

# Preference Test

Due to my observations I realized that my participants had a lot of suggestions and personal opinions about the register CTA area.

For it is the first slide of the carousel that takes place on the homepage and therefor is the first corporate visual element that they will interact with and build their impression upon, so that I thought it could have some more recognition.

The goal is to prove, which one of the designs is more likely to attract potential visitors, regarding the most important CTA, that will be on that page.

I tried to introduce another (darker) color to increase the visual contrast. I also changed the buttons position, style and wording, so that the new screen feels more organized when it comes to visual hierarchy and the overall layout of the button area.

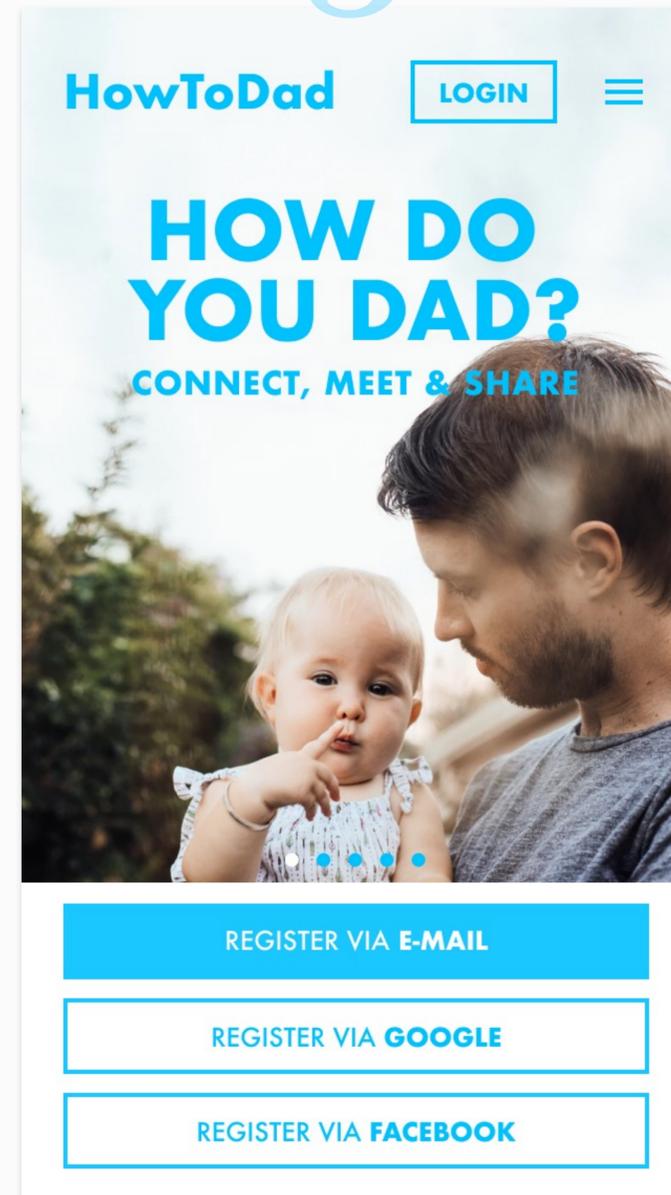
After choosing a particular screen I asked the participants to answer the following question:

„Why did you choose this design?“

All tests have been conducted via Usability Hub.

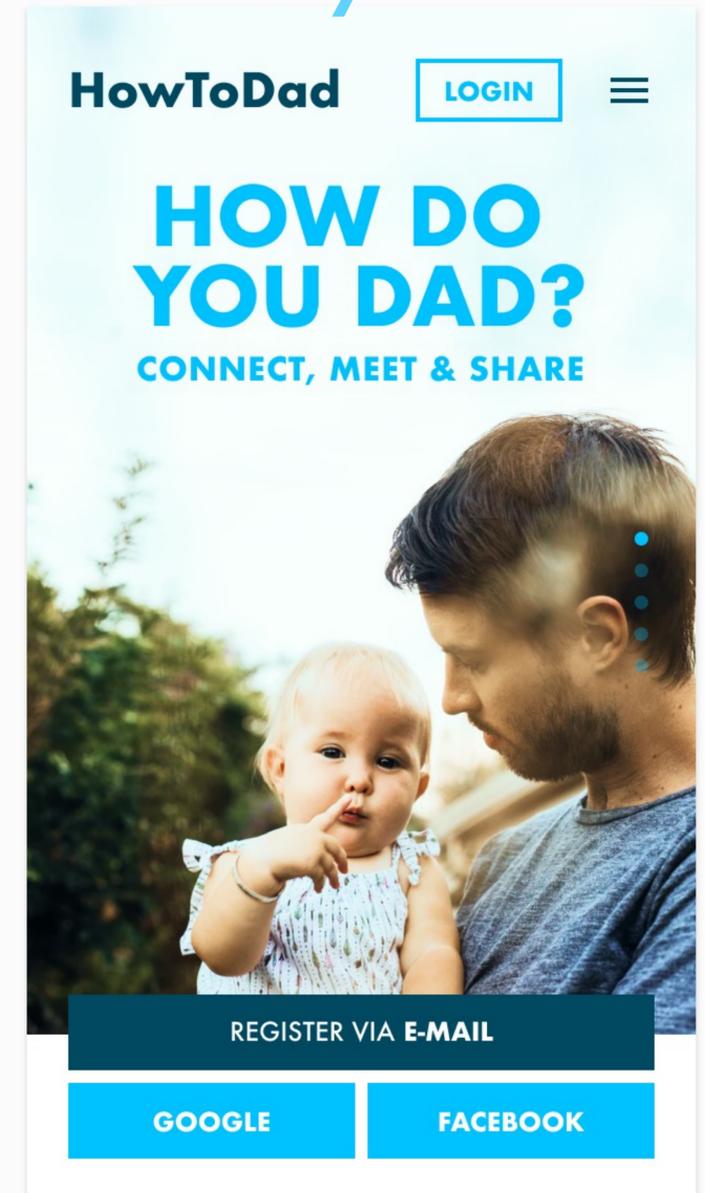


30%



VERSION I

70%



VERSION II

# REPORTING FINDINGS & MAKING RECOMMENDATIONS

## HowToDad – Preference test

Created 12 hours ago by Martin Moldenhauer

Make a variation set



Build

Recruit

3 Results

Filters Participants

Answers



Country

- Germany 4
- United States 3
- Canada 2
- Sweden 1

Show less

Gender



Age range



Education level



10 Total participants 10 Responses shown

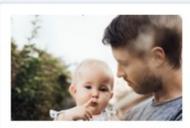
Share

Export 10 results as CSV

### 1. Preference Test

Which design would you prefer?



 Version 2	20s	70%	7	
 Version 1	33s	30%	3	

Version 2 is performing better, and the difference is **90.0%** likely to be statistically significant. This means that you can be **fairly confident** that it is actually better, and not performing better due to random chance.

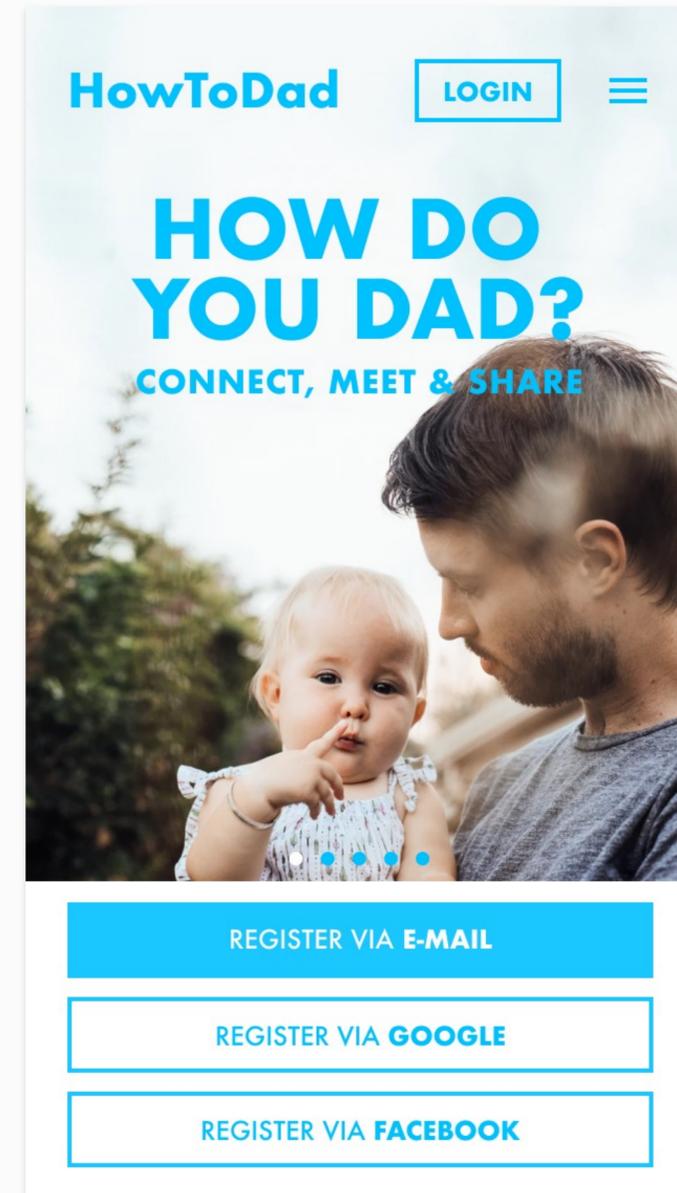


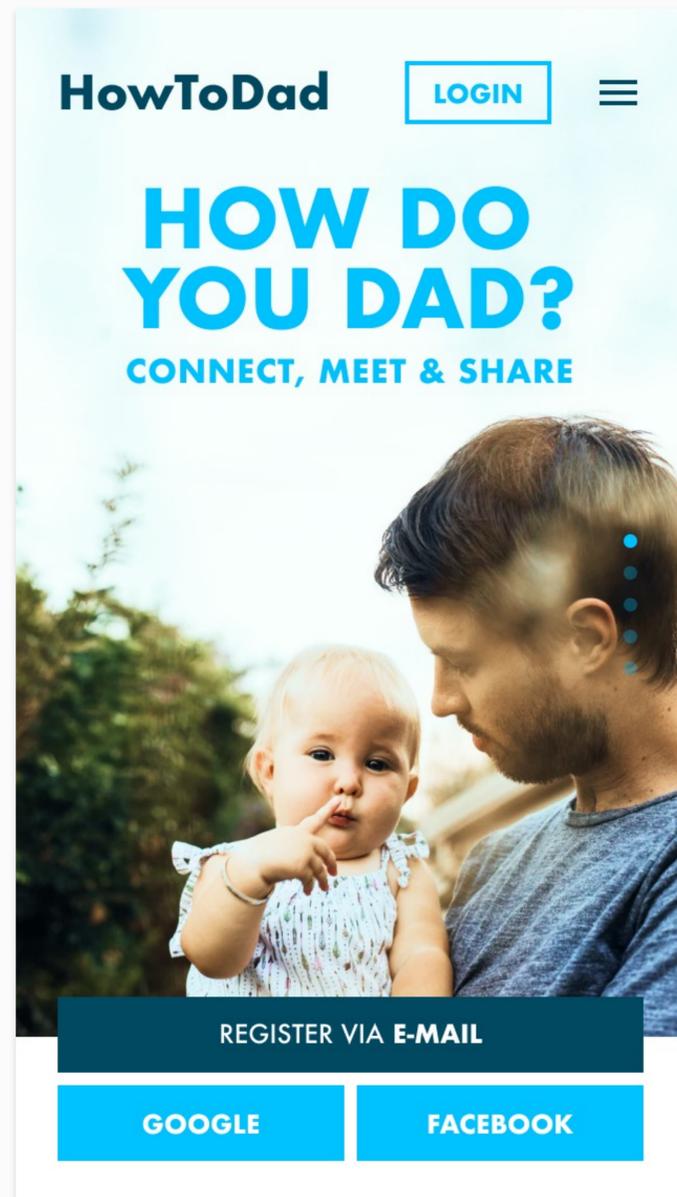
# Version I

” Mostly because swiping left to right feels like a more natural gesture to me. I don't know if I have a strong preference between the two color schemes

” I think it's easier to understand what the buttons for google and Facebook are for.

” I prefer the overall look and especially the larger registration buttons at the bottom





# Version II

- ” *I like that it's easy to differentiate the logo + hamburger menu from the login + title. The visual hierarchy helps me scan this screen faster.*
- ” *the darker colour is a better accent*
- ” *I liked it the most*
- ” *I prefer the placement of the buttons to register and login with google and fb. This option gives you a clearer view of the image and the colour you've used for Register via Email makes the button pop.*
- ” *I liked the contrast of color in the copy and the positioning of the photo and the layout of the registration.*
- ” *It has more hierarchies, so the darker blue gives emphasis to the logo*
- ” *It looks more appealing to me! :-)*