

Desirability Toolkit

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Background

When using the Desirability Toolkit (Microsoft: Benedek and Miner, 2002), study participants are asked to select words to describe their experience with a product, from two lists of words, negative adjectives and positive adjectives.

Problem

In selecting words, there is no weighted value given to the words, other than the frequency of selection, if words happen to be selected by more than one participant. It is unknown how strongly participants feel about the words selected, especially between the positive and negative words.

Solution

A weighting scale was added to the word selection, allowing participants the ability to indicate how strongly they feel about the words they selected. Individual words can have stronger weight, and positive or negative words can have a stronger weight.

Implementation

A 1-10 scale was added, with instructions for participants to indicate how strongly they feel about the words they chose.

Word Chosen	Why
1. _____ 1 2 3 4 5 6 7 8 9 10 Less Strong More Strong	
2. _____ 1 2 3 4 5 6 7 8 9 10 Less Strong More Strong	

Analysis

In addition to the conversation or explanation of why participants chose particular words, the data can be run through a formula, providing values for all words within a study. Words and their respective values can be used to create a “word cloud”.



At a glance, one can see that positive (blue) terms carry more weight than negative words, and a few key words (positive and negative) stand out more than others.