Interview 1 A/B Testing

Interviewer: Fleur

Interviewee: Kyle

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 10:45am

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

Interviewee: Yes of course of course.

Interviewer: All right, so we’re going to go options 1-2 or left-right whatever you prefer, and then with the multiple choices 1 through 4.

Interviewee: Okay, okay.

Interviewer: So the first one is the shopping cart or name.

Interviewee: I would go for the shopping cart I think that’s easier.

Interviewer: And this one, you can zoom in to work and it’s different arrows.

Interviewee: I’d personally go for the first one, the arrow on the right.

Interviewer: This is the detail page of the cart itself.

Interviewee: The second one is more straight to the point, the first one is kind of altogether, but if it’s like at the corner somewhere else it’s like ‘Oh I need to pay this’ so I would choose the second one.

Interviewer: Next one the title ‘shop’ on the left or the middle.

Interviewee: In the middle, it’s easier to the eyes.

Interviewer: The next one is the paintings/item name, in the middle or on the left and smaller below ‘Erion’.

Interviewee: I would do it in the middle too, again.

Interviewer: This one is the detail page, so would you like it external like a pop-up or change the page?

Interviewee: Wait, what do you mean? A detail page?

Interviewer: Yeah, when you click on a painting you get the description and stuff.

Interviewee: Oh yeah, that’s a good one. I would just.. you know if I press on a painting I would expect like a pop-up like it’s like okay this is this…

Interviewer: So external?

Interviewee: Yeah, yeah, yeah.

Interviewer: That’s it. Thank you

Interviewee: No problem!