Interview 3 / Yoana / 01.06.2023

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

Interviewee: Of course.

Interviewer: Okay, for the first one would you prefer it to be as a text or as an icon?

Interviewee: I personally prefer it to be as an icon, because it is more noticeable compared to the text that is kind of boring and not that much noticeable.

Interviewer: Yeah, perfect. For here you have four different options. Take a look at them and say what you prefer?

Interviewee: Maybe I think it is better to be under the text, because it just looks better to me.

Interviewer: Okay, and here you can see the checkout. There are basically two different layouts of the elements. So, which one do you prefer?

Interviewee: Maybe, because I am more used to the first layout. I would prefer it that way, because I don’t have to search for it and everything is in one place.

Interviewer: And here you can see that the shop title on the one picture is positioned left and the other one is in the middle.

Interviewee: I would prefer the one in the middle. It drives more attention, because when it is on the left, I wouldn’t have notice it if you didn’t tell me

Interviewer: Good argument. And for the paintings it is pretty much the same once again it is positioned in the middle and on the left side.

Interviewee: In the middle, I will stick to my opinion.

Interviewer: Here basically we have one more detailed overlay of the page and the other is more simplified one?

Interviewee: The simplified one.

Interviewer: The right one?

Interviewee: Yes.

Interviewer: Okay thank you very much for the interview.