Interview 1 / Maryana / 01.06.2023

Interviewer: So, this is the first interview for the AB testing. Would you like to record our conversation?

Interviewee: Yes, of course.

Interviewer: To begin with which of the first two you prefer – the card icon or card name?

Interviewee: I prefer the one with the card name, because when you have the icon it looks a little bit off, so personally I prefer it to be written.

Interviewer: Ok, very good. For the next page you can see that you have the arrow next to the work button that is positioned on different sides. Which one do you prefer?

Interviewee: I prefer the one on the right, because it’s the most common design for the dropdown menus.

Interviewer: Ok and for the next one you can see two different designs for the checkout, so once again you can say which one do you prefer?

Interviewee: Maybe the left one. I just like how the content is…

Interviewer: How it is structured?

Interviewee: Yeah.

Interviewer: Ok, so for the next one you have the shop title. On the one picture you can see it is positioned on the left side and on the other is in the middle. Which one do you prefer?

Interviewee: Maybe the one on the left, where it is above the categories.

Interviewer: For the next one it is also similar. Once again you have the title paintings that is in the middle and the other is positioned on the left side over the small paintings.

Interviewee: I think I prefer it to be on top of the little images.

Interviewer: Ok, for the last one, you can see that this is more detailed overlay and the other is a bit less detailed.

Interviewee: I prefer the simpler one.

Interviewer: The one on the right?

Interviewee: Yes.

Interviewer: Ok, thank you very much for the interview.