Interview 5 A/B Testing

Interviewer: Fleur

Interviewee: Nikol

Location: Fontys Hogeschool

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

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

Interviewee: Yes, of course.

Interviewer: So, the first one is either the icon or a name for the shopping cart.

Interviewee: Ahh.. The icon.

Interviewer: Alright, you can go down. This one is the arrow with work in the navigation bar. In the navigation bar, you have the word work and you can zoom in it’s okay, there’s four.

Interviewee: Definitely the first one.

Interviewer: Then you can go next, this is the cart page where you have your items and where you have to pay.

Interviewee: Hmm.. The second one.

Interviewer: Okay. This one is about the ‘shop’ title so either on the left or in the middle.

Interviewee: I think this one, but if the shop could be on the same level as the list.

Interviewer: Yeah so the first one but then the title in the middle of the list. That one is about the title paintings/item name so either in the middle, bigger or below the logo, smaller.

Interviewee: Normally I feel like the second option, but it could be a bit bigger.

Interviewer: That’s like when you click on an item it either pops-up or makes a new page.

Interviewee: A new page.

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

Interviewee: Of course, thank you!