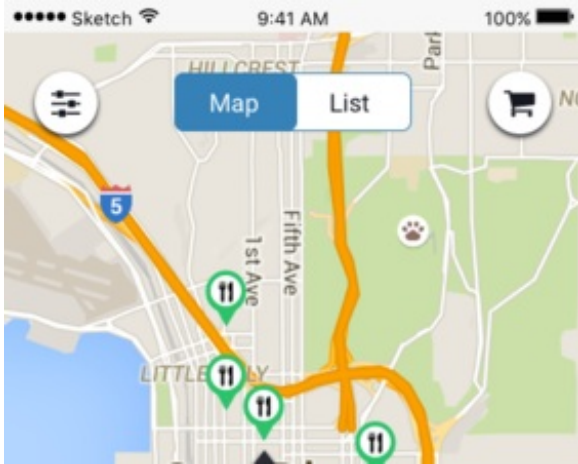# Jun 12 test

5 Results

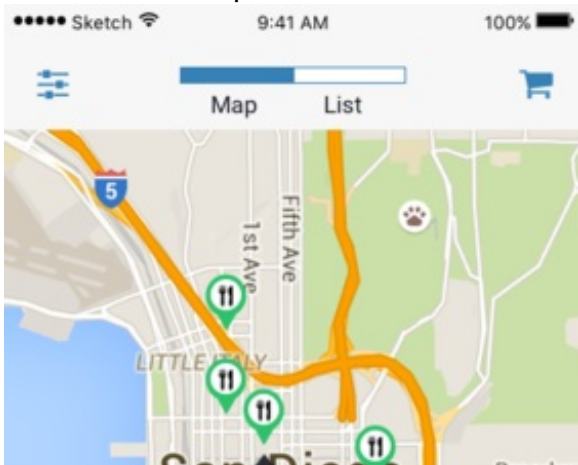Started June 12, 2016 at 12:52PM

Jun 12 test

Summary

"Which map view screen do you prefer? They differ with the map vs. list viewing options as well as the Cart and Filter buttons. "

-

Control 80%

Common Words

- Map x2
- Large screen
- Looks simple and clean

-

Variation A 20%

Common Words

- I like the icons at the top and general layout better than the other one. more simplistic imo

Jun 12 test

Demographics

📅 **Age**

- 30-40 **40%**
- 25-30 **40%**
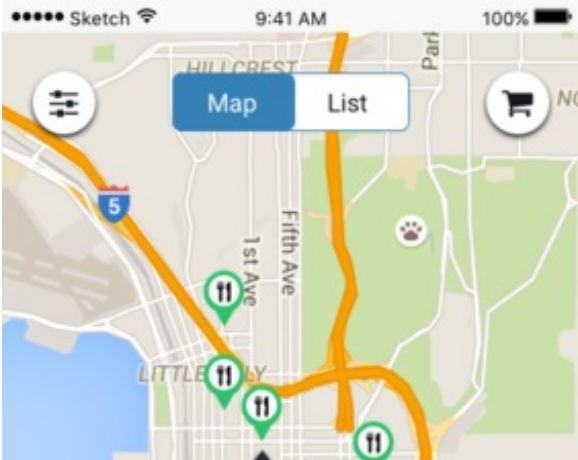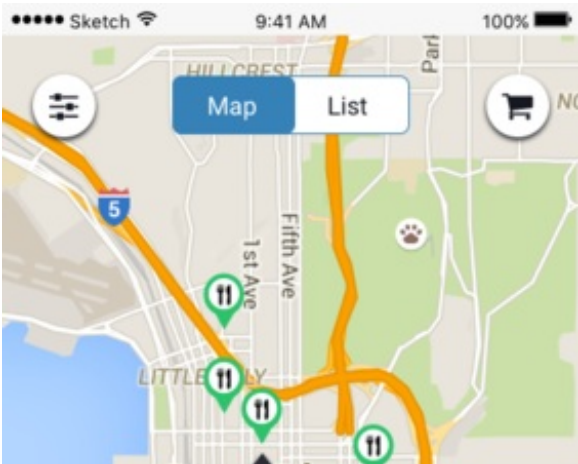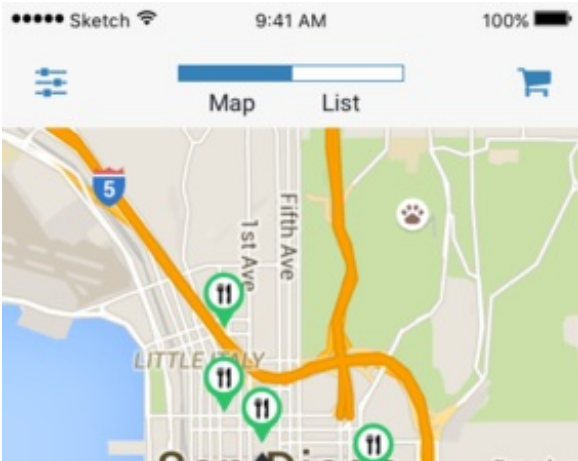- 40-55 **20%**
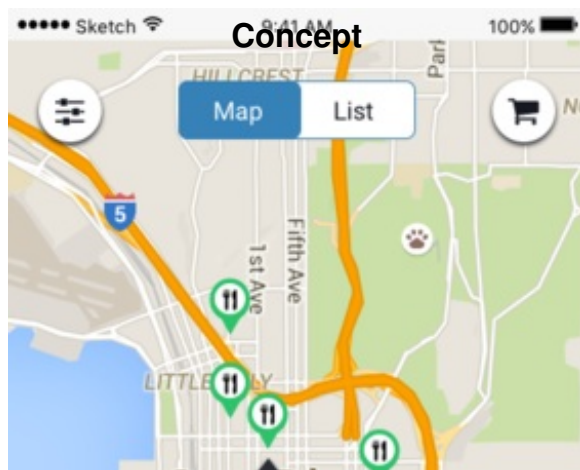
👤 **Sex**

- Female **60%**
- Male **40%**

🌐 **Country**

🏠 **State**

Raw Data

Concept	Demographics	Reason
Control	• **Sex:** male • **Age:** 30-40	Looks simple and Clean
Control	• **Sex:** female • **Age:** 25-30	More map
A	• **Sex:** male • **Age:** 25-30	I like the icons at the top and general layout better than the other one. More simplistic imo
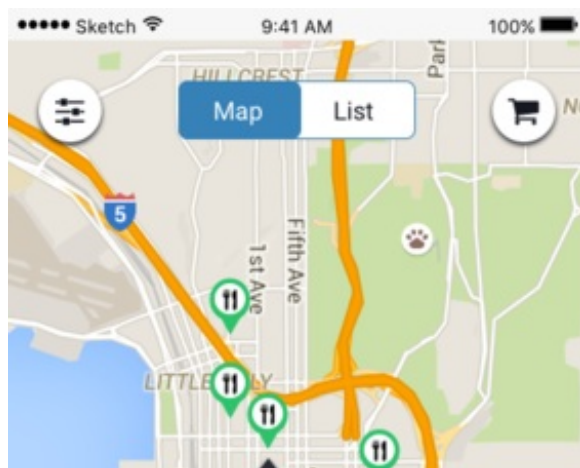
Concept	Demographics	Reason
Control	- **Sex:** female - **Age:** 40-55	More of the map showing
Control	- **Sex:** female - **Age:** 30-40	Large screen