

Entertaining	Patronizing	Irrelevant	Predictable	Organized
Innovative	Impersonal	Poor quality	Effective	Inviting
Convenient	Trustworthy	Professional	Stressful	Confusing
Cutting edge	Annoying	Familiar	Straight Forward	Efficient
Essential	Flexible	Powerful	Dated	Exciting
Attractive	Approachable	Simplistic	Difficult	Clean
High quality	Complex	Engaging	Dull	Desirable
Unrefined	Comfortable	Time-consuming	Unpredictable	Intimidating
Inconsistent	Satisfying	Fast	Exceptional	Useful
Easy to use	Comprehensive	Inspiring	Overwhelming	Unattractive
Consistent	Advanced	Busy	Undesirable	Friendly
Relevant	Personal	Rigid	Helpful	Reliable
Unconventional	Creative	Collaborative	Ineffective	