

1. The Collect and Screen of Adjective Vocabularies

abrupt	abundant	advanced	artistic	artistical
avant-garde	beautiful	blank-leaving	bright	carefree
characteristic	clean	clear	cold	commercial
compact	conservative	contemporary	continuous	conventional
coordinated	cozy	cute	dashing	delicate
deluxe	disordered	distinctive	durable	dynamic
elegant	enchanting	exaggerated	fashionable	fastidious
feminine	forbidding	freestyle	friendly	futuristic
glittering	grandiose	harmonious	hasty	individual
intimate	leisure	lively	luxuriant	masculine
mass	mature	mild	monotonous	mysterious
naive	neat	neutral	novel	perceptual
pleasing	pure	rational	refined	safe
serious	shocking	simple	sincere	steady
strict	succinct	technological	trendy	trustworthy
unjustifiable	vague	volatile	vulgar	warm

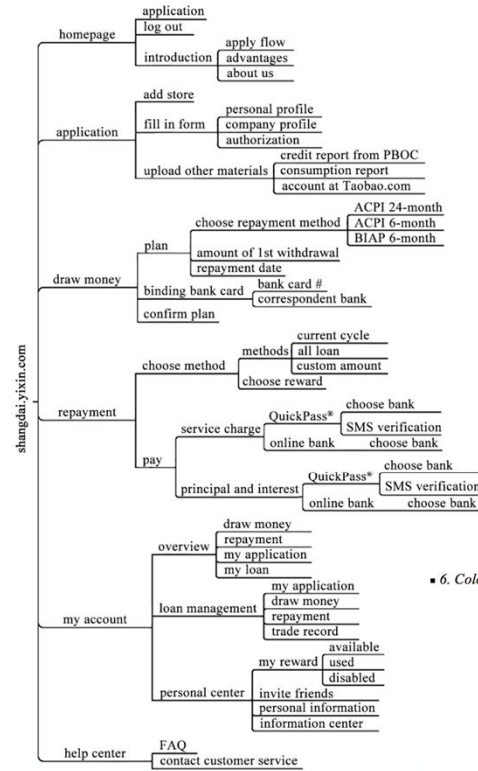
2. Calculation the Scores by SDS

SDS is a typical attitude measurement skill developed by cognitive psychologist Prof. Osgood. In this case we design a SDS with 5-degree ranking method [30]. For example, the first adjective-duad can be assigned in this way:

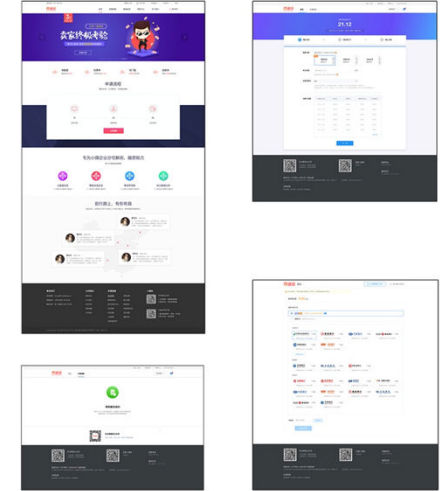
positive	score	negative
Trustworthy	1 2 3 4 5	Untrustworthy

4 key steps	No.1	No.2	No.3	No.4	No.5	No.6	No.7
homepage	2.96	3.36	3.18	3.06	3.21	3.58	3.33
application	3.00	3.36	3.36	2.73	2.85	3.42	3.18
draw money	2.97	2.94	2.73	3.00	3.21	3.03	3.12
repayment	2.99	3.01	2.98	3.10	3.15	3.02	3.07

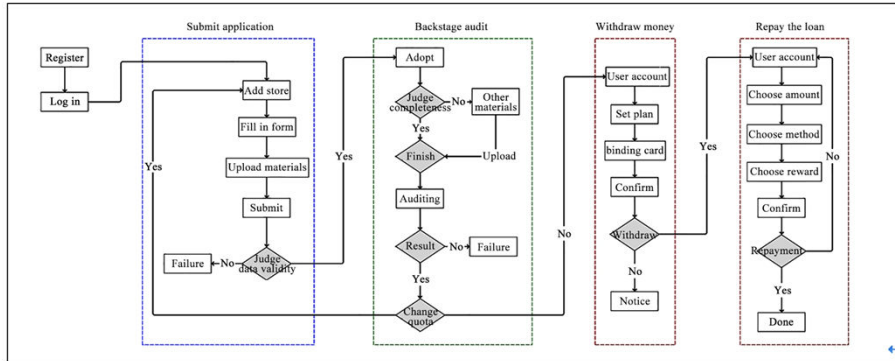
3. Hierarchical Designs



5. Interface Design



4. Procedure Design



6. Color Design

Representative color:

main	secondary	others
#F9A3E	#2195F3	#66BB6A, #FFB74D, #78909C

Status color:

color	color #	status
Green	66BB6A	success
Red	F9A3E	wrong
Grey	78909C	fault
Blue	2195F3	on going
Orange	FFB74D	warning

Samples of application:

- 不得在更多的店铺 取回信用卡
- 近期账单已打印并成功提交
- 提交成功！请查看账单详情
- 账单账单已提交

7. CONTRAST TEST

Novice	Skilled user
Sample 1: flow smoothness, short operation time, no error, conciseness, trustiness, good appearance	flow smoothness, short operation time, no error, conciseness, trustiness, good appearance
Sample 2: flow smoothness, short operation time, no error, conciseness, trustiness, good appearance	flow smoothness, short operation time, no error, conciseness, trustiness, good appearance
Sample 3: flow smoothness, short operation time, no error, conciseness, trustiness, good appearance	flow smoothness, short operation time, no error, conciseness, trustiness, good appearance
Sample 4: flow smoothness, short operation time, no error, conciseness, trustiness, good appearance	flow smoothness, short operation time, no error, conciseness, trustiness, good appearance