Interview 3 A/B Testing

Interviewer: Fleur

Interviewee: Katerina

Location: Fontys Hogeschool

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

Interviewer: So first of all do I have permission to record?

Interviewee: Yes.

Interviewer: The first one is about the icon of the shopping cart and the right one is the name cart. Which one do you prefer?

Interviewee: I think this one is more clear.

Interviewer: The icon, mhm. Okay, so you can scroll down. This one is for the arrows next to the word ‘work’ in the navigation bar and there’s four options.

Interviewee: I think the first one is the best.

Interviewer: The ‘normal’ one, yes. This one is like the cart detail page when you check out.

Interviewee: There are just two or?

Interviewer: Yes the rest is two, only the arrow one is four.

Interviewee: Maybe the first one.

Interviewer: This one is the word shop, either on the left or in the middle.

Interviewee: Middle maybe I don’t know, it’s like a personal opinion.

Interviewer: There’s like painting/item name title in the middle or on the left smaller.

Interviewee: Maybe on the left smaller

Interviewer: Mhm. And this is like when you click on an item it either pops-up or makes a new page.

Interviewee: I don’t know, this one doesn’t look like a pop-up, maybe the new page is better.

Interviewer: That’s it!