




































User Testing Pool																			
		About Us	Become a Brand Partner	Blog	Brand Partner Recognition	Current Offers	Events	None of These											
																			
Image F				4			1	5		Image F		10							
Image G						1				Image G		10							
Image H										Image H									
Image I										Image I									
Image J										Image J									
Image K										Image K									
Image L										Image L									
Image M										Image M									
Image N										Image N									
Image O										Image O									
Image P										Image P									
Image Q										Image Q									
Image R										Image R									
Image S										Image S									
Image T										Image T									
Image U										Image U									
Image V										Image V									
Image W										Image W									

	Winner
	Tie
	2nd Place
	3 Way Tie

Brand Partner Testing Pool																			
		About Us	Become a Brand Partner	Blog	Brand Partner Recognition	Current Offers	Events	None of These											
																			
Image F										Image F									
Image G										Image G									
Image H										Image H									
Image I										Image I									
Image J										Image J									
Image K										Image K									
Image L										Image L									
Image M										Image M									
Image N										Image N									
Image O										Image O									
Image P										Image P									
Image Q										Image Q									
Image R										Image R									
Image S										Image S									
Image T										Image T									
Image U										Image U									
Image V										Image V									
Image W										Image W									



Desktop							
With images (Version X)				Without images (Version Y)			
Find the Hair Care		Find Rest		Find the Hair Care		Find Rest	
User1	1:07	User1	1:48	User1	0:56	User1	0:51
User2	1:46	User2	0:43	User2	4:51	User2	1:38
User3	1:00	User3	1:19	User3	0:39	User3	1:30
User4	0:30	User4	0:22	User4	1:22	User4	0:32
User5	1:10	User5	0:50	User5	0:42	User5	0:30
User6	1:06	User6	1:46	User6	0:41	User6	0:48
User7	0:18	User7	0:11	User7	0:21	User7	0:59
User8	1:24	User8	1:18	User8	2:04	User8	1:17
User9	1:58	User9	0:50	User9	1:57	User9	1:11
User10	0:32	User10	0:18	User10	0:51	User10	0:31
Average Time	1:05	Average Time	0:56	Average Time	1:26	Average Time	0:58

Average time on task between Version X	1:00
Average time on task between Version Y	1:12

	No modifications were made but average time does not match UT's average time.
	New average time calculated after modification
	Modification made
	Legitimate time taken to complete task

With images (Version X)								Without images (Version Y)							
Find Loyalty Rewards		Find Science is in our Nature		Find Events		Find Become a Brand Partner		Find Loyalty Rewards		Find Science is in our Nature		Find Events		Find Become a Brand Partner	
User1	1:58	User1	1:04	User1	1:01	User1	0:48	User1	1:48	User1	0:53	User1	1:16	User1	0:54
User2	2:30	User2	1:08	User2	1:22	User2	0:32	User2	4:37	User2	1:12	User2	6:10	User2	0:59
User3	2:19	User3	1:17	User3	0:36	User3	0:27	User3	4:01	User3	0:32	User3	1:30	User3	0:24
User4	1:28	User4	0:25	User4	0:33	User4	0:18	User4	0:31	User4	0:33	User4	1:02	User4	0:39
User5	2:13	User5	0:59	User5	0:31	User5	0:37	User5	0:38	User5	0:37	User5	0:26	User5	0:37
User6	1:14	User6	1:01	User6	0:56	User6	0:59	User6	0:26	User6	1:11	User6	0:50	User6	0:42
User7	0:25	User7	0:12	User7	0:21	User7	0:13	User7	1:14	User7	0:27	User7	0:31	User7	0:28
User8	1:43	User8	1:36	User8	1:01	User8	2:33	User8	0:54	User8	0:48	User8	0:54	User8	
User9	0:36	User9	1:19	User9	0:57	User9	0:38	User9	3:21	User9	1:41	User9	1:09	User9	1:54
User10	1:45	User10	1:00	User10	1:20	User10	1:23	User10	2:18	User10	1:54	User10	3:52	User10	0:33
Average Time	1:37	Average Time	1:00	Average Time	0:51	Average Time	0:50	Average Time	1:58	Average Time	0:58	Average Time	1:46	Average Time	0:47

Average time on task between Version X	1:04
Average time on task between Version Y	1:23

Mobile							
With images (Version X)				Without images (Version Y)			
Find the Hair Care		Find Rest		Find the Hair Care		Find Rest	
User1	0:49	User1	1:26	User1	0:38	User1	0:29
User2	0:52	User2	0:51	User2	1:57	User2	0:54
User3	0:43	User3	0:25	User3	0:18	User3	0:12
User4	0:21	User4	0:29	User4	0:44	User4	0:32
User5	2:12	User5	1:03	User5	1:01	User5	1:14
User6	1:17	User6	0:59	User6	1:56	User6	
User7	1:48	User7	0:25	User7	0:32	User7	0:25
User8	0:58	User8	0:31	User8	1:05	User8	1:02
User9	1:47	User9	1:21	User9	1:34	User9	1:10
User10	1:01	User10	0:30	User10	2:30	User10	0:49
Average Time	1:10	Average Time	0:48	Average Time	1:13	Average Time	0:45

Average time on task between Version X	0:59
Average time on task between Version Y	1:00

With images (Version X)								Without images (Version Y)							
Find Loyalty Rewards		Find Science is in our Nature		Find Events		Find Become a Brand Partner		Find Loyalty Rewards		Find Science is in our Nature		Find Events		Find Become a Brand Partner	
User1	0:32	User1	0:36	User1	0:45	User1	0:30	User1	2:17	User1	0:37	User1	0:37	User1	0:29
User2	0:55	User2	0:30	User2	0:28	User2	0:26	User2	1:55	User2	0:37	User2	1:27	User2	0:42
User3	0:21	User3	0:21	User3	0:25	User3	0:19	User3	1:06	User3	0:18	User3	0:15	User3	
User4	0:43	User4	0:24	User4	0:16	User4	0:16	User4	1:36	User4	0:33	User4	0:42	User4	0:25
User5	0:57	User5	1:52	User5	1:19	User5	0:33	User5	3:29	User5	1:48	User5	0:28	User5	0:43
User6	1:00	User6	0:46	User6	0:54	User6	1:00	User6	2:17	User6	2:32	User6	2:44	User6	0:29
User7	0:34	User7	0:37	User7	0:42	User7	1:37	User7	1:44	User7	0:21	User7	0:19	User7	0:30
User8	0:23	User8	0:40	User8	0:26	User8	0:19	User8	2:13	User8	1:20	User8	1:55	User8	
User9	1:01	User9	1:57	User9	0:54	User9	1:40	User9	3:29	User9	1:28	User9	3:20	User9	0:49
User10	0:48	User10	0:30	User10	0:37	User10	0:30	User10	1:39	User10	0:59	User10	1:31	User10	0:56
Average Time	0:43	Average Time	0:49	Average Time	0:40	Average Time	0:43	Average Time	2:10	Average Time	1:03	Average Time	1:19	Average Time	0:37

Average time on task between Version X	0:44
Average time on task between Version Y	1:19