

Response >=	Test #1	Test #2	Test #3	Test #4	Test #5	Test #6	Test #7	Test #7	Test #8	Test #9	Test #10 (1-14)	Survey	
Practice Person	Bold	Yellow	Try	8.20s	3.22s	17.95	3	3.76	Cursor (Top Left)	Hyperlink	No	Any Comments?	
A	Bold	Blue	SM	17.95	3	3.76	1.99 Red	Blue	Hand Pointer	Hyperlink	Yes	No Comment	
B	Bold	Red	LG	5.39	29	1.36	1.36 Red	Blue	Hand Pointer	Underline	No		
C	Bold	Red	LG	5.39	3	1.91	1.36 Red	Blue	Hand Pointer	Hyperlink	Yes		
D	Italic	Red	LG	11.8	1.36	1.7	0.91 Red	Blue	Hand Pointer	Hyperlink	Yes		
E	Bold	Blue	MD	2.53	1.31	2.51	0.78 Red	1.13 Blue	Hand Pointer	Hyperlink	Yes	Looking at the red color gave a sense of urgency or a need to look there	
F	Bold	Yellow	LG	23	1.16	3.21	1.13 Blue	0.96 Red	Hand Pointer	Hyperlink	No		
G	Bold	Red	LG	13.63	1.71	4.41	0.86 Red	0.9 Red	Hand Pointer	Hyperlink	Yes		
H	Normal	Red	LG	12.48	1.68	3.05	0.9 Red	1.255	Normal Cursor	Hyperlink	No		
Averages				18.22125	5.1525	2.86375							
User's Impulsive Choice: Typography				User's Impulsive Choice: Color				Hand Pointer Cursor vs Normal Cursor				Which did the User Click to Continue?	
												Participants	
Participants													
User's Impulsive Choice: Font Size				Average User Time to Find Button				Game Over Due to Button Moving					
												Participants	
Participants				Time (Seconds)				Total Times					
Font Size Selected				No Styling Link Styling Bold Text Color Styling				Did they get a Game Over?				Yes No	
				18.22125				5.1525				Did they get a Game Over?	
				2.86375				1.255					
No Styling				18.22125									
Link Styling				5.1525									
Bold Text				2.86375									
Color Styling				1.255									