

Simplistic	Inviting	Clean	Irrelevant	Patronizing
Not Valuable	Approachable	Dated	Valuable	Consistent
Boring	Effortless	Comprehensive	Stable	Easy to use
Motivating	Compelling	Overbearing	Disconnected	Satisfying
Organized	Fragile	Accessible	Confusing	Useful
Fresh	Creative	Relevant	Impressive	Ordinary
Energetic	Not Secure	Low Maintenance	Stimulating	Enthusiastic
Empowering	Unconventional	Controllable	Exceptional	Predictable
Desirable	Comfortable	Impersonal	Business-like	Convenient
Effective	Difficult	Frustrating	Clear	Gets in the way
Powerful	Customizable	Hard to Use	Fast	Stressful
Time-Saving	Connected	Compatible	Calm	Undesirable
Attractive	Efficient	Poor quality	Inconsistent	Uncontrollable
Familiar	Overwhelming	Unpredictable	Complex	Confident
Unrefined	Rigid	Engaging	Annoying	Busy
Expected	Sterile	Advanced	Essential	Straight Forward
Unapproachable	Distracting	Meaningful	Trustworthy	Old
Intuitive	Cutting edge	Integrated	Unattractive	Intimidating
Time-consuming	Secure	Ineffective	Helpful	Too Technical
Optimistic	Personal	Exciting	Professional	High quality
Disruptive	Collaborative	Fun	Entertaining	Flexible
Inspiring	Slow	Appealing	Understandable	Incomprehensible
Dull	Responsive	Reliable	Sophisticated	
Innovative	Novel	Usable	Friendly	