4, h7]. Well, I already deselected this one [h8]. And these two look more like computer headphones [h1, h3]. They very much have the image for me. You know, sitting behind your computer and maybe in this case you are going to use it. Yeah. And it doesn't fit with what I intend to use it. Yeah. And I think I'm leaning towards the red ones, because I like color [h2]. And they have a little bit more of a... You know, like, as a guy, you don't get many accessories. So if you have something extra, it's nice to have something to show off a bit. Of course right now it is a bit more expensive. But I think it's worth it. So I think in the end, I'll select this one [h2]. I do want to do a last step check if it actually has everything I wanted to have. 2 years warranty it has. If I'm honest, I know I will probably never use it. But the warranty that means that the company is at least trust us. Okay, now laptop stands. So I know less about laptop stands, I don't actively use them a lot. But from what I see around me, I would assume that you can either just use at home or... But I do a lot of flex work. So I'm assuming that I wanted to be able to take it away and work at different places. So if I look at this one, this looks very fancy and nice [15]. And I think it would work really well and stable. But I can't take it with me. Yeah, this just doesn't fit in my back. Why did you choose these three?



elif ilgaz Gulgec 08:32

And why do you think that like it looks fancy?



participant 22 08:37

This is quite sturdy for me. Look at its clear grip area. And it has a bit more of a polished look instead of just look of that these are the minimum necessities. And it looks quite as if you put some pressure on it or something, it will still work. Well, but I can't take it with me. So that doesn't go. So let's have a look at the prices. Let's see if that makes a lot of difference. So yeah, these two [I1, I5] fall off directly because then I can't take them with me, and this one also [I3]. I find it a bit troubling because it's clear [I2] and with the pictures it provides, I actually don't really get a good estimate of the dimensions and how it works.



elif ilgaz Gulgec 10:16

So how can you describe the effect or the influence of the product images in this case? or i don't know if they have any influence on you?



participant 22 10:29

Yeah, well, they don't do what they're supposed to do. Because the pictures supposed to give me an idea of how it sits together and how it fits together, how it will work. And it takes me too long to really look at it. So if I was just doing a quick look on my own without any additional thinking out loud activity, I will just pass it. Because it's white on white, if you really start looking use the details [I2's product images]. But for the most part, you're not really seeing anything, and I can't really estimate how big it is, how solid it is. This could be very thing or this could be very big. I've no idea of the weight the product. Yeah, just the feel of it. So I must say that with laptop stands, I believe that things will probably work more or less, once you get used to them anyway. I don't believe that there is a big difference in quality. So I'm slightly less likely to know why they had the highest price for this. On the other hand, I want something that I don't have to especially set up too much. Yeah, it isn't too much work and efforts.



elif ilgaz Gulgec 11:31

So you have some sort of usability concerns?



participant 22 12:41

Yeah. Especially if you go to a flex work in place where you just sit in between other people. You don't want to be the guy that is like having demo of whole home. It's happened to me quite often that people would sit next to me start building a laptop stand. And I was like, you know, hello, I'm working here. And I'm looking at how it will fit in my bag. Because my bag is already like quickly messy. I know that I will move quite often and take a lot of the different things with me because first I go work and then from work, I directly go to some friends for dinner and then I go maybe to my girlfriend, and then I need stuff for overnight and who knows what I'm packing. So I want something that is hopefully light but also doesn't jumble my bag too much. So I think that this [14] even though it looks very light is probably not very handy to carry around. So I'm just going by elimination now. The last four are these for me [19, 14, 17, 18]. And, from what I've seen, this really just puts up your laptop higher, which could be very handy if you just want to work as standing [17]. I think it's a lot more when I see more in detail, I think it's actually might be a lot more versatile than I thought. It would be because I had the idea that it could only do the straight up. And from what I've seen now, it might be able to work in a lot more different directions, which was much better actually. Now I am a lot more positive about this. Now I see this picture. Like this picture was really disqualifying for me because I had the idea that it didn't have a big range of motion [17's 3rd image]. So this one I think is also a bit too hard to install [19] or at least a bit chaotic in my bag. So now looking at these three because they all become flat in my idea. And I really liked the look of this one [18]. But I'm concerned about its weight.



elif ilgaz Gulgec 16:38

Does it seem heavy to you?



participant 22 16:40

Well, it seems quite solid. Like it has a lot of very cool... It seems a little bit over engineered for what I actually just needed for, which is something to put my laptop on and a very big book will probably do this trick. So if I was looking for something just to use at home, I might really like this. Because also it's kind of technical one and cool looking but I don't think it will actually work well for what I'm hoping to do. So I actually know this one [16], so I know it will it will do a decent job. It's really not fancy but it's easy enough. Yeah so I am in between these two [16, 17]. This one folds nice [16]. It doesn't have a lot of details. Yeah, I think that since I can't see how this folds up [17], I still know it can. I know it's clear enough, instructions are clear. That's pretty but somehow since I can't see it, I don't have a notion that's limiting me a bit and since it's [17] more expensive on this one [16]. Therefore, I will

pick this one [16]. Also, so I think the largest decider in the end was still that this one looks familiar.



elif ilgaz Gulgec 19:35

Okay, thank you so much.

# participant 23

Mon, 04/15 10:29AM 19:08

## SUMMARY KEYWORDS

h9, h3, l6, check, cheaper, price, l7, h7, usbc, pictures, nice, euros, sender, laptop, online shopping, type, alternatives, present, earphones, headphones

## SPEAKERS

participant 23, elif ilgaz Gulgec



elif ilgaz Gulgec 00:46

Alright, so yeah, it's the website that I created for the experiment. It works like a normal online shopping website. Right now we're on the homepage. And yeah, you can see the product alternatives here. If you go to category page, you can see the other alternatives and a reminder, experiment is not about usability of the website, but only about how you decide on things. So first, Shall we start with laptop stand?



participant 23 01:28

Let me see. So you'd also want me to say things about maybe like everything that I'm thinking. Actually, I'm looking for laptop stands. Because I have one at home from IKEA. But it's not very nice. Yeah, it is a plastic thing and actually I want something that I can bring with me. Okay, so all I have a look at the things that I can possibly bring. Although at first glance, they almost all seem to be like transportable. Or at least this [l6]. So I open all of the things that look like you can fold them and I can take them into my bag, and then I have them side by side [opening product pages on tabs]. And I am now reading the description [l6]. Yeah.



elif ilgaz Gulgec 03:08

Do you also like normally do online shopping like this? Because I wonder if it's a realistic

setting for you when you consider the website and product alternatives or how they are represented here?

P

participant 23 03:26

Yeah, I think so. Yeah, let me have a good look. Yeah. Yeah, I think it is. And I'm quite superficial I think. I just look at the pictures and see if I like it. And if the text wasn't explained, but I also already got how it works from the side of it is when I have no clue how it works, also not from seeing the pictures. And this one, I also get how it works [19]. So this one is also the same but looks a little bit bulky [17].



elif ilgaz Gulgec 04:08

What made you feel like that?

P

participant 23 04:09

It has these... You know, sports bicycles that you get the tires off, so it has these kinds of things [17]. So these part seemed a little bit excessive to me. This one has done a lot much more in a natural way [18]. Let me check the price. This one is really cheap [16]. And I'm looking at the prices. And I already saw on the homepage and it's free shipping above 20 Euros, which so they all have it. So actually this one for me... [19] Because I don't know if you can actually take it with you. And also it doesn't allow me to type on my laptop while it is elevated. This one actually also doesn't [17], this one also doesn't [18]... So for me funny but it will be very easy to use this one [16]. And I'd add to cart.



elif ilgaz Gulgec 05:37

So can you elaborate on your decision a bit?

P

participant 23 05:40

So that it went so fast. Okay, so as we discussed, I would like to have one that can be fit in my bag. But then I also want to be able to still type because they don't want to bring with the additional keyboards, because I already also bring a mouse and then I you know... I'm overwhelmed to bring this computer with me. And now I'm checking for the others that I saw that seemed portable from the pictures. And now I noticed that each of these are supposed to be used with a keyboard. And then for me, it's very easy. And it's also the cheapest one. And then so maybe to clarify to see I didn't choose any of these [11, 12, 13, 15]

because I can tell are not portable.



elif ilgaz Gulgec 06:37

Okay, makes sense. So shall we continue with the headphones? Do you have one by the way?



participant 23 06:49

So I don't have headphones, but I do have earphones, not these inner ear phones. They are just like the regular ones. So and I've been thinking about maybe buying a pair of headphones. But for me they should have added value for me like that they are noise cancelling for example. So that's what I will be looking for. So what I see just at a glance, they're all quite equally priced which surprises me. There are also quite... I still think they are expensive. And I see quite most of them seem to be wireless, which will not per se be a requirement for me. But I don't know if they make with cord anymore. Maybe they don't also. I like this things with the USBC and stuff. Okay, so let me have a look. So they seem all equally priced. So and they seem all wireless. At least there is no wires on them so I just look at the prices and maybe see which ones are a little cheap. This one actually looks quite nice [h7]. I think it's like a little bit minimal. It is inconspicuous I should say. So this one is quite obnoxious or present [h1]. And this one isn't [h7]. And this one is like earwarmers that people sometimes use [h8] and I don't like white earphones in general [h4].



elif ilgaz Gulgec 08:50

Can I learn the reason? Or like I don't know if you have reason tho maybe you just don't like the color white.



participant 23 08:55

I don't like color white. That's a good one. Do I have a reason for that? Yeah, I guess I don't have. Okay, so I'm just not checking to these from the cheapest category. I will reduce the filter to see like if I've missed anything. Actually. So this one I like also in terms of how it looks [h9]. They they don't have other colors. Do they?



elif ilgaz Gulgec 09:49

No.

P participant 23 09:52

No, it don't seem to be okay. I'm because I also don't like to the red one. So I choose between one in these three [h9, h3, h7]. I'm checking to see if like the delivery times are the same because I would like to have my stuff now. And also I check and see if the warranty information is the same. That all looks fine and the same.

 elif ilgaz Gulgec 10:18

You also said that you don't like to the dark red, right? Yeah. Is it like you don't like white or do you have specific reason for it?

P participant 23 10:49

So I don't mind the color if I am because I'm closing that color. But they don't like it for gadgets. Okay, I don't know, maybe I think there it's more for girls. But also, it's also because it makes it less inconspicuous. I don't want to have like these very present things around me. I'm present enough. Okay, so I'm seeing what it is [h7]. So wireless headphones. So it has the cord also. No, oh, so I know this one or one like the ones I've had one when I was a child. It's with a broadcasting station, which is actually like this sender equipment to the side. Yeah, I would never buy that. Again. That's very old fashioned. So now, if I understood correctly, it's one of those that you only put it on the sender equipment. So it's not like you just Bluetooth connect it with your phone. And then you get your sound but it's with a receiver or sender unit. Yeah, I had exactly one of those. Just not very nice. Okay, so this one is Bluetooth [h3]. So that is nice. See, this one is also nice [h9]. This actually sounds really funny the way that they connect to an app, and then it will adjust to your hearing. I think that's interesting. Okay, so I see on the picture there's a USBc port, which I think is nice to have. Let me check where I can [interacting with the image]. Also because I didn't see all of the information in the text because I actually want to see also if it has like a jack, with this being able to attach you can use both wirelessly and with a wire. Check this to see this one has one. So it's really also not a price difference, 20 euros. As with this one, I think it's difficult to see how fat they are [h3]. Because these you can see how they will be quite sticking out of your head, then it gets quite a little bit wider [h9]. And this one you don't see there, although they seem to be a little thinner [h3].

 elif ilgaz Gulgec 14:27



So which one would you prefer the thinner one or fat one?



participant 23 14:31

I guess a thinner one. I am looking at headrest and also this one is quite thick [h9].



elif ilgaz Gulgec 14:43

Why would you like to have a thinner one?



participant 23 14:46

I guess for the same reason. It's should... This is why I like earphones. I guess that it's not very visible on your head and get all attention. So I'm actually guessing I would take this one [h3]. Because this one is just \$20 euros cheaper. The views are the same. And they're good. So normally, I think I'd also look at the reviews. Because I think what others say about product is important. So for something like this, because the price is more than the laptop stand, or maybe also going YouTube. And to see if people do like these product reviews. And that's the way that I brought my phone, for example. I think just based on the information on the site I would go for this one [h3], because it's cheaper, because less present. The rest is the same as the other one. So I think I'd go for that one. Maybe normally I now go to YouTube and type in ther.



elif ilgaz Gulgec 16:17

I have two questions. Although you couldn't understand like if it has a USBc jack or something like that, you check it from the pictures? In which ways did the pictures help you to make your decision?



participant 23 16:37

So I first a price thing. And then I said okay, so, within the price range of the cheaper ones I like these. After this quick visual inspection, I did more technical inspection, okay. So foud out we are looking at it and I eliminated the receiver one. Two were left and then I would say okay then I go for for this one. Yeah, exactly. The pictures did help me because I want to see how it looks firstly. And secondly, I want to see how, like, the technicalities of it. Because I can't read in the description, but then I use the pictures to see... This one is actually quite clean [h3]. It doesn't have a lot of buttons. So this one is it's very technical one with the on off button and USBc stuff and maybe some other login things [h9]. And

then this one, I think because it's the cheapest and the least conspicuous one [h3]. I choose this.



elif ilgaz Gulgec 18:35

Okay. Yeah, that was all.

# participant 24

Mon, 04/15 10:29AM 11:02

## SUMMARY KEYWORDS

headphones, l1, h7, laptop, design, h3, product, website, top, l5, color, picture, compare, h2, desk, information, black, external keyboard, details, stands

## SPEAKERS

elif ilgaz Gulgec, participant 24



elif ilgaz Gulgec 00:11

Okay, so this is the website that I created only for this experiment but it works like as a normal online shopping website. you can see it is a touch screen, you can navigate it through touching it. And the test is not about usability of the website but it's more about how you choose a product online. So first can you choose a headphone? And if you want to see all the items you can go to the category page on the top. As making a decision can you try to think out loud?



participant 24 01:01

I was just beginning to look how many headphones you have and what are differences. I was looking for a black headphone because I like black clean designs so it was looking at the one on the right top [h7] and I was trying to click on it to see if there's more information showed up. So I just looked at the conditions and delivery. I never actually really read the text. I just look for short box with just a quick and with all the details. Then I will just go back to all headphones to compare it with the other one. I saw the other black one [h3].



elif ilgaz Gulgec 01:48

So why do you want to choose a black one? Is it because you like the color black or only

for headphones or in general?

 participant 24 01:58


I think in general but especially headphones. I think maybe my headphones that I've had before were black. Black is good. I think I will read the text although not very happy to do it to compare it. And the reviews are the same I see a lot of stars. If I will do this on my computer, I probably open just two screens at the same time.

 elif ilgaz Gulgec 02:35

So you still can do it actually. If you long press.. Alright, so like do whatever is easiest for you and I want you to do things that you normally.

 participant 24 03:16

I actually do like the other one [h7] better in design [h3]. And I don't like this because it's less specific [h3]. The details. So the other one has 20 hours battery life [h7]. And I also liked this design better [h7]. And I think they're also 10 euros cheaper. So I would think it is okay.

 elif ilgaz Gulgec 04:11

You mentioned like you like this one's design more than the other one. Can you elaborate on it a bit more?

 participant 24 04:24

It's more to... I don't really like the open space at the top on my head because my hair is always stuck there [h3]. So they look better [h7]. It's more sharp or something.

 elif ilgaz Gulgec 04:44

And I also wonder because you also mentioned that you want to first filter them by the color because you wanted to buy at the black one. What other colors can be suitable for headphones or for the products like them?



participant 24 05:09

I think I'll call it was just my style, okay. I didn't look at all the headphones. I do also like the red ones, but I don't like the metal parts [h2's side]. But if there would be this color for the same design, I would probably consider it too.



elif ilgaz Gulgec 05:31

And I also wonder if it's a realistic situation for you when you consider the website and the product alternatives.



participant 24 05:47

Yeah, the website and like all the products are represented here... And I do think it's strange that there's less information on these headphones because normally in a web shop you have all info in the same order.



elif ilgaz Gulgec 06:12

So shall we continue with the laptop stands?



participant 24 06:21

Actually I don't have a laptop stand. I was sure what to look for with the headphones. I think a laptop stands is for better work on your desk. At first look, I would just go for the one at the right bottom [1], the curve laptop stands because the ones at the top I don't know how to operate them. I have no experience with it. Yeah, it also looks a bit fragile [14]. I also like the high rise and it's probably a grip on it but it doesn't... [15] I like this design [1] because it looks really basic and simple but I can see how it functions. I probably go for this one.



elif ilgaz Gulgec 07:54

So what kind of situation they think of for its use? In what kind of settings would you use it?



participant 24 08:02

When I'm working on my laptop, I guess. I wouldn't bring in somewhere. To be honest, it doesn't really look comfortable [1].



elif ilgaz Gulgec 08:16

So general what people do is that they also using an external keyboard. And I see that you're checking different product images, how do they influence you?



participant 24 08:46

I can really picture my laptop here. So I was checking to see how it was working on the desk. This one doesn't have a desk picture [I5] and the other did have a desk picture that I could really furthermore imagined myself using it [I1].



elif ilgaz Gulgec 09:05

If this is your final decision, can you explain me more on your decision? Why did you choose this? Because you were in between the metallic one and this one [I5, I1].



participant 24 09:22

I think it's because this is the most simple design [I1]. With the other ones you have to adjust something on your own, which actually could be really good because I don't know anything about it. I think because it's with this one I can see how it is holding my laptop. And with this one, I think the picture really helped because I could really see myself using it [I1].



elif ilgaz Gulgec 09:55

So that was all actually.

# participant 25

Mon, 04/15 10:29AM 29:57

## SUMMARY KEYWORDS

laptop, headphone, l5, nice, l1, h6, product, noise cancellation, important, h2, l7, buy, earbuds, sound, height, overheated, image, fold, easily, broke

## SPEAKERS

participant 25, elif ilgaz Gulgec



elif ilgaz Gulgec 00:29

Okay. So we're seeing website that I mentioned. This is the homepage, and you can navigate it through touching the screen. And on the homepage, you can already see some alternatives of headphones and the laptop stands. But if you want to see all of the alternatives and the prices, you can go to the category pages. So there is some like options on the top bar. As evaluating the laptop stands, can you try to think out loud?



participant 25 01:31

So I'm seeing different shapes. And I am already thinking... Is it for every laptop or only certain brands [l9]?



elif ilgaz Gulgec 01:54

How did you get such an impression that it can be made for a certain laptop o brand?



participant 25 02:05

Because of the this shape, now I think about it, you could probably put more laptops in. But I have an old laptop and that's quite thick. Will it fit? Maybe it won't fit? This one seems feasible for many different laptops [l7], this one as well [l4]. Yeah, I can imagine I

can put anything on it. I also have to say that this one is very appealing to me [15]. Because of how simple it is. Here, I think maybe I have to adjust things [19]. Here, it's really simple, minimalist, and I like design more [15]. Here, you could maybe break these part more easily because of the weight of a heavier laptop [19]. I also like this one's quite minimal [11]. This one is a bit hard to see because of transparency [12].



elif ilgaz Gulgec 03:36

Do you already have a laptop stand or use one?



participant 25 03:38

I don't have a laptop stand. I got one with a laptop, but I never used it. And but I had one at the office and looks like this [12]. That one is for the for the screen, like an external screen and not for the laptop. So yeah, I hardly ever used it, but more the one for the screens that are attached to it. Well, I use the screen of the laptop, but I have a separate keyboard and mouse. With this one, I think it is a bit related to like piano thing [17]. Yeah, I was looking if there is more, but it seems like this all. I am looking if I actually miss something. First I wanna see the whole thing.



elif ilgaz Gulgec 05:11

What do you mean by whole thing?



participant 25 05:18

Let me see. So I did see it [11]. But at some point it just changed into something.



elif ilgaz Gulgec 05:26

So you can directly go to the quick view or if you long press it goes to the next image.



participant 25 05:44

I thought this was a beautiful picture [11]. But it's not. But it's nice to have a quick view. After you've seen the whole thing, because now I can a bit more the quality, maybe if the product seems a bit cheaper. And then when I see certain detail, and then I think could be high quality.





elif ilgaz Gulgec 06:18

How do product images influence your decision when you do online shopping?



participant 25 06:25

Well, I have to be sure that it fits with my laptop. That doesn't necessarily need to be communicated through the image, but it could also be in the description. The angle in which these pictures are made in are okay, because I get a sense of the size. However, it could be much bigger than I think of it. So maybe if I have a small laptop, 13 inch one, then I want standard, not too big, because I don't need such a big one.



elif ilgaz Gulgec 07:39

So normally, how do you perceive a size of a product through digital platform?



participant 25 07:50

If there is a hand or in this case I would like to know if how many inch this laptop like if this one is 15 or seven inch, then I know if it fits or will be a bit bigger than what I have. Here you have multiple ways of adjusting height [18]. For this one, it's very important that you have different images.



elif ilgaz Gulgec 08:59

So if you would buy such a product in real life in what kind of settings or what kind of situation or context would you use it?



participant 25 09:20

At home when I use my laptop, now I use it the kitchen table, which is fine. But if I would work all day, and then it would be nicer to have it. But since I hardly use the laptop at home, or I don't use it for a whole day. So I don't really need a product like this. But if I had to advise my manager for office, then I would ask maybe about budget because that's important. However, price doesn't differ that much. It's from 35 to 50 euros. So, yeah. If it's possible, and I would go for one that looks nice. I think I like this one [15].



elif ilgaz Gulgec 10:39

So would you like to buy that one? Or like which one is your final decision?



participant 25 10:48

I guess you can adapt height. But sometimes it's nice to also tilt a bit but well you won't need that because you won't be typing here. You will be using an external keyboard. So you can just open it and change the angle of the screen. So you only need to adjust the height. Yeah, I guess this one fulfills my needs [15]. I don't need this difficult construction [19].



elif ilgaz Gulgec 11:30

Why do you say that?



participant 25 11:37

It looks more difficult. Because this seems very easy [15]. However, I don't see if it's something you know... I think it's a little thing you can turn and pull it up. Here, I don't know which things I have to turn to make sure it doesn't fall down. I didn't check all of them. This one you can not... [11] I think this one is fixed. It is nice that doesn't get overheated. Well. So that would actually be something to consider. That makes this one less interesting [18]. It has some holes, but still, you know it is a plate. So then, if the budget allows you would go for this one [15]. If not, if we have to go bit cheaper, then maybe miss one [14]. However, you know, this one doesn't seem very stable. It could be stable, but I'm not sure because of these feet. Stable, prevents the laptop from getting overheated and it should look simple in the sense of you can easily adjust height... So, this one is also nice [13]. But yeah, this wouldn't be my favorite.



elif ilgaz Gulgec 15:41

Thank you so much. So shall we continue with the headphones?



participant 25 15:54

And my headphone broke down last week. I recently bought the ones. And I went to the website of the media markt and cool blue. You have all kinds of filters. So then I use filter for brands, because I want audio quality to be good, but I don't want to be more than than 150 euros. And then for me, it's nice if you can easily take with you. And that should not be too heavy. But that's the pity of online shopping headphones, you cannot feel it.

And you don't know how soft the cushion is.



elif ilgaz Gulgec 17:12

But as like purchasing gadgets like this do you see the product? Or do you just order it online?



participant 25 17:23

This time, I first went online. And I wanted to try a noise noise cancellation because I'm on the train every day. And then I went for the your earbuds with noise cancellation. And I thought okay, before I ordered them, I want to see them in real life. So I went to the cool blue shop. But they didn't have them there, but the guy who work there told me that I could just buy it. You could use it for 30 days and then return if you don;t like it. Yeah, so that was really nice. So, yeah, so then I just bought it and I only could feel it and when they were sent to me by mail. But of course, earbuds are not so heavy. So yeah, that's okay. That's the chance of that I have to give them back is small. However, they still disappointed me a bit. Because if you touch it, then you hear the sound. So even when there's wind or when my hair strokes the air, but then you really hear it. Whereas if you use a headphone, it's more closed off. Obviously you hear less wind when you're cycling. So yeah, even when the noise cancellation is on, you could hear a sound around you. So then even after I bought the earbuds, I think I still want to look again to see if I maybe want to have a headphone, but then I got a piercing which is still healing. So it's not nice to have some pressure. So yeah, I didn't buy a headphone, but if this thing is healed, I will consider a headphone again. I will not go for white because of make up you know, it's it can easily get dirty. And I'm not sure if I can clean it easily. I'm seeing this one [h1]. And the cushion looks like it's very soft, like this kind of material [h1]. So this that one sticks out. I think I know this model [h2]. And this black wire is probably where the sound is coming from. So my last headphone was from urban ears. And there was a little parts that broke down which I could not fix. Which is really stupid because you know everything works. It's just because this little thing to fold it broke down. I cannot use it anymore. So now I would like a headphone that looks like there are no small parts that can easily get damage. Yeah, and this the little black cable with this one, I think could be a point which can be broken if you put it in your back, you know and something else. Yeah. So then it's really nice that you have these different angles because I can look where the cable goes. So this seems like the cable where the music goes through. So if this one gets folded then maybe the sound will be distorted. So maybe I won't use this one. I like black [h3]. But I also like this one [h6]. Now it's a bit of shape for me, this is quite bold [h9]. I'm not sure... I'm not sure about this shape, either [h8]. Yeah, this is the one that intuitively appeals to me [h6]. Because of the color I think and the combination of leather and metal. That's nice that

you know how to fold it. This one you can fold them both [h2]. So then it's smaller than this one [h6]. It seems like you can turn sideways. You can you also change the height. That's nice. I just read the battery lasts for 16 hours. That's also an important thing to consider. And but yeah, depending on the photos and aesthetics, I would go for this one [h6]. These look a bit bulky and not so feminine [h2].



elif ilgaz Gulgec 27:22

Why is it important?



participant 25 27:23

Because I use it on the bike and the train. So it's like a coat like a raincoat or a pair of shoes. It doesn't have to match all my outfits but it should... You put it on your head. So if people see you then that's part of the first impression they get. Okay, so yeah, I would maybe say the aesthetics of a headphone, for me would be more important than a watch because it is more visible. If I have really ugly headphone then people might say like OMG. I'm a designer so then if it's possible, if I can afford it and of course if the quality of the sound is good... Now I don't know what brand this is. If this is a brand that I don't know, or I am not so sure of then I might just go for Sennheizer. Because the quality is better. Maybe it's even a bit cheaper. I can go with with something that's a bit less aesthetically pleasing to me.



elif ilgaz Gulgec 29:41

Thank you so much.

# participant 26

Mon, 04/15 10:29AM 04:50

## SUMMARY KEYWORDS

nice, headphones, l4, l5, buy, h7, alternatives, euros, works, guess, h6, product, l6, website, l1, functions, laptop, foldable, images, l3

## SPEAKERS

elif ilgaz Gulgec, participant 26



elif ilgaz Gulgec 00:24

Although is created by me still it seems like a regular website and functions in the same way. So it's a touch screen you can navigate it through touching it. And here on the home page you can already see couple of headphone and laptop stand alternatives but if you go to the category page you can see all the alternatives and prices. So first, can you choose a headphone and as evaluating the products can you try to think out loud?



participant 26 01:20

Okay. I wanna see all of them, they are all wireless. And these are expensive.



elif ilgaz Gulgec 01:33

Do you have one by the way?



participant 26 01:36

I used to have one, a Bluetooth headphone. I got it as a present. I don't think I ever would buy headphones that are 150 euros. But I mean, they look nice [h2]. This is a nice color, but I'm not sure if I would wear it.



elif ilgaz Gulgec 02:27

Why is that?



participant 26 02:28

I mean, it's hard to combine with the clothes. So I guess like, black is more neutral. I would probably just go for this one because it looks good enough [h7]. Is it Sony? I know Sony is nice. I guess if I were more interested in headphones, I would compare like battery time and stuff, maybe. It is 16 hours [h6] so the other one is better [h7]. Let's go this one and buy it [h7].



elif ilgaz Gulgec 03:14

Wow that's was fast. Would you like to elaborate on your decision more? Why did you choose this?



participant 26 03:34

Because it's a lot of money for headphones. I think basically if it is 110 euros I suppose it's gonna be fine. It looks good. I mean, it's not as pretty as this one [h6]. I guess there's a lot of information in here, but it's a lot to read. I think website that I usually buy this stuff, like cool blue or something., they have like a minimal list with all the relevant information. So that's really easy to compare. Okay, now it just looks nice.



elif ilgaz Gulgec 04:30

I also see you as checking different product images from different angles and stuff. How do those things influence your decision?



participant 26 04:39

Because you get an idea of the functions and see what kind of buttons there are. And actually it is nice to know what you are gonna get.



elif ilgaz Gulgec 04:45

When you consider the website and the product alternatives is it a realistic setting for you?



participant 26 04:45

The presentation feels realistic. It can be a website that I come across. But I don't think I would buy any of these. I would go for something like 50 or 70 euros.



elif ilgaz Gulgec 04:45

So shall we continue with the laptop stands?



participant 26 04:45

These are cheap.



elif ilgaz Gulgec 04:45

Do you have one?



participant 26 04:45

I don't have one. I used to have one when I was studying. Now I work as graphic designer. Let's see. How does this work [I9]? I wonder if it also works for windows not a Mac Book. If you can adjust the angle, it would be nice. I see some of these are portable. This one says in the title [I8]. But I am not sure if it is more portable than any others. I mean it is adjustable. What I am looking if they are nice too. Which is weird. Maybe I should care it with the headphones too, because everybody will see them on me. I don't like the first images make me feel doubt on their quality. I think this one is ugly [I6]. I wouldn't buy that one. I wonder how this works [I5]. I mean it looks cool, but I don't trust that it works well.



elif ilgaz Gulgec 04:45

Why is that?



participant 26 04:45

Well. I am not a handy person always. I am afraid I will knock it off by accident [I5]. I think this is nice [I4], very minimalistic and very light. Wait. This is not foldable [I3]. I can not take it with me. This is transparent but I am not sure why they made it transparent [I2]. I wouldn't care it too much. I think this is nice because you can put your documents there. But I don't do that. I think this one nice [I1].



elif ilgaz Gulgec 04:45

What did you like about it?



participant 26 04:45

It is a nice design [11]. I like the smooth curves. I wouldn't mind having this I guess. I think I will go for this one [14]. It is not so pretty but..



elif ilgaz Gulgec 04:45

Why did you choose this one? Why do you think that it is the best one?



participant 26 04:45

Because I think if you bring a lot stuff in your bag, it is nice not to add weight in your bag. Some of the other ones... This looks very heavy to me [18]. I suppose it is heavy and at least this one looks light [14]. I can see how it works and that is easy.



elif ilgaz Gulgec 04:45

Thank you so much. That was all.



# participant 27

Mon, 04/15 10:29AM 24:31

## SUMMARY KEYWORDS

l5, headphones, laptop, foldable, l6, keyboard, product, euros, alternatives, pretty, wireless, guess, stand, dj, choose, h6, buy, metallic, reviews, brand

## SPEAKERS

elif ilgaz Gulgec, participant 27



elif ilgaz Gulgec 01:13

So it's a touch screen. And right now we're on the homepage of the website. You can navigate it through touching it, you can already see some alternatives here. You can go to category page if you want to see alternatives. And as experiencing this side, or I don't know, choosing one, can you try to think out loud? Yeah,



participant 27 01:52

Well, it's not so easy. I will just give a quick look first. This is all? Yeah, so there's no extra. it's only the research purposes. Yeah. And there is a minimum and a maximum. And as soon as these dots are already the extremes, I guess they are all coming this range. I'm not interested in newest. I mean, it's not like I need a new iPhone or it is just a laptop stand. And so I think it says portable, adjustable. This one thing designish [1].



elif ilgaz Gulgec 02:59

Why did you think like that?



participant 27 03:01

Because it's just pretty clean and stylish compared to these ones.



elif ilgaz Gulgec 03:12

And do you already have one or use one?



participant 27 03:15

No. I don't use it. I do use my laptop but not putting it on a stand. In my work, I have a port replicator like a big screen with special keyboards. So this one looks a bit unsteady, just a bit unstable [14]. I think this one is the best, but it's the most expensive one as well [15]. That's what happens to me all the time.



elif ilgaz Gulgec 03:55

What did you like about it?



participant 27 03:57

It looks neat. But then again, I think you cannot fold it or anything. So I'll probably go for a more convenient one. Some for like these [19,18,17]. Let's see, this one looks somewhat foldable [19].



elif ilgaz Gulgec 04:29

And if you had one, in what kind of situation would you use it?



participant 27 04:52

I think I would use it with an extra keyboard. Because the laptop keyboard is always pretty straining for me and a separate mouse. So it must be somewhat high. That's what they're doing but not this one [16]. You cannot put something underneath. Yeah. And this one as well [12]. You could put some papers under there. That can be convenient. But as you can see, I'm not really experienced laptop stands. Let's what happens if I click one. It's the better way of working.



elif ilgaz Gulgec 06:18

And I see you as checking different product images from different angles. How do they influence your way of evaluating products or purchasing something online?



participant 27 06:30

Not sure. But if you're information is limited... So you can read the reviews. I am not really interested in the amount of stars but I do like to see what people say about it. But since you can not feel it or see it or touch it you can just use pictures. So I always try to have a look at all the pictures. I learn you can adjust the height [I5]. There is a little screw over there. It is specially made for Apple MacBook. I don't know why. It look nice there as long as there's not a black one. You need a metallic one on this stand to look good. So you cannot adjust this one [I1]. It's just what it is, I think. But I think a big disadvantage of this one is unfoldable. Just like that one [I5].



elif ilgaz Gulgec 09:18

So what are you thinking?



participant 27 09:21

I think it's multi foldable [I8]. So you can set really high and it says then you can stand but if I'm standing somewhere with the screen up there. I need to put my keyboard a bit higher as well. I'm not used to work as standing. So I'm just thinking about extending. I'll just raise the all table, including the keyboard. So this doesn't make sense. That's what if I put the screen really high and the keyboard would still be there. It's just insane. Alright, I'm gonna go with one. And then I think it's this one, not foldable [I5]. So I'll just leave it where I work most my laptop. If I'm somewhere I don't bring it along.



elif ilgaz Gulgec 10:34

Okay, so what was your main idea or the most strong idea as choosing this product?



participant 27 10:42

It looks sturdy enough [I5]. It doesn't look cheap and crappy. It does look pretty solid. But I guess I'm sensitive to a bit to design and color. I think it doesn't make sense.



elif ilgaz Gulgec 11:19

So is it fair to say that you mainly like its appearance?



participant 27 11:24

Yeah. Yeah. Yeah. And the price difference is between 50 euros and 40. So I might pay 10 extra to have something pretty again. I mean this one is 10 euros cheaper but does look awful [18]. This one as well [16]. And this one, and this one don't look like they can be adjusted [13, 15]. This one is foldable but it's the most ugly one I guess [16].



elif ilgaz Gulgec 12:14

Why do you think so?



participant 27 12:20

I don't like this one [16]. And since my laptop is metallic I want this you know metallic too.



elif ilgaz Gulgec 12:30

Okay. So before going with headphones can I ask you if it is a realistic setting for you when you consider the website side and the product alternatives?



participant 27 13:07

Yeah, it doesn't look odd to me. Okay. Well, I mean, it's got the pictures. You can zoom, you have some of these pictures, you can see reviews and you have the big "Add To Cart" button. I would expect something about measurements but it's not only way. Well, I can guess how big it is by this picture. I mean I've got MacBook so I know how big it is.



elif ilgaz Gulgec 13:44

Well, I see. Then shall we continue with the headphones?



participant 27 13:47

Yeah, I recently bought one. I bought a... It's not in here. No, it's not here. But it was I guess less high end than the ones actually here. These are pretty high end.



elif ilgaz Gulgec 14:11

So what did you get?



participant 27 14:15

From JBL, like David Guetta edition. Yeah, I bought it because it was pretty neat for DJ and that's something I do as a hobby. I will never buy a headphone from the internet in real life.



elif ilgaz Gulgec 14:45

Can I learn the reason?



participant 27 14:46

Yeah, of course and it's obvious one you don't listen. You won't feel. You don't know how it fits your head. You don't know if it's on ear or over ear. Well yeah, this one looks pretty much over ear [h6] and this as well [h8] but you can not be sure. This one I think its on ear [h4]. So what's left is just reviews, what people say and specs. That's really difficult because you cannot hear what it sounds like even if you see like what's the frequency or volume. So you know if there's a cable... I cannot see any. I think they are all wireless. It has wide frequency range [h1]. That's something you would like to know. 5 to 30,000 is just way too much. I know that because somehow I am into this topic. That's why I would never buy headphone from the internet except for perhaps like if I need some something quick and easy for kids. I mean if they broke my headphones again so I'll just need something so they can watch stupid cartoons without annoying others, each other or me. I'll give them a headphone for like 20 euros. So I will have to choose on base on design I guess and some information and price. The price ranges are still not that much buyt still comparable. So I need a wireless one if I want to use it in the train or on the road. But if I want to use it as a DJ which I would prefer wired one. I don't need a wireless one actually. Yeah I'm gonna go with it with the wired one cuz you get the option. And then what I would choose is a brand I know. And somehow these are all not brands but their product types. I mean if I choose this one it says JVC and that's a brand name. So I would be sensitive for the specific brand. Now I will look this [h6]. This one looks nice. What did you like about it? Yeah, well the combination of... It looks somehow retro. I have never heard of Master and Dynamic. It is made of lambskin letter. This looks good [h6's 4th image].



elif ilgaz Gulgec 19:39

So I wonder in which ways you interpret a good brand image.



participant 27 19:53

I think if there will be a brand that's making these kind of products for over decades, instead of getting into it recently because they saw business opportunities... Like if I want headphones, I will go for Sony, JBL, Bose and all the speaker manufacturers. I will not go for like Microsoft or Apple. They make these little ones. But I won't go for an Apple for big earphones. Okay, so I think that's the reason. Oh, of course, I've chosen the most expensive one again. I think it will be this one based on what I can see here [h6]. Because I just liked the design.



elif ilgaz Gulgec 21:15

Okay. And in which kind of context would you use it?



participant 27 21:21

This one is not for DJ I guess. This is just for on the road as listening to music or movies. I'm in the train quite a lot.



elif ilgaz Gulgec 22:05

So can you elaborate on your decision a bit more? so what did you like about it most?



participant 27 22:15

The design. Both in this case and the laptop stand the design was the point. In laptop stand, the ugly ones are pretty close in price range. So it but the difference with the headphones and the other ones this is bigger. I think it looks somewhat better than the other ones. But then again, I would never buy a headphone from an online. But I could buy laptop stands online. If I need one, I go to some website and buy it.



elif ilgaz Gulgec 23:09

Okay. That's was all actually.

# participant 28

Mon, 04/15 10:30AM 20:15

## SUMMARY KEYWORDS

alternatives, h2, buy, adjustable, headphone, final decision, laptop, online, cheap, l2, reason, ears, adjust, website, option, local stores, l6, aux, music, price

## SPEAKERS

participant 28, elif ilgaz Gulgec



elif ilgaz Gulgec 00:13

So this is the website that I mentioned to you. So you already figured that is a touch screen. And right now we're on the homepage. And you can already see different alternatives here. But if you want to see all the alternatives and the prices or some sort of filters, you can go to the category page on top. So first, can you choose a laptop stand? I don't know if you have one. But yeah, you can choose it as you normally do. And yeah, you don't have to think about a scenario specifically, basically. And it will be great if you can think out loud.



participant 28 01:31

First I will see how it look, its appearance. Then I choose price. Because that's important to me. And I look at the conditions. And I want to know how easy it will be used.



elif ilgaz Gulgec 03:00

What kind of a job do you do?



participant 28 03:10

I'm not currently working. But I used to work at call center. Okay, it was an inbound call

center for Macro. We had something like this there [I2]. But we didn't have a laptop. So we used it for paper when I was typing. So you just look like this. So like a paper holder. And that's why I like this one, because you can adjust it [I2]. And not only your laptop, too, but also the height or angle. So yeah, that's one of the things I like about this one. This is much cheaper [I8]. I think I will buy this one because it's easy to adjust [I8]. And even the angle is adjustable. And the height, that's really important to me. So, and it's cheaper than the other one. And, yeah, the conditions are the same.



elif ilgaz Gulgec 05:40

Okay, so is it your final decision?



participant 28 05:43

Yes, I buy this one.



elif ilgaz Gulgec 05:45

Alright. So you mentioned that it's easy to adjust. So do you have any other reason? Why do you think that is the best?



participant 28 06:02

Because it looks strong. So I've son of 14 years old, and he is not a very careful with anyone's stuff. So it has to be strong. Well, they all look strong. And I like it when it's adjustable in height and in angle. Because I have a problem with my joints, my shoulder and with my elbows. And so that's why one time I have to work like this, and the other time it has to be there. And so because it's adjustable in every way I can think of.



elif ilgaz Gulgec 06:52

And do you do online shopping a lot?



participant 28 06:58

I still usually go to the store. I do my research online. And then I go to the store to buy. And that's because of the safety issues. And I like it when I buy something and I have immediately after. But the only thing I usually buy online are the diamond paintings and



things like that because it's fairly cheap in AliExpress. So if it's online, it's very, very, very, very cheap, then I go and buy it online. But otherwise, I just love shopping. So my research is online, and I know what I want. And what I know that I will go to the shop. I just help the local stores.



elif ilgaz Gulgec 08:09

But yeah, I also wonder when you considered this website also this setting, the product alternatives represented here, does it seem realistic to you?



participant 28 08:20

Yes. The only thing I like to make comparisons. That something I like, when usually I have two or three things I want, then I can see the difference. That's something I like but it's very nice website. It is very clean. So I don't like all those pop ups and on the sides. You usually see what you were looking for before and that's something I don't like. It's trashy. I think you don't have that.



elif ilgaz Gulgec 09:29

So shall we continue with the headphones? Do you have a headphone?



participant 28 09:37

I just bought some earpieces. So I've bought those. But I don't know if I like them yet. Because I really like this ones. The bigger ones on my ears nothing in my ears.



elif ilgaz Gulgec 10:14

Why is that? Why do you prefer like that?



participant 28 10:18

Because when they are in my ears, I have to put them out if I am talking to you. And if I have something like this, you just put them on your neck. I can talk or just put one behind your ear. And my experience is this has better sound. When I'm listening to music, I always have the big ones. I like this one [16] because it's different. I want to see if there is an old one with the option of putting a plug in it. That's why I'm looking for. This is one I will go

for. It is different because it is red and it has the plug. Sometimes my headphone is empty. Battery dies. Yeah. And then it's easy if you have a plug so you can still listen. So that's the reason I would go for this one.



elif ilgaz Gulgec 13:06

So is it your final decision or do you still want to check the other options?



participant 28 13:13

I think it will be this one [h2]. Let me see this [h1]. This has more bass. So I don't like that. This is especially for a lot of music, like professional. I think I would go for the red one because this is the point where I usually go to the store so I can see if there's one has aux jack. If it hasn't, I would go for that one [h6].



elif ilgaz Gulgec 14:25

And what what is the reason?



participant 28 14:46

Because it has the jack. It is because it's so different. This is design you'd never see, almost never. This one looks like my sons [h8] and this one is small [l4]. This is just different [h6]. Okay, and this one is different because of color [h2]. So that's why I said this one.



elif ilgaz Gulgec 15:16

And I wonder why you would like to have something different in headphones?



participant 28 15:26

That's me. Okay, there's no reason. No particularly a reason for it. I just like something different. I like to do things the way I like them. And if the whole world is wearing red, and I want to wear black. The fashion it's not my thing. I like to make things. If this is something I cannot make, like these. So I will have something special.



elif ilgaz Gulgec 16:12

# participant 29

Mon, 04/15 10:30AM 22:26

## SUMMARY KEYWORDS

h9, h5, h8, important, price, possibilities, general, headphone, case, alternatives, basic, laptop, design, l1, h3, active noise cancellation, reviews, modern, porsche, euro

## SPEAKERS

participant 29, elif ilgaz Gulgec



elif ilgaz Gulgec 00:57

It's a touch screen you can navigate it through touching it. Right now we are on the homepage and you already see a few alternatives represented here, but if you want to see all of them you can go to those category pages. And like you can do things that as you normally do, you don't have to have a goal in your mind or you don't have to do role play or anything else. And the test is not about usability of website it's more about how you decide on things. Can you choose a headphone? And by the way, like it would be great if you can think out loud.



participant 29 01:52

Then what I normally do if I want to like for example headphone I directly go to the headphones and see which possibilities in general are there. And then I look how many possibilities, how many choices I have. If it's for example more than 50 or whatever, I will do like a filter because it will be anyway too much. But if it's like just nine possibilities then I just have a look first at the price and how they look like. So of course some look maybe a bit more attractive for me than other. Normally I don't like some special ones but this one is ok for special one [h6]. But of course the color is a bit you know you have to wear the clothes and whatever as well. Okay, something today my shoes suit to fit. These ones I didn't like that's why [h2, h4]. Yeah, basically in general I am choosing a black one which is more standard because I'm conservative finance person. And then of course in general for me it's important when I buy something the middle. It has to be the best choice because

you have for the price and products. The most expensive one is maybe the one future which is future technology but you don't really need it. The basic one, more cheaper can work.



elif ilgaz Gulgec 03:34

Do you currently use one?



participant 29 03:38

No so I haven't used for a long long time. I mean there are nicely but at the moment I wouldn't use them. So probably this one looks to basic [h7] so I will have a look. Also those 4 too [h9, h3, h8, h5]. This one [h8] looks a bit more modern than this one [h3]. This one is ok but... Yeah, it will be one of these three [h9, h5, h3]. I will just have a look at all three of them. And I look at the reviews first [h9]. It has 4 stars and there are quite some reviews. And I will read a bit about it. I often look at some because I'm a financial person and look at some figures you know, so for 40,000 hertz... I don't know if I could compare here directly with another one. Just sometimes easier to have them.



elif ilgaz Gulgec 05:18

But you can open them in different tabs.



participant 29 05:20

Okay, yeah, that's possible. That's also what I normally do. To be honest. That's true.



elif ilgaz Gulgec 05:44

I figured out that you also I eliminated this one [h8].



participant 29 05:47

Yeah. Because they are in the same price and it looks [h3] better than this one [h8]. This looks just very basic [h3]. Yeah, for sure. If you have nine possibilities, then you need to quickly have a look at each one and look what it can do and of course the price. Yeah, so in this situation I just like this one more [h9]. This one is made in Germany. Yeah, I think so. And this one has the same reviews of four stars. This one as well [h5]. So as makes no

difference from review. You can pair a maximum of eight device at same time. All the time you jus pair one so that wouldn't be important. To be honest, I think how it looks like a bit too much metal [h5]. For me as a Porsche design I can understand but... It has bluetooth but I think all has bluetooth.



elif ilgaz Gulgec 06:12

So can I say that you don't wanna get atypical one like this one? How important is the apperance of a headphone? Because you said it's too metallic maybe.



participant 29 08:27

It's very important. It is on my head. And if you ever look someone at first, you have a look at their headphones. It will cover a big part of your head. We look most of time people's head. So yeah, for me, it's quite important. Somehow, it shouldn't be too boring, but shouldn't also be too special. I think it will be one of these two [h9, h5]. This one looks a bit more like the one that you use when you are in the building [h8]. And this one looks really more like standard one [h9]. Okay, I think this one you also pay for design [h5]. This is for me not that important this case, because I don't think it has a added value. Okay, this one has switch on active noise cancellation function. I think this means it's don't hear anything, right? It's quite good. Just have a look at if this one has it as well [h8]. This one doesn't have [h8]. Here, I don't read something about the noise [h9]. If this one doesn't have it... I think because this is also have added value so this will be no option anymore. Somehow it looks a bit more like a Mickey Mouse [h8]. So this one general looks normal but a bit too metallic, but I think in this case maybe I will choose for this one [h5]. Because from the price I assume that's also will be really a good one from quality. So that's also a thing people probably have the idea higher price better quality. This case, maybe just because it's the Porsche design, but anyway. I buy this one.



elif ilgaz Gulgec 10:52

And yeah, for this one, you mentioned that you didn't like the metallic pretty much. Can I learn the reason?



participant 29 12:10

Yeah, I mean, I liked when it has colors but in this case it is a bit too much metallic, you know. But anyway, all in all, overall, if I see all nine of them, I think at the end, I would choose this one. Maybe you can put like a black sticker here. But sometimes you just have

to get used to something. And after you don't see that anymore.



elif ilgaz Gulgec 13:09

And I also wonder, when you consider this website, and the product alternatives if it is a realistic setting for you.



participant 29 13:17

I mean, not that much choice. I mean, in general, you have a much more choice. I mean it is very nice website and also very clean.



elif ilgaz Gulgec 14:10

Shall we continue with laptop stands? By the way do you use one?



participant 29 14:27

No I don't use one. Therefore, maybe it's good. For my first impression is just have a quick look about the prices, they're all quite the same. So I'm really surprised that the standard one doesn't cost a lot. For example, lowest is 20 euro whereas the highest is already 35. So this case, the price won't be really like a big thing. In this kind of situation, you can also think like maybe something costing 15 euro can maybe already do which you think it should do. My quick view is everything is the same if you look at the price, but of course designs are totally different. For me it looks more like a car you put your golf thing to walk at the golf clubs [I9]. Okay, something like this can be a possibility for me [I7]. What important me in this case you can really have a lot of different height and adjustment. This doesn't really look like a laptop stand to be honest [I5]. This one really should be like 15 euro, if you look at how it looks like [I4]. I have a look at this one [I8]. I quickly look at the pictures.



elif ilgaz Gulgec 17:00

How do the pictures influence your decision in digital platforms?



participant 29 17:05

A lot because you see the possibilities, you see a detailed look. Because you hope to see

what you order when you receive it at home. So actually, it is very important to have good detailed pictures. Like this is good because you know how it looks when you have a laptop on top of it [I8's 4th image]. At the other end, it looks a bit like a crane like in the building construction building. This one you maybe work a bit higher. I think is quite good. It is important how strong the material is, how strong you can lock it. If it looks very stable, it's also important because if you press a bit more with your arms on it. It looks a bit more modern [I1].



elif ilgaz Gulgec 18:52

What makes it look more modern for you?



participant 29 18:55

It has only one design but on the other hand you're totally not flexible [I1]. I mean that's probably made by IDE students. If I have to buy it for the first time, I look a bit more how it looks like, like this one [I8]. And all the price are quite similar. So therefore I also buy this one [I8].



elif ilgaz Gulgec 20:41

And in what kind of context or setting would you like to use it?



participant 29 20:47

At home or at the office like a permanent place. I won't take an all time.



elif ilgaz Gulgec 21:27

Okay, that was all actually.

# participant 30

Tue, 04/23 10:17AM 27:03

## SUMMARY KEYWORDS

metal, h9, l5, headphone, picture, plastic, laptop, product, bulky, l3, specs, h8, h5, photos, nice, h7, sturdy, okayish, alternatives, h1

## SPEAKERS

ilgaz Gulgec, participant 30



ilgaz Gulgec 00:48

So this is the website and right now we are on the homepage. So you can already see a couple of headphone and laptop stand alternatives here. But if you want to see all the alternatives and the prices you can go to these category pages on the top bar. Yeah. So first, can you choose a headphone?



participant 30 01:28

Okay, so we're going to go through the headphones and then I have to choose one of these.



ilgaz Gulgec 01:33

By the way, do you have one?



participant 30 01:35

I don't have such expensive ones. Okay, so I pick one and I need to tell why. There is not so much as difference between the cheapest one and the most expensive one. I would usually look at what the differences are. If I click them then I can go to the product specs. Yeah, there's photos and it is also nice that you see how it fits on your head.





ilgaz Gulgec 02:36

How do the product images generally influence you in online environments?



participant 30 02:44

I mean in general if the pictures are almost the same here so you have this this transparent white background, I like this. It looks like you know, somebody took the time to take a good photo. If you have a carton or the packaging then I'm always a bit like nobody spend time on the photos. I am more happy with with the fact professional shots with this good lighting and all the details. There are some specs usually. I also look at the specs so like a table. I'm an engineer. So I usually take a look because the size of the drivers for instance the influences the sound. But you can tell already by the shape, bigger they are the bigger drivers are, so they are more expensive. Let's look at this one [h9]. There's a very large frequency range that it works. So yeah, usually I recognize the shape by the brands also. I also know this one [h1]. These pictures are already a little bit less sharp. I think this looks here a bit...



ilgaz Gulgec 05:03

And how does it make you feel?



participant 30 05:05

This looks less professional to me. Okay.



ilgaz Gulgec 05:09

And in which way does it influence your perception of the product?



participant 30 05:19

It looks... Why this one would have a worse picture than the other one. I don't like brown headphones but... [h6] So this is super sharp [h6's images]. This looks to me much more the way I would prefer to look. It's terrible.



ilgaz Gulgec 06:02

Why did you find that one terrible?

P participant 30 06:07  
Oh, yeah, the color and the shape. I don't see myself wearing something like that.

I ilgaz Gulgec 06:16  
So is it fair to say that it doesn't fit your style?

P participant 30 06:19  
Yeah, yeah, yeah. I don't think that... I also don't buy white one by the way.

I ilgaz Gulgec 06:27  
Can I learn the reason?

P participant 30 06:29  
Yeah, I think that yeah headphones should be black. I don't know. Yeah, my wife has a white one. I think it looks ridiculous but it looks good on her. Yeah, and also red I don't know [h2]. I mean the photos are nice. The perception of products is for me the same but then I started look the difference between headphone's functionality. I don't know if it's Bluetooth, how long the battery lasts. This looks quiet heavy actually [h3].

I ilgaz Gulgec 07:16  
Why did you feel like that?

P participant 30 07:17  
Because it looks very bulky. This looks very thick and all those plastics... Probably it's not true. Yeah. And here again the picture... It is actually a good quality picture, but because it's black it looks really bulky. That one looks very old [h8]. You know these ones with the twisting wire. Yeah, so this looks actually quite nice with metal accent. I like this one better than the other ones.

I ilgaz Gulgec 08:43  
Why did you particularly like that metallic part?

P participant 30 08:48  
Because I like metal parts for my products. I am a material scientist so I like titanium, magnesium. I like this kind of metal [h9]. For example, for me this would mean that it would break off less easily. Yeah, it looks more sturdy to me. This is very plastic [h7].

I ilgaz Gulgec 09:59  
Is it good sign or bad sign for you?

P participant 30 10:01  
It looks like it could break very easily because this whole frame is plastic. Yeah, I'm missing the specs little bit. I can also sort, right? I usually take a look at the most expensive ones and what are the features and then I look for those features in the less expensive ones so that you get what you pay for with these kind of things. This is the one that looked very bulky.

I ilgaz Gulgec 10:37  
I also wonder if you considered the website and the product alternatives is it a realistic setting for you?

P participant 30 11:30  
Yeah, this looks a bit like Cool blue site. This looks a little bit more upscale because you have less products and the site looks clean. You also have the payment options. Ok, I need to pick one. This one [h9] because I've seen them all. I've made up my mind because of the color. So these were gone [h2, h6, h4]. Yeah, so then this one looks really bulky [h3]. And then this one looked okayish so that would be my number two [h7]. This would be maybe three because it looks too round to me [h8]. This one I didn't really have a look on that [h5]. Why not? It has active noise cancellation so then this would be my second option [h5].

I ilgaz Gulgec 13:49  
And why is this one and not the other ones? Because you eliminated six of them and the final three were these ones. So why do you think that it's better than the other ones?



participant 30 14:03

I like the round drivers so these are bigger drivers. So it gives you a better sound. Actually big means good to me in this case. I don't know the brands so this is not really a consideration. These are bit the same shape which is a different material [h7, h5]. I prefer this one [h5]. So that's more metal on it. This one and this one are quite similar [h1, h9]. But I didn't really like picture and I think this gets dirty easily [h1]. And it actually looks already dirty although you don't see the dirt.



ilgaz Gulgec 15:01

Thanks so much. Shall we continue with the laptop stands? Do you use one?



participant 30 15:14

Well, I've had one really long time ago and I've never used it. So now I don't own one and I don't really know what it is used for. I have a laptop but I just use it on my lap. Okay, there are some example pictures. But then I still have to put it on the table.



ilgaz Gulgec 16:13

So what kind of a job to do?



participant 30 16:16

I am a professor in maritime engineering.



ilgaz Gulgec 16:25

So you have a permanent place?



participant 30 16:28

No, not really. I have a set up but you can also work in other place. It is flexible you know. I don't carry a laptop with me. I used to have on in the old job but I never used that with these kind of things. Okay, so I have to pick one. It is plastic and this one is also a very old computer [I8]. I would use this in a place that I work in semi permanent place [I5]. I would not take this with me. So the weight doesn't really bother me. I would again go for something which is... I had something like this actually [I6]. This would be really nice to travel but it looks very plastic. So again, I would go for it to probably the metal ones. This

also looks very very unstable to me [14].

I ilgaz Gulgec 18:29  
And what makes you feel like that?

P participant 30 18:32  
This will flex a lot. 17 inch laptop, really? I'd be afraid, if you don't place it in the middle. As I said I will put it somewhere just like that so I would go for something which looks nice. This one is transparent, why? It is gonna get scratched. It is kind of like a double layer. Yeah, this is also metal [13]. I really like the transparent part.

I ilgaz Gulgec 20:07  
Why did you like it?

P participant 30 20:08  
But I want to have metal. So this looks okayish [13]. This one, I didn't see it [11]. How does it work? How do you work? Let's see if you can adjust the angle. Just the height... I want to get it up or down and the angle... You don't have to type on it so that's not so important to me. And this looks also very... [17] You can adjust everything you want to. I'd be afraid that these things would break or whatever [17's mechanical parts]. So flexibility versus sturdiness... Yeah, so I think I would go for the one that is metal and height adjustable [15]. Because I would be afraid use something that will move. This one particularly looks bad to me because there are so many hinges [h8]. If you forget to lock one hinge then all can collapse. And it is plastic. I don't like it either. I think this will be the first one, the most expensive one [15]. I'm not going to pay almost full price for the transparent plastic one [12]. I like this will be the first one [15], and then this one [11], then this one [13]. But I will definitely get the first one. Because this looks sturdy and you have the height adjustment. In the worst case that will get dropped to the stand. There's not more than two things you have to do like this one [18]. This one particularly you have to do two sides [18]. This looks like a baby carriage to me [19]. Now you can fold it up.

I ilgaz Gulgec 25:00  
so this one because you can adjust the height. What else also?



participant 30 25:03

It is metal so it looks sturdy. Yeah, because these ones cannot adjustable. I'd still prefer a non adjustable one because I have to feel that my laptop would not fall off. Or if it looks really cheap... This looks very cheap to me [16]. This one actually also [19].



ilgaz Gulgec 25:40

Okay, that was all actually.

# participant 31

Tue, 04/23 10:17AM 14:58

## SUMMARY KEYWORDS

l6, headphones, h5, laptop, ear, l7, product, foldable, checked, h9, h4, final decision, alternatives, l5, cancelling, online shopping, h1, realistic, angle, haptics

## SPEAKERS

ilgaz Gulgec, participant 31

- 
- I** ilgaz Gulgec 00:54  
This is the website that I mentioned before, and this is a touch screen so you can navigate it through touching. And you can already see several product alternatives here. But if you want to see all the product alternatives and prices and some more details you can go to the category page. And as evaluating different products or trying to choose one, it would be great if you can think out loud. First, can you choose a laptop stand? Do you have a laptop stand?
- P** participant 31 01:35  
I don't have feelings for laptop stands. I have a laptop, but I don't have a laptop stand. So it's going to be a cheap one. This one is foldable [l7]. They all are very expensive. Let's go to this one [l6].
- I** ilgaz Gulgec 03:03  
So you're checking different products and the different images too? So in which ways do the product images influence you in digital environments? Or your purchasing decision?
- P** participant 31 03:15  
Well, for a laptop stand, it's mostly about price because I don't give too sence for laptop

stand. But this one is angled so that this seems more logical [I6]. And the other one was just doing up and down [I5]. So I think, yeah, this one [I6].

I ilgaz Gulgec 03:53  
So did you already make your final decision?

P participant 31 03:55  
Yes.

I ilgaz Gulgec 04:02  
But yeah. Can you elaborate on it a little bit more? So what did you like about it most?

P participant 31 04:13  
I don't like that it's foldable. But from all the foldables this one seems the best. This one is going to collapse after a few days [I7]. This one too [I8]. And this one you can fix if it doesn't work [I6]. This one also seems kind of good [I5]. But I don't like that you cannot adjust the angle. This thing is just a hassle when it's on your desk [I4]. And when you don't need to use a laptop, it's just there.

I ilgaz Gulgec 04:50  
Okay, can I say that you don't like how it looks when you don't put your laptop on it?

P participant 31 05:03  
No, it's just it takes up space. Okay, this one I can just fold [I6]. I don't like this but I like that it folds [I6].

I ilgaz Gulgec 05:17  
It's not visible when you're not using it. Yeah, it makes sense. So when you consider the website and the product alternatives represented here, is it a realistic setting for you?

P participant 31 05:40



Well, they're all very, very pricey. And personally, I would just use a book or something. If you want your laptop higher use something that you have. But I don't really have feeling for laptop stands.

I ilgaz Gulgec 06:07  
How frequently do you do online shopping or if you do online shopping at all?

P participant 31 06:12  
On my phone, yeah.

I ilgaz Gulgec 06:16  
So like compared to other ones. Is this website realistic?

P participant 31 06:22  
Well, apart from the limited choice. Yeah, of course because it's only nine. Well, yeah. Well, the description is very short. There is no specs, etc.

I ilgaz Gulgec 06:46  
Okay, Shall we continue with the headphones? You have one a Sony. When did you buy that one?

P participant 31 07:09  
Some time ago. I think this is the one before it [h7]. This is also sold. This is supposed to be the old one. Yeah, well here things are getting more important.

I ilgaz Gulgec 07:44  
Why is that?

P participant 31 07:45  
Well, because I can know the headphones. I can see four wireless. I like that this one has up beats and noise cancelling . That's what I look for in the headphones. But more for the

design... It doesn't bother me

I ilgaz Gulgec 08:34  
How important is the design of a headphone for you?

P participant 31 08:39  
It comes in last. So if everything has comparable specs, then the design comes. All these headphones seem so small. I mean, this is an on-ear headphone [h4]. I didn't like that one [h2]. I cannot see if it's on ear or over ear. This one seems big enough to be an over ear [h1]. I has a wide frequency bass. Okay. This one would be okay. But I would prefer a wireless one. I think it's going to be this one [h9]. Yes. It's going to be this.

I ilgaz Gulgec 10:17  
Alright. Can you explain your decision?

P participant 31 10:20  
Well, it has haptics. That's what I like. And if I ever decide to use to use a wire because you can use the wire, I still have the widest frequency range. I'm just assuming right now it's over ear. But I don't think that information is given any headphones. These ones are the biggest. What I don't like is that it doesn't have much noise cancel like these ones [h5]. But these ones were too small [h5]. They felt too small to be over ear. Although they could be over ear, I think I am going to change my decision. The reviews...

I ilgaz Gulgec 11:27  
So is it fair to say that normally you would check reviews in this stage of your decision?

P participant 31 11:33  
Only usually when I already bought it. I should focus more on the reviews. I haven't really checked it out. For me it's more function than look. I think they're all kinda good, huh? This has some sort of grill [h1], these are white and small [h4]. These look like eggs [h8].

I ilgaz Gulgec 12:20  
So are you like in between these two options [h9, h5]?

P participant 31 12:25  
As long as it's over ear, then this one [h5].

I ilgaz Gulgec 12:29  
How do you understand that normally in digital platforms? Like size of something, or if a headphone isn't over ear or on ear?

P participant 31 12:40  
Well, it usually says i at least somewhere because that's a major difference between headphones. Like over ear, I like over ear because your ears can be free.

I ilgaz Gulgec 13:01  
Alright. So is it your final decision? So you change your mind. What is the main reason of it?

P participant 31 13:15  
At first I assume this was on ear but I don't think that anymore. And then the noise cancelling is nice. I haven't even checked out this one [h6].

I ilgaz Gulgec 13:32  
Do you have a reason for it?

P participant 31 13:43  
It's just pretty ugly. And this one meets all my criteria [h5]. This I can live with.

I ilgaz Gulgec 14:02  
Thank you so much. That was all actually.

# participant 32

Tue, 04/23 10:17AM 32:26

## SUMMARY KEYWORDS

guess, price, h7, laptop, foldable, specs, l6, alternatives, wireless, h6, headphone, website, put, product, works, google, bluetooth, remote control, interesting, leather

## SPEAKERS

participant 32, ilgaz Gulgec

- I ilgaz Gulgec 01:46  
So this is the website that I mentioned. And right now we're on the homepage and it is a touch screen so you can navigate it through touching it. Here you can already see a couple of product alternatives. But if you want to see all of the alternatives and the prices, you can go to the category page. Alright, and so first can you choose a headphone?
- P participant 32 02:11  
When I would see this, I would first go here. So I guess that's where all the headphones.
- I ilgaz Gulgec 02:23  
Do you have a headphone?
- P participant 32 02:27  
I have. I have one that I bought about 10 years ago. I don't use headphones. No, because I listen at home just by speakers. Sometimes I go by train, then I take my headphones with me. And that's what I did. So I don't use them a lot. But first, I go to see what's... What I'm looking at prices. Now, what is the price differences in price? Because I know that I normally have a budget. So I think 150 euros is a little too big. I could say I make this little smaller, I think 120 is a nice price. But I normally do this when there are hundreds of them.

But now, I can I can see it in one overview. I assume that this is it because I don't see much more. So then normally I would do something like this [playing with the price slider] because normally I have a lot more in stores. But first, I think one of the first things I'm looking at the price. And then I think I want to know some more about the headphone. And for me, it's very important that the higher tones and if you can really hear them. And bass must be quite okay. And it fits around my ears because this will go against my ears this [h4], I guess, smaller one. And this will run my ear [h7]. So now I see that within price category, this would be the best option [h7]. But I'm a little curious if I go a little higher, I find maybe more than that fit around my ears. I also think that this one [h5] and this one [h6] will fit. I see these are all wireless but I'm not really interested in wireless. As long as it works with my personal audio, I'm fine. I think also for wireless, you need to charge it. So you have to make sure that it's always charged. Let's see, there's a little information is everywhere. So maybe I can sort by price. And then I can keep this fully open. And then I'm just looking at something that fits around my ears and doesn't have the text wireless because I didn't really need it. So this is still very interesting one [h7]. I also like black, because it always fits with my outfit. I also like orange, because now you can make a statement. I want to know some more about this one [h7]. So I guess I get some specs, specifications. Oh, Sony I trust that. Right now I also have a Sony headphone. It has a jack. So I guess... Oh, this is also a wireless one. And but they are all wireless. Now in case they are wireless, then I also want to know because the price is okay, so you want to know something about charging. Because if I have to charge it every hour, I don't like it. And then I can use it during the train journey of two hours, and I have to recharge it. 20 hours... Okay, so this is still very interesting one [h7]. So I'm really curious if I can find something about the specs. So what I then would do, I think this is an interesting one, I would open a new tab, go to Google and type this in and see if I can find more information about this, and see where the cheapest is if this price is really a good price, and maybe some people who tell something about it. Yeah, or some comments. Maybe there are some people have experiences with it or say, this is really bad, because I really had to judge it every, every 15 hours. So this is not correct. Battery life goes down quite quickly, or the sounds is not really nice. But okay, I would start with a company that sells did these things, select something that I think matches my requirements. And then I would Google and find alternatives so that I get a feeling about well if it is a good choice to buy it here for this price. And this is really, really a good choice? And if not, then I would either go back to this page, because I've seen all other alternatives that I find interesting. Or I would go to some other shops and see what they have. So I'm always doing some kind of small investigation to see if the requirements that have in my mind are matched. And also, if I need more requirements, because I was not thinking about wireless yet, only shape, the price and the high tones. But now I have to think about if I want to have a wireless or no. So that's something that I'm now thinking about. I didn't think about it before. But okay. I guess it's not the idea to go to Google and do a whole study.



ilgaz Gulgec 08:32

But it's also good to know how you would normally do.



participant 32 08:35

Yesterday, I was looking for a host for the shower. I've seen 20 shops and I still didn't have made a choice because no one matches my requirement yet. Because I want to exact the same one as I have right now. Because I really like that one, but it's a little bit broken. So normally, I would really spend some time to go to more websites than one. But okay, yeah. I'm also I also want to know the other one, the orange one [h6]. So I guess I will see something about this orange one, because it's quite catchy [h6]. It's a little bit more expensive, but I guess it's leather, leather is nice in your skin. Because the other one is I guess plastic and after a while... I like to use products for a long time. And sometimes the plastic tears down after a while. And I think leather lasts longer. That's the feeling that I have. So I want to know which bluetooth standard it uses because you have a basic standards, and then the sound quality is not a good. It is better Bluetooth standards for hi fi and things. So so you can also use this as a remote control maybe. Okay, well, that's interesting, because when I would sit in the train, this is a new requirement to me as well. I wasn't thinking about the remote control possibility. So now I also see that maybe the higher price is worth it. That's nice. Leather. So that's great. 16 hours. So now I think well, this one might be more interesting than the other one [h6, h7]. Because it solves problems that I didn't think of. I can always keep it here with me in the train. But this one also doesn't have a wire [h7]. I don't see anything about remote control. Ah, there's something here. Now, I'm curious about the differences of this feature. So then I would do some extra research about it. But still, I wonder when you consider the website and the product alternatives represented here. Is it a realistic setting for you? Yeah, I think you would have a lot more to choose from. But when I look at this content I guess it looks professional. And that's what I like. This is awesome as you can zoom. Sometimes you have websites and you have really crappy pictures. And then I think it's websites like this, they don't really pay attention to the products, they just want to sell. And well then I feel like searching for another website that shows or gives me a feeling of of quality so the perceived quality of this website. I find interesting, and then I want to know more about this. Because then I also think if they pay attention to the website, they might also have paid attention to the customer service. What I also want to know but that's all something that you can see in the end. I cannot see it here. Yes, here is ideal because I hate visa and master cards and things like that. I really want to see it directly on my account that has been paid. I've an American Express one. That's for my for my job. That one is not really except everywhere, and also have a guess it's a MasterCard that's connected to my Dutch account. And if I do online shopping, I really like to use ideal. I don't know if that's only in Holland or also more place in Europe. Then I know I can pay directly and it's done. Yeah,

no strange things. But what I miss here are these specifications, the technical part. So I want to see the range of bluetooth etc. And then this is quicker than reading this whole thing. I will take some time for it [h7]. I guess considering everything that I've done, and if I would know enough about this one, I would choose to buy this one. Put it in my cart. I check quantities and sometimes you push twice and then quantities twice. Shipping is free. Check. Everything went really smooth. That's nice. Oh, continue shopping.

I ilgaz Gulgec 16:39  
Before going that one, can you explain me a little bit more? Why did you choose that one? Because you also liked the other one.

P participant 32 16:47  
But the price is better. That's just an assumption that I did the googling and the specs, then. This was originally also my budget. Because I put my budget on 120. Yeah, I save 10 euros. On the other, the other one was also interesting, because of the leather. It will last longer. But I think I don't use that much so this is okay. And the other one now fits my jacket [h7]. So I'm not sure if that orange one will fit to my new jacket [h6] and black is always good. So it's also a little bit of safe choice. And it's Sony. So I trust that. Yeah. So I guess the quality is good for good price.

I ilgaz Gulgec 17:56  
Okay, so shall we continue with laptop stands?

P participant 32 17:59  
That's okay. I don't have a laptop stand. I always use it on the table. At work, I have a laptop next to my big screen. I use a docking station here. At the moment, we like to use both screens, because they're really different in size. So I can imagine a situation that I'm somewhere not at home where there's no screen and I brought my laptop and I want to see movie and smart TV isn't working. When I go to a hotel, I hope there's a possibility to watch a movie or something. Yeah. And I always bring my laptop and put it somewhere on the chair. So in that case, I guess that this would really help me to put it on the right height and watch it in a relaxed way. So I guess I need something that is compact when it is folded. And it needs to fit to my 15 inch laptop. Let's assume it's a 15 inch laptop. And it doesn't have to look good. It needs to be functional. So I'm looking at this one first [l6]. I think this is a little too fragile [l4]. If I put it in my bag, when I take it out it still needs to function. This is made of steel. I don't know. But the idea is to look at the pictures and

make a choice from that. I guess this is really folding in strange way [I9]. I think this can be flat [I6]. So that is nice. This is catchy and not flat [I5]. I don't need that. This can be flat as well [I8]. Then I guess you can fold it in an extra layer. Maybe you can make it higher. Yeah. So I guess this is quite a functional thing. You can also lock it in a certain position. You can also use it for something else when I play trumpet or trombone, I can put the music here. This is multifunctional. This, this might be handy. Normally I go back. Doesn't it fall of? I still have to look again [I8]. Because these are really tiny things to keep my laptop in place. It's something that I'm not really sure about. Maybe you can have a look from this side.

I ilgaz Gulgec 22:15

And like normally how do the product images influence your decision in that kind of cases or as purchasing something online? I realized that you didn't read the description a lot. You don't even check it so you've directly gone to the images.

P participant 32 22:34

I can imagine how this works. First time I am looking for something that I think suits my needs. And then when I think well this is close then I click it and then I would expect a list of special specifications or a story. But now I am a bit biased because this was the first that I clicked so this is now my reference. So the next one needs to be at least the same, the same experience or should be better otherwise I go back to my reference. Maybe that's how it works for me. I guess this one is also quite simple [I1]. I guess we can fold it. There's a folding option here. I guess this is really for on your desk and I want a foldable one. I'm also curious how this works [I9]. This is just a little strange. I don't like this feature. I guess this will break after a while. I'm not sure about this one. This is probably heavier and the prices do not differ that much. Okay, so this is probably one that you can use... I guess this is a professional one, if they say enhance your work day. So I think this one is interesting but I do not really trust this because this one looks different than this one [I8's images].

I ilgaz Gulgec 24:50  
How it makes you feel?

P participant 32 24:53

If I cannot rely on images, I'm not sure if I get when I see. So then I would really Google this one and double check if there's a product specs. I go somewhere else and then



compare the prices. Yeah, okay, if the product spec is correct, then I trust and I just think that they use the wrong picture. But sometimes that was with the house for the shower then they just use a standard picture. Then I do not trust because I don't know if I get that one or something that looks quite similar. Then I go because I want to see what I get. This is also something that I like because it's really simple [16]. But I guess when you put something against it, it easily falls off. So you need to really stable grounds for it. I thought it would be as big as this... Now I'm also curious if you can really adjust some things. I guess you can adjust here the height because this looks like something you can turn. Oh, that's also something interesting. If you put it on your bed, it shouldn't be on your bed because then it heats up unless you a Mac. I don't like this one cuz it can easily fall down [17]. I want to use it on the bed and If I make a move and then it goes down. So I need something stable. So I guess that's the best one [18]. It is stable and foldable. This one is not foldable [13]. This is transparent and more expensive than this one [12]. So I guess this one will break or get scratches easily. I don't have to do something with the price because the difference is not really that big. I can see it in one overview. I guess I will take this one. Assuming that I've checked Google and see the foldable clips. But this looks really stable to me. And it's made for laptops, and I want to use it for my laptop. So that should be fine.



ilgaz Gulgec 30:47

Ok, that's all actualy.

# participant 33

Tue, 04/23 10:17AM 20:45

## SUMMARY KEYWORDS

headphones, l7, laptop, h9, l6, h6, earplugs, price, stands, product, h2, heavy, compare, website, traveling, shape, nice, bit, choose, statements

## SPEAKERS

participant 33, ilgaz Gulgec

- I** ilgaz Gulgec 01:28  
This is the website that I mentioned before and right now we are on the homepage. This is a touch screen so you can navigate it through touching. And maybe we can already see a couple of product alternatives from two different categories like headphones or laptops stands. And the site functions like a normal website. Also the experiment's purpose is not to learn usability of the website, but it's to learn how you normally do shopping. So that's why you can do to things that you normally do. And the first, can you buy a laptop stand or choose one? And like as choosing one or as using the website if it would be better if you can think out loud.
- P** participant 33 02:21  
Okay. I see a couple of laptop stands over here. To make sure that I can see all the laptop stands I go to the top navigation. Okay, I can see that I can filter by price and since I am not familiar with possible prices I will just look. There are different ways of working of the things. I know to one of my colleagues is using laptop stands. And it is very compact. So and yeah, I'm traveling a lot so that's the reason for me would be to look for one that's can collapse really easily. And that's not too heavy. I see a portable over there. This looks a bit too heavy in this form [I3]. This one is not able to fold so I am gonna to look at this one [I2]. This one is nice and also the price is good. I want to look at the size but I see it's in inches. So one of the things I'm looking now is if I can look at in centimeters. This one looks a bit fragile [I9]. This one looks more easy and stable [I6]. So that's why I want to

look at this one [I9].

I ilgaz Gulgec 04:55  
What made you feel like that it can be fragile?

P participant 33 04:59  
It looks like it has wheels. Why should I need wheels? So if you won't ask me anything about it, I won't look at it. This one's quite heavy [I8]. You can make it higher and lower. That's pretty nice.

I ilgaz Gulgec 05:30  
So is it fair to say that if you had that kind of product, you would use it as travelling?

P participant 33 05:39  
Yeah, yeah, yeah. I've been working in a consultancy. So last year, I've been traveling in the train a lot. I had not my own desk at the company. And now I'm going to Antwerp so there are also just a small desk to work. And I've been in hotels for a couple of times so for me it would be nice to have easy add in my bag. What I am missing is the weight of it because I will carry it with me. It looks quite steady but also quite heavy. If I need to choose one, I think I would go for this [I6] or this one [I7]. Because they are looking quite small when you fold them.

I ilgaz Gulgec 07:38  
And you eliminated the second one [I8].

P participant 33 07:41  
Yeah, it looks a bit heavier [I8]. So that's why... Well I like the idea of that it is getting higher and lower but... So which one would you choose? This one [I7]. It gives a bit more flexibility in the height.

I ilgaz Gulgec 08:03  
And do you have any other reason for it, for your decision?

P participant 33 08:09  
It looks a bit more fancy. I don't think it's a fancy product. Yeah, this [I6] looks a bit more cheaper than this one [I7]. And it's just five euros difference but this one looks like metal [I7] and this is like plastic [I7]. That's why I would choose this one.

I ilgaz Gulgec 08:39  
I also wonder when you consider website and the product alternatives represented here. Is it a realistic setting for you?

P participant 33 08:55  
Yeah. I would expect more filters and more product descriptions. And yeah, I also read the comments of other customer. But having a possibility to compare several laptop stands and choosing from the top menu... That kind of stuff is right.

I ilgaz Gulgec 09:19  
Alright. So shall we continue with the headphones? And do you use one or do you have one?

P participant 33 09:27  
I have to just the regular iPhone earplugs but I don't have a headphone. I'm listening music in the car so that I don't use them. And when I'm at home, I'm just listening radio or the noise from my kids. So yeah, I've never had the need to have one. Okay, I bought some for the kids. So they don't have to share all their noise of the laptops but not for myself. Well I like them because they are quite some beautiful versions of it. For me this is more efficient thing than a practical thing.

I ilgaz Gulgec 10:37  
Why do you think like that?

P participant 33 10:42  
Because you need a laptop stand because it's better and better for your working place. And this feels a bit more like that you can also use your earplugs instead of it. This is more having statements because there are these big ear things on your head. So I would also

then look at something that will make it a bit fashionable. So first I would go to the brown one [h6] because that's a bit different than regular black ones.

I ilgaz Gulgec 11:26  
So can I say that in a way you're also trying to make a statement by wearing something different than the other headphones?

P participant 33 11:38  
Yeah, if I would wear something that's kind of professional item and I like to spend money on it, then I also like to be a bit different than the just normal black. Let's start with this one [h6]. This is all the same. So I'm looking at the different specs of the headphones because I saw 16 hour battery in the other headphones. So maybe if it has just an hour or something then I can better compare.

I ilgaz Gulgec 13:15  
Did you want to look at this one because you assume that it's better battery life or because it did catch your attention initially or any other reason?

P participant 33 13:26  
Why I checked this one? It is because it has another color than the black ones [h2]. When I am looking at it, I didn't like the shape that much. So I won't go for this one. Okay, so based on which one is a bit more fashionable, I would go for this one [h6]. Looking at the price, it has a difference but it's not in that big price range. This one I don't like [h2, h1] so even they look a bit more special. I don't like the design.

I ilgaz Gulgec 15:06  
It's interesting because it has a different color [h2].

P participant 33 15:10  
No, it's the metal things you see [h2's side] and the color I don't like. I think based on the shape for the black ones I would look at this one [h3].

I ilgaz Gulgec 15:45  
Which aspect of it caught your attention although it's a black one?

P participant 33 15:55  
Yeah, I was comparing a bit the black ones and doubting between these two [h3, h9]. So I'd like to round shape of it. Yeah. These ones I like less [h7,h8]. So if I would go for the shape and not for the color, I would go for these two [h3, h9].

I ilgaz Gulgec 17:33  
What do you think about that [h9]?

P participant 33 17:35  
I like the shape. I read but I don't see anything about how long it will stay online or if it has good quality. But yeah. If I can't compare them really next to each other... Yeah. So purely looking at the shape or the design of the headphone and then depending on my mood, I would go for this one or that one [h6, h9].

I ilgaz Gulgec 18:22  
In which mood would you go that one or the other one?

P participant 33 18:27  
So if I want to make a bit more fashion statements kind of stuff, I will go after that one [h6]. Because it's a bit more retro kind of design. And this is just okay, I want to have one that looks nice [h9]. And the price is not a difference.

I ilgaz Gulgec 18:53  
And also I saw you are checking different product images from different angles etc. How do they influence your decision?

P participant 33 19:01  
Yeah. You see how they move so how you can use them. And most of the time when you look in another angle, for example, how it looks on your head. And for the clothing, when

you see young girls wearing the clothes, it's different than just seeing the t-shirt.

I ilgaz Gulgec 19:40  
So which one will you choose?

P participant 33 19:44  
This one [h9].

I ilgaz Gulgec 19:56  
Alright, that was all actually.

# participant 34

Tue, 04/23 10:19AM 21:28

## SUMMARY KEYWORDS

laptop, nice, l3, work, euros, stand, l1, headphones, product, price range, alternatives, wireless, light, cheaper, helps, images, features, office, screens, price

## SPEAKERS

ilgaz Gulgec, participant 34

- 
- I** ilgaz Gulgec 01:32  
Oh, it's a touch screen and this is the website. And right now we are on the homepage and you can already see a couple of product alternatives here. But if you go to the top bar, you can find product categories where you can see all the alternatives that the prices are basically everything. So first, can you choose a headphone or buy one?
- P** participant 34 02:51  
Yes. Well, I see only nine, so that makes it easier. When you go to Bol.com you have 200 and you are like OMG. I'm thinking where I need to start. I will select also filter by some features and I thought I'd like a wireless but they are all wireless. Let's find some differences between them besides how they look.
- I** ilgaz Gulgec 04:06  
By the way, do you have one?
- P** participant 34 04:08  
Yeah, I have one. Very nice Sennheiser. But I broke the cable so many times. Now I have a sort of a plugin thing that now it's a wireless one. I love it. It's the best thing ever happened to me. Let's see... I think I don't know anything about sound quality. So normally



I would try and select that. There are some features I could select can make my decision easier. So just go for it [h6].

I ilgaz Gulgec 05:05  
Okay, can you explain your reason as a bit more?

P participant 34 05:15  
So, there was a filter thingy for price, but they're all sort of 100 and 150 euro range, which I believe is a normal price range for headphones like this. And I didn't want to keep one out just because of its the difference in 50 euros. They were all wireless. I couldn't find some many things about sound quality or maybe battery time will be good. But it's okay but I would hope that I could filter some features like this. Because I thought in that case, I just go to the prettiest one. I try to sort of always choose the one which is nicest but also try to be smart about the decision. So sort of to create the first one and the last on my list. If you go and filter if it's in your price range, and if it has the features that you want and then at the end if there's still some options left, then you go. That's my reason.

I ilgaz Gulgec 06:47  
But why did you find the leather one prettiest? What did you like about it?

P participant 34 07:04  
Good question. I think basically, all the black ones remind me of the big ones that DJs wear. So not really my style for headphones. Also the red ones are quite nice. And it looks a lot like the one from Hema. And the brown one also looks a lot like the one I have now, which I find pretty so that helps.

I ilgaz Gulgec 07:37  
Thank you. So shall we continue with the laptops stands? Do you have one or use one?

P participant 34 07:47  
No, I don't have one so that makes it a bit harder for me.

I ilgaz Gulgec 07:57  
And what kind of job do you do?

P participant 34 08:06  
It is an office job. So right now I work in a sort of governmental place. I'm helping the organization to make their projects go more fluent, and better. It's sort of creating Scrum for big companies but I don't use Scrum because it doesn't always work. It involves risk management but it's just a way to prioritize everything that you need to do and do the right things first. Yeah, it's a lot of talking and I gave a lot of sessions as well particularly that's why I got the job to do some more sessions.

I ilgaz Gulgec 09:10  
I have just wanted to ask because I was wondering if you have a permanent workplace or not.

P participant 34 09:37  
Yeah, well, I work in different locations, but my laptop is from a company and I take it everywhere. And there are sometimes these nice big screens and you just plug in and then you're all set. That's really nice. I don't see myself using a laptop stand at home because I don't use my laptop at home since I try to avoid screens after day work. But let's see.

I ilgaz Gulgec 10:19  
So in what kind of context would you use this product if you had one?

P participant 34 10:28  
If I would have a fixed office with an empty desk, I would leave it there and work. I think I would like a sort of... I don't understand this [19]. Oh okay this helps.

I ilgaz Gulgec 10:53  
And how do the images generally influence you as you do shopping online?

P participant 34 11:09

A lot because sometimes you need an image to... Because if I didn't know that this was a laptop stand, I wouldn't get it. So then this really helps me to understand the product because you missing context. I think for images think that 50% of the shopping I do online is clothing and then I always go for the fabric so I can check if it's a nice fabric. For plastic product it is a bit less... Because you cannot read from a picture. It's basically context what you miss. It is looking like a robot [I8]. It is really big though. It is wider than this laptop. I'm trying to find something that is... I was thinking that I was trying to keep this clean desk policy for work. This stands is a bit. You almost don't see it. And I'm looking at the screen anyway. All the pictures are having different laptops. This is a pretty one [I1].



ilgaz Gulgec 14:09

What did you like about it most?



participant 34 14:31

These ones are really sort of old [I9, I6, I7]. They remind me of old offices with big Windows computers. And everything is black. And this one looks really nice and pretty elegant for a laptop stand [I1]. I can say that price range is okay. I care less about laptop stands than about headphones. So normally I will go for one of the cheapest. Yeah, this is a hard one because now I'm making my head to see if I go for 5 euros cheaper because I really don't care about the stand. Maybe this one [I3]. I'm sort of thinking what is the difference between this one and this one [I1, I3] and if there is an argument for it. I think this one is prettier [I3] and this one has slot like thing [I1].



ilgaz Gulgec 16:56

What kind of laptop do you have?



participant 34 17:08

14 inch HP and my boss gave it to me. I asked if I can get a smaller and lighter one to work, but privately I have an old MacBook Pro. I probably use the stand for the small one and it's only 14 inches. I think I will buy this one [I3]. Yeah, it's a bit lighter and literally light so it is white. Also the office tables are most of time white or light wood and a black piece would stand out. I think because of the fact that is 5 euros cheaper I'll add this one to my cart [I3]. Just go on until you have a reason to buy one. With the headphones it was sort of I couldn't think of any other reason so then it had to be nice.



ilgaz Gulgec 18:44

and I also wonder when you consider the website and the products in general, is it a realistic setting for you?



participant 34 18:56

Yeah, it looks realistic to me. Add the cart and then I'm always a bit suspicious because sometimes express shipping is checked in at the box and you are like I want free shipping.



ilgaz Gulgec 20:31

Okay. Thanks a lot.

# participant 35

Tue, 04/23 10:19AM 20:25


## SUMMARY KEYWORDS


l6, h4, headphone, laptop, price, work, prefer, website, h5, stand, choose, online, euro, products, foldable, dance music, filters, guess, reviews, ict


## SPEAKERS


ilgaz Gulgec, participant 35


- I ilgaz Gulgec 01:59  
This is the website that I mentioned before. And right now we're on the homepage and it is a touch screen, so you can navigate it through touching it. And here you already see a couple of product alternatives. But if you want to see all the products and the prices and some more details, you can go to the category page on this top bar. By the way, it's not about usability of website. Of course, you can make comments on it. But my aim is to learn how you choose items online. So I'm more into that part. That's why it will be better for me if you do things that you normally do. And also, if you can think out loud I would be glad. So first, can you choose a laptop stand?
- P participant 35 03:04  
And then it's really about what I would do. First, I wanna see what's look like. But I prefer to go to this category page because I guess everything is there. So and I have seen this so apparently if I pay more than 20 the shipping will be free. And normally, I short by price. In this case, I will do that at least. Because I'm not really a luxury type. So probably the cheapest I will do. I actually never bought a laptop stand.
- I ilgaz Gulgec 04:31  
Have you ever used one?


 participant 35 04:33  
Yes, when I studied here, I had one, but it was delivered with the laptop.


 ilgaz Gulgec 04:44  
And what kind of job do you do currently? So do you have a permanent place? Or more like flexible?

 participant 35 04:51  
Yeah, I work in as a software tester in ICT but I have a fixed pc so not not a laptop. So I wouldn't really know how to select. Maybe online review a bit... And then this looks a bit complicated [I9]. So this looks more to me like a laptop stand [I6]. Oh, no, it's not sorted. Oh, you can have a quick view.

 06:09  
How do the pictures influence your decision when you purchase something online?

 participant 35 06:14  
Well, a bit on the looks, but also how it works. So apparently it's foldable [I6]. Yeah, it is written there but I can see that better in pictures. No, this doesn't help me [I6]. I don't know. I see detail. Normally I see how something looks like and how something works. Okay, well, this is something abroad. I'm always a bit hesitant with that. I prefer something close by so if something goes wrong, and I have sort of the feeling that I can call. As I understand this is an example. But this will be for me consideration to go on an online website at all. And yeah, this looks okay. And it's not the most expensive [I6]. Well, I don't know what the specifications of my laptop are, but based on this, I will choose this one.

 ilgaz Gulgec 08:00  
If you had one of them, or if you had this one, in what kind of context would you use it?

 participant 35 08:08  
Probably at home, I think just on my desk or if I go somewhere. But actually if I go somewhere, I wouldn't know if I would use laptops stand actually. For me it is more easy to

use the laptop. Yeah, I think at home.

I ilgaz Gulgec 08:35  
And it's your final decision, right?

P participant 35 08:40  
Yeah, I think so. I don't know why I would choose another one. Maybe price is a driven now I think. And how it looks. And it looks solid. It's okay to me.

I ilgaz Gulgec 08:55  
So shall we continue with the headphones?

P participant 35 08:58  
Yeah.

I ilgaz Gulgec 09:02  
Maybe before it.... I wonder if this setting is realistic for you? When you consider the website and the products represented here?

P participant 35 09:18  
Normally it looks like a bit this. Usually there's a complete list of thousands of things and then you have all kind of filters. Yeah, this looks a bit normal. I will do the same here, low to high. What's the purpose of the headphones? It's just for at home, on the street or for work.

I ilgaz Gulgec 10:28  
It is up to you.

P participant 35 10:30  
Because I have one for work. And it is a way different than what I would do at home. Let's say for private use. Well then I will look at how it looks like first.

I ilgaz Gulgec 11:03  
But you said that you will use it for private use, right?

P participant 35 11:07  
Yeah. Not for work. For work I have something like this [h7] with a thing that you can talk into it. But I wouldn't find it for fun. Then I would prefer something like this [h4]. Aaybe this [h9] but that's 30 euro more. Let's see this [h4]. The reviews... Normally I see the reviews for bigger expenses. And I think this is a big expense. Here it says bass tones are good. And it's suitable for hip hop and dance music. So then I wonder are there also headphones say that. I guess. For me, it's all sort of the same. So I think I would go for the white one [h4]. Okay, maybe I prefer the look of this one better [h5]. But then the price wins.

I ilgaz Gulgec 13:06  
So what did you like about this appearance most [h5]?

P participant 35 13:08  
It looks good and a bit minimal. These big ones look quiet... [h9,h8,h7] This looks less terrifying [h4].

I ilgaz Gulgec 13:27  
How important is the look of a headphone for you? How much do you care it?

P participant 35 13:34  
Well, yeah, I will select on that. Because I assume that as looking at the prices these are probably all quite okay. And I don't have a really big requirements for music. And then the look is the main factor for me I think.

I ilgaz Gulgec 14:04  
But can I say that it's important for you to have a nice looking headphone? Okay. That was all actually.





participant 35 14:09

Yeah, in this case, it does. If there was a headphone that is 50 euros and more ugly in my taste and then I would maybe have chosen that option. But in this price range, I just looked a bit of the price and then I think this one is the nicest [h4].

# participant 36

Tue, 04/23 10:18AM 10:32

## SUMMARY KEYWORDS

l3, color, l5, h8, h7, pick, laptop, black, option, design, h9, l7, l4, normal, website, eye, h5, usability, headphone, macbook

## SPEAKERS

ilgaz Gulgec, participant 36

- I** ilgaz Gulgec 00:29  
So this is the website that I mentioned to you. And right now we're on the homepage. So yeah, and also it's a touch screen you can navigate it through like touching. Or you can play with the screen. And yeah, the test is not about usability of website. Of course, it's okay if you make comments on it, but it's not about usability. Yeah, but it functions like the normal ones. So first can you choose a headphone? And it would be great if you can think out loud.
- P** participant 36 01:16  
I noticed free shipping and things like that. I'll go straight to headphones/
- I** ilgaz Gulgec 01:31  
Do you use one by the way?
- P** participant 36 01:33  
No, I use the plugs. Yeah, so I would look for the same kind of features in it. I would like color so is there a filter color? Normally I would press a filter for color. I would go to first option which I think looks nicest [l7]. I read information about it.

I ilgaz Gulgec 02:19  
And why did you like this one? Like why did you find it beautiful?

P participant 36 02:26  
Personally, I like simple design. As you can see, these are all the items. I will pick a black one and a full black one so it's only three or four. Yeah, I would choose the one I like the design most. This is too big [h9]. This is too... [h8]

I ilgaz Gulgec 02:53  
But you said you like color or did I misunderstand you?

P participant 36 02:57  
No no, I want black ones. The others are not even an option. So the two I would pick will probably be these two [h3, h7]. Because this one has too much and the wires are sticking out [h9]. And this one, I just don't like the shape of it [h8]. So I look at the price which is almost the same. So then check out if one of them is going to be better than the other. I definitely check if there's a free return. The information is pretty much the same. The price is only about 10 bucks more. Then I would pick the one that catches my eye which will be this one [h7]. Add the cart.

I ilgaz Gulgec 03:58  
Maybe before it I can ask you to elaborate on your decision? So why did you choose that one?

P participant 36 04:13  
Because I like simple designs. If I really like go for colored one, I will also pick this one which has the same design I think [h5]. It just I really like simple design. This is for me bit more of question of eliminating because these five have to go because they have color in it [h2, h4, h6, h5, h1]. This one is kinda because... [h8] And in these three, this one is better because of the design [h7].

I ilgaz Gulgec 05:06  
Do you prefer also like black color in different objects in your daily life?

P participant 36 05:21  
Yeah, like all my electronics are black. My clothes are not necessarily. Basically my accessories are always black.

I ilgaz Gulgec 05:45  
And so I wonder when you consider the website and the production alternatives here, is it a realistic setting for you?

P participant 36 05:52  
Yeah. Yeah, it is. Normally I would have bit more choices, like for color. Here the same I definitely look for simple looking design. This is all too designish for me [14].

I ilgaz Gulgec 06:18  
Can I learn to reason?

P participant 36 06:20  
It's just like, if you walk in my house, all my furniture and everything is really basic. I like it simple or basic. So that's why I find this all way too busy [19]. You can describe it as funny because there's all the black ones funny. I would actually go for either this one or this one [15, 13]. And this one catches my eyes first [15]. Because again here you see this transparent part which is too much [13]. That would actually fit well with my MacBook [15]. Then I'm probably actually pick this one.

I ilgaz Gulgec 07:20  
So is it a criteria for you to have a laptop stand which can match with your laptop?

P participant 36 07:28  
Yeah. Also visually. Because if I don't have like a white MacBook, then I would like it to be in that color. It's not necessarily if there's no option. Yeah, if there is an option, I would definitely prefer that.

I ilgaz Gulgec 07:51

And also, I see you as clicking on different product images which you didn't do actually in the headphones. Yeah, you only look at the pictures as making your decision. So I wonder how much or in which ways do they influence your decision as purchasing something online?

P

participant 36 08:16

Quite a lot actually. Like for this one, I want to see... Here it doesn't show how it looks [I3's 1st image]. And the second picture I wouldn't click on because that doesn't matter if you see it from the side. But for me, it does matter how it looks on with the laptop. I really like having them next to each other like in my normal computer, we have two screens and then have them next to each other to do comparison. And then I would pick this one [I5].

I

ilgaz Gulgec 09:05

So why is that? Because you were in between the metallics one and this one [I3, I5].

P

participant 36 09:11

Again, the simplicity. If you have this one, it shows the least other stuff around it. Versus the other one has like the bar. This one has, again, an extra bar and I just like simplicity. Okay, this one's nice. One color. That's fine, awesome color.

I

ilgaz Gulgec 09:11

Okay, that was all actually.

# participant 37

Tue, 04/23 10:19AM 23:48

## SUMMARY KEYWORDS

nice, headphone, h1, noise cancellation, laptop, euros, l2, expensive, l7, visually, l6, buy, cheap, images, fits, h9, stand, simple, cancelling, price

## SPEAKERS

ilgaz Gulgec, participant 37

- I** ilgaz Gulgec 01:16  
So this is the website and then mentioned to you. And it is a touch screen so you can navigate it through touching. And yeah, here you can already see a couple of product alternatives if you go down. But if you go to the category pages, you can also see different product alternatives and the price too. So it is more or less the same thing happens in normal websites too. Yeah, you can do things in the way that you normally do, and it will be great if you can think out loud. Can you please first choose a laptop stand then a headphone?
- P** participant 37 02:01  
Looking at the laptop stands...
- I** ilgaz Gulgec 02:03  
By the way, do you have a laptop stand or a headphone?
- P** participant 37 02:06  
Yeah, I do have both. I bought my laptop stand for my graduation, and I use it daily. And my headphones, I only use them when I'm at home. Because I think it's too big to carry around. Let's see... The laptop stand I have looks like this [l6]. I am look at the photo,

reading description. I see it's 34 euros, which is I think for a laptop stand okay. I bought a really cheap one. It looks like mine but mine has three legs. And it is nice that it is really flat. It's easy to take along. Here you can fold it in different ways [17]. I think the nice thing about this is that your keyboard fits underneath it. I think because this one is really different from what I have. I need to see how it is used to make mental image.

I ilgaz Gulgec 04:25  
If I'm not wrong, you're checking product images. How do they influence your decision in online platforms?

P participant 37 04:50  
Well, they give me the most information. Because I can easily see that there are two ways to use it [17]. Sometimes it's hard to orientated like, in my mind. There's not really a story in the images. They're just loose images. So I have to switch a lot to see how they relate to each other. So the text doesn't say there are two positions, or I'm not reading correctly. And it doesn't show how it is pulled up.

I ilgaz Gulgec 05:57  
So is it fair to say that it is something that you would expect.

P participant 37 06:01  
Yeah. I think the laptop on the stand, especially since it's MacBook, and I have a MacBook makes it way more like a vivid to me. Let's see, normally I sort by price, low to high. I do because of clothing, I always do that. So now I do it with everything. I see which one fits best my needs.

I ilgaz Gulgec 07:53  
What kind of needs or requirements do you have?

P participant 37 07:58  
My requirements are it should be easy to take with you but not be too expensive. So for me it shouldn't be more than 30 euros but maybe 35 euros is also okay. And it should be visually pleasing. That is important to me because I have nice MacBook. The laptop stand should match with my MacBook. So likethis is really visually pleasing that's what I like, but

it's not easy to take with me [I1].

I ilgaz Gulgec 08:38  
What did you like about it?

P participant 37 08:41  
It is simple, minimal [I1]. This looks really technical like a programmer uses [I9]. And not my style. I'm not sure how this looks [I2]. So because these images are not very clear. I think I'd be less likely to buy this.

I ilgaz Gulgec 09:33  
And why is that?

P participant 37 09:36  
Because I'm feeling like I might miss some information [I2]. I'm not sure what these pins do, for instance. I'm not sure what happened in here. It's too much light. I probably wouldn't put much effort as I was just browsing the laptop stands. And if I'm really interested in, I read the text. Actually, this is pretty nice but I almost didn't click on it.

I ilgaz Gulgec 11:04  
So which one do you select in the end?

P participant 37 11:10  
These two. I think this one is prettier [I2]. But I'm not completely sure how it works. Okay, I feel like I need a bit more information. And this one is really fairly simple [I6]. It is not visually pleasing but it's cheaper. So that's okay.

I ilgaz Gulgec 11:33  
Okay. Thank you so much. Then, we can continue with the headphones. What kind of headphones do you have?



P participant 37 11:50  
It's not too expensive Sennheiser, like 56 euros. I'd like buy a headphone especially if there's noise cancellation. My boyfriend now has noise cancelling headphones and I tried them they're amazing. If I am specifically looking for noise cancellation, then I would filter it somewhere there. I know the price's going up so I'm just looking at what they look like visually and what may fit my style. I think I would go for middle one because it looks nice and not too expensive [h1]. It looks high tech so it is probably good.

I ilgaz Gulgec 13:28  
And do they also fit your style in a way?

P participant 37 13:34  
Yeah, in a way they do it,hard to explain tho. So I think these look they are like minimalistic which I like but a bit too minimalistic so they start to look cheap [h7, h8, h4, h3]. I like this color but not the shape [h2]. I like the shape but not the color [h6]. This one's nice but it's expensive [h9]. It's like very clean look.

I ilgaz Gulgec 14:23  
And how important is the appearance of a headphone? How much do you care it?

P participant 37 14:33  
I care about it, but I wouldn't pay too much for it. Like for instance, I think the Beats headphones are quite expensive. They're good quality. I wouldn't go for something like that. If it's good quality and looks okay then it's sufficient. it's not really very extremely pretty but looks kinda nice [h9].

I ilgaz Gulgec 15:21  
What did you like about it?

P participant 37 15:25  
So, it's clean. It's symetric. I like the black color, looks professional. The wireless is nice but feels like bit more risky to buy wireless headphones because I don't know how well the Bluetooth works. So probably if it's expensive, it will probably work. I am like a little bias.

The frequency hertz that doesn't say much to me. This sounds professional. The personalized sound that sounds nice. It can up analyze your hearing. Interesting. I'd like to try that. Let me check that one [h1]. Soft cussions, it is also nice. Probably the sound editing sounds interesting, but I would not pay an extra 20 euros for it. So I'll go for that [h1] because I don't have that much money available.

I ilgaz Gulgec 18:04  
Can you explain your decision? Why did you choose this one?

P participant 37 18:14  
I chose this one. First on aesthetic. Maybe if I would actually buy it, I would maybe look at the other a bit more but it's quite expensive [h5]. So if there was an easy noise cancelling navigation, that will be nice. I am looking if there are more noise cancelling headphones. Actually for noise cancellation it is pretty cheap [h5]. So I changed my mind. I'm going for these ones. They also look nice. Okay.

I ilgaz Gulgec 20:54  
So what did you like about it in terms of it's appearance?

P participant 37 21:02  
It looks also quite simple. But for some reason, not so cheap. Maybe because of like the really small details and the leather. And I know like this oval shape fits around your ear nicely. Yeah. It looks like like a typical headphone, but not too cheap. Okay. So that's fine. And yeah, and plus it has noise cancellation. The noise cancellation is the biggest Pro.

I ilgaz Gulgec 21:50  
So is it fair to say that you chose this one not the other one because of these details on the ear caps?

P participant 37 22:03  
Visually I like the other one better [h1].

I ilgaz Gulgec 22:08  
And why did you like this one [h1]?

P participant 37 22:20  
Because it has a nice combination of elegance and showing functionality [h1]. It didn't try to hide the cables or anything. And it's really simple mechanism. That shapes make it look elegant.

I ilgaz Gulgec 22:50  
And you didn't choose this one because this one has no noise cancellation.

P participant 37 22:55  
Yes.

I ilgaz Gulgec 22:56  
Thank you so much. That was all actually.

# participant 38

Tue, 04/23 10:20AM 30:33

## SUMMARY KEYWORDS

l6, laptop, l4, choose, headphones, alternatives, adjust, product, stand, price, website, nice, smaller, l2, adjustable, decide, pictures, compact, brown, h6

## SPEAKERS

ilgaz Gulgec, participant 38

- 
- I** ilgaz Gulgec 04:27  
This is the website that I mentioned earlier. And it is a touch screen you can navigate it through touching it. So right now we're on the homepage and you can already see a couple of product alternatives here and but if you go to the category page, you can find all the product alternatives and the prices too. So first, can you choose a headphone so like purchase one?
- P** participant 38 05:57  
I want to purchase the best. Only price, name and news... Can I read it all. How much time do I have?
- I** ilgaz Gulgec 06:26  
I don't know it's up to you but of course we have limited time.
- P** participant 38 06:31  
How many questions do you have?
- I** ilgaz Gulgec 06:36

Actually I have only one question so but what matters for me to observe you and ask questions about your decision. I want to learn how you made your decision.

P

participant 38 06:46

I want the best. Can I read them all and then decide or do I have to decide with just all the pictures on this page?

I

ilgaz Gulgec 07:20

Normally how would you do it?

P

participant 38 07:24

Normally I would go to all other websites and I would look the reviews or movies.

I

ilgaz Gulgec 07:43

Okay, right now it's not possible. It's up to you can decide based on the images or the text.

P

participant 38 08:02

I want the one with the nicest sound and the one that is the best. But it's actually shop yes I can buy it.

I

ilgaz Gulgec 08:26

Yeah, it seems like real but it is not.

P

participant 38 08:29

Oh, it is not so I can't. I think I would choose wireless one because the cables often break. Then I have to buy a new one in a couple of months because they break. But they're all wireless, isn't it? Yeah. Yeah.

I

ilgaz Gulgec 09:40

And do you have that kind of headphones?

P participant 38 09:44  
Yes, Sennheizer. That one I chose because it seems like a nice one.

I ilgaz Gulgec 10:00  
Okay, so how much important is to have a nice looking headphone for you?

P participant 38 10:07  
Now I think they're all wireless.

I ilgaz Gulgec 10:17  
So which one looks the best for you for example in this case?

P participant 38 10:20  
In this case, I think I would choose this one [h9].

I ilgaz Gulgec 10:36  
Okay, can I learn the reason?

P participant 38 10:40  
Because this is nice round. Again, don't I have to read them all first and then choose and look at all the pictures?

I ilgaz Gulgec 10:54  
It's up to you. And how do the pictures influence your decision?

P participant 38 11:04  
Then I have to see all the pictures first I think. But in a positive way when I choose a product.

I ilgaz Gulgec 11:16

So what kind of product images do you want to see on such a website?

**P** participant 38 11:23  
I think you pick this from internet. So you didn't do this yourself?

**I** ilgaz Gulgec 11:33  
No, I didn't. But I don't know. Like when you search for headphones online what kind of images catch your attention on this kind of websites?

**P** participant 38 11:57  
Just the product from all sides. Okay, that's what I can see here. There are no different colors. No, no. I like this brown one [h6].

**I** ilgaz Gulgec 12:47  
Why did not you like the brown?

**P** participant 38 12:51  
Maybe I have to look for... This battery last 16 hours and maybe that's longer than the others.

**I** ilgaz Gulgec 13:03  
You said like if there're more color options for this object. Oh, so can I say that you didn't like brown?

**P** participant 38 13:13  
No, I don't think you can say that. It's the less standard color I think. They are more often black.

**I** ilgaz Gulgec 13:29  
Okay, and which color would be the best for headphones?

P participant 38 13:34  
Skin black color. Something like anthracite. That's it I think that's beautiful [h5]. Porsche this one. I wanna check them all. I have a smaller one from this [h4].

I ilgaz Gulgec 14:32  
Do you like it?

P participant 38 14:34  
This special feeling is kind of leather. But I don't use stuff for 10 years. Wow. A long time. But I didn't use it. But you did not write it by yourself.

I ilgaz Gulgec 15:34  
No, I just copied from somewhere and put it.

P participant 38 15:38  
You're only testing the usability of this.

I ilgaz Gulgec 15:41  
No, I am only wondering how you select the product in an online store. So not the usability of the website. As for me it doesn't matter a lot in this test.

P participant 38 15:58  
Yeah, maybe I will go to older sites and put it into Google. And I would look what comes out.

I ilgaz Gulgec 16:09  
But from this site and this alternatives?

P participant 38 16:13  
Only this site? I would I read them all. I read the text.



I ilgaz Gulgec 16:19  
And which one would you choose? And why?

P participant 38 16:23  
Yeah. I want the best. But it is in use, right? The shop is in use.

I ilgaz Gulgec 16:45  
No.

P participant 38 16:46  
I can really buy?

I ilgaz Gulgec 16:47  
No, you can't.

P participant 38 17:58  
How many minutes do I have?

I ilgaz Gulgec 18:03  
I think it will be great if you can decide soon. Yeah, we have limited. So which one do you think the best?

P participant 38 18:14  
I think this one is the best [h6] because it has highest price.

I ilgaz Gulgec 18:30  
And do you want to purchase this one?

P participant 38 18:33  
Yes.

- I ilgaz Gulgec 18:40  
Alright, so then maybe we can continue with the laptop stands? Do you use one?
- P participant 38 18:50  
Yes. I have one with the ventilator. Like this [I8] and it has ventilator. Or more like this transparent [I4]. How many minutes do I have? Can I read them all first?
- I ilgaz Gulgec 19:35  
Yeah, sure. You don't have to rush a lot. But let's say the next participant will be here at half past two. Maybe 15 mins later you can decide. Because we have a questionnaire too, that's why. It's nice if you can decide on a laptop stand in 10 minutes.
- P participant 38 20:43  
Yes. That's possible.
- I ilgaz Gulgec 21:10  
And what do you look at in laptop sense? What are your criterias?
- P participant 38 21:17  
Must be ventilating the laptop so it doesn't overheat. And just be unbreakable.
- I ilgaz Gulgec 21:42  
And which one seems like it can meet your criterias?
- P participant 38 21:47  
I have something like this [I4]. They have all other forms. So I have to see how the laptop stands on it. Maybe someone you can adjust it to your needs. But that's not with all of them. This one... This one you can [I9]. This one too [I6]. Maybe that one [I5]? These ones I can't change its position afterwards [I3, I1, I2].
- I ilgaz Gulgec 23:34

And do you want to have the one that you can adjust?

- P** participant 38 23:38  
Yes, the one that I have I can adjust. I never needed to adjust it but I think it would be nice to be possible to adjust the height. This one is easy to put in a box now because we can make it smaller [16].
- I** ilgaz Gulgec 24:36  
It's more compact let's say.
- P** participant 38 24:40  
Are you the one I spoke to last week? You called me?
- I** ilgaz Gulgec 24:44  
No, I didn't. Probably one of the girls working with Agnes called you.
- P** participant 38 25:04  
How many minutes do I have left?
- I** ilgaz Gulgec 25:06  
4 minutes.
- P** participant 38 25:14  
At the moment, I'm looking for one. I have a laptop, but I don't use stand at the moment. I can have a stand that I can put away. At the moment I want one which I can put in my closet or in the box dinner table.
- I** ilgaz Gulgec 25:40  
So like more compact one?



participant 38 25:43

Yes. That's the criteria that I have at the moment. I want to choose this one [I2]. Is that adjustable or not? I think it is adjustable. Can I move? Can I move there? At the moment, I want the most adjustable stand. Which one is that? That one [I9] because it is saying adjustable laptop stand. It seems also very handy [I5].



ilgaz Gulgec 26:50

So what's your final decision?



participant 38 26:57

This one and that one [I6,I5]. I am not sure about that [I8]. I think I will choose this one because it is the first in the row [I9]. But price is in the middle, not high price. But I want the best one. That's something I'm missing. I miss that I can choose the most bought one.



ilgaz Gulgec 28:12

You don't have such a filter.



participant 38 28:24

That's a motivation that I have. I think with the one I have looking like this [I2], the price was the motivation because it was standing on the website. And I think the smallest is not adjustable [I4]. So I think you can adjust this because it seems to me, the smallest one [I6]. So for the small laptops and the big laptops... At the moment I want to know all the sizes of all the stands. So I have to Google them and I will get exact sizes. But I think with these pictures this one is the most usable one that I want [I6].



ilgaz Gulgec 29:41

Okay, so that was all.

# participant 39

Tue, 04/23 10:19AM 14:35

## SUMMARY KEYWORDS

l3, l1, laptop, simple, h2, h8, choose, pictures, price, l5, stylish, alternatives, obvious, design, stapler, flat, earplugs, ear, h6, reason

## SPEAKERS

ilgaz Gulgec, participant 39

- 
- I** ilgaz Gulgec 00:05  
Okay this is the website and right now we are on the homepage. And here you can already see a couple of product alternatives. But if you want to see all of them and also the prices and some other things, you can go to the category page. You can do things as you normally do, so you don't have to have a purpose in your mind. First, can you purchase a laptop stand? Do you have one?
- P** participant 39 01:07  
No, I don't have one. I see lots of various laptop stand. And I would choose just the most normal one. So I will try this [l1]. And then I'm going read. I would like to see the pictures.
- I** ilgaz Gulgec 01:08  
How do pictures influence your decision in online platforms as doing online shopping?
- P** participant 39 02:07  
I think pictures are the most important. And also I like very much if there are more pictures, so different angles, zoom in or close up. I would like to see the details and how it looks if you have a laptop on it. So I like this [l1's in context image]. I'm always comparing and also take a look at price of course. But they don't really very big difference. I like this

one, it looks simple to me [15].

I ilgaz Gulgec 03:02  
So is it fair to say that you're going for a simple one?

P participant 39 03:05  
Yeah, I'd like to have simple one. And this one doesn't attracts me because I don't think it's safe [15]. Because I think it can just fall off. Then I'm going to read text if it says something. No. Okay. And I don't like this one [19].

I ilgaz Gulgec 03:48  
Can I learn the reason?

P participant 39 03:51  
This look like a shopping cart for me [19] . This is possible but this looks like a stapler to me [18]. This can be good [17]. This is also like a stapler [16]. This doesn't feel safe, because I don't think it can hold much weight [15]. Oh, I like this [13]. Okay.

I ilgaz Gulgec 04:46  
What did you like about it?

P participant 39 04:54  
The colors and the place and the window and just you don't see it [13]. It's not obvious there something. And this is also transparent [12]. I wouldn't choose it because of the pictures [12]. I think it's a little bit blurry. I don't see how it's really is. It looks very technical. I don't like this laptop and the setting. Oh, that's strange. I don't like this thing. This is attractive because you see yourself with this laptop [13]. So I like this transparent one [13] and simple one [11]. And then there's not much difference. So I will look at this again to see the picture [11]. Okay. And then it's 83 stars and this has also the same. Would you like me to choose one? Okay, I'm going for this one because I know how it holds my laptop [11] and I'm not sure about the other one [13]. No, now I know. But still I will choose this one [11].



ilgaz Gulgec 07:23

So can you explain the reason because you were in between these options?



participant 39 07:33

Because I think I like this because it's in long shape. I like to design more than this. This has a big plus because of its transparency [I3]. But I like more this one because it's more shaped, the design.



ilgaz Gulgec 08:02

I wonder something. Why do you want to have simplicity in a laptop stand? Yeah, why do you want to have a simple view?



participant 39 08:09

I think it's just my taste. It's my personal taste.



ilgaz Gulgec 08:15

Okay. Shall we continue with the headphones? Again do you have one?



participant 39 08:24

I have only two small earplugs so not like big ones. And this is for me only how it looks. This is very big so I have to walk with it. So this is very odd to me [h7]. I don't like this one [h1]. It's too obvious. I like this color and then I would like to see how it is on someone's head [h2].



ilgaz Gulgec 09:22

Why do you need such an information?



participant 39 09:30

Because I would like to see a woman wearing it and how it looks. And then I can think if it's cute or not. So am I happy to wear it or not? Because it's big. This is not enough for me actually [h6]. I also like this one [h8]. It is simple and black. I think it's difficult to buy this because I need some with long hair to see how it looks. And I would choose for simple but

elegant. I like this one [h2] and this black one with a bit silver. I will see about the sound as a second thing not the first. You can connect... Oh this is fairly important that you can connect a smartphone. Then I will compare this one [h2]. The design takes a little space to collapsable ear caps. You can control the music through the buttons. Okay, so I think this as a fancy option. I would like to see the buttons. But I think this is too flat. Okay, I like this aesthetically more because it's a little bit of shiny and not like flat [h8's ear caps]. This is really round and bomb on your ears. Maybe if I am a stylish person, I would buy this but I'm not stylish [h6].

I ilgaz Gulgec 12:56  
Why do you think that it looks stylish?

P participant 39 12:58  
Well because of the colors standing out. And then you have always to think what color jackets you are wearing. I will choose the simple because I like the black with the silver [h8]. It is also good price. It is not the most cheap and most expensive one.

I ilgaz Gulgec 13:37  
Also when you consider the website and the product alternatives here. Is it a realistic setting for you?

P participant 39 13:43  
Yes. This is very realistic. It is normal like a normal websites.

I ilgaz Gulgec 13:47  
Okay. Thank you so much.



# participant 40

Tue, 04/23 10:20AM 22:47

## SUMMARY KEYWORDS

laptop, headphones, l4, product, l5, bulky, l6, comfortable, impression, adjust, h9, nice, alternatives, brands, price, reviews, l3, h3, l2, images

## SPEAKERS

ilgaz Gulgec, participant 40

- 
- I** ilgaz Gulgec 01:25  
This is the website that I mentioned you earlier. And this is a touch screen so you can navigate it through touching it. And yeah, here you can already see some product alternatives. But yeah, if you go to the category page on the top bar, you can also see all of them. Also as making your selection or your decision can you try to think out loud? First, shall we start with the headphones?
- P** participant 40 02:02  
Do I have a budget?
- I** ilgaz Gulgec 02:04  
Also you can do things as you normally do. So you don't have to have a purpose in your mind. Do you have a headphone by the way?
- P** participant 40 02:18  
Yes, I have one. I would like to see more headphones, then... I have a Philips one which I found really convenient. This one has noise cancelling and bluetooth [h7]. It looks good.

I ilgaz Gulgec 03:25  
Do you mind how a headphone looks?

P participant 40 03:31  
Yeah. I am bit discreet. So it should not be very big and nothing no with a particular color because then maybe it doesn't fit my outfit. So black is always good I think. Okay, so four stars seems okay. Let's see if another one has also.

I ilgaz Gulgec 04:09  
So for what kind of information do you need to see reviews?

P participant 40 04:17  
For example, if it is comfortable and of course if they say that the sound is good. Here it says basically the Bluetooth thing has a wide range [h3]. So it seems interesting.

I ilgaz Gulgec 05:40  
So what are you thinking right now?

P participant 40 05:46  
I'm just trying to compare because I'm not really experts on headphones. So I don't really know what to search for. For example, they say so many hertz [h9]. Oh, this thing with the app that sounds nice.

I ilgaz Gulgec 06:34  
And I saw you as checking different product images. How do they influence you as evaluating products online?

P participant 40 06:42  
I don't know. Just to get a better impression. When I would be at a store, I'll pick it up and see. And now I cannot do this. It is like the impression that I'm looking at it.

I ilgaz Gulgec 07:12  
So what kind of additional product images maybe you would like to see here?

P participant 40 07:24  
I don't know. Something like this which shows you the inside [h9's 3rd image] so that I can think oh it looks comfortable. And the one on the model I would say, because you get an impression of how big it is comparatively someone's head. And it also doesn't really say the brands. When I was looking for my headphones that I bought from Phillips because I liked the brand in general and not specifically related to headphone.

I ilgaz Gulgec 08:25  
I wonder how you associate brands with the headphones. What kind of headphone qualities do you associate with brands?

P participant 40 08:45  
Because I have several other products on Phillips and I think they lasts long. And they are just durable and good like not fancy. You know that they are good and they have a subtle design. So it more based on prejudice that I actually think it's probably better than others. I think they all have the same reviews. I didn't like this one [h5].

I ilgaz Gulgec 09:44  
What did you like about it?

P participant 40 09:48  
It's looks a bit old fashioned to me. Not sure why. So in this case, I will choose this [h3]. I don't know why. I will probably choose this one.

I ilgaz Gulgec 10:23  
But I have to ask why? Because I'm curious about it. So why do you think that you thought is the best?

P participant 40 10:33

Because it looks comfortable.



10:46

Which part of it looks comfortable?



participant 40 10:51

Well these cushions and this thing on the top of your head. Because sometimes it makes pressure and it seems like it makes pressure less. And also, it's one of the cheaper ones. And I think it's a reasonable price. Yeah, I wouldn't want to spend like 30 euros more and not knowing why. Okay, laptop stands.



ilgaz Gulgec 12:00

Do you have one or use one?



participant 40 12:04

I have one but more by accident. Someone gave it to me. Otherwise, I don't know if I would have bought one.



ilgaz Gulgec 12:20

So what kind of laptop stand do you have?



participant 40 12:26

Something similar to this model [I2] but then it has holes, I think for the ventilation. And it's black. Yeah, probably a bit like this. I wouldn't buy this one [I2]. Because it doesn't have holes for the ventilation even though I like it being transparent. It looks nice.



ilgaz Gulgec 13:16

Why do you think the transparent is nice in this product?



participant 40 13:22

Because it gives a bit of a light feeling. And my laptop is big and bulky. So if I would have

something bulky like this [18], I don't know... So this one looks sleek [11]. It does look a bit like if you put some weight here, it would go down and up. I don't mean maybe it's good material that doesn't do it. Same goes for this one [13]. For this one, you can adjust the height [15].

I ilgaz Gulgec 15:00  
Right now what kind of a working environment do you have?

P participant 40 15:08  
I only use the laptop at home for work. So it's just on our desk. I do like this one [15] because you can change the height. It says this especially for MacBooks. I don't have MacBook. I don't think it is a problem tho. You can also adjust this [16]. It seems a bit more firmer, than the previous one. But I find it a bit uglier.

I ilgaz Gulgec 16:32  
Which part of it did you find ugly?

P participant 40 16:37  
Actually it's bulky.

I ilgaz Gulgec 16:44  
And is it important for you to have something nice as a laptop stand?

P participant 40 16:49  
Yeah. It also depends on the price. It's a lot more expensive, oh nevermind. But you look at it a lot. So this one is like... If I'm taking my laptop somewhere, I would really like to take my laptop stand with me. But I don't really count it as a plus.

I ilgaz Gulgec 18:17  
What do you think about this one [14]?

P participant 40 18:20  
I would like to see it from the front.

I ilgaz Gulgec 18:25  
And why is that?

P participant 40 18:28  
Because I think that these hooks... Maybe they get in the way when you are typing. But yeah, I'm not sure.

I ilgaz Gulgec 19:03  
I'm also curious about when you consider the website and the product alternatives here, is that a realistic setting for you?

P participant 40 19:19  
Yes, it's okay. If I compare, for example, this one [I4] and this one [I3] and this one [I6], they are more or less the same price. But these two seem a lot sturdier [I6,I3] than this one [I4]. It looks more like cheap thing [I4]. I think I like this one [I5].

I ilgaz Gulgec 20:34  
Can you explain why you chose that one?

P participant 40 20:44  
Because it looks light and it's not bulky [I5]. And just seemed like a natural extension of your home computer and not an extra thing. And it seems that it's called handle my heavy laptop. Its grip nice so I think I can put it there and it's okay. And then I can adjust it for later. And there's a lot of space so my laptop can blow up the hot air.

I ilgaz Gulgec 21:39  
Do you have any other thing to add?

P participant 40 21:44  
No.

I ilgaz Gulgec 21:46  
Thanks so much. That was all.

# participant 41

Tue, 04/23 10:20AM 35:24

## SUMMARY KEYWORDS

laptop, foldable, product, stand, reading, nice, buttons, fold, specifications, work, adjust, price, wondering, height, choose, white, high, image, website, description

## SPEAKERS

ilgaz Gulgec, participant 41

- I ilgaz Gulgec 01:30  
Okay, so this is the website that I mentioned the earlier. So, yeah, it functions like a normal website. It's a touch screen so you can navigate it through touching it. And the test is not about usability of the website. So, you can do things as you normally do. But yeah, it would be great if you can think out loud. So first, can you choose a laptop stand or purchase one?
- P participant 41 02:12  
I'm gonna choose for laptops stands so then I need see the main menu because here I don't see any laptop stands. Already in the main menu, I see laptop stands.
- I ilgaz Gulgec 02:29  
Do you have one by the way?
- P participant 41 02:30  
No, I don't use... Oh actually at my work I use laptop stand. I've seen these this one before. I see also a price range but I don't see it's very wide. Normally I will do it by price low to high. I like to have the cheapest ones. It's okay. And with the laptop stand I think it's nice that is foldable. So I see some things I don't know how to fold it. Especially the last one [11].





ilgaz Gulgec 03:22

So in what kind of context or situation are you planning to use it?



participant 41 03:30

I use it mostly next to other screens and then my laptop screen can be as high as my other desktop screens and then I can be upright position seated. But sometimes it's also handy to take it with you. I don't do that often but you also can store it away. We also had one with wasn't foldable and then we didn't use it anymore because we had to put it away. So that's why I think it's nice to be foldable [19]. I think if I click it some of these I get more information. I see it with a laptop on it, and how to fold it and some details. I am reading these details. You can open your laptop stand in a short time and you can easily take the laptop stand which will also be provided with a sleeve. That's sounds interesting. This one with only a wire frames a little bit too fragile [14].



ilgaz Gulgec 05:32

Why do you think that?



participant 41 05:37

It looks like very thin iron and the laptop is very expensive also so I don't know it is better if it doesn't fall. I think this is more stable than the other one I saw. I was wondering how it holds. I can see the construction is holding but how it makes it sure that the laptop don't fall down. If there is a laptop on it I don't trust this.



ilgaz Gulgec 06:54

Why is that?



participant 41 07:00

I expect some some lines to go down for the laptop to support or to make a triangle to be stable and I don't see a triangle in this [16]. So I think you really depend on some screws in my opinion. I think you really have to tighten the screws very well to make it. Otherwise it can easily collapse. Maybe the description has some more details but I don't like reading the descriptions.



ilgaz Gulgec 07:38

I also noticed that you were more focused on the product images rather than the product description.



participant 41 07:48

Maybe if I may decide on one, then I start reading or if I have still questions like if there is no photo with a laptop on it or how to operate. Or if there is some specifications of the product then I start reading when I already made a selection.



ilgaz Gulgec 08:12

How do they influence you in tis kind of platforms like online stores?



participant 41 08:17

If there is an image, that already helps. If there is a clear image with not too much background... Starting with this one you really have the whole product and then you also have images with the product in use but not as a the first image. In this image where the laptop is on it you can really see how it will look like in use. But also I bought an iron previously and then I was also looking at people who are using it and also I have to zoom in to see some details about how the buttons are. I looked into the pictures if how it's like with an iron and if it's really smooth. But if it's the one I prefer, I didn't go to the description to read a bit. I just look at the images to actually bought it. If they are really complicated products then I actually see the short videos. I prefer some highlights that more than a whole text. But with this kind of product, it's so easy because it doesn't have very much specifications. But with a laptop or mobile phone, it's nice that you can compare all the features. But in this case that's not really needed. I think I will choose this. Oh yeah, that's also something to think about. I'm reading that you can adjust to stand to the 4 heights to enhance your position and then I have to see if you are really able to adjust the height. But yeah, I think this one can do that high enough. So I think I choose this one. Is it your final decision? Yeah. Now actually I'm wondering... Over here you can see this screw. That's not what I have at home. Maybe I have to look at this one. Let's see... I'm reading or specification for my choice. Enhance your work day with the transition between sitting and standing with just a few clicks of autolock button. Yeah it seems easy to work but maybe a little bit big. I don't trust that adn this one. This I can't take with me and it's too expensive. This one also I think... Maybe I can have a look and it is transparent I think. It looks nice actually. But this one you can not adjust in height and you can fold it so that's a no go.

I ilgaz Gulgec 15:04  
But you found it nice.

P participant 41 15:05  
Yeah, it looks nice and transparent and it's not that present if you use it. Maybe still I had to go back to my first one. Can you adjust this one in height? This one says it is easy to set up and you can open and close it in no time with an included sleeve you can easily take it with you... So it's really foldable but it doesn't say if you can adjust the height. So in conclusion, I'll go for this one and then I can adjust the height. It looks very robust. Also it is folded very tight.

I ilgaz Gulgec 16:57  
Also when you consider the website and product alternatives here, is it a realistic setting for you?

P participant 41 17:26  
Yes, it seems realistic. Yeah, well, a lot of things are like this one. For some things like this, maybe if I go to a computer store, I will find a similar one there. But I prefer to go online and search for them. And also nowadays you have a lot of web sites where they collect all kind of products like laptop stands.

I ilgaz Gulgec 18:35  
Shall we continue with the headphones? Do you have one?

P participant 41 18:41  
I have one for my work. I didn't choose it myself. But now I have some more experience with over ear headphones. Previously I only had ones for my phone but now I need to get more silence as working because we are working in open space and we do a lot of conference calls. And you can also listen to your music and then go to the coffee machine, go to the toilets when your headphones are on. But in this product I find the design more important, because it should be also looking nice but for a price.

I ilgaz Gulgec 19:10

Why is that?

P

participant 41 20:10

Because you are really wearing it yourself. So it is like jewelery or your clothes and a laptop stand is just standing there maybe. I don't use a laptop stand at my home or there is nothing like it has to fit into my home design. But if I have been asked for something personal, I think if it's possible it fits, not an ugly like one. I'm not a fan of brown leather so in fact I just have a look at first and I didn't like it. White one is also very easy to have a lot of spots on it. You have to clean it to keep it nicely white. But then I also like something different. Sometimes if you wanna choose the color, the price is getting really high. But in this case, price difference is not so different. So I think with a little bit of colored and rounded one that is appealed to me [h2]. They are nice so then I think I am gonna see some more pictures and also read the specifications. I see that there are buttons on it. I don't know what I can do with them and which part I can control. This doesn't give me that much information in my opinion. I can fold it in. I don't see the whole product so that's a little bit confusing. I would like to have a list cuz now I have to read to its battery and if it has a wire etc. But also you can have you also have a USB plug and things like that. So I started reading. I see a plus and a minus. So I assume that's volume. But how can I? But I'm wondering how it's working. Oh, there's also some circles, maybe you can switch mode. And it has all specifications, I think I would like to be sure if the other ones are not better. I want to read this also [h9]. At first I thought oh, this one is more professional, more high quality and better sound that's more important than the design. But there are also a lot of things with apps and there's nothing said about charging and plugs. I am also kind of wondering if it's easy to use, if the sound quality will be nice. I don't know and I think I'm not really a professional. Yeah, I don't really hear the small difference. So I think like actually they are almost the same price. I think the quality of that one is better. But the other has also more basic things. Also I found this one interesting?

I

ilgaz Gulgec 28:53

Why did you find this one interesting?

P

participant 41 28:55

Because it's also more colorful, it has white things [h1]. I don't like things to be all black so that you can stand out a little. I also like my mobile phone screen not just the black.

I ilgaz Gulgec 29:19  
So it's kind of style.

P participant 41 30:03  
Yeah. I can barely see in the ear cups.

I ilgaz Gulgec 30:23  
So in this case you would like to see it?

P participant 41 30:25  
Yeah, it stands out in the description. Now I'm doubting because they are also talking about quality of sound, it's very good quality product. it's not that cheap but not that expensive too. If I see the pictures more close up... But I actually don't like it that much with the lines on it. I don't see easy buttons and it is a little bit big. So I don't have three options anymore.

I ilgaz Gulgec 32:25  
Okay, so you are in between these two.

P participant 41 32:48  
Now I think I didn't look at this one. But this is too much leather I think. This has really fluffy soft and red one is fancy. This was a quality one but I don't know how to use it. So then I know how this buttons work and it seems fluffy. So I will buy this.

I ilgaz Gulgec 34:39  
okay. Thanks so much.

# participant 42

Tue, 04/23 10:19AM 24:20

## SUMMARY KEYWORDS

product, laptop, check, h5, buy, important, reviews, h7, headphone, l6, high, ear, prefer, functions, cancelling, connect, prices, website, sturdy, cheap

## SPEAKERS

ilgaz Gulgec, participant 42

I ilgaz Gulgec 00:37  
Okay, this is the website that I mentioned previously. So it's a touch screen, you can navigate it through touching it. And right now we're on the homepage. So here you can only see couple of product alternatives. But if you want to see all the products and the prices too, you can also go to the categories on the top bar. Yeah, by the way as evaluating products it would be great if you can think out loud? And Shall we begin with headphones?

P participant 42 01:08  
Okay, well, if I'm looking for a headphone, I would go to headphones, on the top one. I have a headphone and I'm not planning to buy a new one. But usually, I consider my budget in there as well. But I think these are pretty much the same prices. So usually, I sort by price low to high because I'm a bit cheap. So when I'm choosing a product, I think of price and functionalities and also the appearances. I am very materialistic. So looks are really important to me. Especially in headphone I think, because if you use a headphone in, for example, public transportation or when I'm walking outside, I want to have one that looks good. So if I'm check on prices, for me the price difference between the cheapest one and the next most expensive one is not something not that much. Let me check. I am checking on which one I would select. Sometimes you also have reviews. Sometimes I check on the reviews. Oh, but that's not on here. So I think I like this one best [[h5]. Checking first. Checking out, the reviews are listed here. So it has four rating for me that's

important. It's 83 reviews, so it's less likely to be bogus reviews. Yeah, I'm not really into the functions. Now I don't have them in my head. Usually I look at the specific functions that I want to have in there. It has a noise cancelling function, that's an important one. Or at least that's a function that I prefer. Okay, that's good. For me, I would check on the reviews.

I ilgaz Gulgec 04:42  
What kind of information would you get from there?

P participant 42 04:46  
I expect people to say like these are indeed soft cups for my ears and it's not pressing too much against my ears. For me, that would be really important when I buy a headphone. So I will check reviews to see if they experience a lot of pressure on ears and if it's soft, and also, maybe if they say it will last long, the quality will be good for over a year or something. That's what I would think.

I ilgaz Gulgec 05:26  
So is it fair to say you check the review or comments to learn more about the intangible things?

P participant 42 05:37  
Yeah, yeah. Yeah. How people experienced it. Yeah, yeah. Yeah. Yeah, definitely. Well, I would go back one time, because once I wanna see the others on the website. And the idea is not to develop a perfect website, right?

I ilgaz Gulgec 05:59  
No.

P participant 42 06:00  
Otherwise I would miss the go back button.

I ilgaz Gulgec 06:13  
Still is it realistic for you? When you consider the website and the product alternatives

here?

P

participant 42 06:21

Yeah, yeah. If the look and view it is like a normal website. Yeah. Yeah, I would not think like, this is a bogus site. This looks for me realistic site. So think, well, this looks for me... [h5] This shape looks oval to me, I think I prefer oval shaped ones instead of the round ones. I think it will fit with your ear better. So I'm looking at the pictures and say this looks really soft as well. This looks really soft, the thing that will connect to your ear. Here this looks a bit harder or a bit plastic [h6]. Yeah, more plastic. So I would not consider this one just based on the looks. I wouldn't even click on it. Well, these are round shaped ones. I would I prefer this look [h5]. Because it's more fitting to all kinds of outfits. Because I'm a woman. I will not click this one because it has an outstanding color [h2]. This looks for me too cheap [h1]. I didn't like this one. So for me, I would choose between this and this product because of the round shapes [h7, h5]. And it's kind of looked like the same product. But this one isn't black. And from look wise, it doesn't differ much. So I would check if this is the same noise cancelling feature. This is a wireless headphone. Okay, so I need to have something to connect it. I wouldn't buy this because I would use the product also outdoors, not only indoors. And it says here that I do have something put into my computer or TV. So I would select this one [h7].

I

ilgaz Gulgec 09:42

Okay, so is it your final decision?

P

participant 42 09:45

Yes.

I

ilgaz Gulgec 09:48

So can you elaborate on it more? You mentioned that you like how it looks?

P

participant 42 09:55

Yeah, yeah, for me. The choices that I make are basing the shape of the ear caps and the features. Compared to that one, this one is noise cancelling headset because then I can also use it for noise cancelling, and not only to listen to music, or TV or my laptop or something. And it's this one is really wireless, because I can use just Bluetooth. And this one, I need to connect something to another machine. And then later, so for me, based on



functionalities, I'm making my choice based on looks as well. Because this one is out for me because of some functions [h7]. And this one I will not consider because I also don't really like to look [h6]. And it seems a bit plasticky. So I don't think that's appealing, just worried when I use it. So that are the main things for me. Okay. And the prizes? Because it's really close to each other. It is not the cheapest but it has extra functionalities. So I choose to this one based on look, functions and how I think it will feel when I am using it.

I

ilgaz Gulgec 12:02

So shall we continue with laptop stands? Do you have one or use one?

P

participant 42 12:06

No, I don't have laptop stand. When I'm at home, I usually use the laptop on my sofa, as sitting on my sofa. But sometimes I do work at home, I just have a desktop at my work. But when I work at home, I'm sitting on the table and then I need to bend forward a bit. So and I know that's not an optimal work position. So sometimes I am thinking about buying laptop stands and but I don't work at home that often to actually buy one. But when I'm looking at the laptop stands, for me, it's important to... So based on prices, I wouldn't prefer one over the other. I would choose one for home I think. So for me it's important how it looks as well. And you can fold it flat. So that I can put it away when I don't use it because I'm not using it that often for probably. And for me how it looks and feels is really important. I have a MacBook so it should fit with that. Yeah, it needs to fit. And based on the just looks, I won't consider these ones [11, 14, 16]. I really don't like how it looks. So for me visually I would choose this one other [15]. But I don't think this will fold in. Because I think this will be connected. For me, it would look like something like this. So this is something that I really like.

I

ilgaz Gulgec 12:06

Now I'm curious. about how the product images influence your decision in online platforms?

P

participant 42 15:08

Well, not because this is a mac book but it does subconscious. This is beneficial, because this is a product that similar to mine. So I can see how it will look. But if this was a different laptop, I would probably buy this one as well. I haven't decided yet which one I would buy. I'm just still looking now. Because here I can see that they can change the height so that's preferred. Because I'm pretty tall woman. So for me, it's probably interesting. And I'm just

clicking on this, because I have no idea how this product will work like this [16]. I don't know if that would be high enough for me. I was clicking on the image because I'm thinking like, where do you put your laptop? If this was a MacBook, I wouldn't buy the product either. So I'm thinking about the functionalities, like if this is high enough now and probably I can use the rotary button to make it a little bit higher. But then I think it would flip, you know. What I missed on this laptop or on this on these pages is the product specifications. I will check that, especially with the laptop stand to see how high my screen can be adjusted. So this product, I don't think I will buy this one. Click on this one [18]. Probably I can get this high enough. So that's beneficial. For me, it doesn't matter if this is an Apple product or not. Probably this would be easy to use. Because it says here it needs just a few clicks of the button for set up. Just to see... I'm looking at the product pictures to see how sturdy the material is [17]. If this is a bit thin.

I ilgaz Gulgec 19:21  
Why were you doubting on its sturdiness?

P participant 42 19:31  
I do think it is sturdy enough but the laptop doesn't weigh that much. I'm not sure if it will be easy to use. I don't think I will use this product easily. It just a bit of a hassle, you know with the with the clips and properly to you to use that one. So my choices are between this one and this one [15,18]. And I want to check this one, once more for the description [18]. It doesn't say much. Because I probably won't use this product as often, I would like that one [18]. I would buy this one. If I am using it, I will probably select this one [15]. Because then I would just put it in my office. And this looks really nice. And it's also probably in the long term sturdier than tht one. But it's too bad that you can't see how high you can position this. So that's too bad. Maybe I would check on some other website to see how high you can do this. And also, for me, before I'm buying a laptop stand I will check just in my house with some few books to see how high my laptop will be there. I'm not really sure if I need a really high one. I'm not sure if this will be the right choice for me.

I ilgaz Gulgec 22:58  
Okay, so which one is your final?

P participant 42 23:04  
My final one for my current situation. I'll check if it is big enough for my laptop like if that's too small or way too big, but I think this will fit my laptop.

# participant 43

Fri, 04/26 02:21PM 35:20

## SUMMARY KEYWORDS

nice, adjustable, headphones, product, check, laptop, l5, l6, images, part, height, jvc, ugly, cancelling, appearance, eliminate, euros, cheap, price, stand

## SPEAKERS

ilgaz Gulgec, participant 43

- 
- I** ilgaz Gulgec 00:02  
This is the website that I mentioned you earlier. And the laptop has a touch screen, for me it would be better if you can navigate the site through the screen, so touching it. And now we are on the home page, there are already couple of product alternatives. But if you want to see all the alternatives you go can go to the category page. And it would be great if you can think out loud as making your decision. So first can you choose a laptop stand?
- P** participant 43 00:18  
Ok. I don't like to choose products on the homepage because that kind of websites often guide you to where they want. I think this part is more for people who are not technologically so smart. But I want to see all the laptop stands and make a smart decision so I am gonna go to categories. I wanna see all. Then normally I would put some filters to find whatever I am looking for more easily. I can sort on price and name. Why is that? I think there is nothing as stupid as sorting something by name. Maybe it is for brand, but if I am looking for a certain brand then I would just search it.
- I** ilgaz Gulgec 00:18  
Do you have a laptop stand by the way?

P participant 43 00:18  
I used to have one. But I don't have a lot of knowledge on it. So if I don't know anything about them and if there is no filter, then I would sort them by price, low to high. Then I would check the price difference between the cheapest one and the most expensive one. One is 35 euro and the other ones is... Actually there is not big of a difference. Then I think it makes things easier or harder I don't know.

I ilgaz Gulgec 00:18  
Why do you think that it can make things harder or easier?

P participant 43 00:18  
It makes it easier because you don't consider the price. And it makes it harder at the same time because you can not eliminate things easily. Now they are all in the same price range. If there were ones that are really expensive or really cheap then I would eliminate them first. Now I am just checking how they look first. This one seems like it has wheels [19]. I will open it one the new tab. Are they wheels? No, but they seem non sense there. Its mechanism seems weird to me. I think it is adjustable. But compare to other ones it is ugly.

I ilgaz Gulgec 00:18  
Why did you find it ugly?

P participant 43 00:18  
It seems so compliceted for a laptop stand. Let me check this one [16]. It says there is free space to make the laptop cooler. But all of them have it... I think you can not adjust this one's height. The texts say so but still I don't it convincing when I check the images. I am checking it again. So I can move the part behind, but if I do that I can only change its angle. So if you can not extend the back part, it can not adjust its height. I don't think so.

I ilgaz Gulgec 00:18  
Normally when you evaluate a product online, would you rely on the images or the text?

P participant 43 00:18  
I always rely on pictures. The text is written by the intern, young guys working for the site.

How can those guys know the product very well? I don't think that is adjustable. You can just change the angle. So I will skip this one. This one looks really sloppy [14]. It is like made out of wires. I am not gonna even read the text. I don't have that much time. Just checking the appearance is okay. What's that? Is it a keyboard? I think it can not do anything other than standing. It has no difference than what I got from Ikea for 2 euros. It doesn't deserve 37 euros. I know this one [13]. It is a familiar one. All MacBook owners are using it. These parts are rubber so anti slip. But still it is not adjustable, fixed for Macs and I don't have a Mac. This one is also the same [11]. I don't even need to click on it.

I ilgaz Gulgec 00:18  
In which way?

P participant 43 00:18  
They have the same functionality. Even their appearance are so similar to each other. One's front part is oval, the other one's is rectangular. I can check its height maybe. I think there are a lot of information missing.

I ilgaz Gulgec 00:18  
What would you expect from such a site?

P participant 43 00:18  
I think it should say its height, because it is not adjustable at all. So then it can at least give the angle and the height. This one is also the same [15]. I will only check if you can change its height. If it says higher than probably you can make it higher. Now I can rely on the text because the text and the photos cohere each other. If you can make it higher, I think it is a nice one. It is convincing. But still this base seem a bit ugly, as a minor point.

I ilgaz Gulgec 00:18  
Why didn't you like it?

P participant 43 00:18  
It doesn't match with the other metal part. One is chrome and the other one is brushed metal, so... Chrome metal makes it so basic and cheap. But still it is a small detail. So far it is the best one but the most expensive. So I will check if there is a cheaper one. This one is

transparent [12]. It is plastic. But it is nice at least here it says you can adjust it from 5 to 11.

I ilgaz Gulgec 00:18  
You said it is plastic. Is it a nice thing or bad thing for you?

P participant 43 00:18  
Negative I think because it seems cheap. What's this? I couldn't get it. I didn't like the photos even though it is nice that it is adjustable. But the photos couldn't convince me a lot.

I ilgaz Gulgec 00:18  
To what extent do the product images influence you in online platforms?

P participant 43 00:18  
I think it is the most important thing since I don't rely on the text a lot as long as it mentions the specs. If it doesn't say product specs in a clear way, the website loses my trust in it. For example, this one I should trust in it because it gives you numerical data. If the site gives you every single detail about the product, then the photos might stay in the background. But usually it doesn't happen. Therefore, the photos are really important because you can get what product does. But this one is really ugly it doesn't matter it is adjustable. Let's see this one [17]. This one seems interesting. Again I am checking the images first. How does it work? Oh, I think it moves like this. Yeah, it is nice. It is nice because it is very flexible. I think it seems feasible because you adjust it in so many different ways. Then in this case I don't even need learn its height. I think it is the best one. I didn't like its appearance a lot compare to other one, but it is very very functional. I will also check this one [18]. This one looks like a robot. It has a weird shape. They put these holes for ventilation but all of them have it. This one is also flexible. Let me read the description a bit. At least it is giving the dimensions but it doesn't matter a lot because it is adjustable. But still it doesn't explain a lot, so I need to check images again. I see here a hinge so I know that's adjustable.

I ilgaz Gulgec 00:18  
In which context would you use such a product?

P participant 43 00:18  
At home on the desk or at the office.

I ilgaz Gulgec 00:18  
So a permanent place?

P participant 43 00:18  
Yes, so I don't need a portable one. It can be folded. It is a nice detail. But it doesn't matter a lot for me. I can use it in bed for watching movies. You can not do it with the other ones. It is a hard decision. Let me check the prices again. There is not much a price difference. Then I wouldn't but this one because it is so ugly [17]. It is like a cart. I also didn't like the hinges here. This ones mechanism seems more reliable to me [18]. I am in between these two [18, 15]. This one looks better [15]. This one is more adjustable and you can use it on different surfaces like bed. Its color is black but it is nice black, metallic one. It is nice. I can also see how it holds the laptop. And the laptop's cord can go out from these holes. Also here it says it is especially made for Apple MacBook, it is a minus [15]. It looks really good with the colors. Okay. I choose this one [18].

I ilgaz Gulgec 00:18  
Okay, shall we continue with the headphones?

P participant 43 00:18  
Okay, I am going to headphones.

I ilgaz Gulgec 00:18  
I also wonder, is it a realistic setting for you when you consider the website and the product alternatives?

P participant 43 00:18  
Yes, I think. It is not the best one for sure but there are many mores worse than this. I think it has no problem. Maybe zooming in to images is not so necessary. Instead of zooming in images I rather to watch videos.

I ilgaz Gulgec 00:18  
Normally how do you do online shopping?

P participant 43 00:18  
Like this. The same what I am doing here. If I don't an information enough either from the images and test, I watch a video. If there is no video related to the product, then I don't buy the product if it has a high price tag. Okay, now I am checking headphones. Again I will sort them by low to high. Price difference ios not so much. It is different with headphones compare to laptop stand, since you can not understand the heaphones by just looking at it. You need to learn the sound and how it fits on your ear. But there are some that I can immediatety eliminate, like this one [h1]. It seems like a rapper headphone. It is too big. Let me start with this one [h7]. I really like how it looks and it is the cheapest one and it is Sony.

I ilgaz Gulgec 00:18  
What did you like about its appearance?

P participant 43 00:18  
It seems minimalistic. There are buttons on it and they don't stand out a lot which is nice. But this part may hurt my head because there is not cushion here [h7's top]. It is nice that you can use a cord, because after a while bluetooth may not work. 100 metre? No, it should be 10. This is weird. Its battery like is 20 hours, not so long. But still it is nice. They are all on ear. I don't like them as they hurt my ears. This one doesn't seem like adjustable [h4]. It says deep bass and stuff but I don't believe that it has it. And it is JVC brand.

I ilgaz Gulgec 00:18  
How much important is the brand for you as choosing a headphone?

P participant 43 00:18  
Very important. Developing good sound is hard. Not everyone can do it. For example, Dutch can not do it. This one looks very ugly [h4]. It seems like it costs 10 euros and it is white.



I ilgaz Gulgec 00:18  
Why didnt you like white?

P participant 43 00:18  
It cathes attention a lot. This one... I don't like its look. I think the look is very important for heaphones.

I ilgaz Gulgec 00:18  
Why is that?

P participant 43 00:18  
It changes how you look completely. You wear it all day long. I think these things can rotate. I didn't get it at the begining so the images helped me to understand it. It is also from JVC. But this one has active noise cancelling. But again I didn't like its appearance.

I ilgaz Gulgec 00:18  
Why didn't you like it?

P participant 43 00:18  
Because this metal parts are too shinny. It doesn't fit my style. This one looks nice [h3]. Let's see this one. Why does it have a hole here? [h3's top] I couldn't get it. I think it can hurt your head a lot. No, I will skip this one. This one also super big [h9]. It doesn't seem like a consumer headphone, it is more professional. It can be a studio headphone. I like these ones [l5, l6]. First, I will look at the colored one [l6]. It is nice that it has leather but it is not so much my style. I would like to have it in black. The speaker seems so high quality [h6's 4th image]. Headcups can rotate... It has aptx codex which is the best. And it is the most expensive one. But I didn't like the color. Oh, it is real leather.

I ilgaz Gulgec 00:18  
Why is that?

P participant 43 00:18

I always prefer black or really dark colors in this kind of products. I think it has to do with legacy. In 90's all of electronics were in gray and now they are all black. Since you have everything in black, you want it in black as well. Otherwise, I would like white but I have everything is black. But maybe for headphones it doesn't matter a lot. I think I want the headphone in black because I am thinking how it will look on the street. Okay, now I am in between these 3 [I5,I6,I7]. The price doesn't differ a lot. This has aptx and noise cancelling [h5]. Then, I will eliminate this [h6] because I like how this one looks better.

I ilgaz Gulgec 00:18  
Why is that?

P participant 43 00:18  
If this one didn't have the same functionality, then I would go for the brown one. So still functionality comes first for me for headphones. This one didn't mention its battery life which is not nice. It looks aesthetically appealing, not stand out a lot. That's nice because the headphones are already very big and catching a lot of attention it doesn't matter which color it has. This one doesn't have active noise cancelling I guess. This one's form is the best but unfortunately I will go for the other one.

I ilgaz Gulgec 00:18  
Okay. Thank you so much. That was all.

# Appendix F: Demographic Data Set

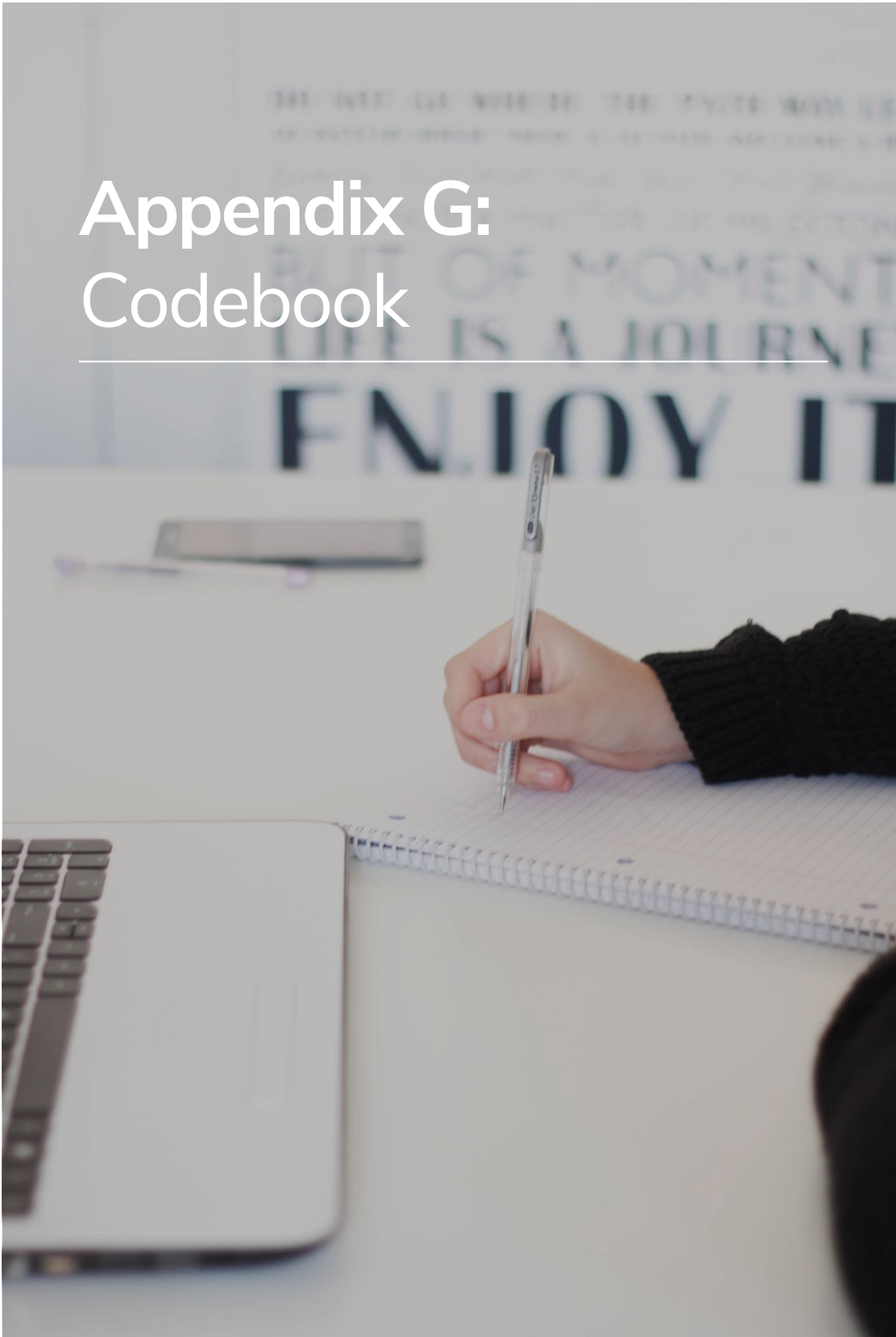


no	age	gender	job status	education	background	test order	headphone involvement (1-5)	laptop stand involvement (1-5)
1	23	female	student	Bsc	yes	H - L	4,33	2,33
2	28	male	student	Bsc	yes	L - H	4,33	3,00
3	23	male	student	Bsc	yes	H - L	5,00	3,00
4	25	male	student	Bsc	yes	L - H	4,00	3,00
5	27	male	student	Bsc	yes	H - L	2,00	1,00
6	24	female	student	Bsc	yes	L - H	3,33	4,00
7	24	female	student	Bsc	yes	H - L	4,00	4,00
8	25	female	working	Msc	yes	L - H	4,67	2,33
9	25	female	student	Bsc	yes	H - L	4,00	2,67
10	25	male	student	Bsc	yes	L - H	5,00	2,33
11	27	female	student	Bsc	yes	H - L	3,67	3,33
12	23	female	student	Bsc	yes	L - H	3,67	4,00
13	27	female	student	Bsc	yes	H - L	3,67	2,33
14	24	male	student	Bsc	yes	L - H	5,00	3,00
15	29	female	student	Bsc	yes	H - L	4,33	3,33
16	25	male	student	Bsc	yes	L - H	5,00	4,00
17	23	male	student	Bsc	yes	H - L	3,67	3,33
18	23	female	student	Bsc	yes	L - H	3,67	2,00
19	22	female	student	Bsc	yes	H - L	4,00	2,33
20	22	male	student	Bsc	yes	L - H	5,00	3,00
21	27	female	working	Msc	no	H - L	3,00	2,00
22	27	male	working	Msc	yes	H - L	4,33	1,67
23	22	male	student	Bsc	no	L - H	4,33	3,33
24	26	female	working	Bsc	no	H - L	4,00	2,33
25	28	female	working	Msc	yes	L - H	4,33	2,00
26	26	female	working	Msc	yes	H - L	1,67	4,00
27	39	male	working	Msc	no	L - H	4,33	2,33
28	41	female	working	High school	no	L - H	3,67	3,67
29	31	male	working	Msc	no	H - L	2,00	2,33
30	39	male	working	Phd	no	H - L	4,67	1,67
31	31	male	working	Msc	no	L - H	3,67	1,00
32	37	male	working	Msc	yes	H - L	3,67	2,33
33	40	female	working	Msc	yes	L - H	2,00	3,67
34	29	female	working	Msc	yes	H - L	4,33	3,00
35	31	female	working	Msc	yes	L - H	3,33	2,33
36	36	female	working	Bsc	no	H - L	3,33	3,33
37	24	female	student	Bsc	yes	L - H	4,33	3,33
38	33	male	working	Bsc	no	H - L	3,33	4,00
39	27	female	working	Bsc	no	L - H	4,00	2,67
40	27	female	working	Msc	no	H - L	3,67	1,67
41	33	female	working	Msc	yes	L - H	4,67	3,67
42	33	female	working	Msc	yes	H - L	4,67	4,67
43	30	male	working	Msc	no	L - H	4,00	4,67
<b>total</b>	<b>average</b>	<b>ratio</b>	<b>ratio</b>	<b>ratio</b>	<b>ratio</b>	<b>ratio</b>	<b>average</b>	<b>average</b>
43	28,16	m 18	s 21	h1	y30	H-L 22	3,90	3,00
		f 25	w 22	bs27	n13	L-H 21		
				ms16				
				phd1				

no	Choice in																			
	H	LTS	h1	h2	h3	h4	h5	h6	h7	h8	h9	l1	l2	l3	l4	l5	l6	l7	l8	l9
1	h2	l3		6										2						3
2	h3	l5			15										12					
3	h2	l1	1	12		20	3	20	2			8	8	4	3		4	4		3
4	h5	l1				15		8		3	15	2			4					
5	h8	l1								3	3	3		4		1				
6	h2	l9		9				5		10		8	12	4	3	4			4	9
7	h2	l9		4									12	4		4				3
8	h2	l9	4	12		15	1	5	3	2		4	12	4	12	12			4	6
9	h8	l1								15		8	4							3
10	h8	l9		6			4	10		15								1		1
11	h5	l5	10				5	10		10			8		3	8				
12	h7	l6		12					15							6	12		8	
13	h2	l9		6										8	3					9
14	h2	l9																		9
15	h6	l8	5	6			4	2		1	1			4					8	
16	h6	l9	1					15								8			8	9
17	h2	l4		6					12		8				12		8	6	4	
18	h7	l1		12				5	5			8			3					
19	h8	l1				5				10		8	4							
20	h7	l1							15			8			3	4				
21	h7	l8			5				10		5	8							8	
22	h2	l6		5									3			1	4	12	4	
23	h3	l6			15				20		20						12	12	12	9
24	h7	l1			1				5			8				12				
25	h6	l5	10	6				20				4			3	20			12	
26	h7	l4							10			4	4		3			16		6
27	h6	l5	5					5				4				16		4	8	
28	h2	l8	1	6				1					4	4					4	
29	h5	l8						5		5	1	8							4	
30	h9	l5	10	6	10		20	10	15	15	10	4	8	16	6	12	8	12	16	6
31	h5	l6	5	6			5	2	5		5					4	4		4	
32	h7	l8						10	10								8		12	1
33	h9	l7			5	5		5			5						8	16	16	
34	h6	l3						1				26	4	16	3	4			8	3
35	h4	l6				2											16			
36	h7	l4			1				1					8		8				
37	h5	l6	5				10	1	1		5		12				4	12		
38	h6	l6	10	12		10	15	15	10		15	16	24	8			20	8		6
39	h8	l1		12				10		10		16	8	16		12				
40	h3	l5			10		5			10	20	3	4		6	8	4			9
41	h9	l6	10	24	10		4				10			4	3		4	8	4	
42	h5	l8					1		1							4	4	8	4	
43	h5	l8			10	5	5	10	25	5		4	8	2		16	16	4	12	3
	<b>most</b>	<b>most</b>	<b>total number of photos checked</b>									<b>total number of photos checked</b>								
	2,7,5	1,6,8,9	77	168	82	77	82	175	165	114	123	162	139	108	66	180	136	123	164	98

# Appendix G: Codebook

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General				
Code group	Sub-group	Code	#	Quotation content
Limitations of online shopping	Product tangibility	In online shopping you don't have tangibility of the product.	7	But that's the pity of online shopping headphones, you cannot feel it. And you don't know how soft the cushion is.
		In real life I would check a store	9	I can, you know, also maybe try to see the quality of the sound. That would be something important to me.
	Trust issues	In online shopping you never know what to get	2	Because buying something online, you never completely know what you're going to get.
Limitations of the study	Experiment scenario/task	Realism: comparing the different websites	7	But if I really have to buy it, I prefer like maybe compare the same product in different website. For instance, I like to take the brand from this website. And then I go generally to amazon and see where I can find the same product for a cheaper price.
		Realism: time limitation	9	I just spent more time on it. So I think that now for the study, I felt a little bit more rushed,
	Insufficient product related information	Realism: more info	12	But the one thing is maybe I want more information.
	Platform attributes	Realism: check reviews	16	Or maybe something will be nice if I can see what other people think about it. Reviews will be nice, but at the bottom because I know that I'm buying a laptop to stand.
		Realism: color options	3	I think I would like to see the color options before going in. I would like to see small squares because I think that this can't be the only color of this product [h6].
		Realism: comparison agent	1	The only thing I like to make comparisons.
		Realism: more filters	4	I would expect more filters
		Realism: more products	7	If it's for example more than 50 or whatever, I will do like a filter because it will be anyway too much. But if it's like just nine possibilities
		Realism: no brand	11	For me it was important to have the brand, like a bit more visible.
		Realism: prices too high	1	Well, they're all very, very pricey. And personally, I would just use a book or something. If you want your laptop higher use something that you have.

				But I don't really have feeling for laptop stands.
		Realism: product specs	8	I guess there's a lot of information in here, but it's a lot to read. I think website that I usually buy this stuff, like cool blue or something, they have like a minimal list with all the relevant information.
		Realism: product video	7	So I don't know maybe a small video off a person that to share their experience with the product itself. Something like that could be cool or a link to the website of the company that produces it. That could be also interesting to me.

### Laptop Stand

Code group	Sub-groups	Codes	#	Quotation content
Perception of aesthetic value	Form/geometry related	Complex/visible mechanism makes the product look bad.	7	It's very like, has like clips and metal. It's not too clean.
		Looking so professional, so not good looking	2	This part [top of l8] and also the x... But it makes me feel like this is used especially for game not for working.
		Simplicity appreciated: complex shapes make the product look bad.	3	This is this is quite crowded [l9]. Like the lines, let's say. I cannot tell...
		Simplicity appreciated: minimal geometry makes product looks simple.	1	I mean, it has so many complicated curves, and I don't like the appearance of this.
		Simplicity appreciated: monoblock/monochromatic objects seems minimalistic	7	It's just like really minimalistic line, it has only three pieces.
		Smooth surface and edges look nice	2	So that I don't like especially while they're like... And the lines are not smooth, and they're like, weird shapes.
	Material related	Dislike transparent material	1	I just don't like it's transparent [l2]. I don't even know why they would do it because your laptop stands on it. So you don't see the transparency at all.
Perception of ease of categorization value	Typicality	It is popular one, so it is good	1	And it's what you see around.
Perception of functional value	Form/geometry related	Inclined surfaces seem dangerous for laptops	1	And it [h9] looks like that it's very much inclined. And I fear for my laptop.



		Moving parts make the product less robust	3	But yeah, these ones are a bit unsafe, they give me this feeling, especially the moving parts [18], give me the idea that maybe the mechanism will just stop holding, and it can just collapse.
		Wide base makes the product looks more stabile.	2	The base. So it looks like it's gonna be safer [18].
	Material related	Aluminium material makes it look more steady.	1	Also the material. It's like... I think it's aluminium. Sturdy.
		Plastic makes the product look heavy	1	So yeah, so plastic one, and it's very heavy. This makes me feel very heavy.
		Plastic material makes the product look low quality	4	And when I look into more detail, it is produced in a very low quality here. And I feel like this is the second hand plastic, so reused. It has a bad smell. I don't like this material.
		Refined texture of the product makes it seem durable	3	look at its clear grip area. And it has a bit more of a polished look instead of just look of that these are the minimum necessities. And it looks quite as if you put some pressure on it or something, it will still work.
		Silver material makes the product looks heavy	1	I think probably the material like is silver. And it's big, it reminds me big computer bases.
		Transparent material makes the product less robust	5	And yeah. Because I know there's a lot of little scratches after some time. So I definitely wouldn't have this. And yeah, in my experience like after sometimes this will be super fragile, crispy.
Perception of price	Aesthetic	Looks bad because it is cheap	1	Yeah, this is a bit least expensive, because this is really ugly [16].
Perception of product images	Information related	Image: bigger is better	1	The quality is important to see the product also the bigger dimension.
		Image: different angles gives different product information	7	It also is the angle of the picture that they've clicked [15's 4th image]. That's making it look better.
		Image: hard to see transparent objects in images	6	Yeah, the picture is a select not super clear on this one, because it's so transparent.
		Image: helps since you can not touch	1	But since you can not feel it or see it or touch it you can just use pictures.

		Image: in context images are not so informative since the context is not familiar	2	And but to me, this doesn't really add that much [I1's 4th image]. I like this one better [I1's 3rd image], because in the picture they have such different style than I would have in my house, that it would actually negatively affect me.
		Image: interactivity is appreciated	2	I will zoom in to see some details which is nice.
		Image: nice to see in context images	12	Well, I like the images with the laptop on it, because then you really get an idea of how you're going to use it yourself when you're home.
		Image: showing details	11	I think something I tried to do is like figure out what material it's actually made of and I was imagining it as acting. So like this transparent plastic here I tried to zoom in on it to see if this is like transparent pv or pvc so soft [I4's feet].
		Image: telling functionality	23	And also I notice something from this picture [h5-4th pic] really interesting that you can the height, so you can personalize it.
		Image: telling size/weight	10	This looks so heavy in the image [I5],
	Trust issues	Image: cut off images seem like someone put efforts on them	1	if there is a clear image with not too much background...
		Image: don't trust the bad quality ones	2	So they should be definitely clear.
		Image: more image more trust	1	And also I like very much if there are more pictures.
Response to aesthetic value	Purchasing consideration	Criteria: looking good	27	But this one is really ugly it doesn't matter it is adjustable.
		Criteria: color (as a personal preference)	1	It look nice there as long as there's not a black one. You need a metallic one on this stand to look good.
		Criteria: fit the environment	14	I know it looks nice on the desk.
		Criteria: must fit my laptop aesthetically	7	And now I'm also thinking because my computer is whitish. So I would prefer something whitish [I3].
		Criteria: simplicity	15	I like this design [I1] because it looks really basic and simple.
	Reason for purchase	Reason of purchasing: color (as a personal preference)	3	That's fine, awesome color.

		Reason of purchasing: fit the environment	4	Because if you already have a lot of papers and laptop and things around you, and this has also a lot of elements, then you have so much in your side, when you're working that I don't like that. And with this one, it's very clean [11]. So you just have your clean view when you're working. So I that's why I like this one the most.
		Reason of purchasing: looking good	17	I like the most aesthetically.
		Reason of purchasing: must fit my laptop aesthetically	2	I don't like this one [16]. And since my laptop is metallic I want this you know metallic too.
		Reason of purchasing: simplicity	8	I think it's because this is the most simple design [11].
Response to attention drawing value	Purchasing consideration	Criteria: looking different	2	I won't choose it. Because it is a very common laptop stand [19].
		Criteria: not looking different	1	And I would choose just the most normal one.
Response to ease of categorization value	Purchasing consideration	Criteria: shouldn't look other category products	16	This seems nice [13]. But this is a bit like forklifts.
		Reason of purchasing: familiar	2	Therefore, I will pick this one [16]. Also, so I think the largest decider in the end was still that this one looks familiar.
Response to ergonomic value	Purchasing consideration	Criteria: adjustable	13	Because it seems that I cannot change the position that it's fixed. So yeah, I'm a small person, maybe I need a different setting.
		Criteria: easy to use	19	This seems too complex. When I'm looking at it, I'm not sure where to put my laptop at once.
		Criteria: foldable	12	And it is very compact. So and yeah, I'm traveling a lot so that's the reason for me would be to look for one that's can collapse really easily.
		Criteria: taking less space	19	They are very taking more space than necessary.
	Reason for purchase	Reason of purchasing: adjustable	10	I think I will buy this one because it's easy to adjust [18].
		Reason of purchasing: easy to transport	10	Okay, so as we discussed, I would like to have one that can be fit in my bag.
		Reason of purchasing: easy to use	10	And I think also, you know directly what to do with it. That's easy.
		Reason of purchasing: foldable	8	Because I can see the main things that I was looking for is that is completely foldable

Response to functional value	Purchasing consideration	Criteria: looking robust	29	If I have to compare 9, these nine laptop stands, this one looks better, because it looks more stabile.
		Criteria: material quality	8	They look a little bit maybe from the picture, or so the material looks like more weak than this one.
		Criteria: must fit my laptop functionally	9	I think I have a heavier laptop and I want to be safe, like it should be sturdy and secure.
	Reason for purchase	Reason of purchasing: looking robust	15	And it seems that it's called handle my heavy laptop.
		Reason of purchasing: must fit my laptop functionally	2	I'll check if it is big enough for my laptop like if that's too small or way too big, but I think this will fit my laptop.
Response to symbolic value	Purchasing consideration	Criteria: not looking cheap	6	But from the image these two [19, 17] make me feel that the product is cheap, probably from the AliExpress.
		Criteria: representing me	12	This looks really technical like a programmer uses [19].
	Reason for purchase	Reason of purchasing: not looking cheap	2	It doesn't look cheap and crappy.
		Reason of purchasing: representing me well	1	And this looks a bit more young and trendy. Maybe I hope to see like I refer myself more to that group than the techie nerdy group.
Response to e-commerce functions	Purchasing consideration	Criteria: reviews	1	Another thing that I see that it has 83 reviews, and it's like four stars voted, it's quite good I think
Response to experience with the product	Reason for purchase	Reason of purchasing: experience with the product	2	So I think I am comfortable to say I would despite this one [h3], because I know that works well.
Response to price	Purchasing consideration	Criteria: not about price	1	The prices are really similar. So yeah, I think price is not a very big deal when I choose this product.
		Criteria: price	12	So normally I will go for one of the cheapest. Yeah, this is a hard one because now I'm making my head to see if I go for 5 euros cheaper because I really don't care about the stand.
	Reason for purchase	Reason of purchasing: low price	9	And it's also the cheapest one.
Response to product images	Purchasing consideration	Criteria: enough product info from images	9	Because I don't know how it works [13]. So I will not choose this one [13] as first preference.
		Criteria: good quality image	3	I don't like, also the resolution of the pictures quite annoying.

	Reason for purchase	Reason of purchasing: informative image	8	I think because it's with this one I can see how it is holding my laptop. And with this one, I think the picture really helped because I could really see myself using it [l1].
<b>Headphone</b>				
<b>Code group</b>	<b>Sub-groups</b>	<b>Codes</b>	<b>#</b>	<b>Quotation content</b>
Perception of aesthetic value	Form/geometry related	Complex/visible mechanism makes the product look bad.	2	Because this one has too much and the wires are sticking out [h9].
		Ear cups: refined shapes make the product looks better	3	Okay, I like this aesthetically more because it's a little bit of shiny and not like flat [h8's ear caps].
		Ear cups: rounded angles make the products not simple.	4	I don't like this one that is not round but it's more like a drop [h8's ear caps].
		Ear cups: smooth surface and edges look nice	1	Also that it looks smooth [h2's ear caps]. So the edges and they seems okay and the detail.
		Looking so professional, so not good looking	1	I think this one makes me feel like its very professional may use in the audio room [h1]
		Simplicity appreciated: minimal geometry makes product looks simple.	5	It's kind of a very minimal geometric for without like....
		Simplicity appreciated: monoblock/monochromatic objects seems simple.	3	So for example, these things, they have a lot of lines on them etc [h5], but this is kind of a more one piece.
	Material related	Contrast between the materials make the product look good.	5	and I like the difference between the two materials [h1's ear caps and top] that it's bringing and the color is the grey and the black.
		Leather makes the product look good.	2	I really liked the finish of this. The leather kind of finish [h6's ear caps].
	Perception of attention drawing value	Color related	The color makes the product stand out from the others.	1
Visibility		Visible in public	14	But for example, for the small earbuds like the ones that I'm using with my phone are white but I don't care because they really don't have a big visual impact.
Perception of ease of categorization value	Brand related	Look like it is from a known brand, but without brand it looks fake	1	I know it's from jbl. Looks like jbl without a brand like fake [h4].
	Typicality	It is popular one, so it is good	3	And then it looks like the one that I did see a lot around. So probably it's very good.

Perception of ergonomic value	Material related	Plastic material makes the product uncomfortable.	1	I also wouldn't make because this looks very plasticky and very, like it would hit my head all the time [h4].
Perception of functional value	Color related	White get easily get dirty	6	I don't like white, because you can get dirty easily.
	Form/geometry related	Big volumes can give good sound quality	2	But you can tell the sound quality already by the shape, bigger they are the bigger drivers are.
		Moving parts make the product less robust	1	So if this one gets folded then maybe the sound will be distorted. So maybe I won't use this one.
		Screws makes the product low quality	1	The screws. It makes me feel not that good. Also, this part is not that good [h6's side].
	Material related	Plastic material makes the product look low quality	5	So this looks like it's poor quality to me because of these... [h3] maybe it's very technical, maybe it's really better than the others but the way I'm seeing the plastic, it gives me that it's not really high quality.
Perception of symbolic value	Material related	Black plastic makes the product look old fashioned.	1	I mean, like this color of this black plastic, which is not really black is really you reminds me of 90s or early 2000s [h7].
Perception of brand	Quality related	Brand as a sign of quality	12	Because my correlation that sound and music is always associated with brand.
	Self-image	Brand reflects your self image	1	But there's a lot of things going on and look is very important, like the brand image and I don't identify with a brand, so I don't have any need to buy it.
Perception of price	Quality related	Price is a sign of quality	7	I think if I'm buying a product that is above 100 euro, I think it's gonna be good anyway.
	Type of use related	Low price for low usage	1	But after a while, maybe I don't know I have more stuff to carry in my backpack and there's no really space for these. Or I prefer to bring lunch, I prefer to bring other stuff. And so they like they stay home. So in this sense, it is more of logic of it is really worth it to waste that much money for something that I know I need, I know I will use but not so frequently. Okay. So, yeah.
Perception of product category	Perception of product category	Headphones as an accessory	15	So yeah, I think I would really think about the headphones. Something like, almost like a fashion accessory.

Perception of product images	Information related	Image: bigger is better	1	If I think about now, for example, like this is a tiny picture [h1] compared to this [h2]... And I think that it also shows not so much quality.
		Image: different angles gives different product information	5	So and I also always click on the images, because I can see from different perspective
		Image: helps since you can not touch	3	So I'm looking at the pictures and say this looks really soft as well. This looks really soft, the thing that will connect to your ear. Here this looks a bit harder or a bit plastic [h6].
		Image: in context images are not so informative since the context is not familiar	1	But if you put them in context, the house is beautiful so it is not like real.
		Image: interactivity is appreciated	3	This is awesome as you can zoom.
		Image: nice to see in context images	4	Or when the product is contextualized it is also interesting for me to give the idea of what kind of people could buy it.
		Image: showing details	6	I am more happy with the fact professional shots with this good lighting and all the details.
		Image: showing product components	5	I see that there are buttons on it.
		Image: shows how it fits to me	7	I mean I am imagining that I'm this person. So this is my head and how it would be like on my head. So this gives me a better way of imagine all this stuff.
		Image: telling functionality	12	I get it was collapsible when I saw it on the pictures [h2's 4th image].
		Image: telling size	4	And also this picture is something I like to say you've got the reference, like how big is really [h8's 5th image]
		Image: zooming in makes me feel like I am closer to the product.	1	Yeah, sometimes you really wanna see kind of close up. Yeah, it makes me feel like I'm closer to the product.
	Trust issues	Image: cut off images seem like someone put efforts on them	1	I mean in general if the pictures are almost the same here so you have this this transparent white background, I like this. It looks like you know, somebody took the time to take a good photo.
Image: don't trust the bad quality ones		2	These pictures are already a little bit less sharp. I think this looks here a bit...	

		Image: more images more trust	1	Well, usually if a website only has only one, I go away. I don't like it. Because it seems like they're hiding something or not trustworthy. And I feel if they don't put into effort to make a nice website and how can trust the product sold by them? Yeah, so I like to see more things because it is like that we are proud of this product. It's a good product.
Response to aesthetic value	Purchasing consideration	Criteria: looking good	30	These ones are good option. And also I like their appearance. They look nice
		Criteria: color (as a personal preference)	22	I also like this one, because of the colors [h2].
		Criteria: detailed product	5	I mean, I think the detailing of the product is attractive, attracting your attention.
		Criteria: no want to see mechanism	3	This cable. I can see the like the guts of the headphone. So I don't like to see that.
		Criteria: not about performance	4	But actually, this looks a bit more like, bit more tough [h5]. So maybe it's more resistant to to any possible fault, drops. But this also looks like I don't know... I didn't want to take this one. Because this is nicely designed and really, really, aesthetically, it's nice looking [h5].
		Criteria: not looking bulky	7	Yeah, the thing with these headphones, they can be very big and bulky. I don't really like that look,.
		Criteria: not too big	7	But it could be bigger and I have a smaller head [h7].
		Criteria: simplicity	8	This one actually looks quite nice [h7]. I think it's like a little bit minimal.
	Criteria: timeless design	3	But this also looks like I don't know... I didn't want to take this one. Because this is nicely designed and really, really, aesthetically, it's nice looking [h5]. But I think in the end, like these shapes are... You can really get bored out of this shape [h9]. But it's harder to get bored of like, elementary shape. So I will just take the elementary shaped one.	
	Reason for purchase	Reason of purchasing: color (as a personal preference)	6	I like the color a lot [h2].



		Reason of purchasing: detailed product	3	Maybe because of like the really small details and the leather.
		Reason of purchasing: looking good	18	So I think in this case, aesthetics would be the first thing I will think. So I would go for this one, because I liked it [h2].
		Reason of purchasing: simplicity	9	But also I really liked its simplicity.
Response to attention drawing value	Purchasing consideration	Criteria: looking different	8	I think it just feels like so mainstream.
		Criteria: neutral color	13	So I prefer something more neutral. Okay. It's kind of... I don't know... For instance, black is a color that you can associate that with everything.
		Criteria: not attention catcher	9	I guess that it's not very visible on your head and get all attention.
	Reason for purchase	Reason of purchasing: looking different	6	I think I would buy this because for me what stands out from the other
		Reason of purchasing: neutral color	6	And also I feel this is playing safer because it has like black and silverfish whitish thing. So you can not really go wrong with how it will look.
		Reason of purchasing: not attention catcher	8	In the end, because it has a neutral look.
Response to ease of categorization value	Purchasing consideration	Criteria: brand image seems familiar	1	I don't know, the brand. I cannot tell you which one because I don't know. But they look similar to some of them.
		Criteria: shouldn't look other category products	6	I just don't like, it looks like it's an air conditioner [h1].
Response to ergonomic value	Purchasing consideration	Criteria: adjustable	2	You can not regulate the height [h8].
		Criteria: comfortness	15	Like the soft part hear [h3's ear caps] so you see these things that you put on your head. Yeah, they look so good [h3].
		Criteria: easy to transport	5	Because it is more compact, maybe it has to do with the way it's attached.
		Criteria: easy to use	3	You can control the music through the buttons. Okay, so I think this as a fancy option to use.
		Criteria: foldable	8	And now I am seeing that it's also foldable into something very important for this kind of product.

	Reason for purchase	Reason of purchasing: comfortness	11	Also this part [h3's top] because it's not like an entire piece of plastic but it has this hole in the middle. It gave me the idea that all my hair, for instance, can well adapt. So I see here that, for instance, this part [h3's sides] is really hard and resistant, while this part [h3's top] and this part [h3's ear caps] are more like soft because they are the parts more in contact with my head. So then I think the choice of the material in this case is quite good
		Reason of purchasing: easy to use	1	And I can see it has more button so I can operate on the headphone definitely.
		Reason of purchasing: foldable	4	And also is clearly showed how the product is folded. So I know it is easy to carry.
Response to functional value	Purchasing consideration	Criteria: looking robust	5	Yeah, it looks more sturdy to me
		Criteria: external aux cable	6	I think this is also nice that it has both the cable option and the Bluetooth so if you're not able to charge it and then it's quite nice.
		Criteria: fit my other devices	1	It is important for me if I can fit all devices.
		Criteria: looking high tech so good	1	It looks high tech so it is probably good.
		Criteria: material quality	5	It looks kind of like not velvet, something like that fabric like that kind of material.
		Criteria: not too compact	1	Even this one looks too compact [h8]. I don't like it [h8].
	Reason for purchase	Reason of purchasing: durable	2	I trust this very important. Like this. I don't want to spend 135 euros on something that breaks easily. And also I don't want the environmental impacts of these headphones to be too big. So I would like one that lasts maybe.
	Reason of purchasing: external aux cable	3	So therefore, if the battery's not so good or long, it doesn't matter I will carry the cable and plug it there.	
	Reason of purchasing: good quality	3	I assume that's also will be really a good one from quality.	
	Reason of purchasing: robustness	3	I think is probably this detail of the headphone [the connection between sides and ear caps].	

				Yeah. So it looks very, very, very in a good quality.
Response to symbolic value	Purchasing consideration	Criteria: fit my style	19	They just don't fit with my style. I don't think I would like it, if I was wearing them.
		Criteria: not looking cheap	6	It seems like it costs 10 euros
		Criteria: representing me	14	I think it doesn't express any personality [l5]
	Reason for purchase	Reason of purchasing: fits my style	5	And the other one now fits my jacket [h7].
		Reason of purchasing: not looking cheap	2	It looks like a typical headphone, but not too cheap
		Reason of purchasing: representing me well	4	Maybe if I am a stylish person, I would buy this but I'm not stylish [h6].
Response to brand	Purchasing consideration	Criteria: brand	7	So if I spend a little bit more for I don't know... Rather than a Chinese one or an unknown one.
	Reason for purchase	Reason of purchasing: brand	1	And it's Sony.
Response to e-commerce functions	Purchasing consideration	Criteria: reviews	6	I see it has four stars with 83 reviews. Seems reliable. Makes me feel like it would be a safe purchase at least.
		Criteria: technical information	1	But I'm happy that I'm seeing some really technical information about it.
	Reason for purchase	Reason of purchasing: getting technical knowledge	1	And also, I think this was the first one that really gave me some technical [h8].
Response to experience with the product	Reason for purchase	Reason of purchasing: experience with the product	1	I had exactly the same color. So that's why I'm telling you I'm a bit biased
Response to non-visual product features	Purchasing consideration	Criteria: battery life	9	That's nice. I just read the battery lasts for 16 hours. That's also an important thing to consider.
		Criteria: Bluetooth	3	For me, they have to be future proof. In a way for example, if a new headphone comes out right now that has some new Bluetooth standards, then I can expect it to work longer than the current ones. And headphones for me something that I want to keep for a long time like 10 years, 15 years, something like this.
		Criteria: noise cancellation	13	Because now I like to... If I look for headphones, I usually look if they are noise cancelling, that's kind of what I want to do.

		Criteria: quality of sound	12	It's mentioned that sense to deep bass, based on extra sound power [h4]. I don't like this part. Yeah. So because this text is short, so I can read through all of those texts. So I know it's, I don't like this way, how the extra bass.
	Reason for purchase	Reason of purchasing: battery life	1	A good battery life
		Reason of purchasing: Bluetooth	2	Because they are Bluetooth, but you can plug it on the phone.
		Reason of purchasing: noise cancellation	3	And yeah, and plus it has noise cancellation. The noise cancellation is the biggest pro.
		Reason of purchasing: sound quality	2	So it gives you a better sound.
Response to price	Purchasing consideration	Criteria: not about price	2	What I didn't see this time was the price. So to be honest, I didn't compare them through the price because of...
		Criteria: price	11	That in this case, I think I will go for the cheaper option, which is this one [7].
	Reason for purchase	Reason of purchasing: high price	1	I think this one is the best [h6] because it has highest price.
		Reason of purchasing: low price	9	Yes. Well, price I think it is the main important attribute for me
Response to product images	Purchasing consideration	Criteria: enough product info from images	2	But this one don't show how it was folded [h4].
		Criteria: good quality image	2	I don't like brown headphones but... [h6] so this is super sharp [h6's images].
	Reason for purchase	Reason of purchasing: good quality product image	3	And also is clearly showed how the product is folded.
		Reason of purchasing: informative image	1	So then I know how this buttons work

# Appendix H: Data analysis in SPSS



## Chi Square Test:

Headphone product involvement | Product appearance roles

### Crosstabs

Notes		
Output Created		03-JUN-2019 10:20:47
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=HP_involvement BY HP_responsetoaestheticvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,03
	Dimensions Requested	2
	Cells Available	524245

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_involvement * HP_response to aesthetic value	43	100,0%	0	0,0%	43	100,0%

<b>HP_involvement * HP_response to aesthetic value Crosstabulation</b>					
			HP_response to aesthetic value		Total
			no	yes	
HP_involvement	high	Count	6	27	33
		Expected Count	5,4	27,6	33,0
		% of Total	14,0%	62,8%	76,7%
	low	Count	1	3	4
		Expected Count	,7	3,3	4,0
		% of Total	2,3%	7,0%	9,3%
	moderate	Count	0	1	1
		Expected Count	,2	,8	1,0
		% of Total	0,0%	2,3%	2,3%
	very high	Count	0	5	5
		Expected Count	,8	4,2	5,0
		% of Total	0,0%	11,6%	11,6%
Total		Count	7	36	43
		Expected Count	7,0	36,0	43,0
		% of Total	16,3%	83,7%	100,0%

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1,478 <sup>a</sup>	3	,687
Likelihood Ratio	2,415	3	,491
N of Valid Cases	43		

a. 6 cells (75,0%) have expected count less than 5. The minimum expected count is ,16.

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:21:46
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=HP_involvement BY HP_responsetoattentiondrawingvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	



HP_involvement *	43	100,0%	0	0,0%	43	100,0%
HP_response to attention drawing value						

HP_involvement * HP_response to attention drawing value Crosstabulation					
		HP_response to attention drawing value			Total
		no	yes		
HP_involvement	high	Count	11	22	33
		Expected Count	9,2	23,8	33,0
		% of Total	25,6%	51,2%	76,7%
	low	Count	0	4	4
		Expected Count	1,1	2,9	4,0
		% of Total	0,0%	9,3%	9,3%
	moderate	Count	1	0	1
		Expected Count	,3	,7	1,0
		% of Total	2,3%	0,0%	2,3%
	very high	Count	0	5	5
		Expected Count	1,4	3,6	5,0
		% of Total	0,0%	11,6%	11,6%
Total		Count	12	31	43
		Expected Count	12,0	31,0	43,0
		% of Total	27,9%	72,1%	100,0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6,550 <sup>a</sup>	3	,088
Likelihood Ratio	8,908	3	,031
N of Valid Cases	43		

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:22:31
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=HP_involvement BY HP_responsetoeaseofcategorizationvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	

HP_involvement *	43	100,0%	0	0,0%	43	100,0%
HP_response to ease of categorization value						

HP_involvement * HP_response to ease of categorization value Crosstabulation					
			HP_response to ease of categorization value		Total
			no	yes	
HP_involvement	high	Count	27	6	33
		Expected Count	27,6	5,4	33,0
		% of Total	62,8%	14,0%	76,7%
	low	Count	3	1	4
		Expected Count	3,3	,7	4,0
		% of Total	7,0%	2,3%	9,3%
	moderate	Count	1	0	1
		Expected Count	,8	,2	1,0
		% of Total	2,3%	0,0%	2,3%
	very high	Count	5	0	5
		Expected Count	4,2	,8	5,0
		% of Total	11,6%	0,0%	11,6%
Total		Count	36	7	43
		Expected Count	36,0	7,0	43,0
		% of Total	83,7%	16,3%	100,0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1,478 <sup>a</sup>	3	,687
Likelihood Ratio	2,415	3	,491
N of Valid Cases	43		

## Crosstab

Notes		
Output Created		03-JUN-2019 10:22:53
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=HP_involvement BY HP_responsetofunctionalvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,01
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_involvement *	43	100,0%	0	0,0%	43	100,0%

HP_response to functional value						
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<b>HP_involvement * HP_response to functional value Crosstabulation</b>					
			HP_response to functional value		Total
			no	yes	
HP_involvement	high	Count	20	13	33
		Expected Count	18,4	14,6	33,0
		% of Total	46,5%	30,2%	76,7%
	low	Count	3	1	4
		Expected Count	2,2	1,8	4,0
		% of Total	7,0%	2,3%	9,3%
	moderate	Count	1	0	1
		Expected Count	,6	,4	1,0
		% of Total	2,3%	0,0%	2,3%
	very high	Count	0	5	5
		Expected Count	2,8	2,2	5,0
		% of Total	0,0%	11,6%	11,6%
Total		Count	24	19	43
		Expected Count	24,0	19,0	43,0
		% of Total	55,8%	44,2%	100,0%

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8,012 <sup>a</sup>	3	,046
Likelihood Ratio	10,278	3	,016
N of Valid Cases	43		

a. 6 cells (75,0%) have expected count less than 5. The minimum expected count is ,44.

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:23:18
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=HP_involvement BY HP_responsetosymbolicvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,05
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary					
Cases					
Valid		Missing		Total	
N	Percent	N	Percent	N	Percent

HP_involvement *	43	100,0%	0	0,0%	43	100,0%
HP_response to symbolic value						
value						

HP_involvement * HP_response to symbolic value Crosstabulation					
			HP_response to symbolic value		Total
			no	yes	
HP_involvement	high	Count	9	24	33
		Expected Count	10,0	23,0	33,0
		% of Total	20,9%	55,8%	76,7%
	low	Count	0	4	4
		Expected Count	1,2	2,8	4,0
		% of Total	0,0%	9,3%	9,3%
	moderate	Count	1	0	1
		Expected Count	,3	,7	1,0
		% of Total	2,3%	0,0%	2,3%
	very high	Count	3	2	5
		Expected Count	1,5	3,5	5,0
		% of Total	7,0%	4,7%	11,6%
Total		Count	13	30	43
		Expected Count	13,0	30,0	43,0
		% of Total	30,2%	69,8%	100,0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6,279 <sup>a</sup>	3	,099
Likelihood Ratio	7,300	3	,063
N of Valid Cases	43		

a. 6 cells (75,0%) have expected count less than 5. The minimum expected count is ,30.

# Chi Square Test:

Laptop stand product involvement | Product appearance roles

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:31:08
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=LTS_involvement BY LTS_responsetoaestheticvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary	
	Cases



	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_involvement * LTS_response to aesthetic value	43	100,0%	0	0,0%	43	100,0%

<b>LTS_involvement * LTS_response to aesthetic value Crosstabulation</b>					
		LTS_response to aesthetic value		Total	
		no	yes		
LTS_involvement	high	Count	2	15	17
		Expected Count	2,0	15,0	17,0
		% of Total	4,7%	34,9%	39,5%
	low	Count	2	16	18
		Expected Count	2,1	15,9	18,0
		% of Total	4,7%	37,2%	41,9%
	moderate	Count	0	6	6
		Expected Count	,7	5,3	6,0
		% of Total	0,0%	14,0%	14,0%
	very low	Count	1	1	2
		Expected Count	,2	1,8	2,0
		% of Total	2,3%	2,3%	4,7%
Total		Count	5	38	43
		Expected Count	5,0	38,0	43,0
		% of Total	11,6%	88,4%	100,0%

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3,660 <sup>a</sup>	3	,301
Likelihood Ratio	3,267	3	,352
N of Valid Cases	43		

a. 5 cells (62,5%) have expected count less than 5. The minimum expected count is ,23.

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:31:31
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=LTS_involvement BY LTS_responsetoattentiondrawi ngvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,01
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_involvement *	43	100,0%	0	0,0%	43	100,0%

LTS_response to attention drawing value						
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<b>LTS_involvement * LTS_response to attention drawing value Crosstabulation</b>					
			LTS_response to attention drawing value		Total
			no	yes	
LTS_involvement	high	Count	17	0	17
		Expected Count	15,8	1,2	17,0
		% of Total	39,5%	0,0%	39,5%
	low	Count	17	1	18
		Expected Count	16,7	1,3	18,0
		% of Total	39,5%	2,3%	41,9%
	moderate	Count	4	2	6
		Expected Count	5,6	,4	6,0
		% of Total	9,3%	4,7%	14,0%
	very low	Count	2	0	2
		Expected Count	1,9	,1	2,0
		% of Total	4,7%	0,0%	4,7%
Total		Count	40	3	43
		Expected Count	40,0	3,0	43,0
		% of Total	93,0%	7,0%	100,0%

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,903 <sup>a</sup>	3	,048
Likelihood Ratio	6,399	3	,094
N of Valid Cases	43		

a. 5 cells (62,5%) have expected count less than 5. The minimum expected count is ,14.

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:31:51
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=LTS_involvement BY LTS_responsetoeaseofcategorizationvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_involvement *	43	100,0%	0	0,0%	43	100,0%

LTS_response to ease of categorization value						
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<b>LTS_involvement * LTS_response to ease of categorization value Crosstabulation</b>					
			LTS_response to ease of categorization value		Total
			no	yes	
LTS_involvement	high	Count	12	5	17
		Expected Count	9,9	7,1	17,0
		% of Total	27,9%	11,6%	39,5%
	low	Count	10	8	18
		Expected Count	10,5	7,5	18,0
		% of Total	23,3%	18,6%	41,9%
	moderate	Count	2	4	6
		Expected Count	3,5	2,5	6,0
		% of Total	4,7%	9,3%	14,0%
	very low	Count	1	1	2
		Expected Count	1,2	,8	2,0
		% of Total	2,3%	2,3%	4,7%
Total		Count	25	18	43
		Expected Count	25,0	18,0	43,0
		% of Total	58,1%	41,9%	100,0%

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2,703 <sup>a</sup>	3	,440
Likelihood Ratio	2,728	3	,436
N of Valid Cases	43		

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is ,84.

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:32:10
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=LTS_involvement BY LTS_responsetofunctionalvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_involvement *	43	100,0%	0	0,0%	43	100,0%
LTS_response to functional						

value						
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<b>LTS_involvement * LTS_response to functional value Crosstabulation</b>					
			LTS_response to functional value		Total
			no	yes	
LTS_involvement	high	Count	3	14	17
		Expected Count	2,8	14,2	17,0
		% of Total	7,0%	32,6%	39,5%
	low	Count	3	15	18
		Expected Count	2,9	15,1	18,0
		% of Total	7,0%	34,9%	41,9%
	moderate	Count	1	5	6
		Expected Count	1,0	5,0	6,0
		% of Total	2,3%	11,6%	14,0%
	very low	Count	0	2	2
		Expected Count	,3	1,7	2,0
		% of Total	0,0%	4,7%	4,7%
Total		Count	7	36	43
		Expected Count	7,0	36,0	43,0
		% of Total	16,3%	83,7%	100,0%

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	,415 <sup>a</sup>	3	,937
Likelihood Ratio	,736	3	,865
N of Valid Cases	43		

a. 5 cells (62,5%) have expected count less than 5. The minimum expected count is ,33.

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:32:28
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS /TABLES=LTS_involvement BY LTS_responsetosymbolicvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_involvement *	43	100,0%	0	0,0%	43	100,0%
LTS_response to symbolic						



value						
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<b>LTS_involvement * LTS_response to symbolic value Crosstabulation</b>					
			LTS_response to symbolic value		Total
			no	yes	
LTS_involvement	high	Count	12	5	17
		Expected Count	9,9	7,1	17,0
		% of Total	27,9%	11,6%	39,5%
	low	Count	9	9	18
		Expected Count	10,5	7,5	18,0
		% of Total	20,9%	20,9%	41,9%
	moderate	Count	2	4	6
		Expected Count	3,5	2,5	6,0
		% of Total	4,7%	9,3%	14,0%
	very low	Count	2	0	2
		Expected Count	1,2	,8	2,0
		% of Total	4,7%	0,0%	4,7%
Total		Count	25	18	43
		Expected Count	25,0	18,0	43,0
		% of Total	58,1%	41,9%	100,0%

<b>Chi-Square Tests</b>			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4,530 <sup>a</sup>	3	,210
Likelihood Ratio	5,277	3	,153
N of Valid Cases	43		

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is ,84.

## Chi Square Test:

Response to aesthetic value for headphones | Contextual and product appearance related factors

### Crosstabs

Notes		
Output Created		03-JUN-2019 10:54:57
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY limitationsofonlineshopping /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_reason for purchase aesthetic value * limitations of online shopping	43	100,0%	0	0,0%	43	100,0%

<b>HP_reason for purchase aesthetic value * limitations of online shopping Crosstabulation</b>					
			limitations of online shopping		Total
			no	yes	
HP_reason for purchase aesthetic value	no	Count	14	3	17
		Expected Count	11,5	5,5	17,0
		% of Total	32,6%	7,0%	39,5%
	yes	Count	15	11	26
		Expected Count	17,5	8,5	26,0
		% of Total	34,9%	25,6%	60,5%
Total	Count	29	14	43	
	Expected Count	29,0	14,0	43,0	
	% of Total	67,4%	32,6%	100,0%	

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2,847 <sup>a</sup>	1	,092		
Continuity Correction <sup>b</sup>	1,835	1	,176		
Likelihood Ratio	2,997	1	,083		
Fisher's Exact Test				,111	,086
Linear-by-Linear Association	2,781	1	,095		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,53.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:55:13
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY limitationsofthestudy /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_reason for puchase	43	100,0%	0	0,0%	43	100,0%

aesthetic value * limitations of the study						
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<b>HP_reason for puchase aesthetic value * limitations of the study Crosstabulation</b>					
			limitations of the study		Total
			no	yes	
HP_reason for puchase aesthetic value	no	Count	1	16	17
		Expected Count	2,0	15,0	17,0
		% of Total	2,3%	37,2%	39,5%
	yes	Count	4	22	26
		Expected Count	3,0	23,0	26,0
		% of Total	9,3%	51,2%	60,5%
Total		Count	5	38	43
		Expected Count	5,0	38,0	43,0
		% of Total	11,6%	88,4%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,903 <sup>a</sup>	1	,342		
Continuity Correction <sup>b</sup>	,215	1	,643		
Likelihood Ratio	,981	1	,322		
Fisher's Exact Test				,633	,332
Linear-by-Linear Association	,882	1	,348		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 1,98.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:55:31
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY HP_responsetoaestheticvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_reason for purchase	43	100,0%	0	0,0%	43	100,0%

aesthetic value *						
HP_response to aesthetic value						

<b>HP_reason for purchase aesthetic value * HP_response to aesthetic value Crosstabulation</b>					
		HP_response to aesthetic value		Total	
		no	yes		
HP_reason for purchase aesthetic value	no	Count	7	10	17
		Expected Count	2,8	14,2	17,0
		% of Total	16,3%	23,3%	39,5%
	yes	Count	0	26	26
		Expected Count	4,2	21,8	26,0
		% of Total	0,0%	60,5%	60,5%
Total		Count	7	36	43
		Expected Count	7,0	36,0	43,0
		% of Total	16,3%	83,7%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12,788 <sup>a</sup>	1	,000		
Continuity Correction <sup>b</sup>	9,945	1	,002		
Likelihood Ratio	15,172	1	,000		
Fisher's Exact Test				,001	,001
Linear-by-Linear Association	12,490	1	,000		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,77.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:56:16
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY HP_responsetoattentiondrawi ngvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,08
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary			
	Cases		
	Valid	Missing	Total



	N	Percent	N	Percent	N	Percent
HP_reason for purchase aesthetic value *	43	100,0%	0	0,0%	43	100,0%
HP_response to attention drawing value						

<b>HP_reason for purchase aesthetic value * HP_response to attention drawing value</b>					
<b>Crosstabulation</b>					
		HP_response to attention drawing value		Total	
		no	yes		
HP_reason for purchase aesthetic value	no	Count	4	13	17
		Expected Count	4,7	12,3	17,0
		% of Total	9,3%	30,2%	39,5%
	yes	Count	8	18	26
		Expected Count	7,3	18,7	26,0
		% of Total	18,6%	41,9%	60,5%
Total		Count	12	31	43
		Expected Count	12,0	31,0	43,0
		% of Total	27,9%	72,1%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,268 <sup>a</sup>	1	,605		
Continuity Correction <sup>b</sup>	,029	1	,865		
Likelihood Ratio	,271	1	,602		
Fisher's Exact Test				,735	,437
Linear-by-Linear Association	,262	1	,609		
N of Valid Cases	43				

a. 1 cells (25,0%) have expected count less than 5. The minimum expected count is 4,74.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:56:32
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY HP_responsetoeaseofcategori zationvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	

HP_reason for purchase aesthetic value *	43	100,0%	0	0,0%	43	100,0%
HP_response to ease of categorization value						

<b>HP_reason for purchase aesthetic value * HP_response to ease of categorization value</b>					
<b>Crosstabulation</b>					
		HP_response to ease of categorization value		Total	
		no	yes		
HP_reason for purchase aesthetic value	no	Count	12	5	17
		Expected Count	14,2	2,8	17,0
		% of Total	27,9%	11,6%	39,5%
	yes	Count	24	2	26
		Expected Count	21,8	4,2	26,0
		% of Total	55,8%	4,7%	60,5%
Total		Count	36	7	43
		Expected Count	36,0	7,0	43,0
		% of Total	83,7%	16,3%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3,558 <sup>a</sup>	1	,059		
Continuity Correction <sup>b</sup>	2,143	1	,143		
Likelihood Ratio	3,508	1	,061		
Fisher's Exact Test				,093	,073
Linear-by-Linear Association	3,475	1	,062		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,77.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:56:44
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY HP_responsetofunctionalvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_reason for puchase	43	100,0%	0	0,0%	43	100,0%

aesthetic value *						
HP_response to functional value						

<b>HP_reason for puchase aesthetic value * HP_response to functional value Crosstabulation</b>					
			HP_response to functional value		Total
			no	yes	
HP_reason for puchase aesthetic value	no	Count	8	9	17
		Expected Count	9,5	7,5	17,0
		% of Total	18,6%	20,9%	39,5%
	yes	Count	16	10	26
		Expected Count	14,5	11,5	26,0
		% of Total	37,2%	23,3%	60,5%
Total		Count	24	19	43
		Expected Count	24,0	19,0	43,0
		% of Total	55,8%	44,2%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,874 <sup>a</sup>	1	,350		
Continuity Correction <sup>b</sup>	,385	1	,535		
Likelihood Ratio	,873	1	,350		
Fisher's Exact Test				,531	,267
Linear-by-Linear Association	,854	1	,356		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,51.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:57:02
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY HP_responsetosymbolicvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,04
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_reason for puchase	43	100,0%	0	0,0%	43	100,0%

aesthetic value *						
HP_response to symbolic value						
value						

HP_reason for puchase aesthetic value * HP_response to symbolic value Crosstabulation					
		HP_response to symbolic value		Total	
		no	yes		
HP_reason for puchase aesthetic value	no	Count	6	11	17
		Expected Count	5,1	11,9	17,0
		% of Total	14,0%	25,6%	39,5%
	yes	Count	7	19	26
		Expected Count	7,9	18,1	26,0
		% of Total	16,3%	44,2%	60,5%
Total		Count	13	30	43
		Expected Count	13,0	30,0	43,0
		% of Total	30,2%	69,8%	100,0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,341 <sup>a</sup>	1	,559		
Continuity Correction <sup>b</sup>	,060	1	,807		
Likelihood Ratio	,339	1	,561		
Fisher's Exact Test				,736	,400
Linear-by-Linear Association	,334	1	,564		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,14.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:57:19
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY HP_responcetobrand /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,05
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_reason for puchase	43	100,0%	0	0,0%	43	100,0%



aesthetic value *						
HP_response to brand						

<b>HP_reason for purchase aesthetic value * HP_response to brand Crosstabulation</b>					
			HP_response to brand		Total
			no	yes	
HP_reason for purchase aesthetic value	no	Count	15	2	17
		Expected Count	14,2	2,8	17,0
		% of Total	34,9%	4,7%	39,5%
	yes	Count	21	5	26
		Expected Count	21,8	4,2	26,0
		% of Total	48,8%	11,6%	60,5%
Total		Count	36	7	43
		Expected Count	36,0	7,0	43,0
		% of Total	83,7%	16,3%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,420 <sup>a</sup>	1	,517		
Continuity Correction <sup>b</sup>	,051	1	,821		
Likelihood Ratio	,435	1	,509		
Fisher's Exact Test				,685	,419
Linear-by-Linear Association	,411	1	,522		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,77.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:57:37
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY HP_responsetoecommercefunc tions /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,03
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	

HP_reason for purchase aesthetic value * HP_response to e-commerce functions	43	100,0%	0	0,0%	43	100,0%
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<b>HP_reason for purchase aesthetic value * HP_response to e-commerce functions</b>					
<b>Crosstabulation</b>					
		HP_response to e-commerce functions		Total	
		no	yes		
HP_reason for purchase aesthetic value	no	Count	13	4	17
		Expected Count	14,2	2,8	17,0
		% of Total	30,2%	9,3%	39,5%
	yes	Count	23	3	26
		Expected Count	21,8	4,2	26,0
		% of Total	53,5%	7,0%	60,5%
Total		Count	36	7	43
		Expected Count	36,0	7,0	43,0
		% of Total	83,7%	16,3%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,084 <sup>a</sup>	1	,298		
Continuity Correction <sup>b</sup>	,383	1	,536		
Likelihood Ratio	1,060	1	,303		
Fisher's Exact Test				,407	,265
Linear-by-Linear Association	1,059	1	,303		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,77.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:58:01
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY HP_responsetononvisualprodu ctfeatures  /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,03
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	

HP_reason for purchase aesthetic value * HP_response to non-visual product features	43	100,0%	0	0,0%	43	100,0%
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<b>HP_reason for purchase aesthetic value * HP_response to non-visual product features</b>					
<b>Crosstabulation</b>					
		HP_response to non-visual product features		Total	
		no	yes		
HP_reason for purchase aesthetic value	no	Count	7	10	17
		Expected Count	7,1	9,9	17,0
		% of Total	16,3%	23,3%	39,5%
	yes	Count	11	15	26
		Expected Count	10,9	15,1	26,0
		% of Total	25,6%	34,9%	60,5%
Total		Count	18	25	43
		Expected Count	18,0	25,0	43,0
		% of Total	41,9%	58,1%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,005 <sup>a</sup>	1	,941		
Continuity Correction <sup>b</sup>	,000	1	1,000		
Likelihood Ratio	,005	1	,941		
Fisher's Exact Test				1,000	,597
Linear-by-Linear Association	,005	1	,942		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,12.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:58:19
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY HP_responsetoprice /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,05
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_reason for purchase	43	100,0%	0	0,0%	43	100,0%

aesthetic value *						
HP_response to price						

<b>HP_reason for puchase aesthetic value * HP_response to price Crosstabulation</b>					
			HP_response to price		Total
			no	yes	
HP_reason for puchase aesthetic value	no	Count	9	8	17
		Expected Count	9,9	7,1	17,0
		% of Total	20,9%	18,6%	39,5%
	yes	Count	16	10	26
		Expected Count	15,1	10,9	26,0
		% of Total	37,2%	23,3%	60,5%
Total		Count	25	18	43
		Expected Count	25,0	18,0	43,0
		% of Total	58,1%	41,9%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,312 <sup>a</sup>	1	,576		
Continuity Correction <sup>b</sup>	,059	1	,808		
Likelihood Ratio	,311	1	,577		
Fisher's Exact Test				,753	,403
Linear-by-Linear Association	,305	1	,581		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,12.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 10:58:37
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_reasonforpucha seaestheticvalue BY HP_responsetoproductimages /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,05
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_reason for puchase	43	100,0%	0	0,0%	43	100,0%



aesthetic value *						
HP_response to product images						

<b>HP_reason for puchase aesthetic value * HP_response to product images Crosstabulation</b>					
		HP_response to product images		Total	
		no	yes		
HP_reason for puchase aesthetic value	no	Count	14	3	17
		Expected Count	14,6	2,4	17,0
		% of Total	32,6%	7,0%	39,5%
	yes	Count	23	3	26
		Expected Count	22,4	3,6	26,0
		% of Total	53,5%	7,0%	60,5%
Total		Count	37	6	43
		Expected Count	37,0	6,0	43,0
		% of Total	86,0%	14,0%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,319 <sup>a</sup>	1	,572		
Continuity Correction <sup>b</sup>	,013	1	,908		
Likelihood Ratio	,314	1	,575		
Fisher's Exact Test				,666	,445
Linear-by-Linear Association	,312	1	,576		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,37.

b. Computed only for a 2x2 table

## Chi Square Test:

Response to ease of categorization value for headphones |  
Contextual and product appearance related factors

### Crosstabs

Notes		
Output Created		03-JUN-2019 11:00:39
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_responsetoease ofcategorizationvalue BY limitationsofonlineshopping /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_response to ease of categorization value * limitations of online shopping	43	100,0%	0	0,0%	43	100,0%

HP_response to ease of categorization value * limitations of online shopping Crosstabulation					
		limitations of online shopping		Total	
		no	yes		
HP_response to ease of categorization value	no	Count	26	10	36
		Expected Count	24,3	11,7	36,0
		% of Total	60,5%	23,3%	83,7%
	yes	Count	3	4	7
		Expected Count	4,7	2,3	7,0
		% of Total	7,0%	9,3%	16,3%
Total		Count	29	14	43
		Expected Count	29,0	14,0	43,0
		% of Total	67,4%	32,6%	100,0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2,301 <sup>a</sup>	1	,129		
Continuity Correction <sup>b</sup>	1,158	1	,282		
Likelihood Ratio	2,165	1	,141		
Fisher's Exact Test				,190	,142
Linear-by-Linear Association	2,248	1	,134		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,28.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:00:57
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_responsetoease ofcategorizationvalue BY limitationsofthestudy /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_response to ease of	43	100,0%	0	0,0%	43	100,0%

categorization value *						
limitations of the study						

<b>HP_response to ease of categorization value * limitations of the study</b>					
<b>Crosstabulation</b>					
			limitations of the study		Total
			no	yes	
HP_response to ease of categorization value	no	Count	4	32	36
		Expected Count	4,2	31,8	36,0
		% of Total	9,3%	74,4%	83,7%
	yes	Count	1	6	7
		Expected Count	,8	6,2	7,0
		% of Total	2,3%	14,0%	16,3%
Total		Count	5	38	43
		Expected Count	5,0	38,0	43,0
		% of Total	11,6%	88,4%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,057 <sup>a</sup>	1	,811		
Continuity Correction <sup>b</sup>	,000	1	1,000		
Likelihood Ratio	,055	1	,815		
Fisher's Exact Test				1,000	,608
Linear-by-Linear Association	,056	1	,813		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,81.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:01:12
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_responsetoease ofcategorizationvalue BY HP_responsetoatheticvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	

HP_response to ease of categorization value *	43	100,0%	0	0,0%	43	100,0%
HP_response to aesthetic value						

HP_response to ease of categorization value * HP_response to aesthetic value					
Crosstabulation					
		HP_response to aesthetic value		Total	
		no	yes		
HP_response to ease of categorization value	no	Count	6	30	36
		Expected Count	5,9	30,1	36,0
		% of Total	14,0%	69,8%	83,7%
	yes	Count	1	6	7
		Expected Count	1,1	5,9	7,0
		% of Total	2,3%	14,0%	16,3%
Total		Count	7	36	43
		Expected Count	7,0	36,0	43,0
		% of Total	16,3%	83,7%	100,0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,024 <sup>a</sup>	1	,876		
Continuity Correction <sup>b</sup>	,000	1	1,000		
Likelihood Ratio	,025	1	,874		
Fisher's Exact Test				1,000	,682
Linear-by-Linear Association	,024	1	,877		
N of Valid Cases	43				

a. 1 cells (25,0%) have expected count less than 5. The minimum expected count is 1,14.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:01:43
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_responsetoease ofcategorizationvalue BY HP_responsetoattentiondrawi ngvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	



HP_response to ease of categorization value *	43	100,0%	0	0,0%	43	100,0%
HP_response to attention drawing value						

<b>HP_response to ease of categorization value * HP_response to attention drawing value</b>					
<b>Crosstabulation</b>					
		HP_response to attention drawing value		Total	
		no	yes		
HP_response to ease of categorization value	no	Count	10	26	36
		Expected Count	10,0	26,0	36,0
		% of Total	23,3%	60,5%	83,7%
	yes	Count	2	5	7
		Expected Count	2,0	5,0	7,0
		% of Total	4,7%	11,6%	16,3%
Total		Count	12	31	43
		Expected Count	12,0	31,0	43,0
		% of Total	27,9%	72,1%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,002 <sup>a</sup>	1	,966		
Continuity Correction <sup>b</sup>	,000	1	1,000		
Likelihood Ratio	,002	1	,966		
Fisher's Exact Test				1,000	,644
Linear-by-Linear Association	,002	1	,966		
N of Valid Cases	43				

a. 1 cells (25,0%) have expected count less than 5. The minimum expected count is 1,95.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:01:57
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_responsetoease ofcategorizationvalue BY HP_responsetofunctionalvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_response to ease of	43	100,0%	0	0,0%	43	100,0%

categorization value *						
HP_response to functional value						

HP_response to ease of categorization value * HP_response to functional value					
Crosstabulation					
			HP_response to functional value		Total
			no	yes	
HP_response to ease of categorization value	no	Count	19	17	36
		Expected Count	20,1	15,9	36,0
		% of Total	44,2%	39,5%	83,7%
	yes	Count	5	2	7
		Expected Count	3,9	3,1	7,0
		% of Total	11,6%	4,7%	16,3%
Total		Count	24	19	43
		Expected Count	24,0	19,0	43,0
		% of Total	55,8%	44,2%	100,0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,827 <sup>a</sup>	1	,363		
Continuity Correction <sup>b</sup>	,243	1	,622		
Likelihood Ratio	,857	1	,355		
Fisher's Exact Test				,437	,316
Linear-by-Linear Association	,807	1	,369		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 3,09.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:02:12
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_responsetoease ofcategorizationvalue BY HP_responsetosymbolicvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_response to ease of	43	100,0%	0	0,0%	43	100,0%

categorization value *						
HP_response to symbolic value						
value						

HP_response to ease of categorization value * HP_response to symbolic value					
Crosstabulation					
			HP_response to symbolic value		Total
			no	yes	
HP_response to ease of categorization value	no	Count	11	25	36
		Expected Count	10,9	25,1	36,0
		% of Total	25,6%	58,1%	83,7%
	yes	Count	2	5	7
		Expected Count	2,1	4,9	7,0
		% of Total	4,7%	11,6%	16,3%
Total		Count	13	30	43
		Expected Count	13,0	30,0	43,0
		% of Total	30,2%	69,8%	100,0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,011 <sup>a</sup>	1	,917		
Continuity Correction <sup>b</sup>	,000	1	1,000		
Likelihood Ratio	,011	1	,916		
Fisher's Exact Test				1,000	,648
Linear-by-Linear Association	,011	1	,918		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,12.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:02:36
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_responsetoease ofcategorizationvalue BY HP_responcetobrand /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_response to ease of	43	100,0%	0	0,0%	43	100,0%

categorization value *						
HP_response to brand						

<b>HP_response to ease of categorization value * HP_response to brand Crosstabulation</b>					
		HP_response to brand		Total	
		no	yes		
HP_response to ease of categorization value	no	Count	29	7	36
		Expected Count	30,1	5,9	36,0
		% of Total	67,4%	16,3%	83,7%
	yes	Count	7	0	7
		Expected Count	5,9	1,1	7,0
		% of Total	16,3%	0,0%	16,3%
Total		Count	36	7	43
		Expected Count	36,0	7,0	43,0
		% of Total	83,7%	16,3%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,626 <sup>a</sup>	1	,202		
Continuity Correction <sup>b</sup>	,512	1	,474		
Likelihood Ratio	2,740	1	,098		
Fisher's Exact Test				,577	,259
Linear-by-Linear Association	1,588	1	,208		
N of Valid Cases	43				

a. 1 cells (25,0%) have expected count less than 5. The minimum expected count is 1,14.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:02:53
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_responsetoease ofcategorizationvalue BY HP_responsetoecommercefunc tions /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	



HP_response to ease of categorization value *	43	100,0%	0	0,0%	43	100,0%
HP_response to e-commerce functions						

HP_response to ease of categorization value * HP_response to e-commerce functions					
Crosstabulation					
		HP_response to e-commerce functions		Total	
		no	yes		
HP_response to ease of categorization value	no	Count	29	7	36
		Expected Count	30,1	5,9	36,0
		% of Total	67,4%	16,3%	83,7%
	yes	Count	7	0	7
		Expected Count	5,9	1,1	7,0
		% of Total	16,3%	0,0%	16,3%
Total		Count	36	7	43
		Expected Count	36,0	7,0	43,0
		% of Total	83,7%	16,3%	100,0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,626 <sup>a</sup>	1	,202		
Continuity Correction <sup>b</sup>	,512	1	,474		
Likelihood Ratio	2,740	1	,098		
Fisher's Exact Test				,577	,259
Linear-by-Linear Association	1,588	1	,208		
N of Valid Cases	43				

a. 1 cells (25,0%) have expected count less than 5. The minimum expected count is 1,14.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:03:19
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_responsetoease ofcategorizationvalue BY HP_responsetononvisualproductfeatures /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	

HP_response to ease of categorization value *	43	100,0%	0	0,0%	43	100,0%
HP_response to non-visual product features						

<b>HP_response to ease of categorization value * HP_response to non-visual product features</b>					
<b>Crosstabulation</b>					
		HP_response to non-visual product features		Total	
		no	yes		
HP_response to ease of categorization value	no	Count	16	20	36
		Expected Count	15,1	20,9	36,0
		% of Total	37,2%	46,5%	83,7%
	yes	Count	2	5	7
		Expected Count	2,9	4,1	7,0
		% of Total	4,7%	11,6%	16,3%
Total		Count	18	25	43
		Expected Count	18,0	25,0	43,0
		% of Total	41,9%	58,1%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,607 <sup>a</sup>	1	,436		
Continuity Correction <sup>b</sup>	,130	1	,719		
Likelihood Ratio	,629	1	,428		
Fisher's Exact Test				,680	,366
Linear-by-Linear Association	,593	1	,441		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,93.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:03:35
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_responsetoease ofcategorizationvalue BY HP_responsetoprice /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_response to ease of	43	100,0%	0	0,0%	43	100,0%

categorization value *						
HP_response to price						

<b>HP_response to ease of categorization value * HP_response to price Crosstabulation</b>					
			HP_response to price		Total
			no	yes	
HP_response to ease of categorization value	no	Count	21	15	36
		Expected Count	20,9	15,1	36,0
		% of Total	48,8%	34,9%	83,7%
	yes	Count	4	3	7
		Expected Count	4,1	2,9	7,0
		% of Total	9,3%	7,0%	16,3%
Total		Count	25	18	43
		Expected Count	25,0	18,0	43,0
		% of Total	58,1%	41,9%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,003 <sup>a</sup>	1	,953		
Continuity Correction <sup>b</sup>	,000	1	1,000		
Likelihood Ratio	,003	1	,953		
Fisher's Exact Test				1,000	,634
Linear-by-Linear Association	,003	1	,954		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,93.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:03:49
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=HP_responsetoease ofcategorizationvalue BY HP_responsetoproductimages /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
HP_response to ease of	43	100,0%	0	0,0%	43	100,0%

categorization value *						
HP_response to product images						

HP_response to ease of categorization value * HP_response to product images					
Crosstabulation					
			HP_response to product images		Total
			no	yes	
HP_response to ease of categorization value	no	Count	30	6	36
		Expected Count	31,0	5,0	36,0
		% of Total	69,8%	14,0%	83,7%
	yes	Count	7	0	7
		Expected Count	6,0	1,0	7,0
		% of Total	16,3%	0,0%	16,3%
Total		Count	37	6	43
		Expected Count	37,0	6,0	43,0
		% of Total	86,0%	14,0%	100,0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,356 <sup>a</sup>	1	,244		
Continuity Correction <sup>b</sup>	,323	1	,570		
Likelihood Ratio	2,314	1	,128		
Fisher's Exact Test				,567	,319
Linear-by-Linear Association	1,324	1	,250		
N of Valid Cases	43				

a. 1 cells (25,0%) have expected count less than 5. The minimum expected count is ,98.

b. Computed only for a 2x2 table

## Chi Square Test:

Response to ease of categorization value for laptop stands |  
Contextual and product appearance related factors

### Crosstabs

Notes		
Output Created		03-JUN-2019 11:05:15
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=LTS_responsetoease ofcategorizationvalue BY limitationsofonlineshopping /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245



Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_response to ease of categorization value * limitations of online shopping	43	100,0%	0	0,0%	43	100,0%

LTS_response to ease of categorization value * limitations of online shopping Crosstabulation					
		limitations of online shopping		Total	
		no	yes		
LTS_response to ease of categorization value	no	Count	18	7	25
		Expected Count	16,9	8,1	25,0
		% of Total	41,9%	16,3%	58,1%
	yes	Count	11	7	18
		Expected Count	12,1	5,9	18,0
		% of Total	25,6%	16,3%	41,9%
Total		Count	29	14	43
		Expected Count	29,0	14,0	43,0
		% of Total	67,4%	32,6%	100,0%

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,565 <sup>a</sup>	1	,452		
Continuity Correction <sup>b</sup>	,178	1	,673		
Likelihood Ratio	,562	1	,454		
Fisher's Exact Test				,521	,335
Linear-by-Linear Association	,552	1	,458		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,86.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:05:32
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=LTS_responsetoease ofcategorizationvalue BY limitationsofthestudy /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_response to ease of	43	100,0%	0	0,0%	43	100,0%

categorization value *						
limitations of the study						

<b>LTS_response to ease of categorization value * limitations of the study</b>					
<b>Crosstabulation</b>					
		limitations of the study		Total	
		no	yes		
LTS_response to ease of categorization value	no	Count	2	23	25
		Expected Count	2,9	22,1	25,0
		% of Total	4,7%	53,5%	58,1%
	yes	Count	3	15	18
		Expected Count	2,1	15,9	18,0
		% of Total	7,0%	34,9%	41,9%
Total		Count	5	38	43
		Expected Count	5,0	38,0	43,0
		% of Total	11,6%	88,4%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,765 <sup>a</sup>	1	,382		
Continuity Correction <sup>b</sup>	,154	1	,695		
Likelihood Ratio	,754	1	,385		
Fisher's Exact Test				,634	,343
Linear-by-Linear Association	,747	1	,387		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,09.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:10:51
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=LTS_responsetoease ofcategorizationvalue BY LTS_responsetoatheticvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_response to ease of	43	100,0%	0	0,0%	43	100,0%

categorization value *						
LTS_response to aesthetic value						

<b>LTS_response to ease of categorization value * LTS_response to aesthetic value</b>					
<b>Crosstabulation</b>					
		LTS_response to aesthetic value			Total
		no	yes		
LTS_response to ease of categorization value	no	Count	3	22	25
		Expected Count	2,9	22,1	25,0
		% of Total	7,0%	51,2%	58,1%
	yes	Count	2	16	18
		Expected Count	2,1	15,9	18,0
		% of Total	4,7%	37,2%	41,9%
Total		Count	5	38	43
		Expected Count	5,0	38,0	43,0
		% of Total	11,6%	88,4%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,008 <sup>a</sup>	1	,929		
Continuity Correction <sup>b</sup>	,000	1	1,000		
Likelihood Ratio	,008	1	,928		
Fisher's Exact Test				1,000	,657
Linear-by-Linear Association	,008	1	,929		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,09.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:11:54
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=LTS_responsetoease ofcategorizationvalue BY LTS_responsetoattentiondrawi ngvalue  /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,06
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	

LTS_response to ease of categorization value *	43	100,0%	0	0,0%	43	100,0%
LTS_response to attention drawing value						

<b>LTS_response to ease of categorization value * LTS_response to attention drawing value</b>					
<b>Crosstabulation</b>					
		LTS_response to attention drawing value		Total	
		no	yes		
LTS_response to ease of categorization value	no	Count	24	1	25
		Expected Count	23,3	1,7	25,0
		% of Total	55,8%	2,3%	58,1%
	yes	Count	16	2	18
		Expected Count	16,7	1,3	18,0
		% of Total	37,2%	4,7%	41,9%
Total		Count	40	3	43
		Expected Count	40,0	3,0	43,0
		% of Total	93,0%	7,0%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,815 <sup>a</sup>	1	,367		
Continuity Correction <sup>b</sup>	,088	1	,767		
Likelihood Ratio	,806	1	,369		
Fisher's Exact Test				,562	,376
Linear-by-Linear Association	,796	1	,372		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 1,26.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:12:09
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=LTS_responsetoease ofcategorizationvalue BY LTS_responsetofunctionalvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_response to ease of	43	100,0%	0	0,0%	43	100,0%



categorization value *						
LTS_response to functional value						

<b>LTS_response to ease of categorization value * LTS_response to functional value</b>					
<b>Crosstabulation</b>					
		LTS_response to functional value			Total
		no	yes		
LTS_response to ease of categorization value	no	Count	6	19	25
		Expected Count	4,1	20,9	25,0
		% of Total	14,0%	44,2%	58,1%
	yes	Count	1	17	18
		Expected Count	2,9	15,1	18,0
		% of Total	2,3%	39,5%	41,9%
Total		Count	7	36	43
		Expected Count	7,0	36,0	43,0
		% of Total	16,3%	83,7%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2,612 <sup>a</sup>	1	,106		
Continuity Correction <sup>b</sup>	1,434	1	,231		
Likelihood Ratio	2,929	1	,087		
Fisher's Exact Test				,209	,114
Linear-by-Linear Association	2,551	1	,110		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is 2,93.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:12:25
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=LTS_responsetoease ofcategorizationvalue BY LTS_responsetosymbolicvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,03
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_response to ease of	43	100,0%	0	0,0%	43	100,0%

categorization value *						
LTS_response to symbolic value						

<b>LTS_response to ease of categorization value * LTS_response to symbolic value</b>					
<b>Crosstabulation</b>					
		LTS_response to symbolic value			Total
		no	yes		
LTS_response to ease of categorization value	no	Count	16	9	25
		Expected Count	14,5	10,5	25,0
		% of Total	37,2%	20,9%	58,1%
	yes	Count	9	9	18
		Expected Count	10,5	7,5	18,0
		% of Total	20,9%	20,9%	41,9%
Total		Count	25	18	43
		Expected Count	25,0	18,0	43,0
		% of Total	58,1%	41,9%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,843 <sup>a</sup>	1	,359		
Continuity Correction <sup>b</sup>	,366	1	,545		
Likelihood Ratio	,842	1	,359		
Fisher's Exact Test				,532	,272
Linear-by-Linear Association	,823	1	,364		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,53.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:14:08
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=LTS_responsetoease ofcategorizationvalue BY LTS_responsetoecommercefun ctions  /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
Cases						
Valid		Missing		Total		
N	Percent	N	Percent	N	Percent	

LTS_response to ease of categorization value * LTS_response to e-commerce functions	43	100,0%	0	0,0%	43	100,0%
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<b>LTS_response to ease of categorization value * LTS_response to e-commerce functions</b>					
<b>Crosstabulation</b>					
		LTS_response to e-commerce functions			Total
		no	yes		
LTS_response to ease of categorization value	no	Count	24	1	25
		Expected Count	24,4	,6	25,0
		% of Total	55,8%	2,3%	58,1%
	yes	Count	18	0	18
		Expected Count	17,6	,4	18,0
		% of Total	41,9%	0,0%	41,9%
Total		Count	42	1	43
		Expected Count	42,0	1,0	43,0
		% of Total	97,7%	2,3%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,737 <sup>a</sup>	1	,391		
Continuity Correction <sup>b</sup>	,000	1	1,000		
Likelihood Ratio	1,102	1	,294		
Fisher's Exact Test				1,000	,581
Linear-by-Linear Association	,720	1	,396		
N of Valid Cases	43				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,42.

b. Computed only for a 2x2 table

CROSSTABS

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:16:16
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=LTS_responsetoease ofcategorizationvalue BY LTS_responsetoprice /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_response to ease of	43	100,0%	0	0,0%	43	100,0%

categorization value *						
LTS_response to price						

<b>LTS_response to ease of categorization value * LTS_response to price</b>					
<b>Crosstabulation</b>					
		LTS_response to price			Total
		no	yes		
LTS_response to ease of categorization value	no	Count	13	12	25
		Expected Count	12,8	12,2	25,0
		% of Total	30,2%	27,9%	58,1%
	yes	Count	9	9	18
		Expected Count	9,2	8,8	18,0
		% of Total	20,9%	20,9%	41,9%
Total		Count	22	21	43
		Expected Count	22,0	21,0	43,0
		% of Total	51,2%	48,8%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,017 <sup>a</sup>	1	,897		
Continuity Correction <sup>b</sup>	,000	1	1,000		
Likelihood Ratio	,017	1	,897		
Fisher's Exact Test				1,000	,571
Linear-by-Linear Association	,016	1	,898		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 8,79.

b. Computed only for a 2x2 table

## Crosstabs

Notes		
Output Created		03-JUN-2019 11:16:30
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=LTS_responsetoease ofcategorizationvalue BY LTS_responsetoproductimages /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_response to ease of	43	100,0%	0	0,0%	43	100,0%



categorization value *						
LTS_response to product images						

<b>LTS_response to ease of categorization value * LTS_response to product images</b>					
<b>Crosstabulation</b>					
		LTS_response to product images			Total
		no	yes		
LTS_response to ease of categorization value	no	Count	18	7	25
		Expected Count	16,3	8,7	25,0
		% of Total	41,9%	16,3%	58,1%
	yes	Count	10	8	18
		Expected Count	11,7	6,3	18,0
		% of Total	23,3%	18,6%	41,9%
Total		Count	28	15	43
		Expected Count	28,0	15,0	43,0
		% of Total	65,1%	34,9%	100,0%

<b>Chi-Square Tests</b>					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,246 <sup>a</sup>	1	,264		
Continuity Correction <sup>b</sup>	,627	1	,428		
Likelihood Ratio	1,240	1	,265		
Fisher's Exact Test				,338	,214
Linear-by-Linear Association	1,217	1	,270		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 6,28.

b. Computed only for a 2x2 table

## Chi Square Test:

In-context images for laptop stands | Symbolic value of product form

### Crosstabs

Notes		
Output Created		03-JUN-2019 10:33:59
Comments		
Input	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		CROSSTABS  /TABLES=LTS_incontextimages BY LTS_responsetosymbolicvalue /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED TOTAL /COUNT ROUND CELL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02
	Dimensions Requested	2
	Cells Available	524245

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
LTS_in-context images * LTS_response to symbolic value	43	100,0%	0	0,0%	43	100,0%

LTS_in-context images * LTS_response to symbolic value Crosstabulation					
			LTS_response to symbolic value		Total
			no	yes	
LTS_in-context images	no	Count	16	15	31
		Expected Count	18,0	13,0	31,0
		% of Total	37,2%	34,9%	72,1%
	yes	Count	9	3	12
		Expected Count	7,0	5,0	12,0
		% of Total	20,9%	7,0%	27,9%
Total	Count	25	18	43	
	Expected Count	25,0	18,0	43,0	
	% of Total	58,1%	41,9%	100,0%	

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,944 <sup>a</sup>	1	,163		
Continuity Correction <sup>b</sup>	1,102	1	,294		
Likelihood Ratio	2,027	1	,155		
Fisher's Exact Test				,191	,147
Linear-by-Linear Association	1,899	1	,168		
N of Valid Cases	43				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,02.

b. Computed only for a 2x2 table





