Results summary

**Facebook Ad concepts**

* casual language and pronouns like “we” are more comfortable / feel less invasive
* some users are interested in quizzes, but generally want content to be relevant to their interests
* like when we set clear expectations like “2 minute quiz” versus “quiz”
* multiple approaches/campaigns will be necessary as different visual styles appeal to different users

**M-shop Ad concept**

* users generally responded negatively to this concept, although few had specific complaints
* generally seems like there isn’t enough context to set expectation around value
* want to be able to see the results before saving data
* want the ASIN imagery to appeal to their tastes

**Playlist Ad concept**

* Positioning and visual style of this ad are important
  + As an ad banner, most felt the design seemed “sketchy”
* Most would be interested in hearing a particular playlist, but some said they would be more likely to listen to playlists from the generations they are interested in / curious about “I really like 80s music, so I’d probably put in a graduation year from the 80s”
* None interested in saving graduation year to account - “why?”

**Interesting Finds** **concept**

* Users responded positively – liked that there were already appealing asins/images on the page
* Should be a streamlined flow
* More playful is better, but should maintain the clean design of the site
* Users would likely save their info on repeat visits

Charlie “’How old does Amazon think you are?’ that comes off as kind of creepy.”