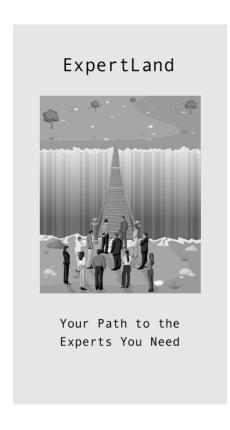# PREFERENCE TEST FOR EXPERTLAND

SUMMARY

After getting some critical feedback about the artwork on the introduction and onboarding screens, I decided to change them. I changed the onboarding images from drawings to photos of real people. I changed the logo on the introduction screen to another drawing which I thought would deliver the message better. However, I was not sure if I should have put real people on the intro screen too. It seems that real photos of real people just work better (see e.g. https://vwo.com/blog/human-landing-page-increase-conversion-rate/). So, in the end, I decided to do a preference test with the drawing and a photo that pictures real people.

SCREENS

Everything else in these pictures is left the same expect for the images. They differ from each other in all possible aspects. The drawing pictures a bridge to a group of experts as a symbol of a path. It is more serious and still. The photo pictures friendly experts in the nature which could be this land where the experts live (Expert*Land*). It is more lively and striking.

RESULTS

The results were more mixed than I hoped for. From 12 participants, 7 (58,3%) chose the drawing. This small majority does not speak of any strong tendency towards the original image, but at least there seem to be no need for any immediate changes. The reasons behind the

choices were also very predictable. People said that the drawing was more symbolic and therefore delivered the message better. It had also "more depth and feeling" and was "more interesting and modern". On the other hand, the fans of the photo called it "more natural and eye-catching".

CONCLUSION

The slight majority favour the original image so I will leave the prototype as it is. However, as the issue is far from clear, further testing would not do any harm if there is enough time for it. Perhaps with another photo which is also able to deliver more symbolism. Like a photo of a path leading to an expert or a group of experts.