

Preference, Desirability and Acceptability Scale

Robert Murphy, Microsoft, 2010

Background

There are numerous options of various services available for users to select from on the internet, such as search engines, maps, and shopping sites. If a user is dissatisfied with a particular vendor's service, they can easily find an alternative version to use, thus the highly competitive nature of the web.

Problem

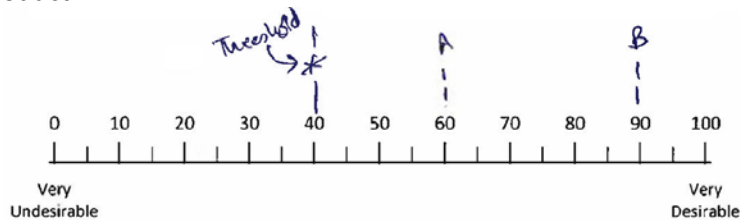
I was tasked with determining whether users would continue to use a particular design of a website feature or abandon it for an alternative version.

Solution

One of the metrics developed to help answer this question is what I call a Preference, Desirability and Acceptability (PDA) scale. (The concept of this scale came from a graduate class lecture, by Tony Andre [SJSU, 2005]. Analysis of data was developed by myself.)

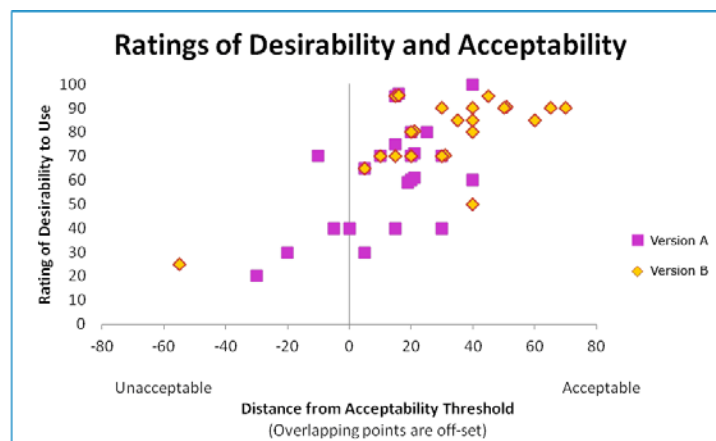
Implementation

A single scale was provided to participants, with instructions to indicate their level of desirability of each version evaluated, and to indicate a cut-off point, for a level of acceptability for any version of the product.



Analysis

Levels of desirability and distance from individual's acceptance threshold were plotted.



At a glance, one can see that version B (gold) was more desirable and acceptable than version A (purple). Even though version A scored lower, most participants indicated it was still an acceptable version to use (n=22).