Interview 2 A/B Testing

Interviewer: Fleur

Interviewee: Ana

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 10:51am

Interviewer: Okay so first of all do I have your permission to record?

Interviewee: Yes, you have my permission.

Interviewer: Okay, thank you. The first one is about the icon or the name of the shopping cart. Which one do you prefer?

Interviewee: The one that says cart because it’s kind of strange to see an icon all of the sudden and it doesn’t really work with the logo.

Interviewer: All right. Then the second, these are four options and it’s about the work, there’s a little arrow. It’s about the placement and you can go to the right to see more options. Which one do you prefer?

Interviewee: I would say the first one because it’s just more logical.

Interviewer: So the normal, arrow on the right.

Interviewee: Yeah.

Interviewer: Then this one is when you put items in your cart and you go to check out.

Interviewee: I would say…

Interviewer: Take your time.

Interviewee: I would say the second one, because when I go shopping and see the first type of layout I just hate it. It’s just not practical in my train of thought.

Interviewer: Okay. Then here you have the title ‘shop’ on either the left or in the middle on the right [picture].

Interviewee: I think… I prefer the one in the middle, so the second option, but it would have to be a bit lower or at least more centered. If that makes sense to you.

Interviewer: This one is about the title painting/item name, so it’s either in the middle big or on the left above the small pictures and smaller.

Interviewee: I think I would prefer the second option because it’s more simple.

Interviewer: And this one is like the detail page when you click on a painting, do you want an external pop-up or on the same page.

Interviewee: I think just the first pop-up because it’s just more practical to keep scrolling.

Interviewer: Yeah, okay. Well, thank you for your input!

Interviewee: No problem!