

10TH SENSOMETRICS ROTTERDAM | 2010

Application of CATA questions
to identify consumers' semantic
space of mobiles and watches.
Influence of age and familiarity

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“ The main objective of product design is to create products that persuade users to accept them in their lives and that increase their quality of life in return. ”

FUNCTIONALITY

USABILITY

AESTHETICS

GOOD RESPONSE TO A PRODUCT

AGE

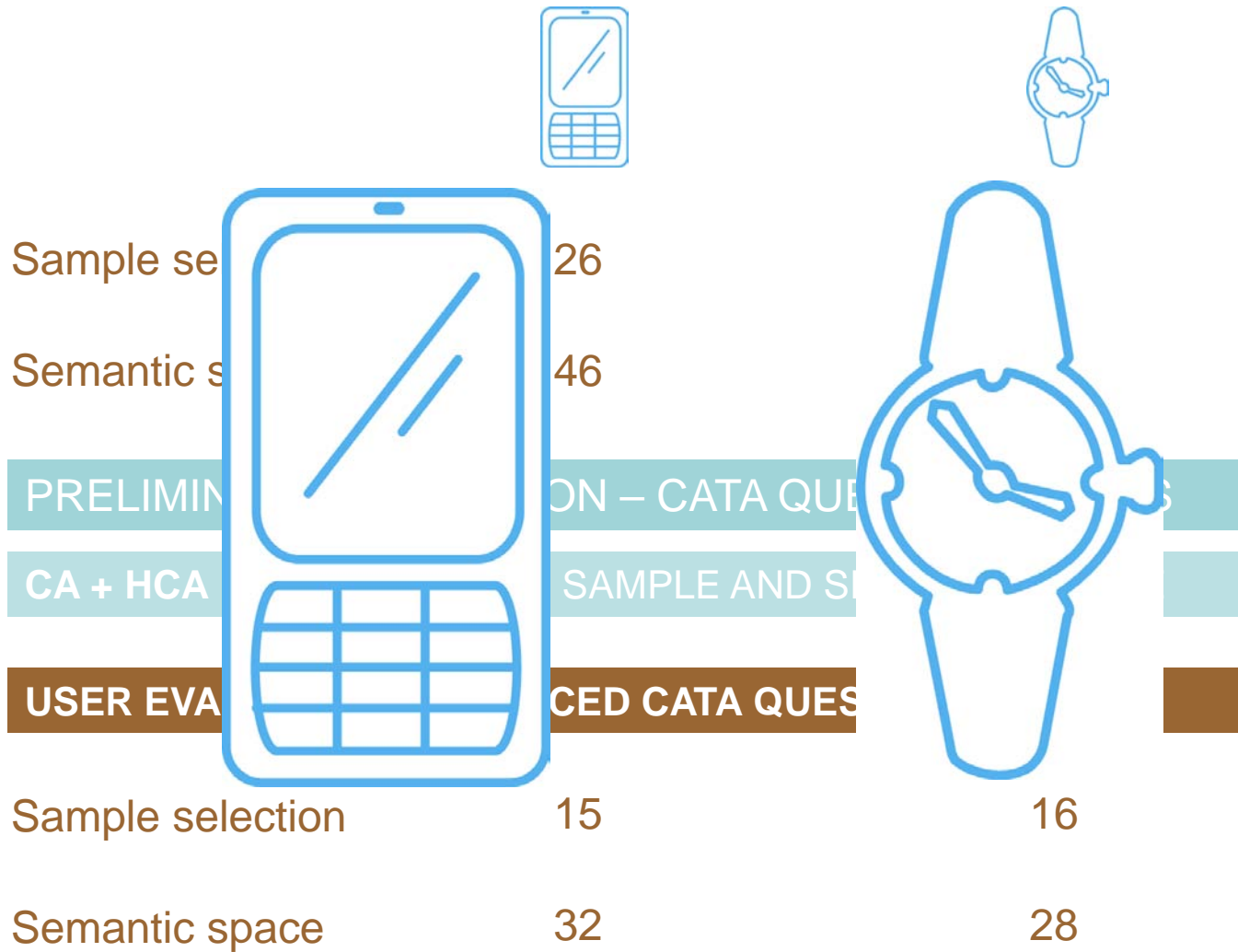
GENDER

PERSONALITY

EXPERTISE

BACKGROUND







The 32 terms selected from the preliminary study

| | | |
|--------------|-------------|----------------|
| Discreet | Complicated | Lovely |
| Cool | Clear | Youthful |
| Neat | Luxurious | Cheap |
| Trusty | Modern | Singular |
| Ergonomic | Childish | For elderly |
| Strong | Hi-tech | Pleasant touch |
| Sober | Resistant | Feminine |
| Basic | Triumphant | Rebellious |
| Powerful | Beautiful | Old-fashioned |
| Personalized | Secure | Flashy |
| Masculine | Showy | |

The 28 terms selected from the preliminary study

| | | |
|-------------------|-------------------|------------|
| Masculine | Resistant | Elegant |
| Old-fashioned | Difficult reading | Strong |
| Versatile | Direct | Original |
| Youthful | Refined | Practical |
| Expensive | Tough style | Handy |
| Sporty | Casual | Stylish |
| Feminine | Avant-garde | Fragile |
| For active people | Flashy | Cheerful |
| Comfortable | Discreet | Up-to-date |
| Attractive | | |



ANOVA

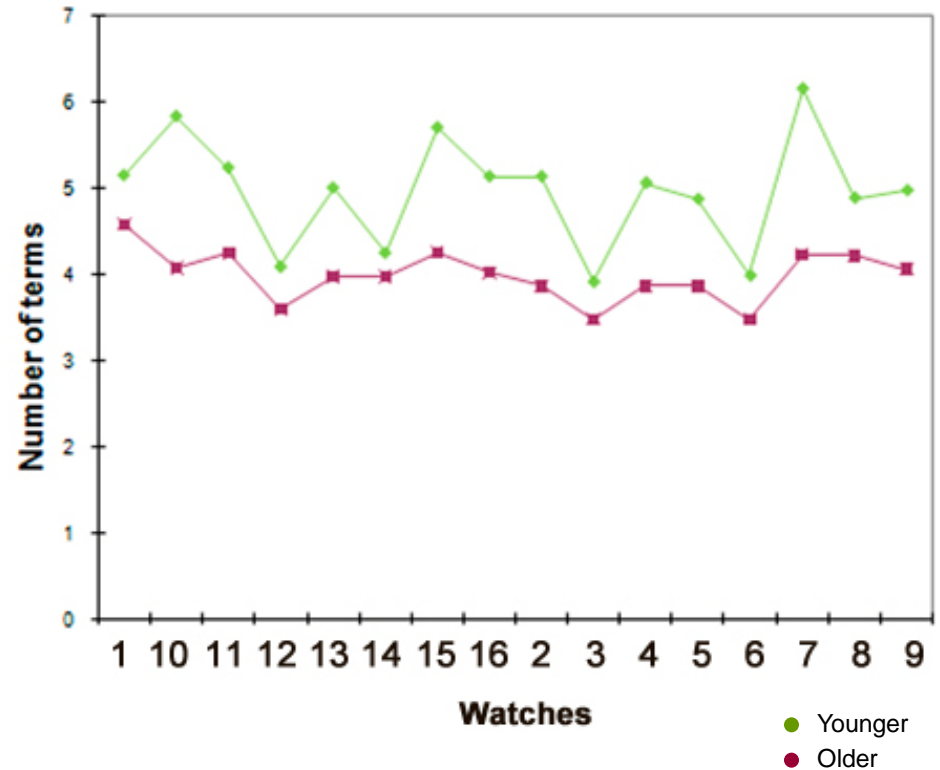
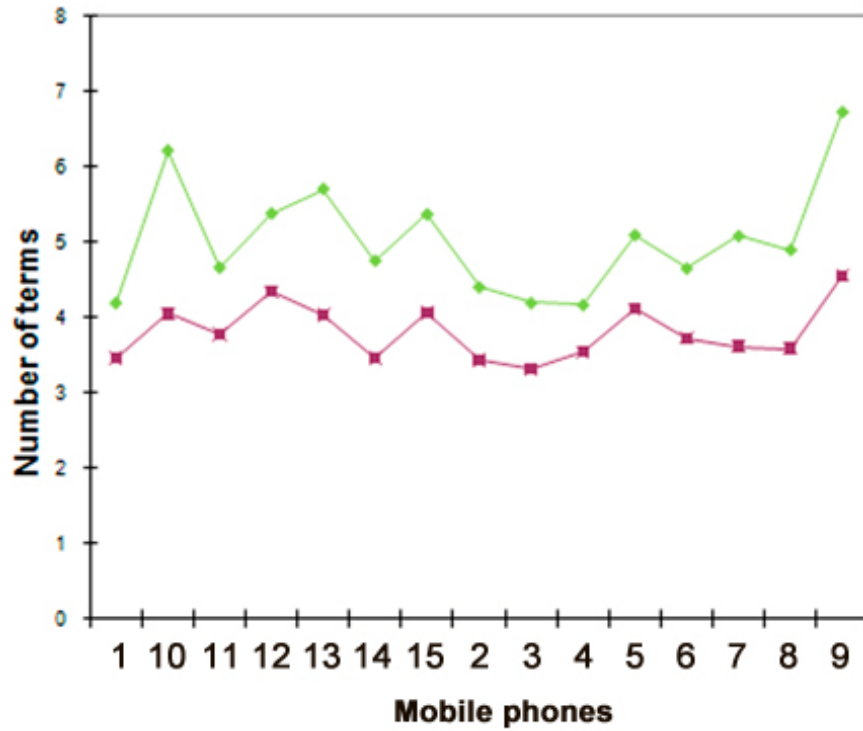
Over mean number of terms, using age, product & their interaction as sources of variation.

FRIEDMAN'S TEST

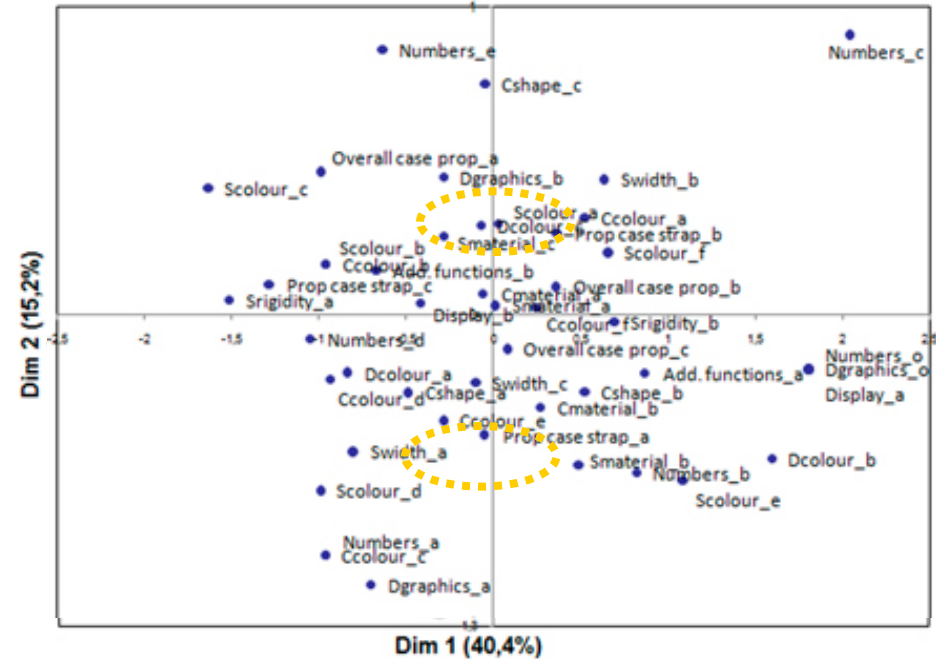
Over frequency of each term for each age group, using age groups and users as sources of variation.

MFA

Over frequencies of each term for each age group, considering product characteristics as supplementary variable.



- Significant differences were found in the number of terms used between both age groups.
- No significant differences were found in the interaction age group * product.
- There were more terms that didn't differ among products in the case of the older cohort.
- Some terms had significant differences in their frequency of use.



● Younger
● Older

- The first three dimensions of the MFA: 67.5% (mobile phone study) & 69.8% (watch study).
- CATA counts from young and older users contributed in a balanced way to the inertia of the first three dimensions.
- Greater differences in perception in the mobile phone study.

- Certain terms apply only to a specific age group.
- The extent to which design characteristics affect perceptions depends on age and familiarity with the product.
- The number of terms used also is also an indicator of how people perceive differently.
- It is necessary to concentrate on the needs and expectations of the different age groups separately.
- The use of CATA has proved to be reliable, as its main advantage is that the task asked to users is simple.

