

Post-study Questionnaire of E-Comp

Date: _____

Participant Background

Age		Education Background	
Gender		Year(s) of using online review platforms	

Notes:

- 1) This questionnaire mainly collects your comments on the effectiveness, usability and other observations for E-Comp.
- 2) Please answer each question by providing a five-level rating (1-very easy, 2-easy, 3-neither easy nor difficult, 4-difficult, 5-very difficult) and reporting the major reasons.

Effectiveness

1. Is it easy for you to do preliminary comparison and quick selection of potential business candidates by doing filtering and using the map view?

Very easy	Easy	Neutral	Difficult	Very difficult

Comments:

2. Is it easy for you to gain insightful findings (i.e., the differences which may be hidden in the overall rating) between the selected two businesses?

Very easy	Easy	Neutral	Difficult	Very difficult

Comments:

3. Is it easy for you to gain a quick understanding on the temporal differences of the two selected businesses? Say, the temporal trending of reviews, the temporal trend of five-star or one-star rating, helpfulness of each review.

Very easy	Easy	Neutral	Difficult	Very difficult

Comments:

4. By using the augmented word cloud view, is it easy for you to compare the basic features of the two businesses in terms of food, service, ambience and price?

Very easy	Easy	Neutral	Difficult	Very difficult

Comments:

5. Is it easy for you to find out the relatively more helpful reviews and check the details of them?

Very easy	Easy	Neutral	Difficult	Very difficult

Comments:

6. Overall, compared with reading the original review text of businesses, is it easy for you to do comparison by using the proposed system?

Very easy	Easy	Neutral	Difficult	Very difficult

Comments:

Usability

1. Is it easy for you to learn to use the system?

Very easy	Easy	Neutral	Difficult	Very difficult

Comments:

2. Is it easy for you to understand the overall visual designs/encodings?

Very easy	Easy	Neutral	Difficult	Very difficult

Comments:

Others

Do you have any interesting findings by using the proposed system? What are the major drawbacks/limitations of the system? Any other comments?

Thank you for your help and participation!