

Instructions for experiment participants

Analytical Hierarchy Process

1. When you are ready to start, please write the start time.
2. Consider the stated question and circle the symbol that is most accurate for you: (<<<<< <<<< <<< << < = > >> >>> >>>>)) for each comparison
3. When you have finished all comparisons, then note the stop time.
4. Now start with the second criterion and prioritise in a similar manner.
5. When you have finished all comparisons, then note the stop time.
6. Thank you!

Planning Game

Perform the prioritisation for one criterion at a time.

1. When you are ready to start, please write down your name and the start time at the upper card of the criteria you should start with.
(Green cards=Importance/Value and brown cards=Price)
2. Spread the cards out on the table in front of you.
3. If you start with the criterion *Importance/Value for me* then arrange the green cards into 3 groups in which the features are classified
(N)ecessary
(A)dds to the value
(U)nnecessary
4. If you start with the criterion *Added price on the phone* then arrange the brown cards into 3 groups in which the features are classified
(V)ery high price
(R)easonable price
(L)ow price /for free
5. Circle N, A or U and V, R or L on each card.
6. Now prioritise the features within each group for each criteria separately. This will give two piles of cards, one with features that are arranged in order of *Importance* and the other one in order of *Price*.
7. Mark each feature from 1 to 16 depending on its place in the pile, where 1 is least important/least expensive and 16 is most important/most expensive.
8. Write the stop time for each criterion.
9. Thank you!