Interview 4 / Georgi / 01.06.2023

Interviewer: This is my fourth interview for the AB testing. Would you like to record the conversation?

Interviewee: Yes, of course.

Interviewer: Okay for the first one we have the card button. Would you prefer to be as an icon or a text?

Interviewee: I prefer it as an icon, it looks way cleaner.

Interviewer: For the second one it’s the arrow next to the work button. Would you prefer to be on the right, on the left, below the button or as a hamburger?

Interviewee: For me the best position is to be on the right.

Interviewer: Okay, and then we have for the checkout two different layouts, so which one do you prefer?

Interviewee: I think the left one is better structured, so this will be my choice.

Interviewer: The left one, okay. Then we have the shop title, here it is positioned on the left and on the other is in the middle. Which one would it be?

Interviewee: I like more the one that is positioned in the center.

Interviewer: Okay, and it’s the same for the paintings. Once again in one of the pictures the title is positioned on the left and the other is in the middle.

Interviewee: Again, positioned in the center.

Interviewer: Good, and then in the last one. On the left side you have more detailed page and the other one is more simplified

Interviewee: I prefer the simplified one.

Interviewer: The one on the right?

Interviewee: Yeah.

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