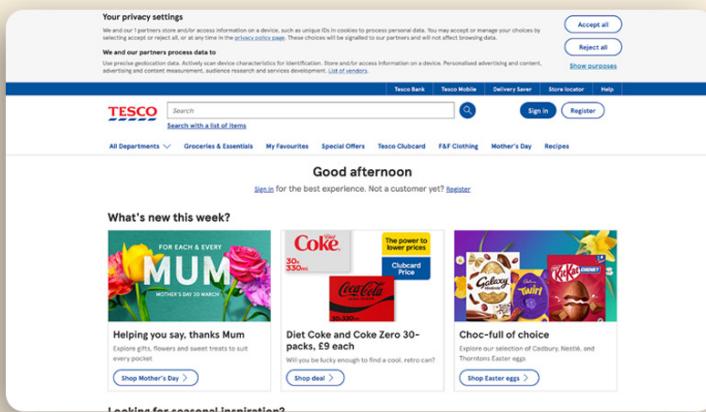


Design Wireframe - User 1

Interface element preference

Tesco



Interface element preferences

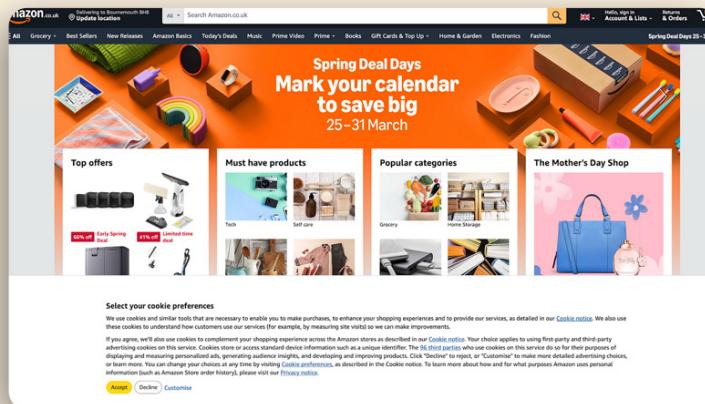
Result ----->

The research revealed user preference for like, unlike and love buttons

Like, Unlike & Love Buttons

A wireframe of a cookie preferences overlay. The title is "Cookie Preferences" with a close button. The text says: "We use cookies to enhance your browsing experience and analyze site traffic. Choose how you'd like us to use cookies:". There are three rounded rectangular buttons with icons and labels: "Love it!" with a red heart icon, "Like it" with a yellow thumbs-up icon, and "No thanks" with a yellow thumbs-down icon. Below each button is a brief description of the cookie acceptance level.

Amazon

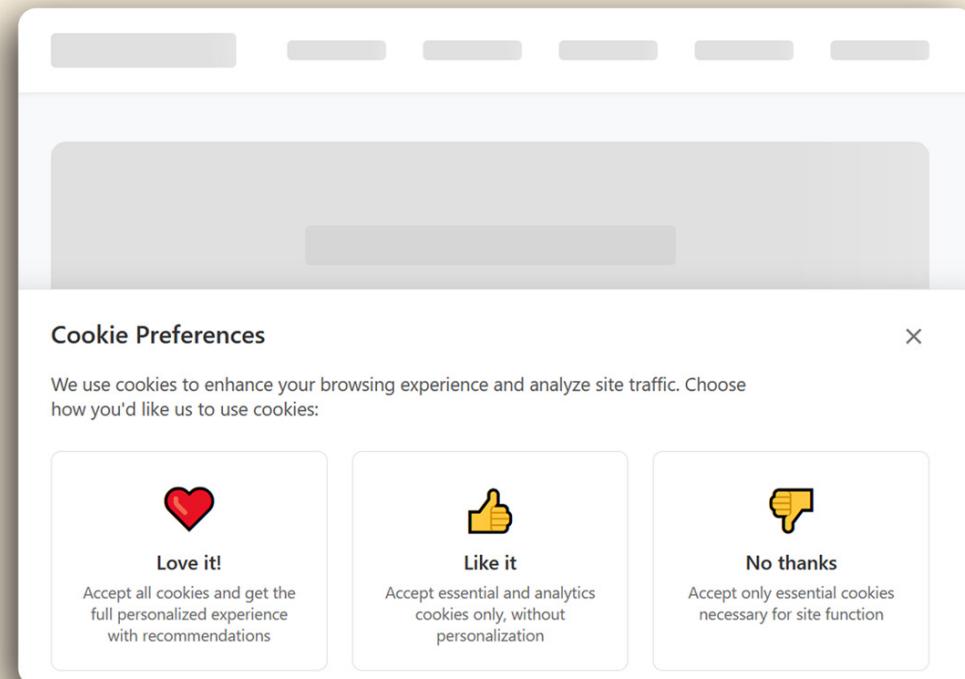


Interface element preferences

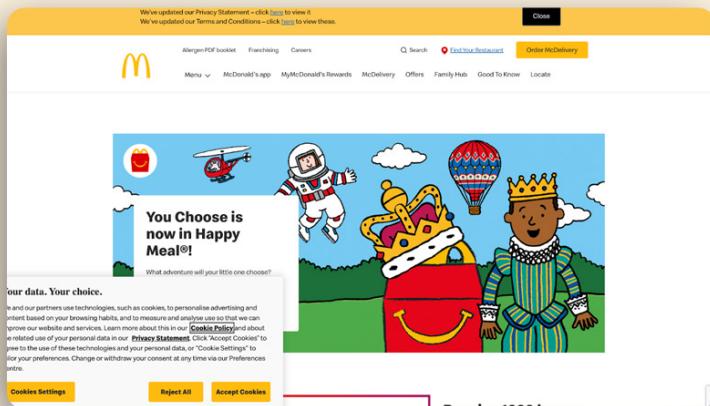
Result ---->

The research revealed user preference for like, unlike and love buttons

Like, Unlike & Love Buttons



McDonald's

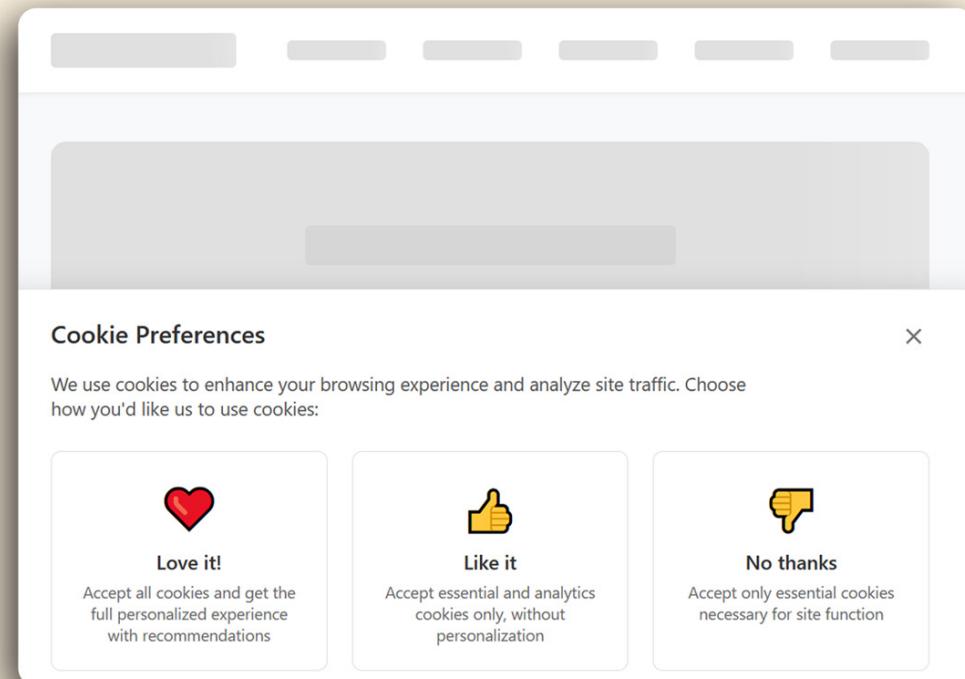


Interface element preferences

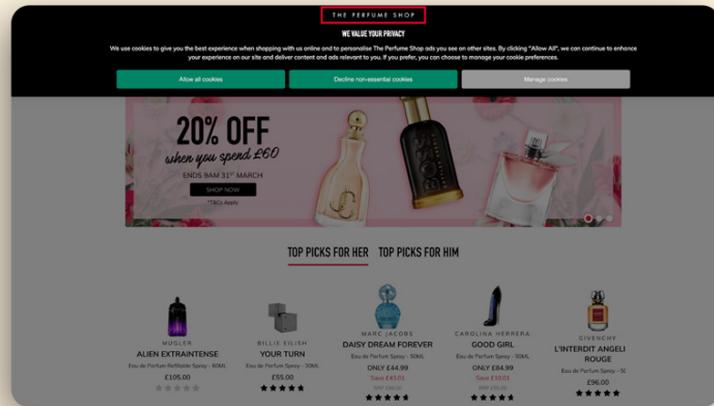
Result ---->

The research revealed user preference for like, unlike and love buttons

Like, Unlike & Love Buttons



The Perfume Shop

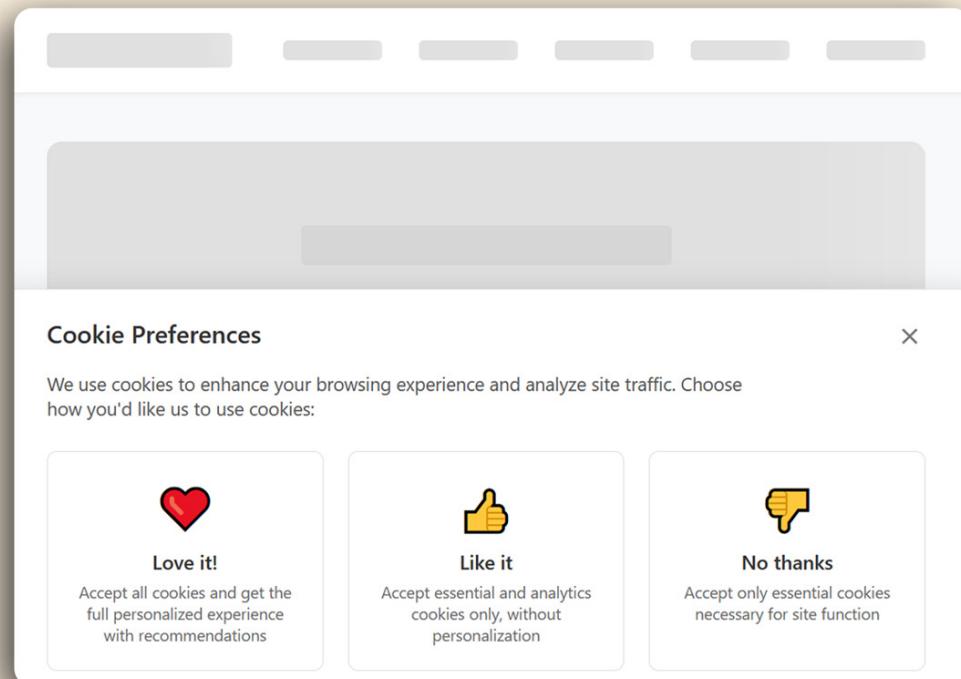


Interface element preferences

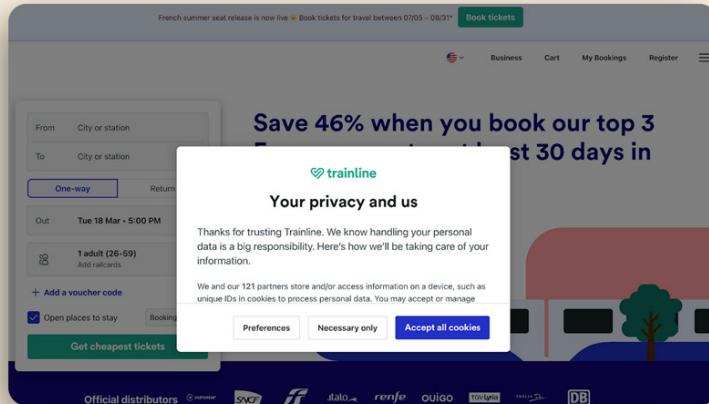
Result ---->

The research revealed user preference for like, unlike and love buttons

Like, Unlike & Love Buttons



Trainline

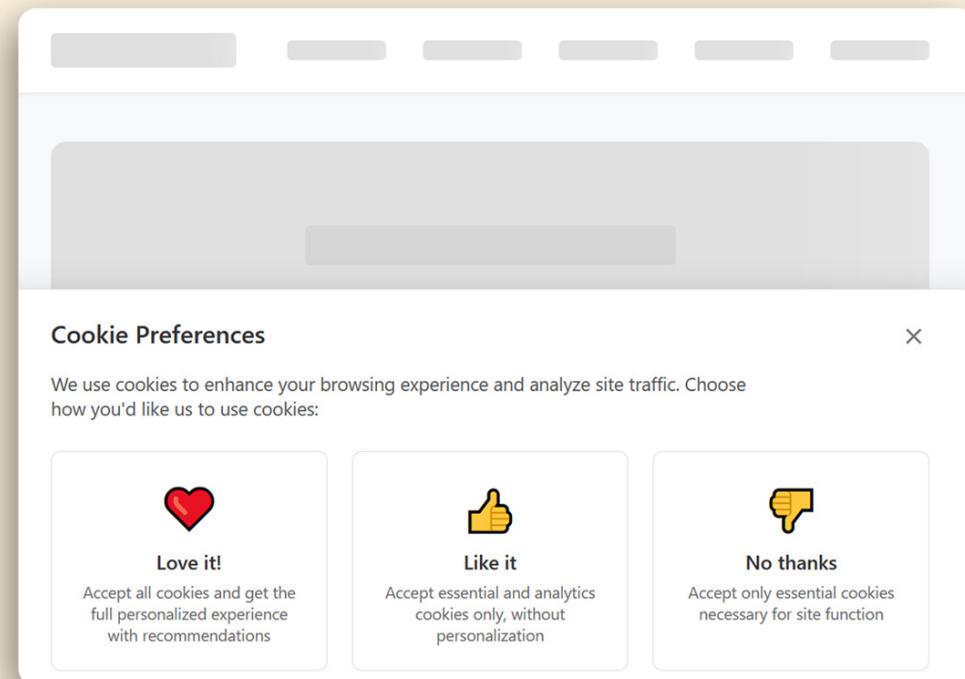


Interface element preferences

Result ---->

The research revealed user preference for like, unlike and love buttons

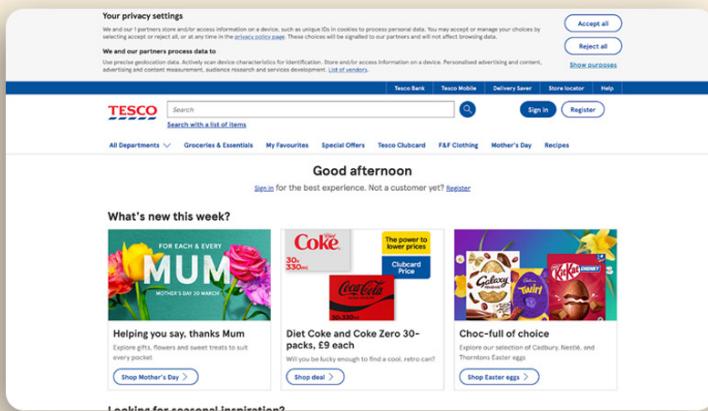
Like, Unlike & Love Buttons



Design Wireframe - User 2

Interface element preference

Tesco

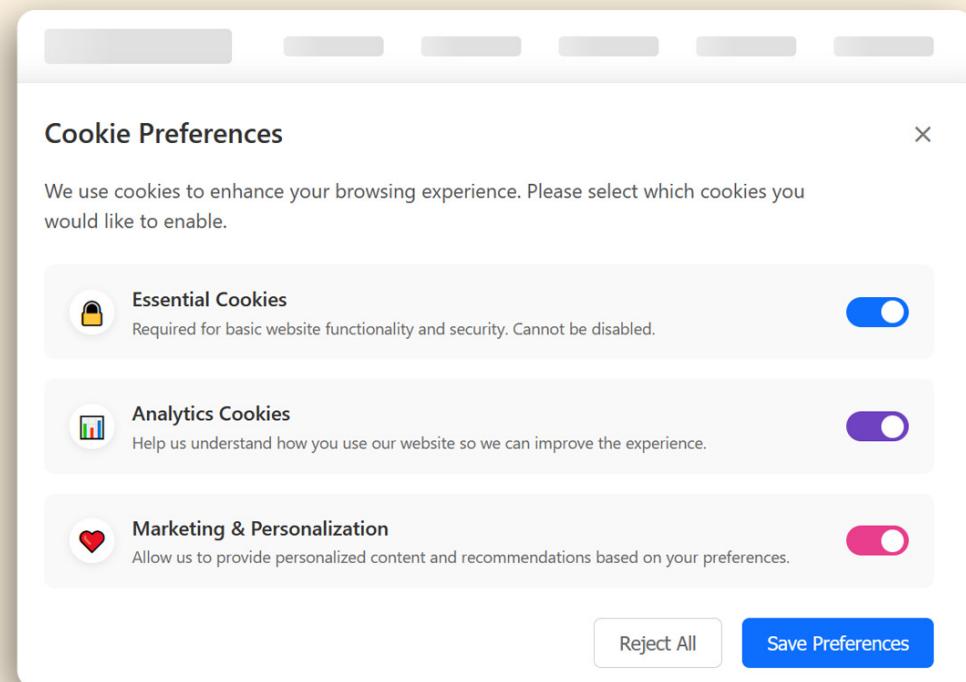


Interface element preferences

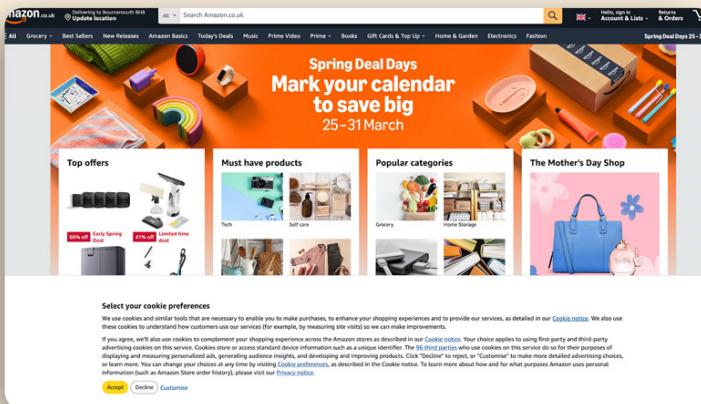
Result ----->

The research revealed user preference for toggle buttons

Toggle Buttons



Amazon

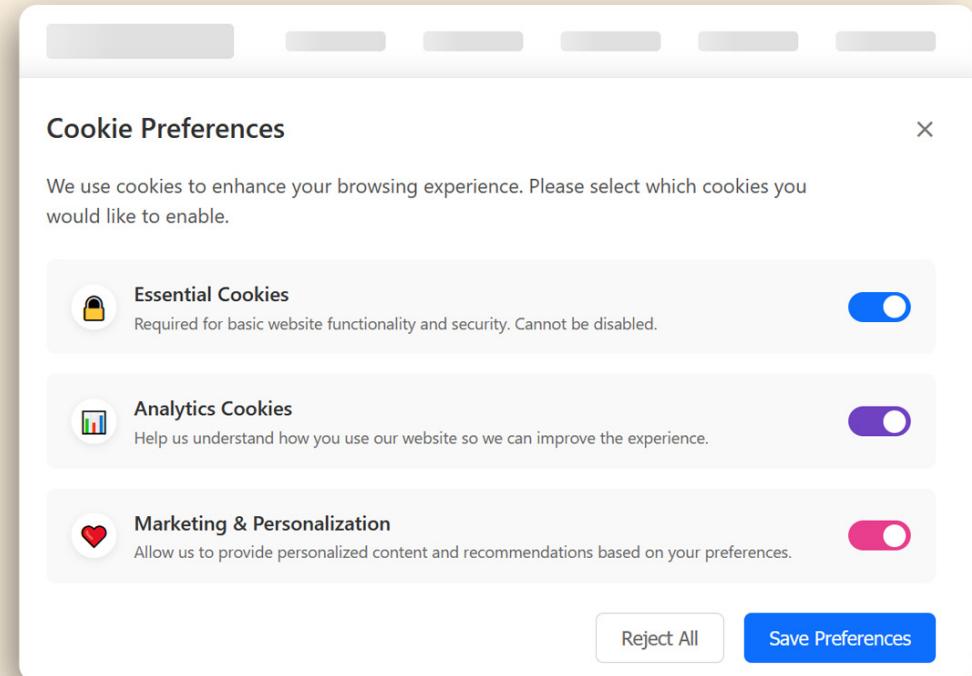


Interface element preferences

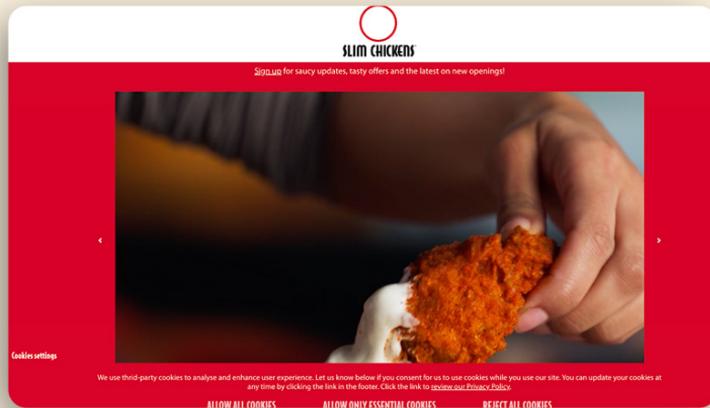
Result ---->

The research revealed user preference for toggle buttons

Toggle Buttons



Slim Chickens

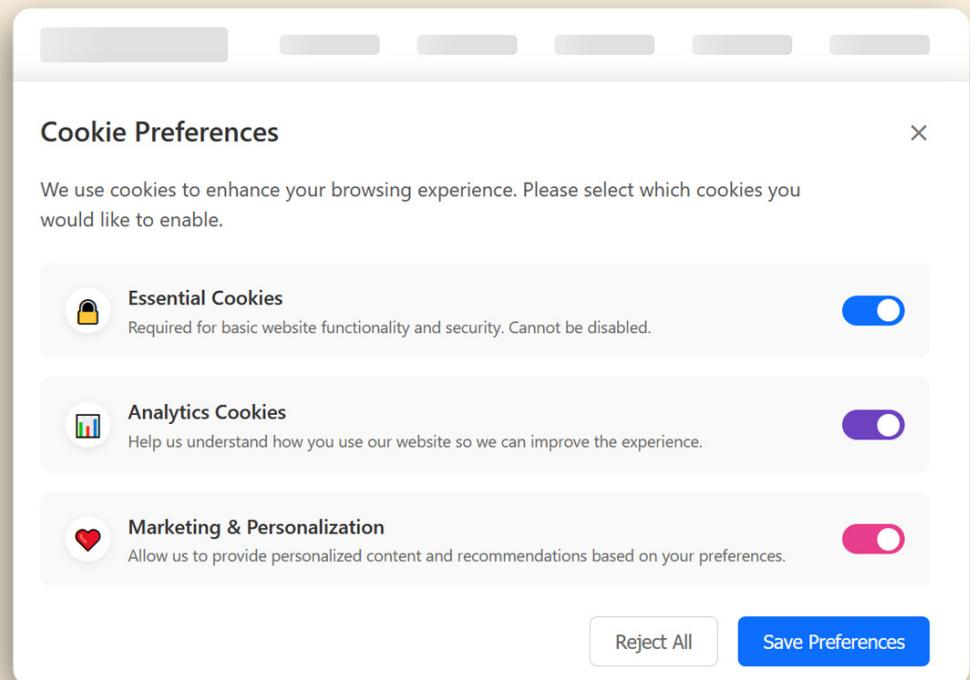


Interface element preferences

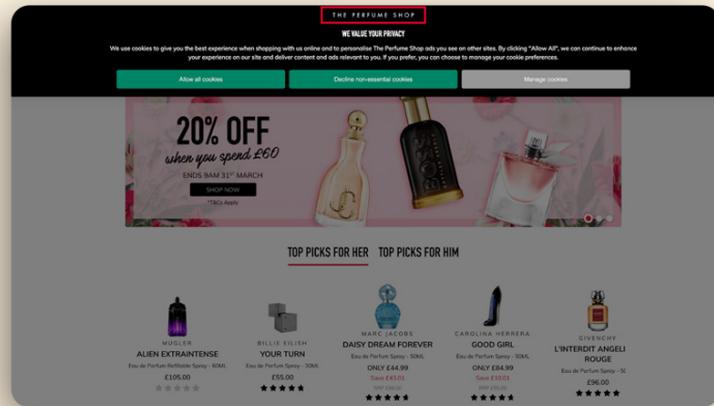
Result ---->

The research revealed user preference for toggle buttons

Toggle Buttons



The Perfume Shop

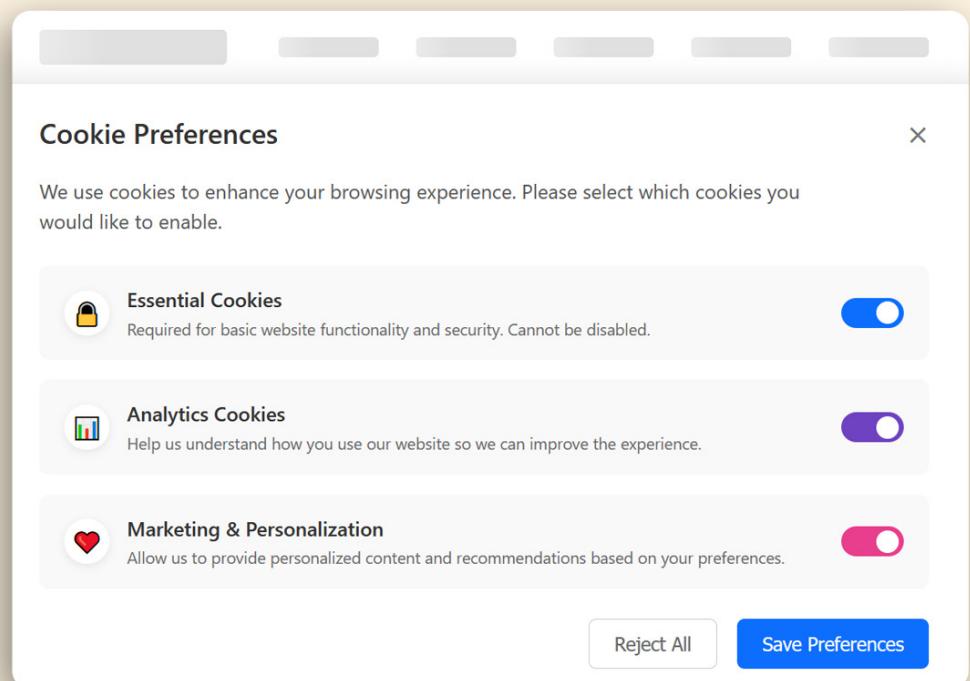


Interface element preferences

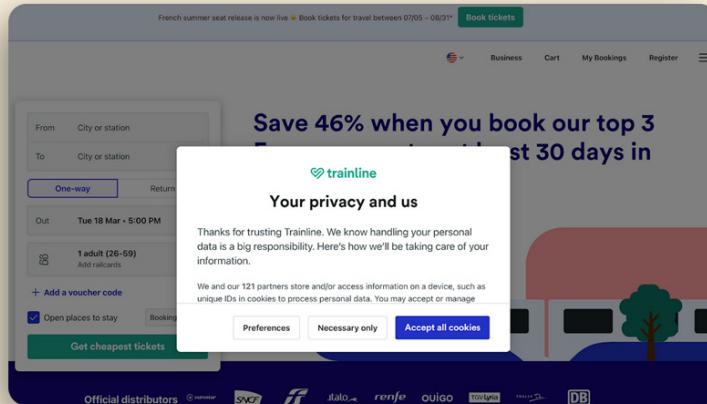
Result ---->

The research revealed user preference for toggle buttons

Toggle Buttons



Trainline

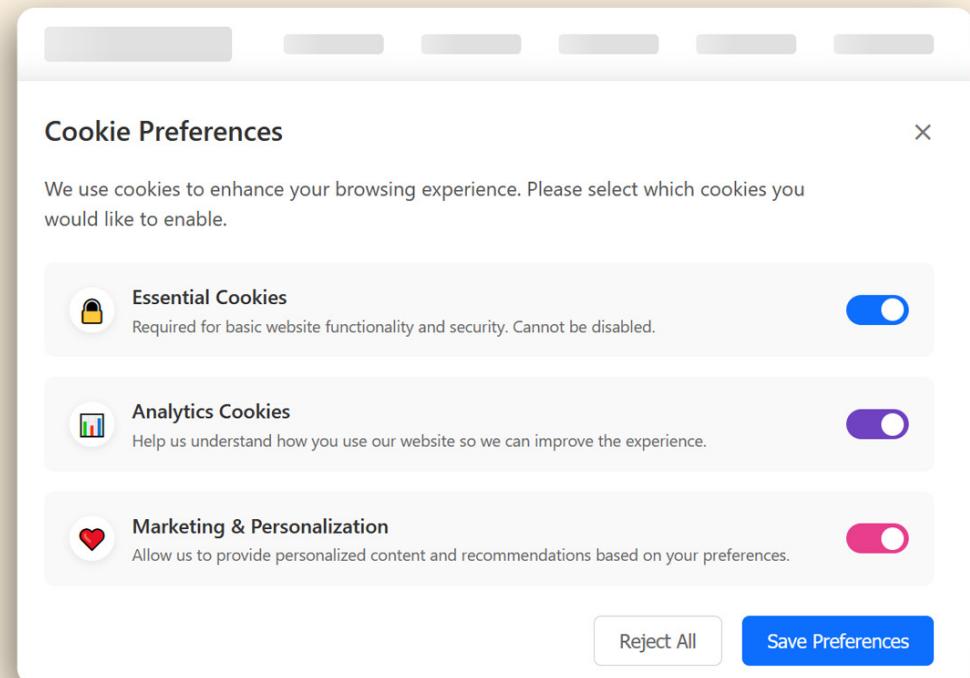


Interface element preferences

Result ---->

The research revealed user preference for toggle buttons

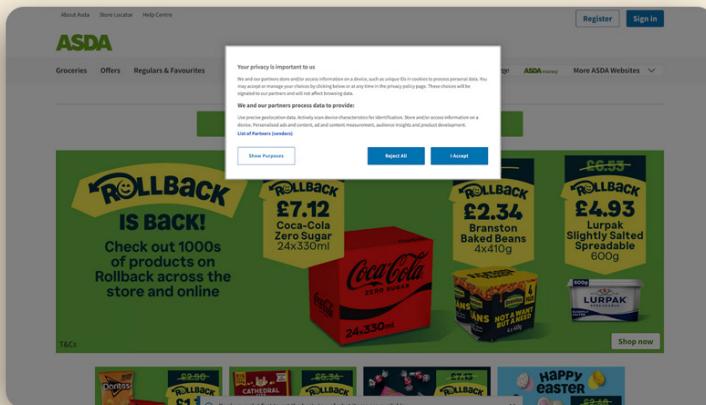
Toggle Buttons



Design Wireframe - User 3

Interface element preference

Asda

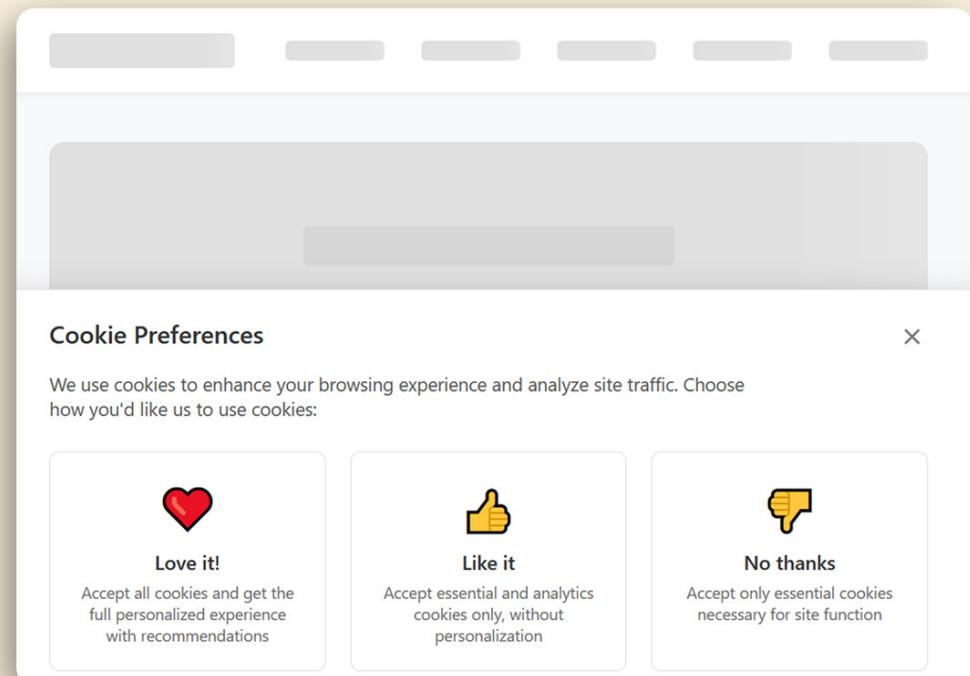


Interface element preferences

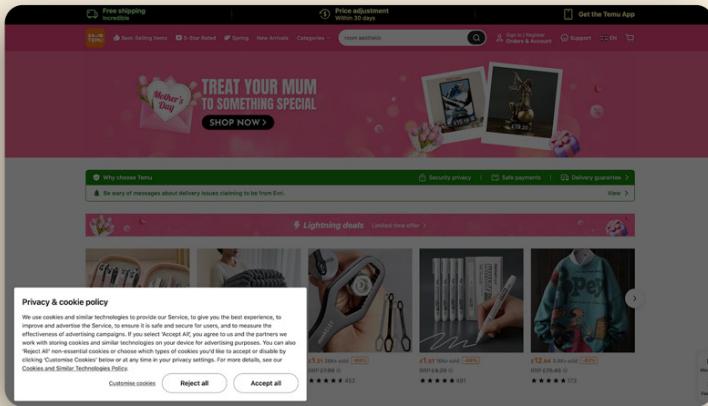
Result ----->

The research revealed user preference for like, unlike and love buttons

Like, Unlike & Love Buttons



Temu

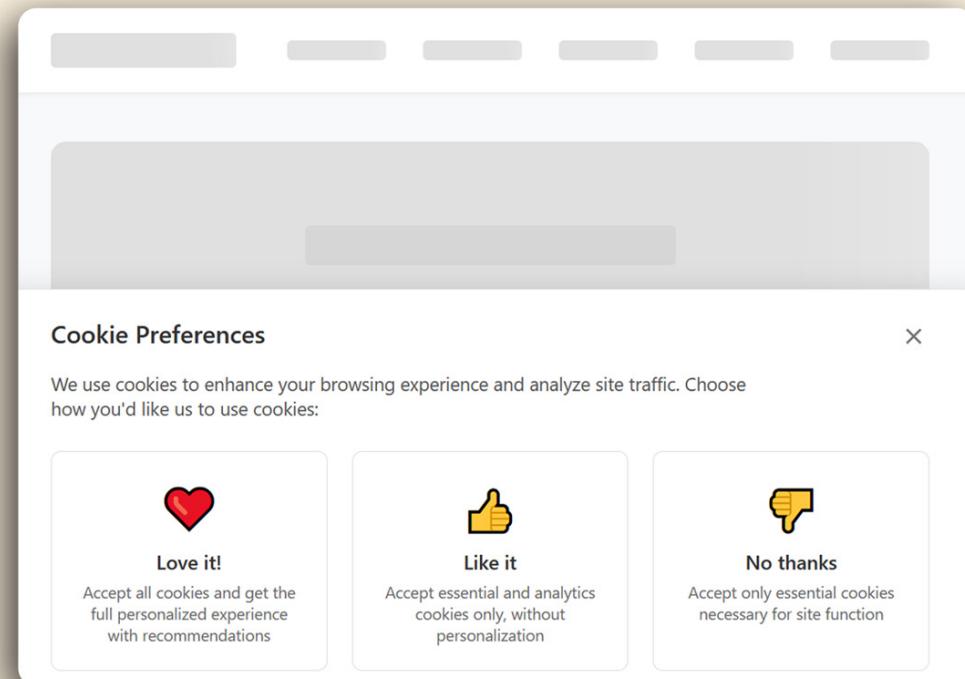


Interface element preferences

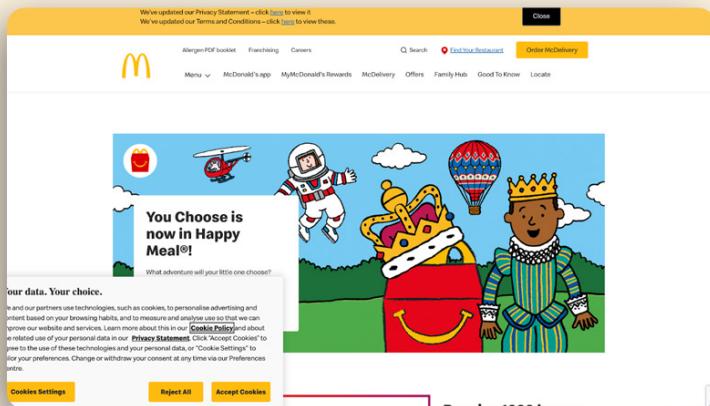
Result ---->

The research revealed user preference for like, unlike and love buttons

Like, Unlike & Love Buttons



McDonald's

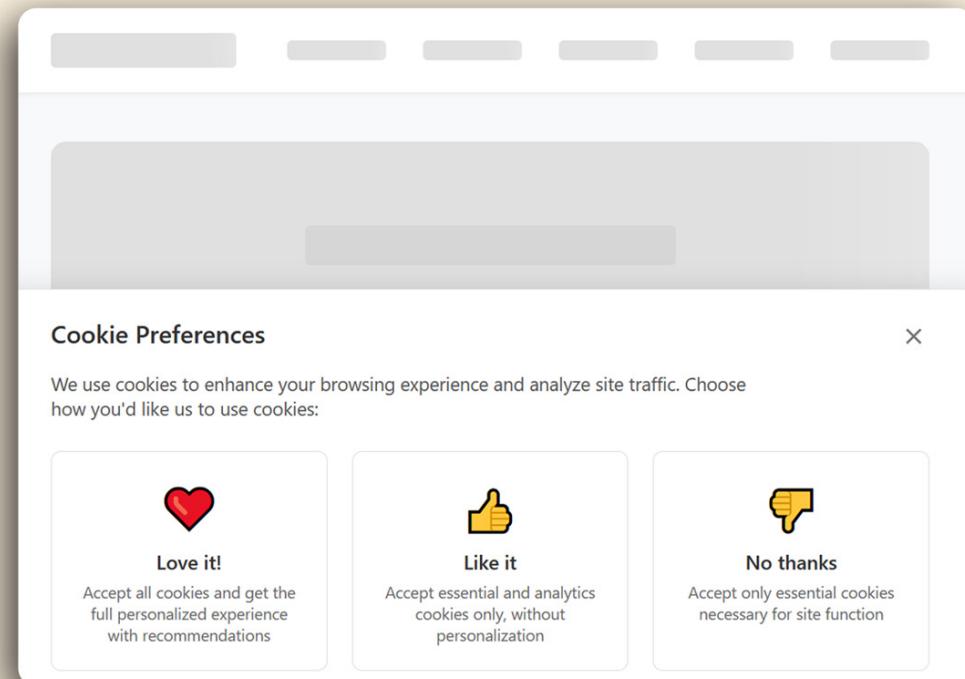


Interface element preferences

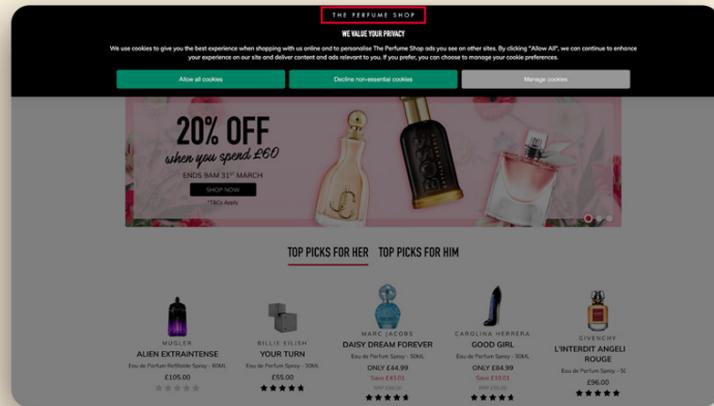
Result ---->

The research revealed user preference for like, unlike and love buttons

Like, Unlike & Love Buttons



The Perfume Shop

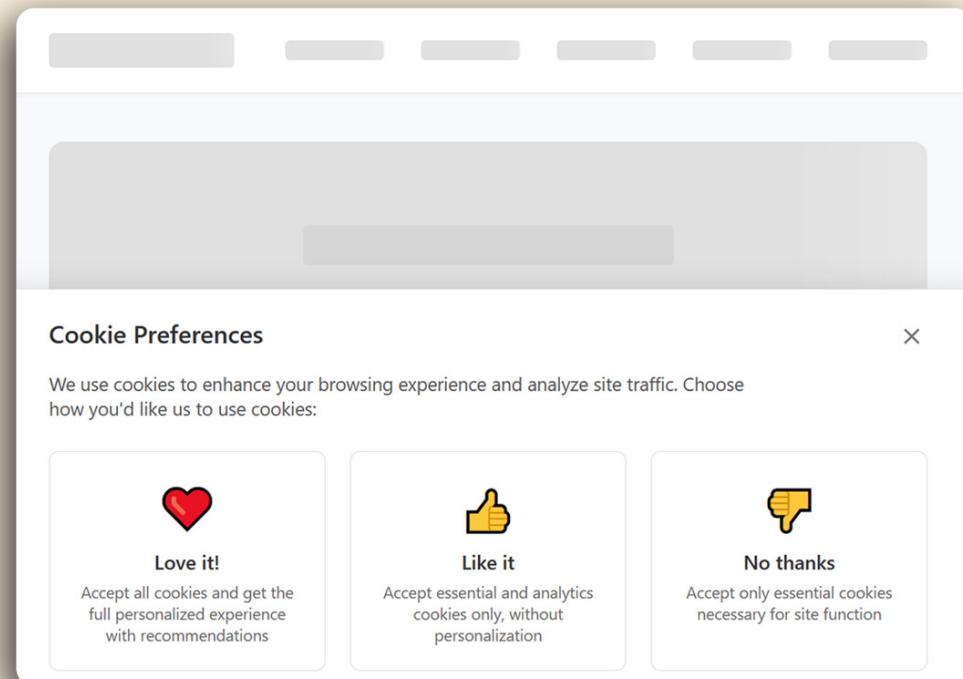


Interface element preferences

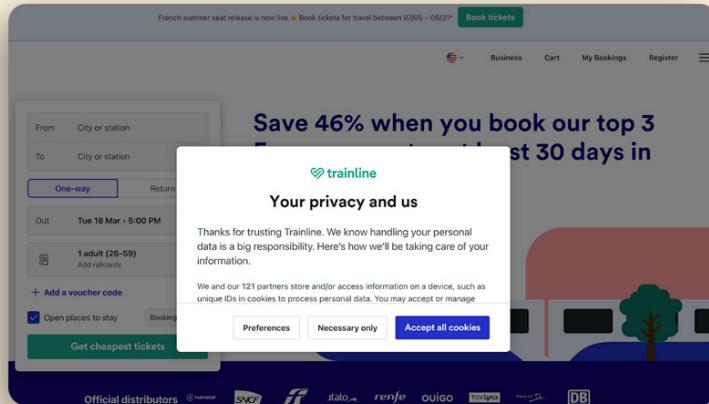
Result ---->

The research revealed user preference for like, unlike and love buttons

Like, Unlike & Love Buttons



Trainline

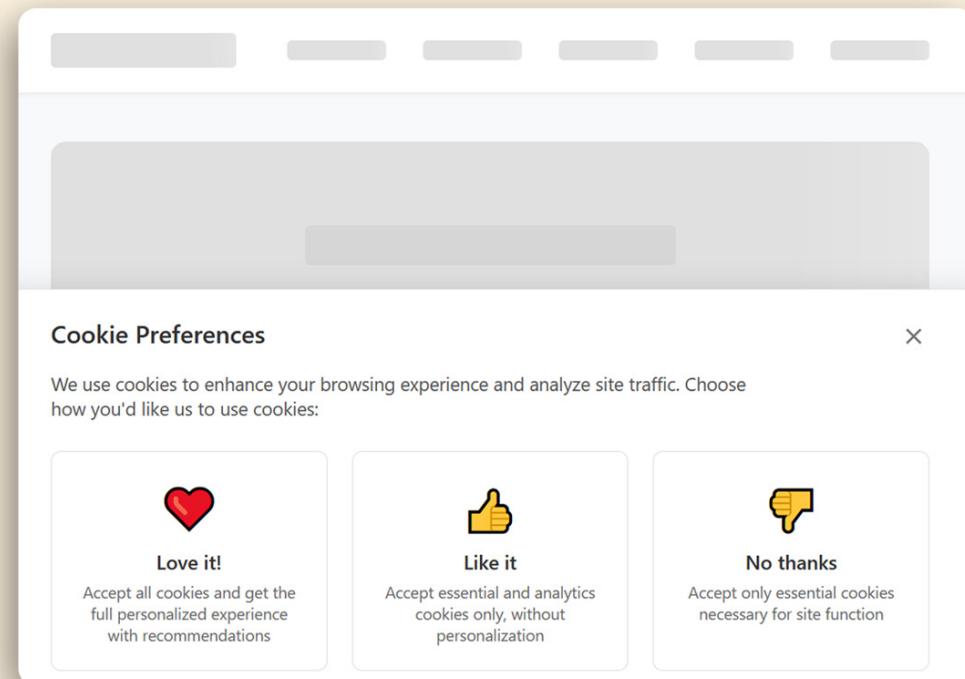


Interface element preferences

Result ---->

The research revealed user preference for like, unlike and love buttons

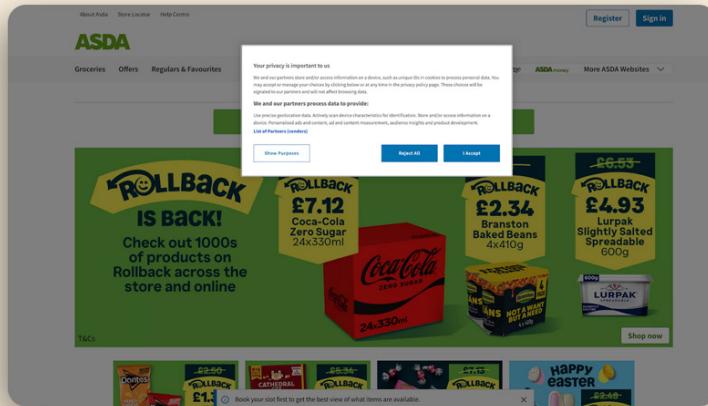
Like, Unlike & Love Buttons



Design Wireframe - User 4

Interface element preference

Asda



Interface element preferences

Result ----->

The research revealed user preference for toggle buttons

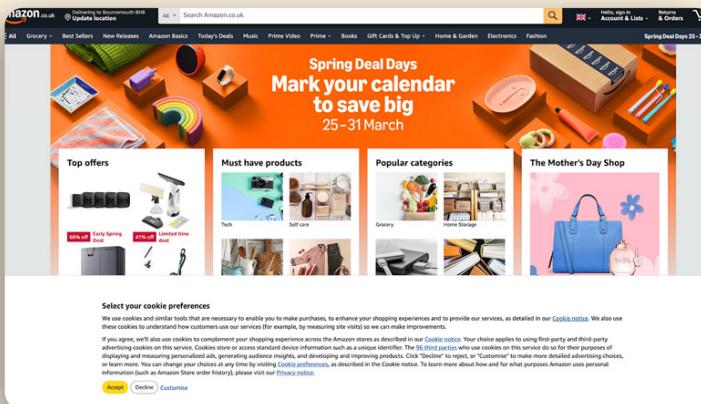
Toggle Buttons

A wireframe of a cookie preferences dialog box. At the top, it says 'Cookie Preferences' with a close button 'X'. Below that, a message reads: 'We use cookies to enhance your browsing experience. Please select which cookies you would like to enable.' There are three toggle buttons:

- Essential Cookies**: Enabled (blue switch), described as 'Required for basic website functionality and security. Cannot be disabled.'
- Analytics Cookies**: Enabled (purple switch), described as 'Help us understand how you use our website so we can improve the experience.'
- Marketing & Personalization**: Enabled (pink switch), described as 'Allow us to provide personalized content and recommendations based on your preferences.'

At the bottom are two buttons: 'Reject All' and 'Save Preferences'.

Amazon

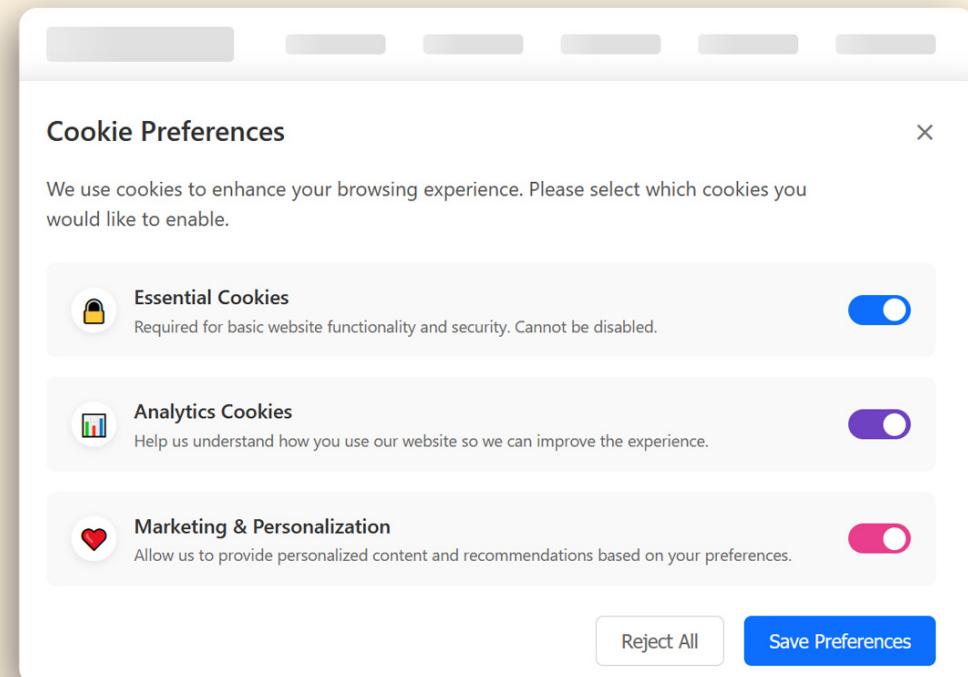


Interface element preferences

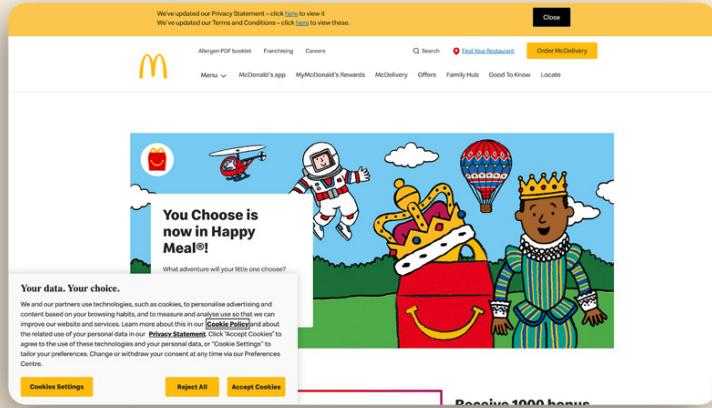
Result ---->

The research revealed user preference for toggle buttons

Toggle Buttons



McDonald's

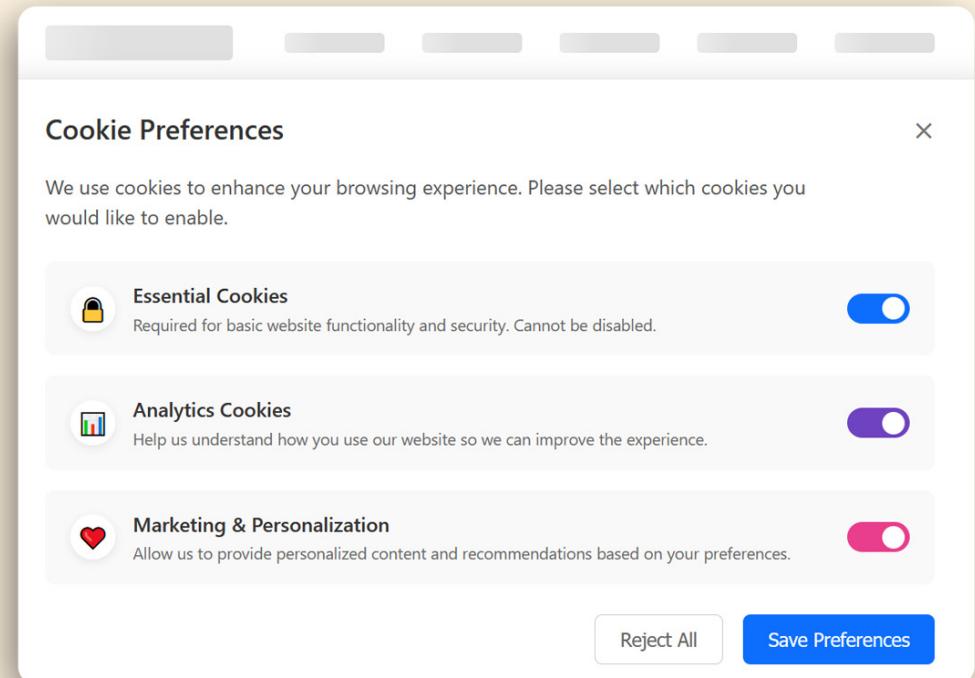


Interface element preferences

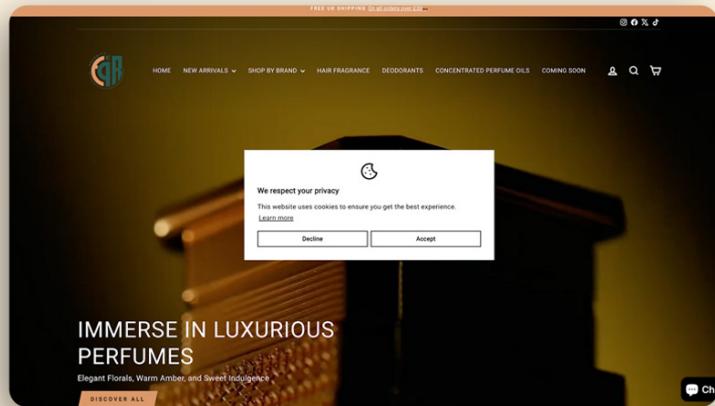
Result ---->

The research revealed user preference for toggle buttons

Toggle Buttons



Freshity

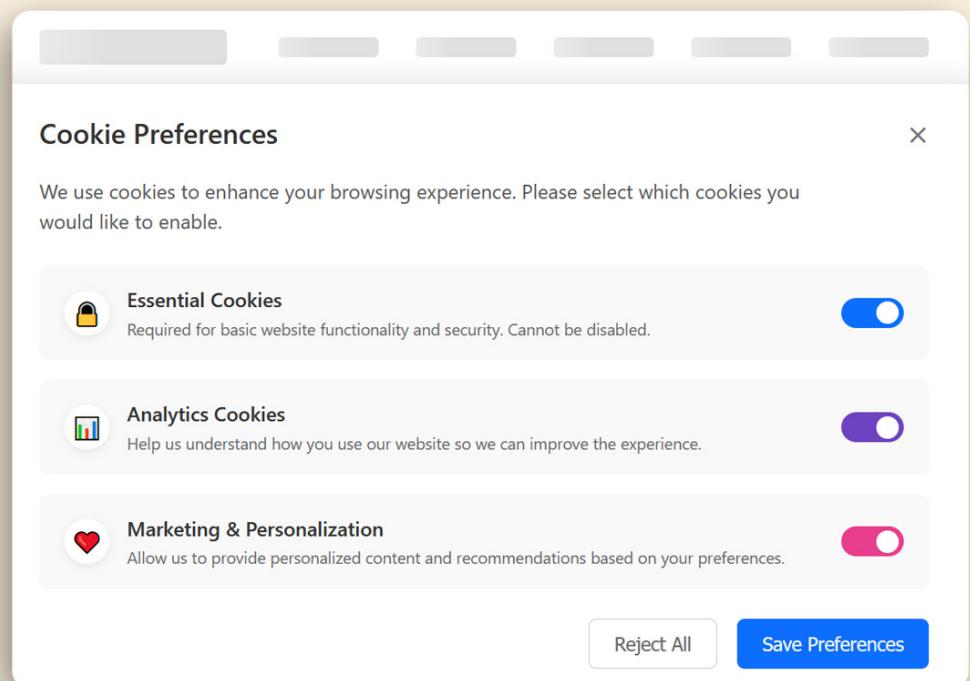


Interface element preferences

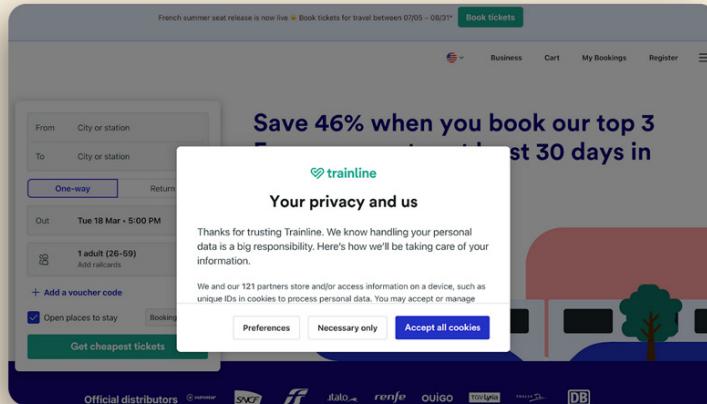
Result ---->

The research revealed user preference for toggle buttons

Toggle Buttons



Trainline

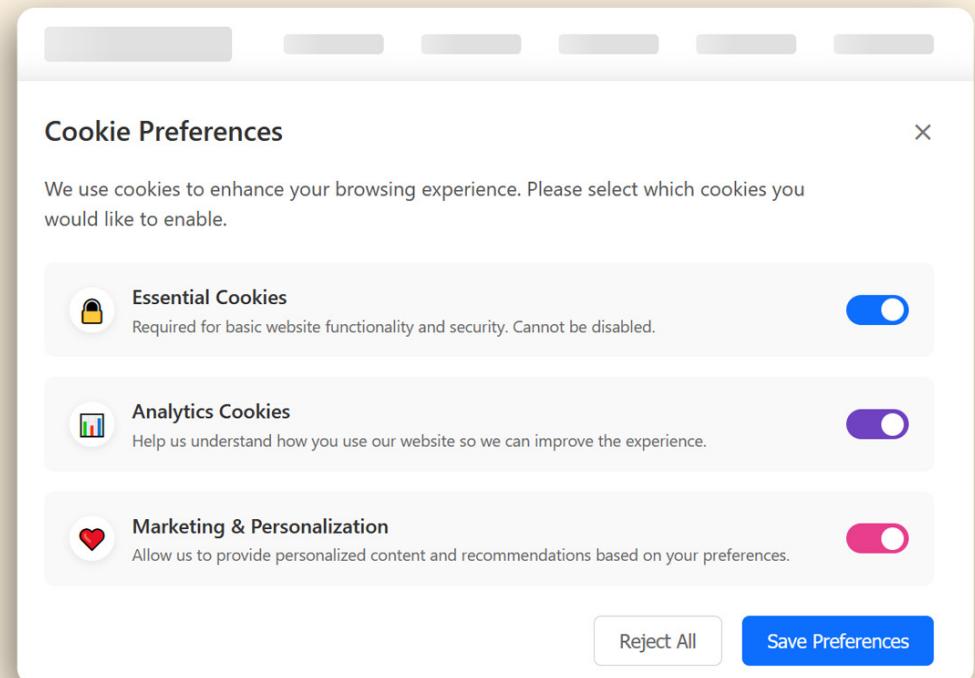


Interface element preferences

Result ---->

The research revealed user preference for toggle buttons

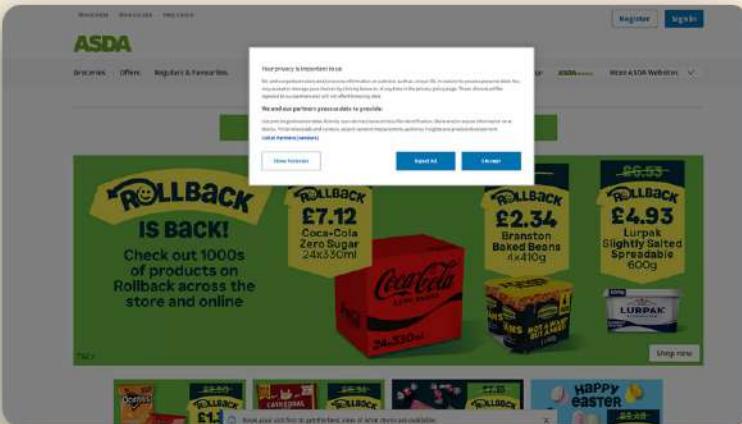
Toggle Buttons



Design Wireframe - User 5

Interface element preference

Asda

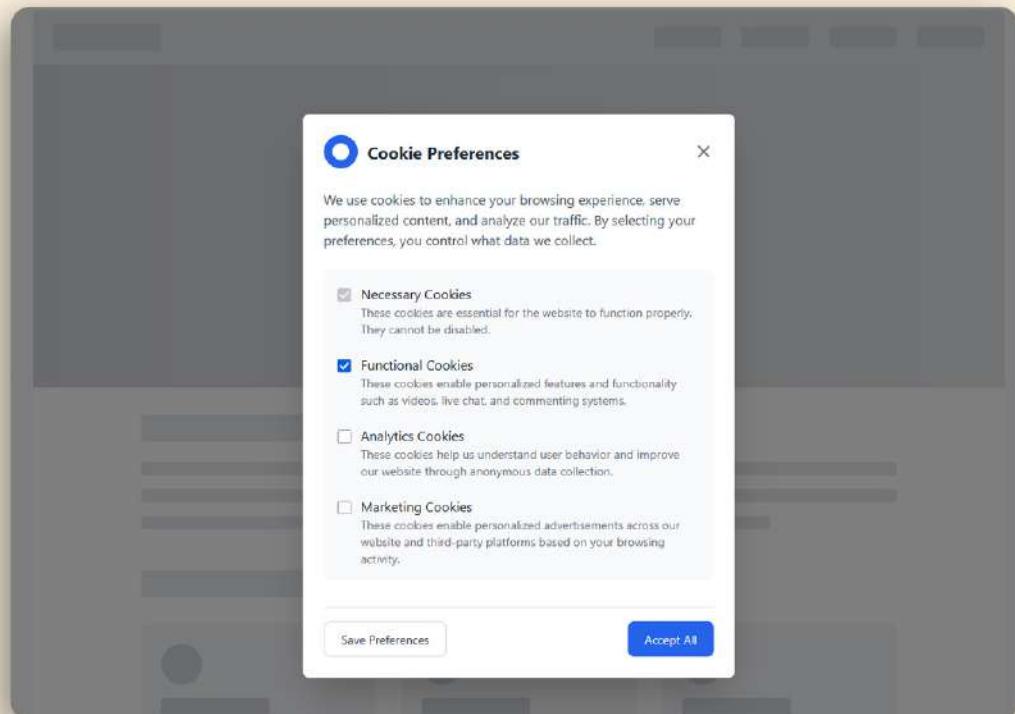


Interface element preferences

Result ----->

The research revealed user preference for checkboxes

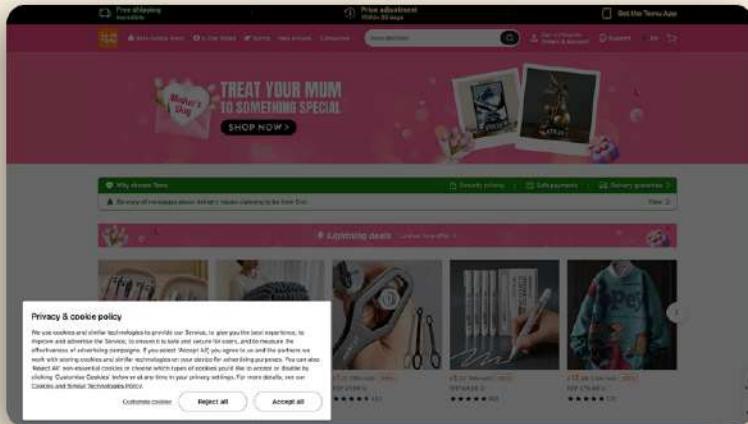
Checkboxes



Design Wireframe - User 5

Interface element preference

Temu

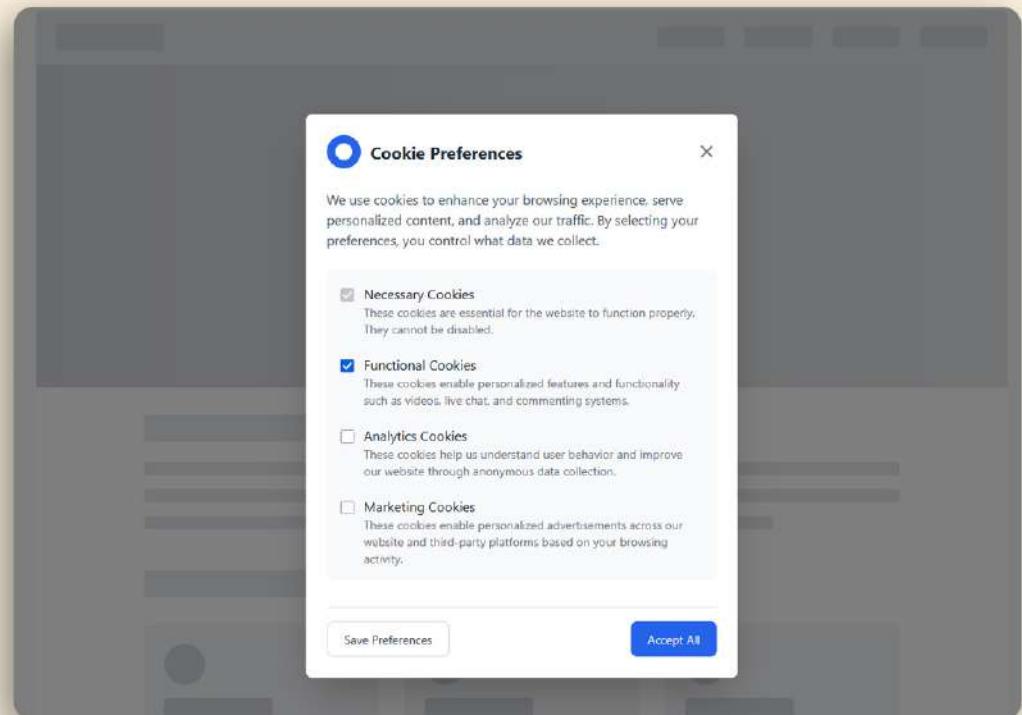


Interface element preferences

Result ---->

The research revealed user preference for checkboxes

Checkboxes



Design Wireframe - User 5

Interface element preference

Slim Chickens

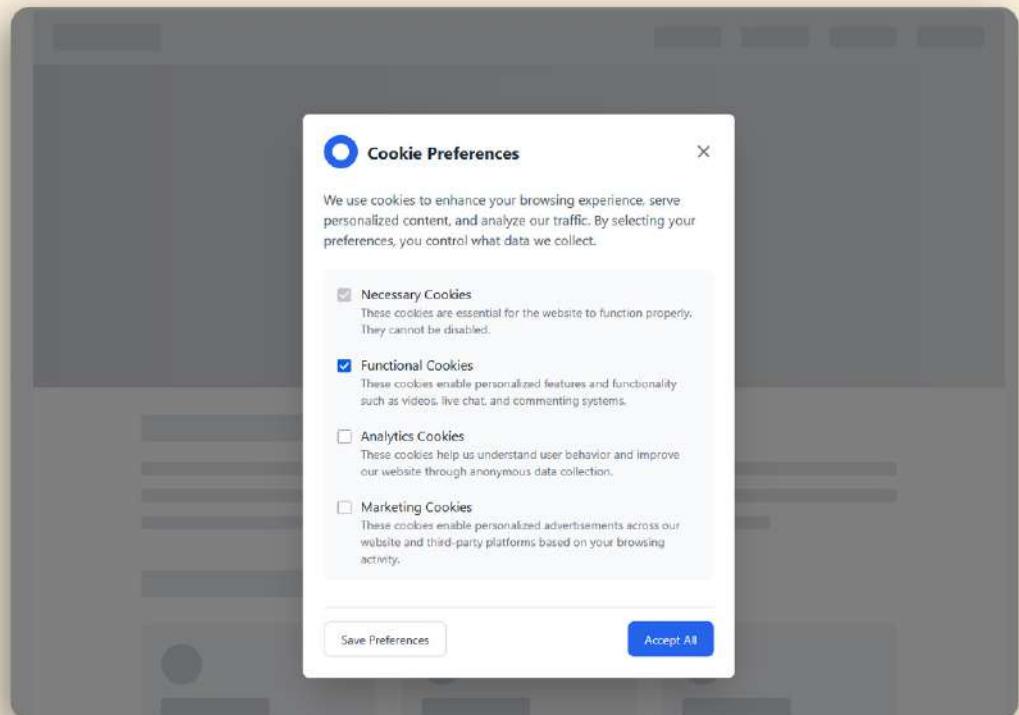


Interface element preferences

Result ---->

The research revealed user preference for checkboxes

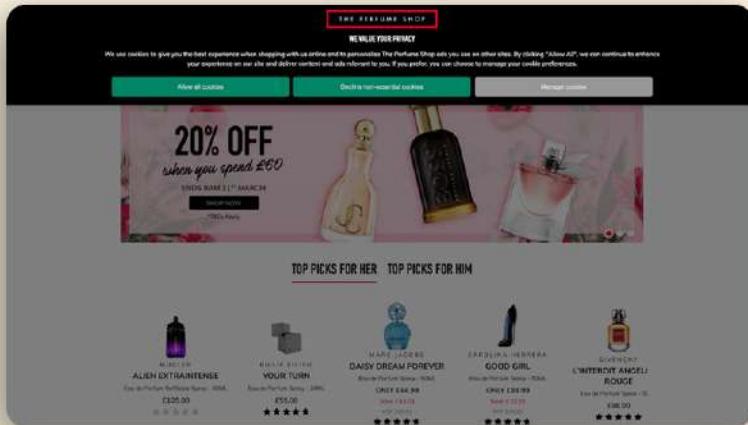
Checkboxes



Design Wireframe - User 5

Interface element preference

The Perfume Shop

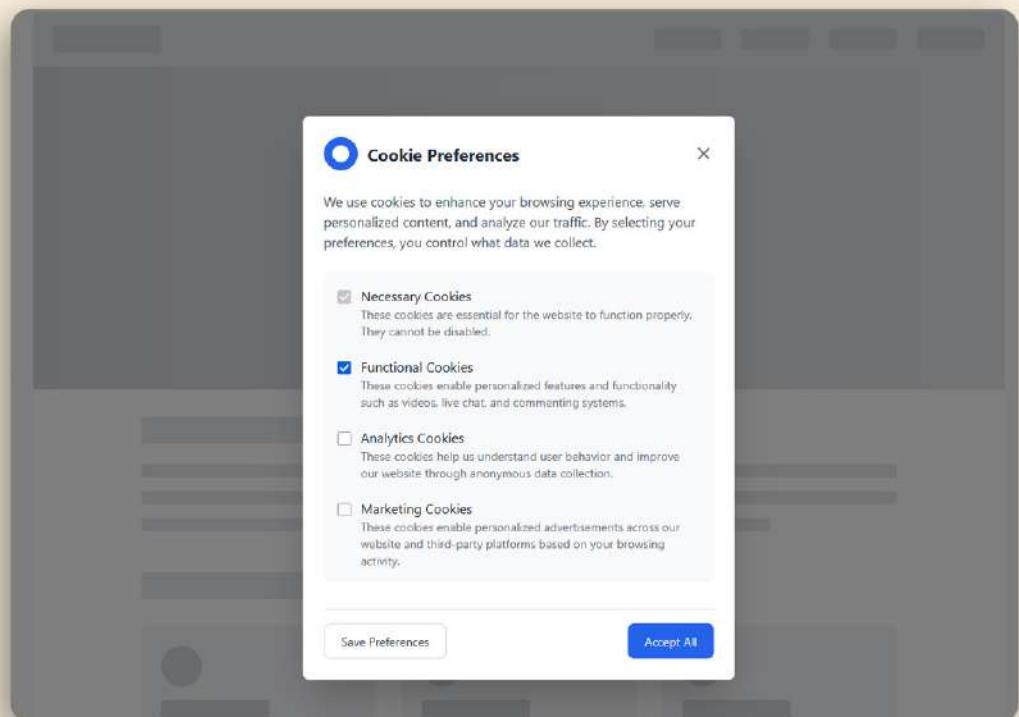


Interface element preferences

Result ---->

The research revealed user preference for checkboxes

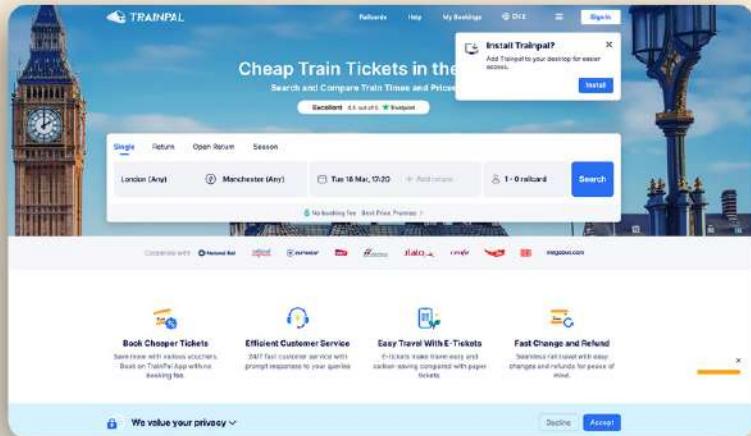
Checkboxes



Design Wireframe - User 5

Interface element preference

Trainpal



Interface element preferences

Result ---->

The research revealed user preference for checkboxes

Checkboxes

