AB Testing Summary

Interview 1:

Card name, Arrow on the right, Left layout design, Shop title on the left, Paintings title in the middle, External detail page

Interview 2:

Card icon, Arrow on the left, Right layout design, Shop title in the middle, Paintings title in the middle, External detail page

Interview 3:

Card icon, Arrow under the button, Left layout design, Shop title in the middle, Paintings title in the middle, External detail page

Interview 4:

Card icon, Arrow on the right, Left layout design, Shop title in the middle, Paintings title in the middle, External detail page

Interview 5:

Card icon, Arrow on the right, Left layout design, Shop title on the left, Paintings title on the left, External detail page

As you can see, most of the choices our interviewees made are very similar to each other. Four out of five people chose the card icon, Left layout design and Paintings title in the middle and everyone chose the external detail page. However the arrow and the shop title answers choices are very mixed and different to one another.