Interview 4 A/B Testing

Interviewer: Fleur

Interviewee: Gergana

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 12:10pm

Interviewer: First, do I have your permission to record?

Interviewee: Yes, yes, of course.

Interviewer: So, the first one, I will look with you. It’s about the cart either icon or the name, like the letters.

Interviewee: The icon, should I press it?

Interviewer: No, you can just scroll down and look through them. This one is about like in the navigation bar ‘work’ you have different arrows, you have four and can go like this and choose one.

Interviewee: This one, the first one.

Interviewer: Okay, can you go down? This is like when you put some items in your cart and you go to pay, two options.

Interviewee: Hmm.. The first one.

Interviewer: Okay. Then there’s a title ‘shop’ either on the left or in the middle.

Interviewee: The one on the right.

Interviewer: The middle, yeah. You have painting/item names title, either in the middle or on the left smaller.

Interviewee: In the middle again.

Interviewer: Okay, you can go down again. And this is like when you click on an item it’s either a pop-up or a new page.

Interviewee: Hmm... A new page.

Interviewer: Okay, thank you, that’s it!

Interviewee: You’re welcome.