# Perceptions of Technology Product Inclusivity (PTPI)

About the PTPI

The Perceptions of Technology Product Inclusivity (PTPI) scale is a psychometrically validated and comprehensive assessment instrument with five subscales (see below). It was developed and validated based on the assessment of over 25 categories of technology products, thus can be applied to a wide range of products. The PTPI was developed with the intent of equipping technology product designers with the means to evaluate and enhance inclusivity across various products, contributing to the advancement of user-centric design and the creation of more inclusive technology experiences.
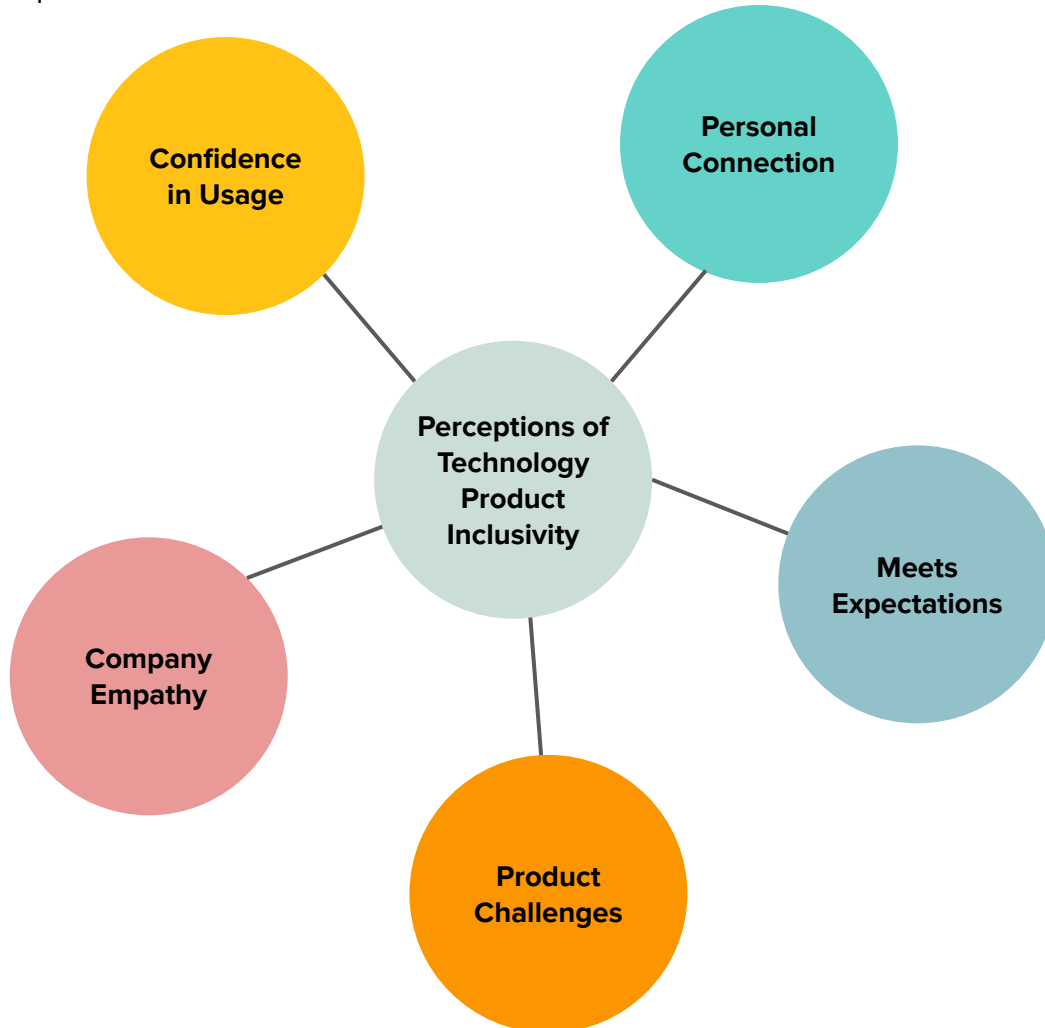
The PTPI Scoring Guidelines

The PTPI is based on a seven-point Likert scale with a response anchor at every rating point (e.g., 1 = Strongly Disagree, 5 = Somewhat Agree, and 7 = Strongly Agree). The PTPI has 25 statements/items and 5 subscales (see above). The ratings of all the items within the same dimension should be averaged to obtain a subscale score for each respondent. The composite score of perceptions of technology product inclusivity can be obtained by summing the average score of each subscale together. For the composite score, the minimum value is 5 and the maximum value is 35. All statements in the Product Challenges subscale need to be reverse coded.

Try the PTPI

Please list ONE technology product you have interacted with recently. This can be a product you LIKE or DISLIKE. Please list the brand and model/version of that product.

A technology product can include (but is not limited to) IoT devices (such as app connected locks or doorbells), computers, self-driving cars and vehicle technology, televisions & smart screens, smart speakers, wearables (such as smart watches or 911-alerting products), gaming devices, drones and robotics, audio and music equipment, communication devices, mobile devices, and software.

List your product name: _____

Instructions: Please rate the following statements on a scale from "Strongly Disagree" to "Strongly Agree". If a statement does not apply, select "N/A" .

Personal Connection (4 Items)
I have a sense of belonging when I use this product.
The look of this product allows me to feel like I belong.
I feel a personal connection to this product.
When using this product, I feel my choices express my "true self".

Product Challenges (7 Items)
This product is emotionally demanding to use.
This product is mentally demanding to use.
This product is physically demanding to use.
For this product to work, I had to make changes to it beyond my expectations.
It's hard for me to use this product on my own.
When using this product, I struggle to do things I should be good at.
When using this product, I feel like my actions had unintended consequences.

Confidence in Usage (5 Items)
I am confident that I know how to use this product.
It is easy for me to learn how to use this product.
I am good at using this product.
I feel very capable using this product.
It's easy for me to remember how to use this product.

Meets Expectations (6 Items)
This product meets my expectations.
This product is reliable.
I consider my product usage experience a success.
This product works well for me.
I feel in control of my product experience.
There is a good fit between what this product offers me and what I am looking for in this product.

Company Empathy (3 Items)
Overall, the company that made this product is trustworthy.
The company that made this product makes good-faith efforts to address the concerns of customers like me.
I feel like the company considered the needs of customers like me when designing this product.

APA Citation:

For further questions or inquiries, contact Barbara Chaparro, Ph.D. at barbara.chaparro@erau.edu. or Carmen Van Ommen at carmen.vanommen@gmail.com