



Preference Test

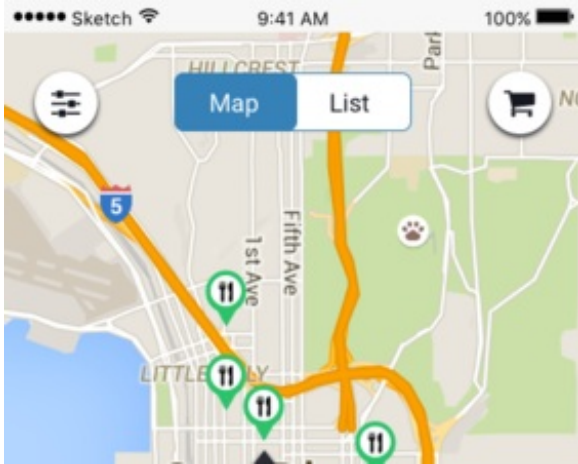
# Jun 12 test

5 Results

Started June 12, 2016 at 12:52PM

## Summary

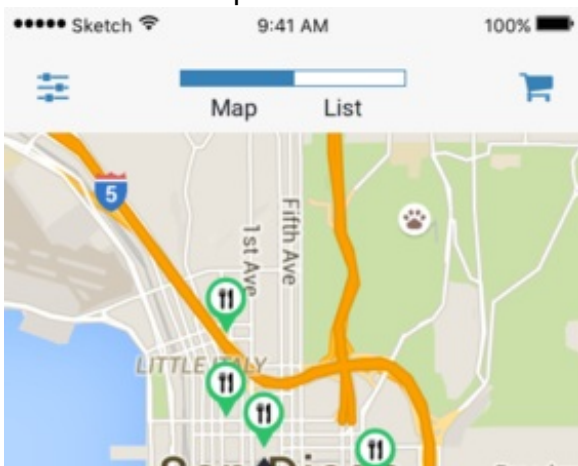
"Which map view screen do you prefer? They differ with the map vs. list viewing options as well as the Cart and Filter buttons. "



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%**

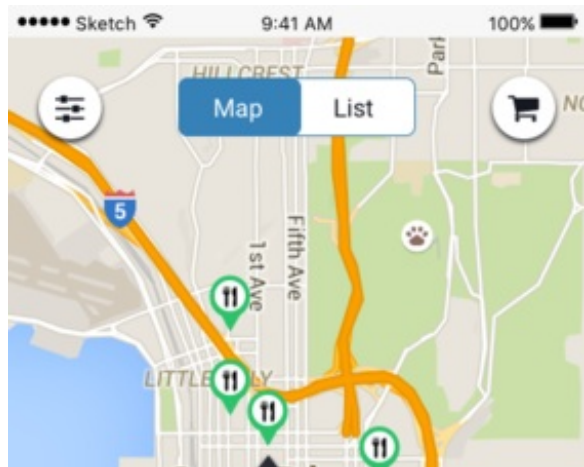
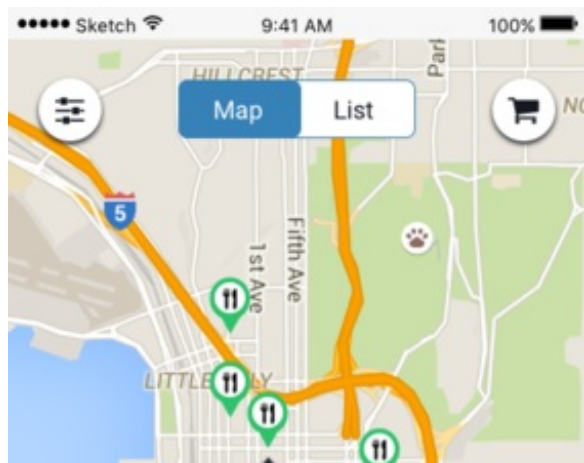
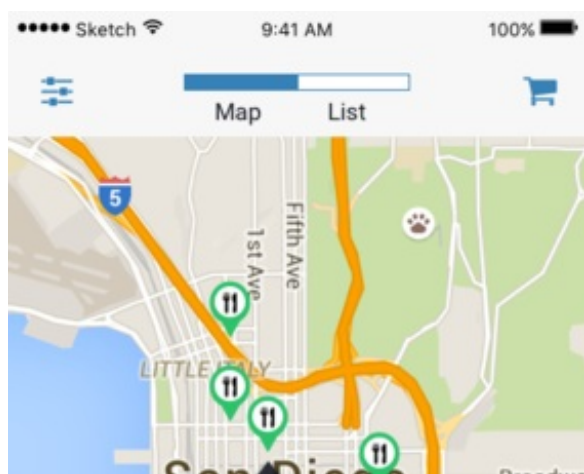


### Country

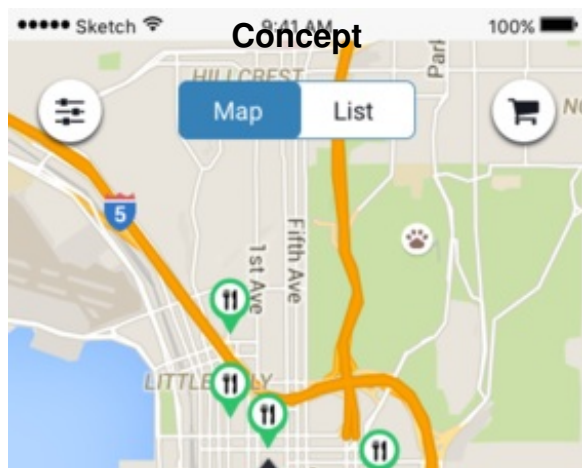


### State

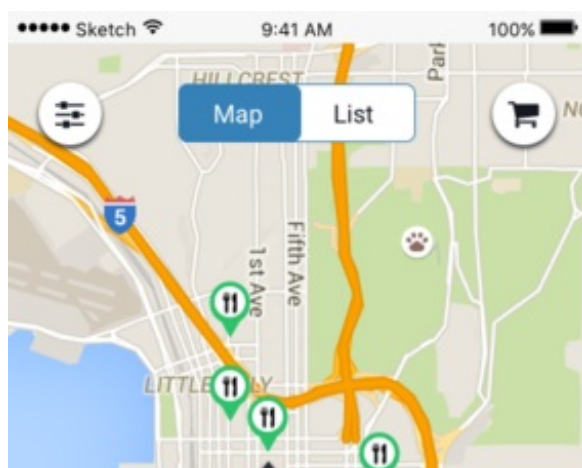
Raw Data

Concept	Demographics	Reason	
	<ul style="list-style-type: none"><li>• <b>Sex:</b> male</li><li>• <b>Age:</b> 30-40</li></ul>	Looks simple and Clean	
Control		<ul style="list-style-type: none"><li>• <b>Sex:</b> female</li><li>• <b>Age:</b> 25-30</li></ul>	More map
Control		<ul style="list-style-type: none"><li>• <b>Sex:</b> male</li><li>• <b>Age:</b> 25-30</li></ul>	I like the icons at the top and general layout better than the other one. More simplistic imo

A



Control



Control

## Concept

## Demographics

## Reason

- **Sex:** female
- **Age:** 40-55

More of the map showing

- **Sex:** female
- **Age:** 30-40

Large screen