Results A/B testing Fleur

1. icon, name, icon, icon, icon

2. first, first, first, first, first

3. second, second, first, first, second

4. middle, middle, middle, middle, middle

5. middle, middle, left, middle, middle

6. pop-up, pop-up, new page, new page, new page

So, on the cart option it’s pretty clear the interviewees like the icon over the name. When it comes to the drop-down menu of the work page they prefer the classic arrow on the right over a different placement or the hamburger menu. Then there’s the detail page when you go to check out with your cart and payment information. The interviewees prefer the page with more white space over the close placement of the sections.

Next we have the titles Shop and Paintings/item name. Both titles were preferred to be in the middle with small adjustments such as making it more centered and a bit lower.

At last, when you click on an item there will be either a pop-up or new page; out of these five interviewees they preferred the new page the most.