

Interview 1 A/B Testing

Interviewer: Fleur

Interviewee: Kyle

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 10:45am

Interviewer: Okay so first of all do I have permission to record this?

Interviewee: Yes of course of course.

Interviewer: All right, so we're going to go options 1-2 or left-right whatever you prefer, and then with the multiple choices 1 through 4.

Interviewee: Okay, okay.

Interviewer: So the first one is the shopping cart or name.

Interviewee: I would go for the shopping cart I think that's easier.

Interviewer: And this one, you can zoom in to work and it's different arrows.

Interviewee: I'd personally go for the first one, the arrow on the right.

Interviewer: This is the detail page of the cart itself.

Interviewee: The second one is more straight to the point, the first one is kind of altogether, but if it's like at the corner somewhere else it's like 'Oh I need to pay this' so I would choose the second one.

Interviewer: Next one the title 'shop' on the left or the middle.

Interviewee: In the middle, it's easier to the eyes.

Interviewer: The next one is the paintings/item name, in the middle or on the left and smaller below 'Erion'.

Interviewee: I would do it in the middle too, again.

Interviewer: This one is the detail page, so would you like it external like a pop-up or change the page?

Interviewee: Wait, what do you mean? A detail page?

Interviewer: Yeah, when you click on a painting you get the description and stuff.

Interviewee: Oh yeah, that's a good one. I would just.. you know if I press on a painting I would expect like a pop-up like it's like okay this is this...

Interviewer: So external?

Interviewee: Yeah, yeah, yeah.

Interviewer: That's it. Thank you

Interviewee: No problem!

Interview 2 A/B Testing

Interviewer: Fleur

Interviewee: Ana

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 10:51am

Interviewer: Okay so first of all do I have your permission to record?

Interviewee: Yes, you have my permission.

Interviewer: Okay, thank you. The first one is about the icon or the name of the shopping cart. Which one do you prefer?

Interviewee: The one that says cart because it's kind of strange to see an icon all of the sudden and it doesn't really work with the logo.

Interviewer: All right. Then the second, these are four options and it's about the work, there's a little arrow. It's about the placement and you can go to the right to see more options. Which one do you prefer?

Interviewee: I would say the first one because it's just more logical.

Interviewer: So the normal, arrow on the right.

Interviewee: Yeah.

Interviewer: Then this one is when you put items in your cart and you go to check out.

Interviewee: I would say...

Interviewer: Take your time.

Interviewee: I would say the second one, because when I go shopping and see the first type of layout I just hate it. It's just not practical in my train of thought.

Interviewer: Okay. Then here you have the title 'shop' on either the left or in the middle on the right [picture].

Interviewee: I think... I prefer the one in the middle, so the second option, but it would have to be a bit lower or at least more centered. If that makes sense to you.

Interviewer: This one is about the title painting/item name, so it's either in the middle big or on the left above the small pictures and smaller.

Interviewee: I think I would prefer the second option because it's more simple.

Interviewer: And this one is like the detail page when you click on a painting, do you want an external pop-up or on the same page.

Interviewee: I think just the first pop-up because it's just more practical to keep scrolling.

Interviewer: Yeah, okay. Well, thank you for your input!

Interviewee: No problem!

Interview 3 A/B Testing

Interviewer: Fleur

Interviewee: Katerina

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 10:51am

Interviewer: So first of all do I have permission to record?

Interviewee: Yes.

Interviewer: The first one is about the icon of the shopping cart and the right one is the name cart. Which one do you prefer?

Interviewee: I think this one is more clear.

Interviewer: The icon, mhm. Okay, so you can scroll down. This one is for the arrows next to the word 'work' in the navigation bar and there's four options.

Interviewee: I think the first one is the best.

Interviewer: The 'normal' one, yes. This one is like the cart detail page when you check out.

Interviewee: There are just two or?

Interviewer: Yes the rest is two, only the arrow one is four.

Interviewee: Maybe the first one.

Interviewer: This one is the word shop, either on the left or in the middle.

Interviewee: Middle maybe I don't know, it's like a personal opinion.

Interviewer: There's like painting/item name title in the middle or on the left smaller.

Interviewee: Maybe on the left smaller

Interviewer: Mhm. And this is like when you click on an item it either pops-up or makes a new page.

Interviewee: I don't know, this one doesn't look like a pop-up, maybe the new page is better.

Interviewer: That's it!

Interview 4 A/B Testing

Interviewer: Fleur

Interviewee: Gergana

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 12:10pm

Interviewer: First, do I have your permission to record?

Interviewee: Yes, yes, of course.

Interviewer: So, the first one, I will look with you. It's about the cart either icon or the name, like the letters.

Interviewee: The icon, should I press it?

Interviewer: No, you can just scroll down and look through them. This one is about like in the navigation bar 'work' you have different arrows, you have four and can go like this and choose one.

Interviewee: This one, the first one.

Interviewer: Okay, can you go down? This is like when you put some items in your cart and you go to pay, two options.

Interviewee: Hmm.. The first one.

Interviewer: Okay. Then there's a title 'shop' either on the left or in the middle.

Interviewee: The one on the right.

Interviewer: The middle, yeah. You have painting/item names title, either in the middle or on the left smaller.

Interviewee: In the middle again.

Interviewer: Okay, you can go down again. And this is like when you click on an item it's either a pop-up or a new page.

Interviewee: Hmm... A new page.

Interviewer: Okay, thank you, that's it!

Interviewee: You're welcome.

Interview 5 A/B Testing

Interviewer: Fleur

Interviewee: Nikol

Location: Fontys Hogeschool

Date & Time: June 1st 2023. 12:12pm

Interviewer: So first of all, do I have your permission to record?

Interviewee: Yes, of course.

Interviewer: So, the first one is either the icon or a name for the shopping cart.

Interviewee: Ahh.. The icon.

Interviewer: Alright, you can go down. This one is the arrow with work in the navigation bar. In the navigation bar, you have the word work and you can zoom in it's okay, there's four.

Interviewee: Definitely the first one.

Interviewer: Then you can go next, this is the cart page where you have your items and where you have to pay.

Interviewee: Hmm.. The second one.

Interviewer: Okay. This one is about the 'shop' title so either on the left or in the middle.

Interviewee: I think this one, but if the shop could be on the same level as the list.

Interviewer: Yeah so the first one but then the title in the middle of the list. That one is about the title paintings/item name so either in the middle, bigger or below the logo, smaller.

Interviewee: Normally I feel like the second option, but it could be a bit bigger.

Interviewer: That's like when you click on an item it either pops-up or makes a new page.

Interviewee: A new page.

Interviewer: Okay, thank you, that's it.

Interviewee: Of course, thank you!