Questions for each system with answer type: (Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

1. The items under “You may also like” are attractive.
2. The items under “You may also like” are educational.
3. The items under “You may also like” appeared to be good deal.
4. The items under “You may also like” appeared to be marketing material.
5. The items under “You may also like” influence my selection.
6. I am satisfied with the overall quality of the interface.
7. I found the interface easy to use.
8. I would buy the perfumes recommended to me, given the opportunity.
9. If it’s a real website, I would use it in the future to find the perfumes.
10. I would like to introduce this system to my friends.

Comparison questions:

1. Which system was better at recommending perfumes you like? (First, Second, Both, Neither)
2. Which system did you prefer? (First, Second, Both, Neither)
3. What are your reasons for preferring the first or second system? (text answer)

Question with text answer:

1. Other comment on the both system:
2. Suggestion: