**Think Out Loud - 5-Second Testing**

Date: 12/8

Test Subject: Emma (significant other)

Background:

* No background given to person
* Only instruction was that I would be showing something for 5 seconds

Comments:

1. They noticed diversity
2. They liked the happy people
3. They did not notice the food
4. Words were not memorable

**A/B Testing:**

Date: 12/9-12/11

Test Subjects: John O (Friend, works in film industry on 90 Day Fiance), and Emma (significant other)

Background:

* They are in Newark, searching for a deli to grab a sandwich.

Comments:

* Initial preference was design 1 due to a more personal feel, but changed as time went on because they preferred the centered layout
* First inclination is to view the menu
* They would click the view specials
* \*\*Search result 1 highly preferred due to simplicity and more descriptive text in the header

Iteration 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Section** | **Design 1** | **Design 2** | **Overall** | **Action** |
| Hero | * Looks like powerpoint presentation * Even if the background is made to be the same color as the navigation bar, the page does not look scrollable * Airplane is distracting – doesn’t make me think of food * Likes the title-casing header. | * Less personal * Likes the layout of the text. The pyramid shape makes it easier to read in-order * Capitalized font is too aggressive | * Prefers the image to be the full viewport width * Likes for the transition to the specials section with the pink background * Prefers the Playfair font for the header over the Ubuntu/Roboto | 1. Include only one image in the hero section 2. Select the couple laughing while eating 3. Center Text 4. Use Design 2 text layout |
| Specials | * Border makes the page feel less scrollable | * A lot more inviting, scrollable * \*\*Prefers Roboto Font – Playfair is less inviting * Prefers capitalized section title because it stands out | * Likes the font color difference in the deals and limited time offers * Likes the diversity of ingredient options | 1. Remove border 2. Replace font style 3. \*\*\*Capitalize all Sections |
| Order Now |  |  | * Likes the ratings |  |
| Catering | * Confusing, not easy to focus on | * Much preferred |  | 1. Continue with Option 2 |
| Get Notified | * Looks out of place | * Immediately commented on how nice it looks |  |  |

Iteration 2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Section** | **Design 1** | **Design 2** | **Overall** | **Action** |
| Hero |  |  |  |  |
| Specials |  |  |  |  |
| Order Now |  |  | * Prefers to see the amount of reviews on each delivery service | 1. Remove pink padding 2. Place number of reviews |
| Catering |  |  | * Prefers background that extends to both sides of the screen. The border using sqrt(vw) isn’t as visually appealing | 1. Make background go the entire viewport width |
| Get Notified |  |  |  | 1. Keep this as bottom section |
| Footer | * Red text is difficult to read |  |  | 1. Change text to whit |

Iteration 3:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Section** | **Design 1** | **Design 2** | **Overall** | **Action** |
| Menu | Red font is distracting  After quick change:   * Prefers title casing * Prefers unbolded header | Prefers black |  | 1. Choose black font 2. Use title casing |
| Order Now |  |  | * Ratings seems slightly crowded | 1. Place number of reviews on line below |