

## Speaking Style Traits Quantitative test design

<b>GREEN UX STATE</b>	Positive interaction, welcome, confirmation, etc.
<b>Positive</b>	<b>Opposite</b>
Friendly   Conversational   Down-to-earth	Pretentious   Impersonal   Rehearsed   Unpleasant
Approachable   Familiar   Warm	Cold   Distant
Optimistic   Benevolent   Positive   Appreciative	Gloomy   Ungracious   Negative

<b>BLUE UX STATE</b>	Neutral interactions, information asking, simple tasks etc.
<b>Positive</b>	<b>Opposite</b>
Proactive   Cooperative	Passive   Individual
Knowledgeable   Recourseful   Savvy	Inexperienced   Unprepared   Ignorant
Clear   Straightforward   Direct	Opaque   Overly Polished   Formal
Confident   Competent	Insecure   Hesitant   Incompetent
Respectable   Respectful	Arrogant   Condesending

<b>ORANGE UX STATE</b>	Stakes are higher, emotions raised, and more complicated and risky tasks
<b>Positive</b>	<b>Opposite</b>
Attentive   Helpful   Caring   Deliberate	Indifferent   Unfocussed   Detached
Reassuring   Empowering	Upsetting   Troubling   Discouraging
Progressive   Guiding   Intentional	Thoughtless   Purposeless   Static
Patient   Open-minded	Judgmental

<b>RED UX STATE</b>	Stakes are highest, escalations, fraud etc.
<b>Positive</b>	<b>Opposite</b>
Trustworthy   Reliable   Dependable	Insincere   Two-faced   Untrustworthy
Calm   Steady/Stable   Controlled	Tense   Shaky   Impulsive
Transparent   Upright   Altruistic	Opaque   Shady   Egoentric
Adaptive   Flexible	Rigid   Stiff