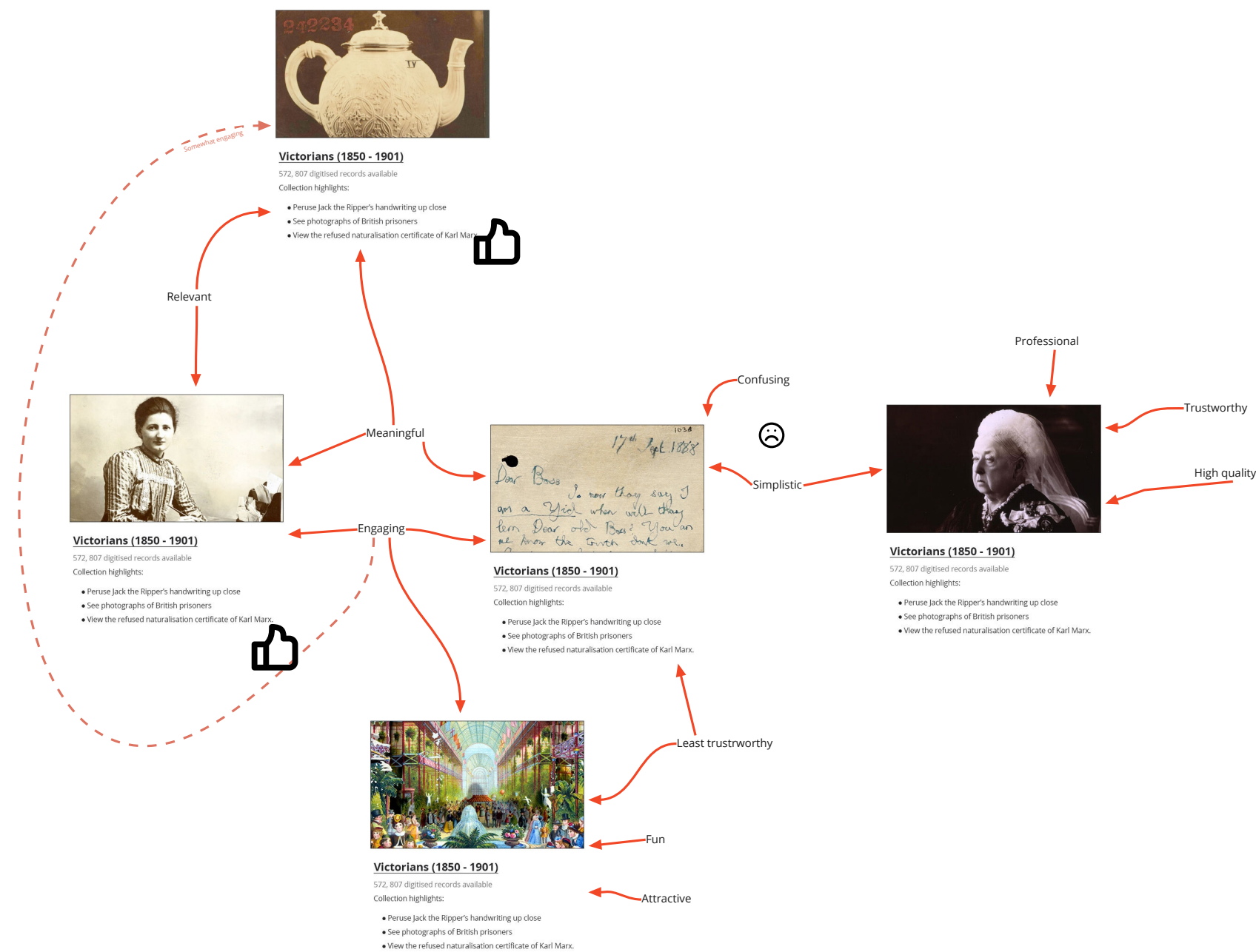


# 5 Victorians mock-up images

- 100 participants
- Described one of five images.
- 18 TNA users 82 non-users
- Unmoderated study
- 26 May 2021
- Helen Calderon – User Researcher



## Findings

- This research ties in with previous user feedback: images of people are engaging, illustrations seem less relevant.
- The photo and tea pot were good all-rounders: engaging, relevant and meaningful
- The document was meaningful and engaging but some also found it confusing.
- The document and Queen Victoria were seen as simplistic
- The illustration was the only one seen as fun and attractive.
- The illustration and the document were less likely to be described as trustworthy.
- The teapot was slightly more engaging than Queen Victoria.

## Full study data and results