



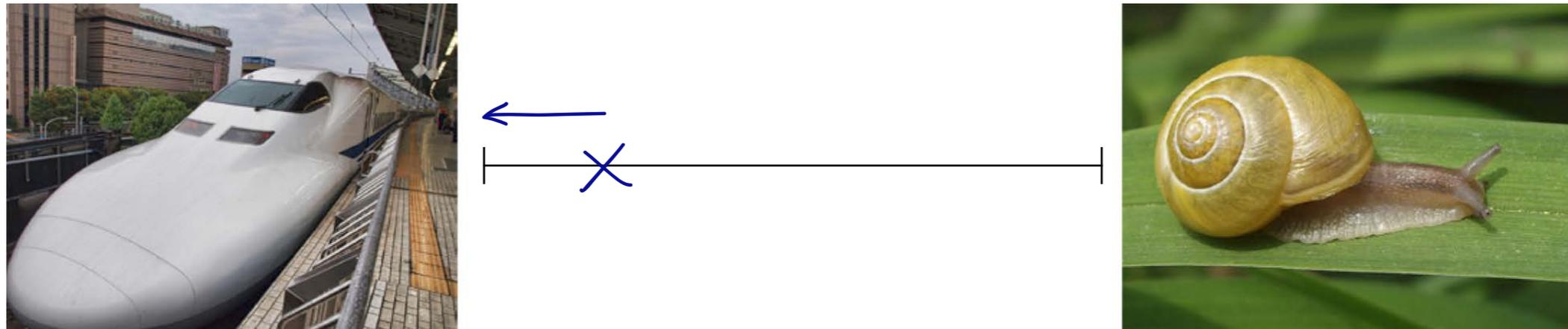
AXE Interview Guide

Dear Participant,

Thank you for taking part in our study. Please keep in mind, we are not testing you but the concept. Even though this might feel a bit like a psychological experiment, we are only interested how you perceive the concept and the kind of feelings and expectations it evokes in you.

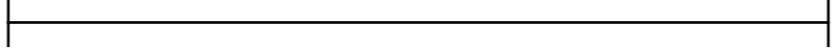
Instructions

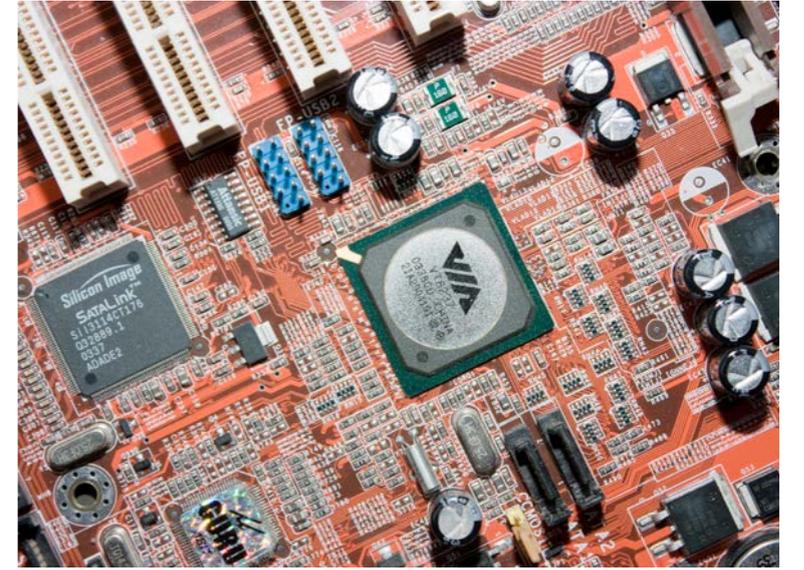
1. put an “X” near the picture that you feel better represents the concept. If you feel the picture only partly represents the concept, you can put the X some distance from the picture
2. tell us why you feel the picture better represents the concept?
3. indicate with an arrow what would be your preference concerning the concept



The “x”-mark on the scale indicates the closeness of the concept with the dominating association, e.g. “fast”. The arrow indicates the preference for improving the concept, in this case “faster”.



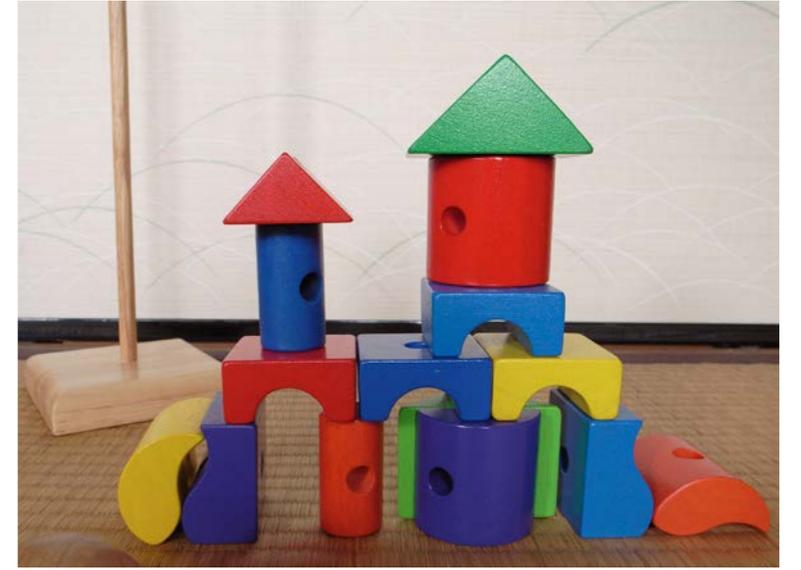
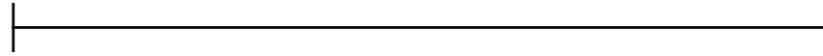
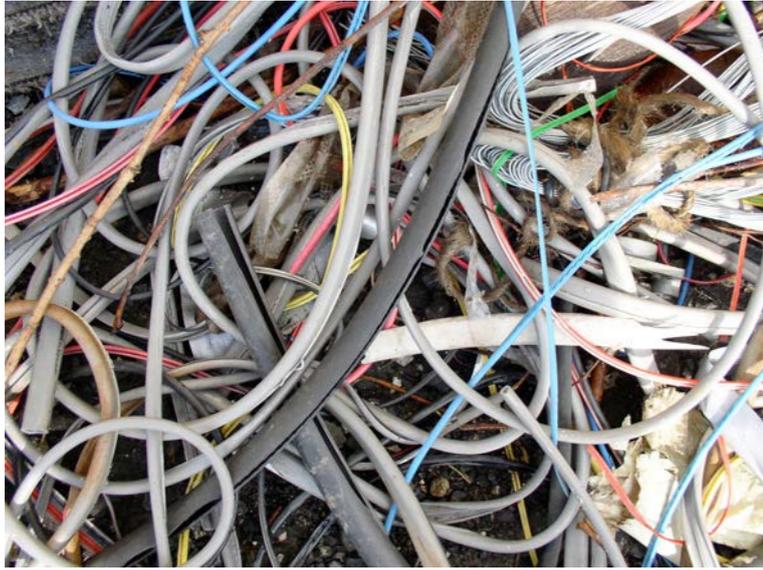


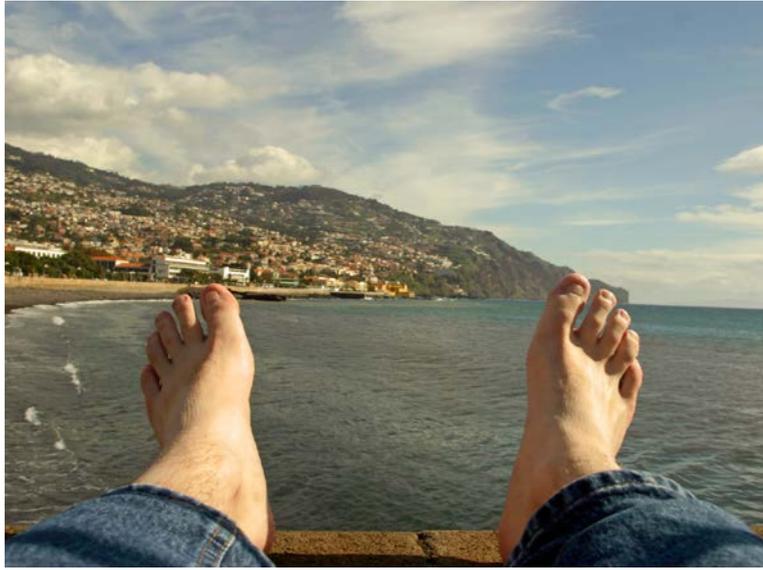














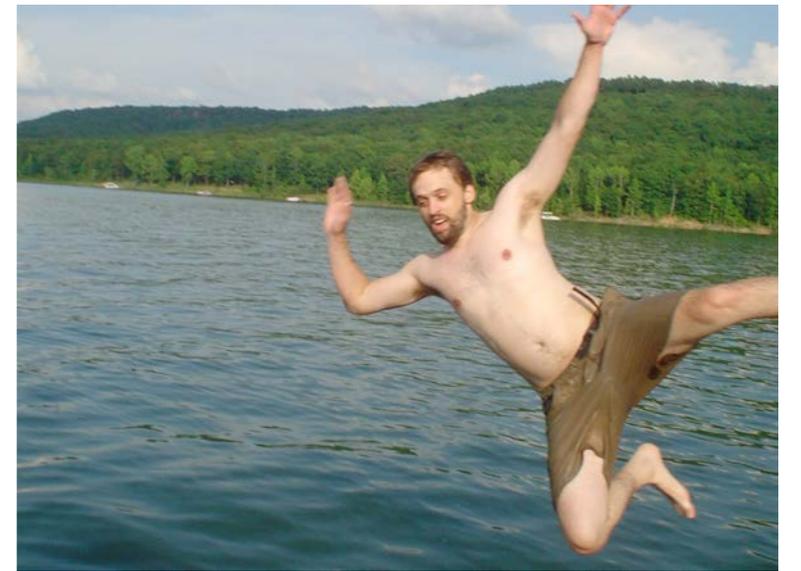
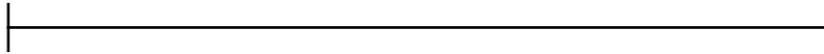




Photo Credits:

Pair 1:

tjhien - 2007 - *Wandering on large cobblestone beach*

Baxevanis - 2008 - *Aberaeron Tug of War*

Pair 2:

Wanhoff - 2006 - *Thai Massage at Rama Day Spa Frankfurt*

W - 2008 - *Cat Scratched!*

Pair 3:

Mahinovs - 2007 - *Debconf7 Group Photo*

Irrgang - 2009 - *Mainboard*

Pair 4:

dunes - 2010 - *Tokyo Game Show 2010 - Booth Babes 20*

Lader - 2009 - *untitled*

Pair 5:

Clarke - 2008 - *Chicago October 2008 (An Event Apart)*

Knox - 2008 - *Zing*

Pair 6:

Lara - 2010 - *dirty rotten apple 2.jpg*

ricky - 2009 - *beautiful like the simplicity...*

Pair 7:

Brass - 2003 - *Entanglement*

IMAI - 2006 - *Castle*

Pair 8:

Rebler - 2005 - *Relax on Holiday Island*

Ollikkala - 2008 - *WJD2008 - 26 Singapore's Jimmy Juggler*

Pair 9:

Rosell - 2008 - *Modern inventions*

tiny_packages - 2010 - *You vs the machines*

Pair 10:

O'Connor - 2010 - *Yawn!*

Vaughan - 2006 - *Jazz Hands*

Pair 11:

ImagineCup - 2010 - *Winners Announcemtentents – Software Design*

, Opera Ho | K - 2009 - *Loneliness*

