

Task 4.8



- **A/B and Preference Testing**

Evaluative Research

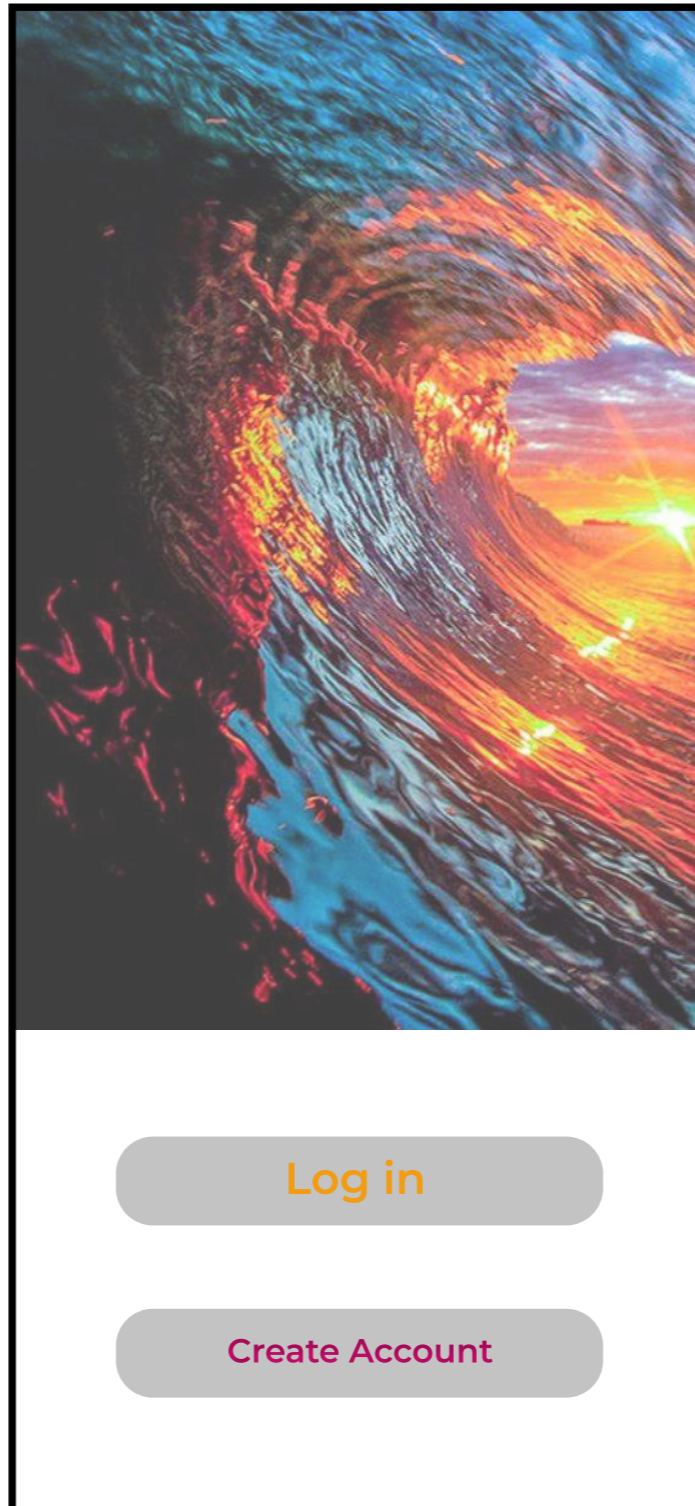


Vela

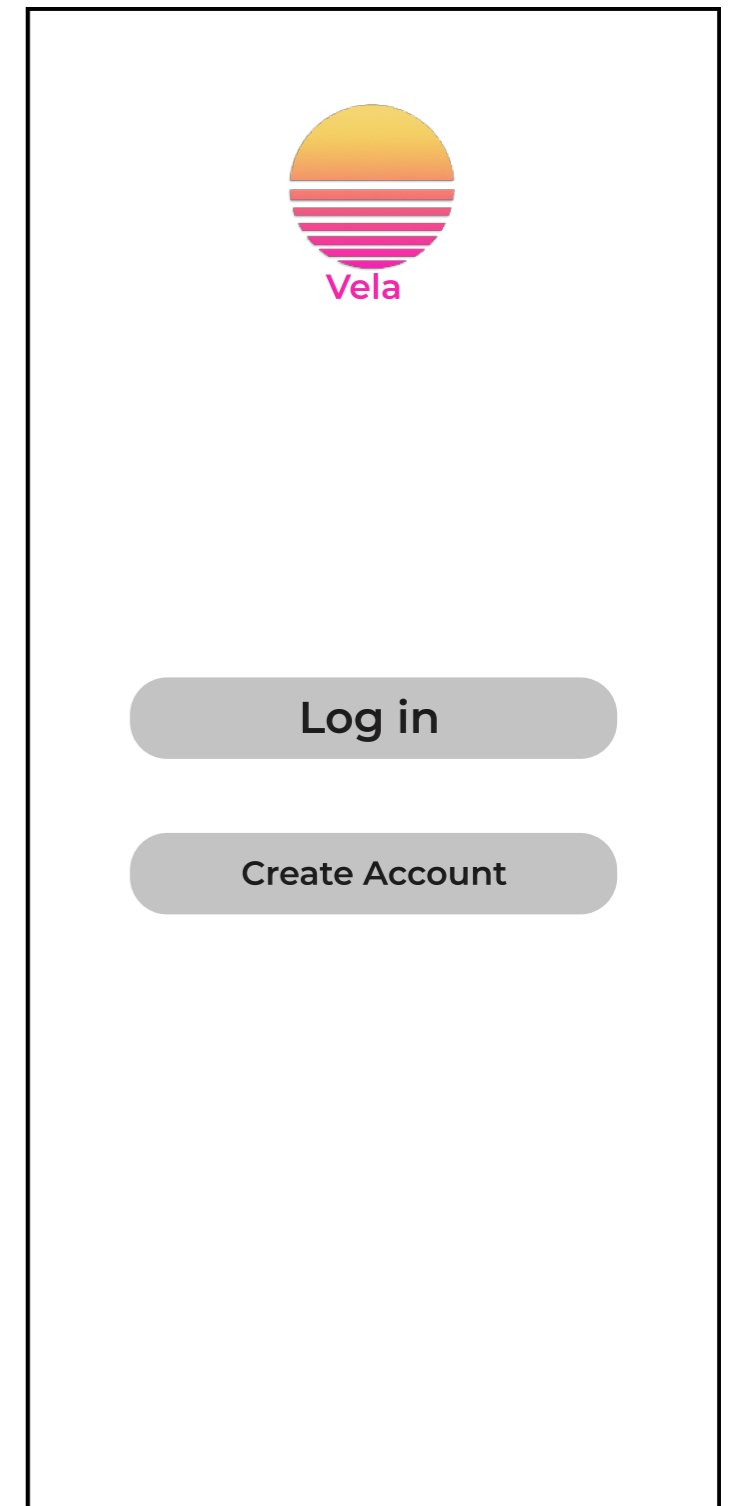
Wind. Wave. Weather

Preference test 1

Design A



Design B



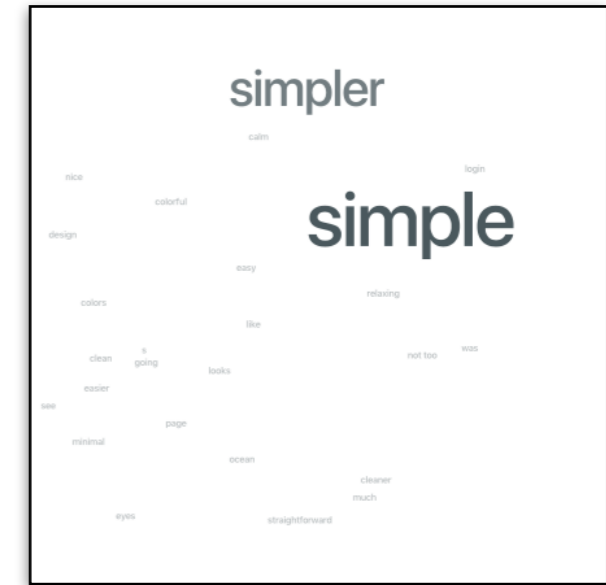
Objective:

Figure out if users prefer a log in page with an image and buttons on the bottom versus a clean and simple log in page with button in the middle of the screen.

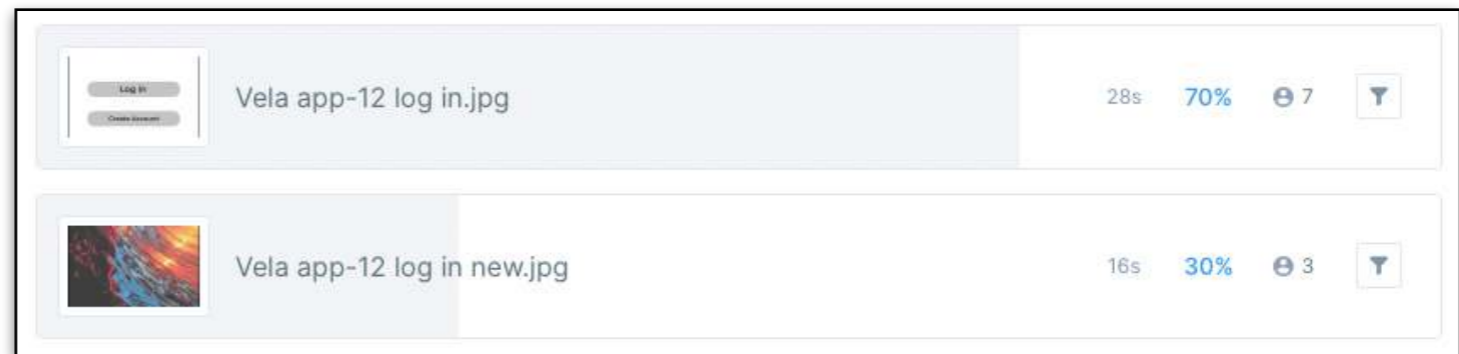
Participants & Tools:

I used Usability Hub to conduct the preference test and had 10 friends, family and acquaintances participate in the test.

Results



Overall results showed clearly that users preferred the original, simple version of the log in page. Their comments indicate that a minimal design is easier aesthetically and functionally.



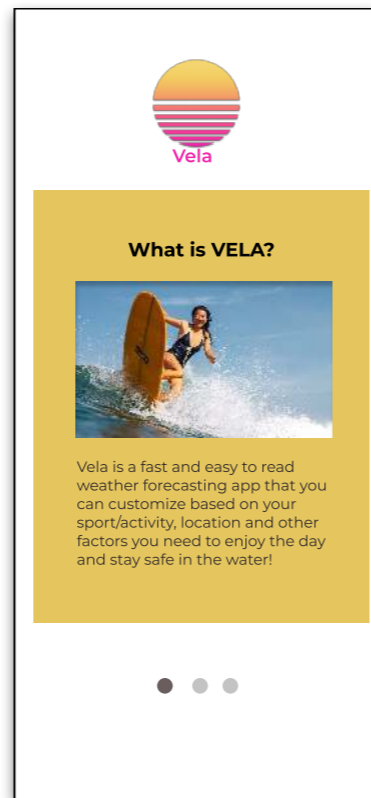
1. (Preference test: "Select the design you like best.") (Question 1: "Why did you choose that one?") Answer
Nice colors
Easy on the eyes, straightforward and simple
Simple, not too much going on.
Simple and clean
Simpler, cleaner design
I like the ocean
Simpler, minimal
Colorful
Easier to see it was a login page
It's looks relaxing and calm

Preference test 2

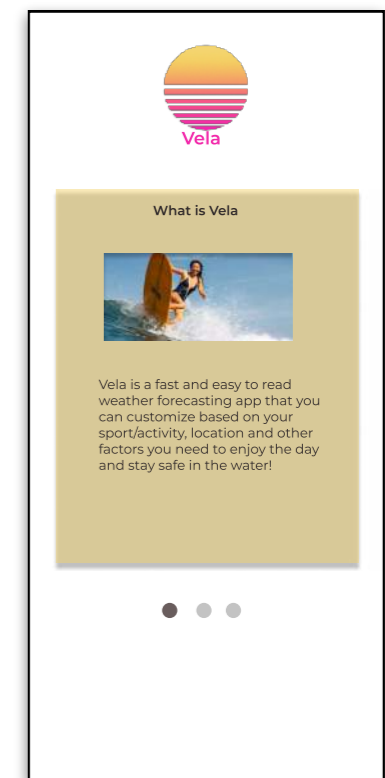
Objective:

Find out which onboarding page users prefer. One that is brighter with pink text for a CTA or a more muted simpler design with a smaller and neutral colored CTA button.

Design A

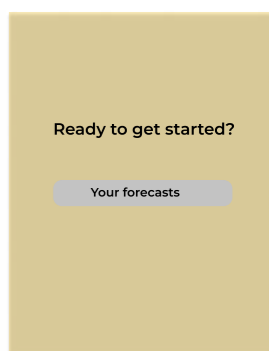
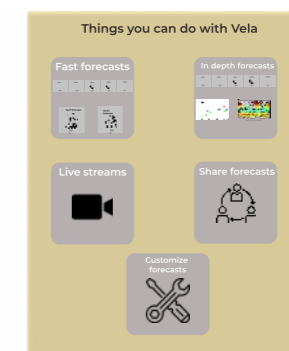
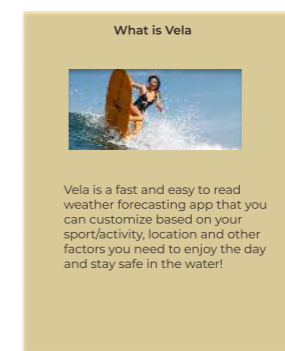
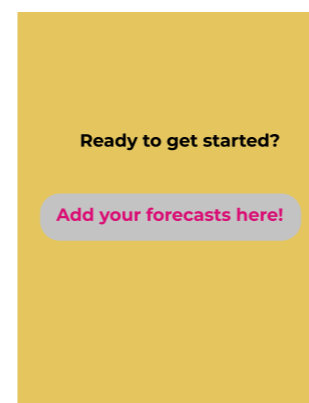
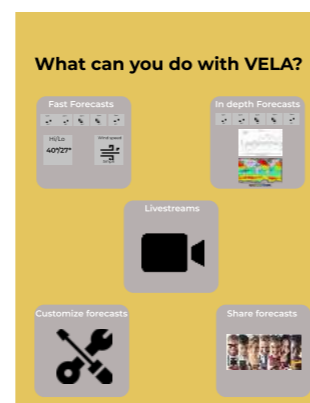
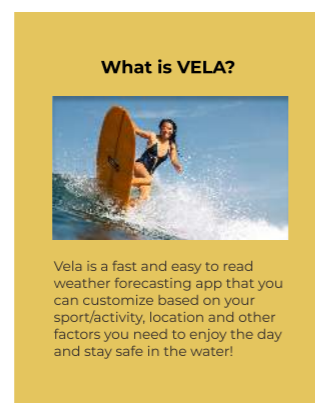


Design B



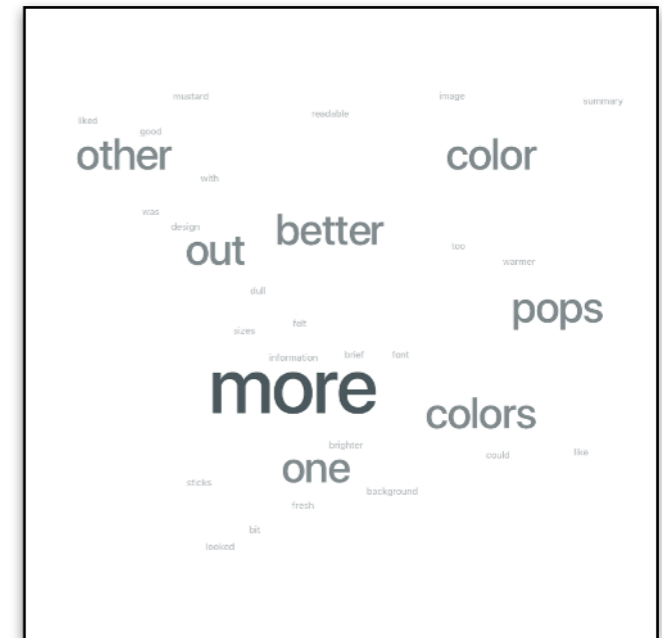
Participants & Tools:

I used Usability Hub to conduct the preference test and had 10 friends, family and acquaintances participate in the test.



Results

Word Cloud



Straightforward results with users preferring the brighter on boarding screen. This indicated that users liked more vibrant colors and the bigger fonts and buttons.



1. (Preference test: "Select the design you prefer.") (Question 1: "Why did you choose that one?") Answer

- The other one looked like mustard.
- Good summary, but could be more brief.
- The information sticks out a bit more with this design
- Warmer colors
- Liked the font and image sizes better
- Color pops better
- The background color of other one was too dull
- Readable
- Brighter colors felt more fresh
- It pops out more