A/B & Preference Testing
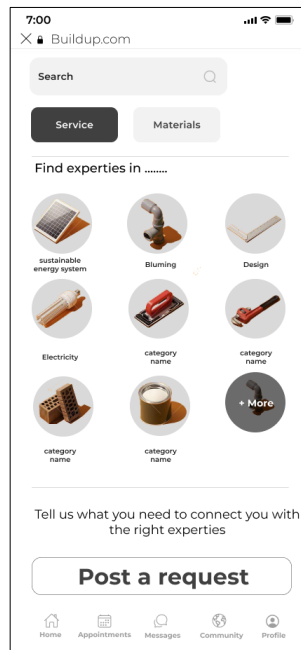Project "Buildapp"

## **Preference Test 1_The Dashboard**

After the user testing, significant changes to the dashboard were made. And of the new dashboard, 2 versions were made and submitted for a preference test.

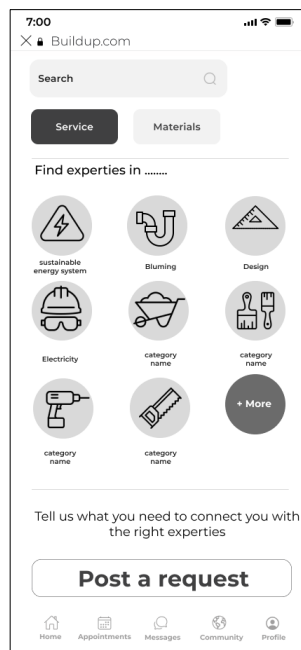The test was made on UsabilityHub, 10 participants voted on the 2 designs.

## **Results:**

Version 1: 60 percent (6 participants)

Version 2: 40 percent (4 participants)



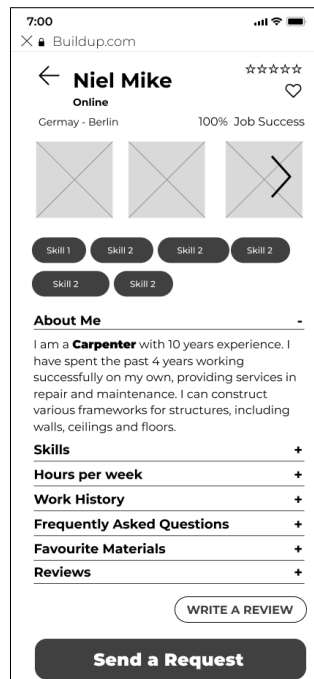Version 1 (the winner)



Version 2

## Preference Test 2_Experts' profile

After the user testing, significant changes the experts' profile were made. The old pre-test version and the new version were submitted for a preference test. The test was made on UsabilityHub, 10 participants voted on the 2 designs.
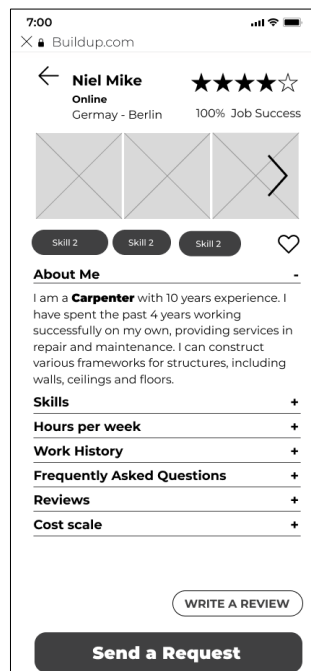
## Results:

Version 1: 10 percent (1 participant)

Version 2: 90 percent (9 participants)



Version 1



Version 2 (winner)