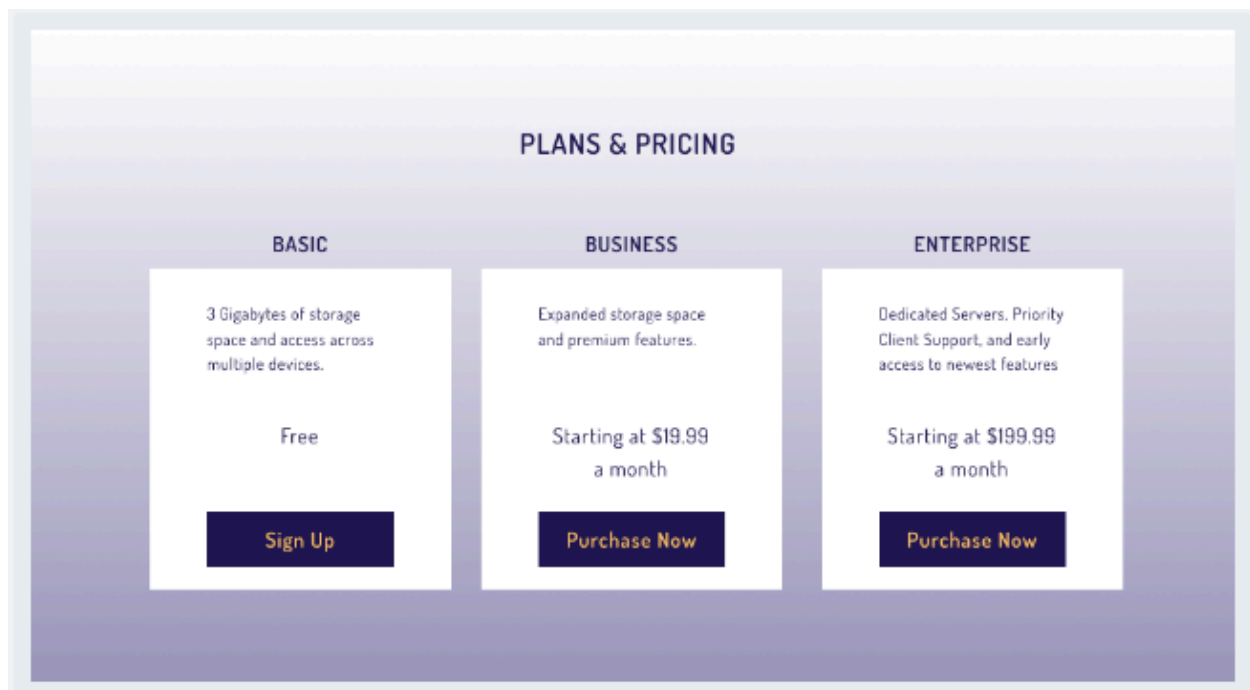
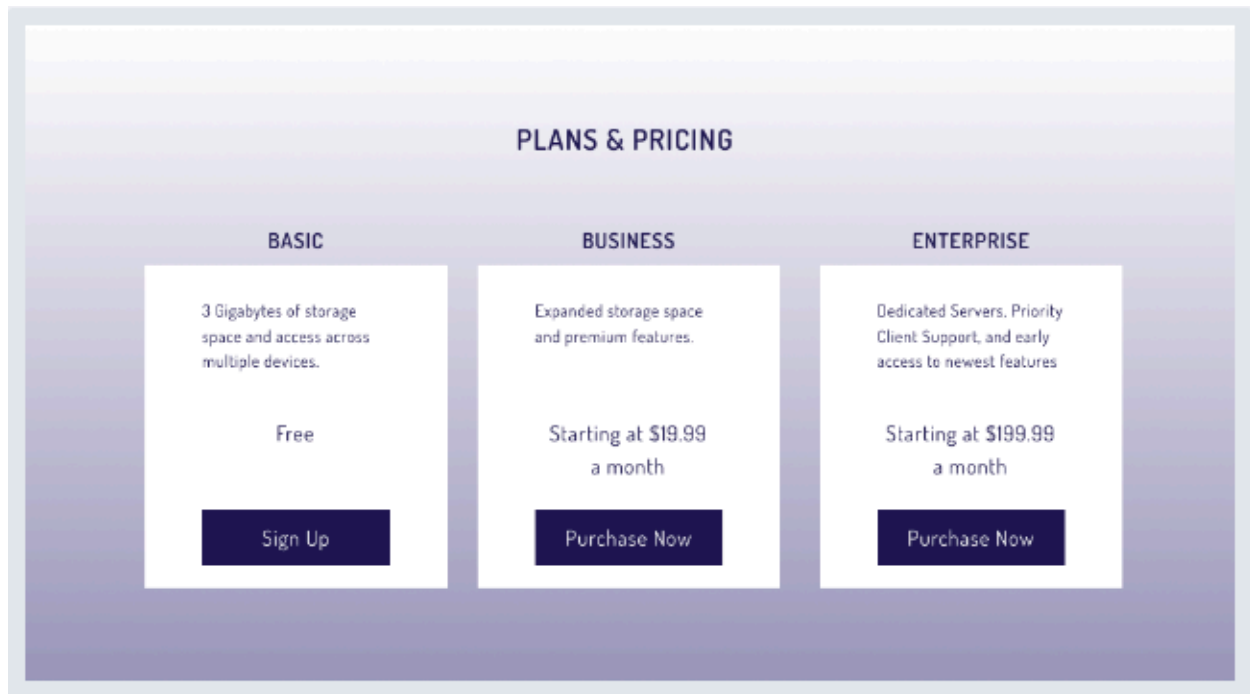


I conducted three preference tests on specific elements of my Hi-Fidelity Mockups for my cloud storage product Kernel.

The first was for a Call-To-Action Button Color - I wasn't sure whether to keep my button's high-contrast, using my dark purple button with white text, or to draw the viewer's eye in with more color using yellow.



63% of test respondents preferred the addition of the yellow color. While I was

waiting for the test results, I decided to go with a brighter magenta text color and changing the “Sign Up” + “Purchase” text to all caps. However, Angie Ellis pointed out that there is less contrast with the magenta (almost like red on black) and that yellow might be a stronger choice as its complementary with the purple button. I plan to do one more preference testing with the red against the yellow to see which is the strongest choice.

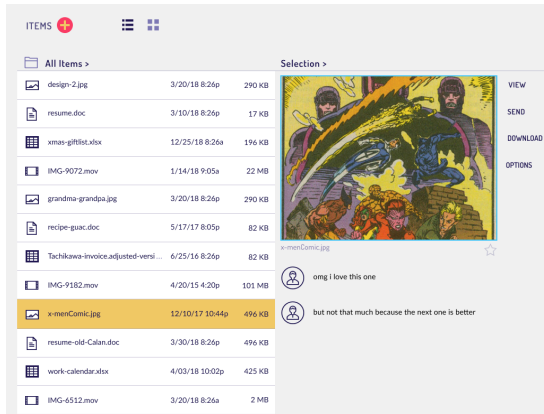
For my second test, I took Angie’s feedback that my original type choice Dosis was too stylized and not working as the item list typeface. I decided to try Lato as an alternate.

All Items >			
	design-2.jpg	3/20/18 8:26p	290 KB
	resume.doc	3/10/18 8:26p	17 KB
	xmas-giftlist.xlsx	12/25/18 8:26a	196 KB
	IMG-9072.mov	1/14/18 9:05a	22 MB
	grandma-grandpa.jpg	3/20/18 8:26p	290 KB
	recipe-guac.doc	5/17/17 8:05p	82 KB
	Tachikawa-invoice.adjusted-versi...	6/25/16 8:26p	82 KB
	IMG-9182.mov	4/20/15 4:20p	101 MB
	x-menComic.jpg	12/10/17 10:44p	496 KB
	resume-old-Calan.doc	3/30/18 8:26p	496 KB
	work-calendar.xlsx	4/03/18 10:02p	425 KB
	IMG-6512.mov	3/20/18 8:26a	2 MB

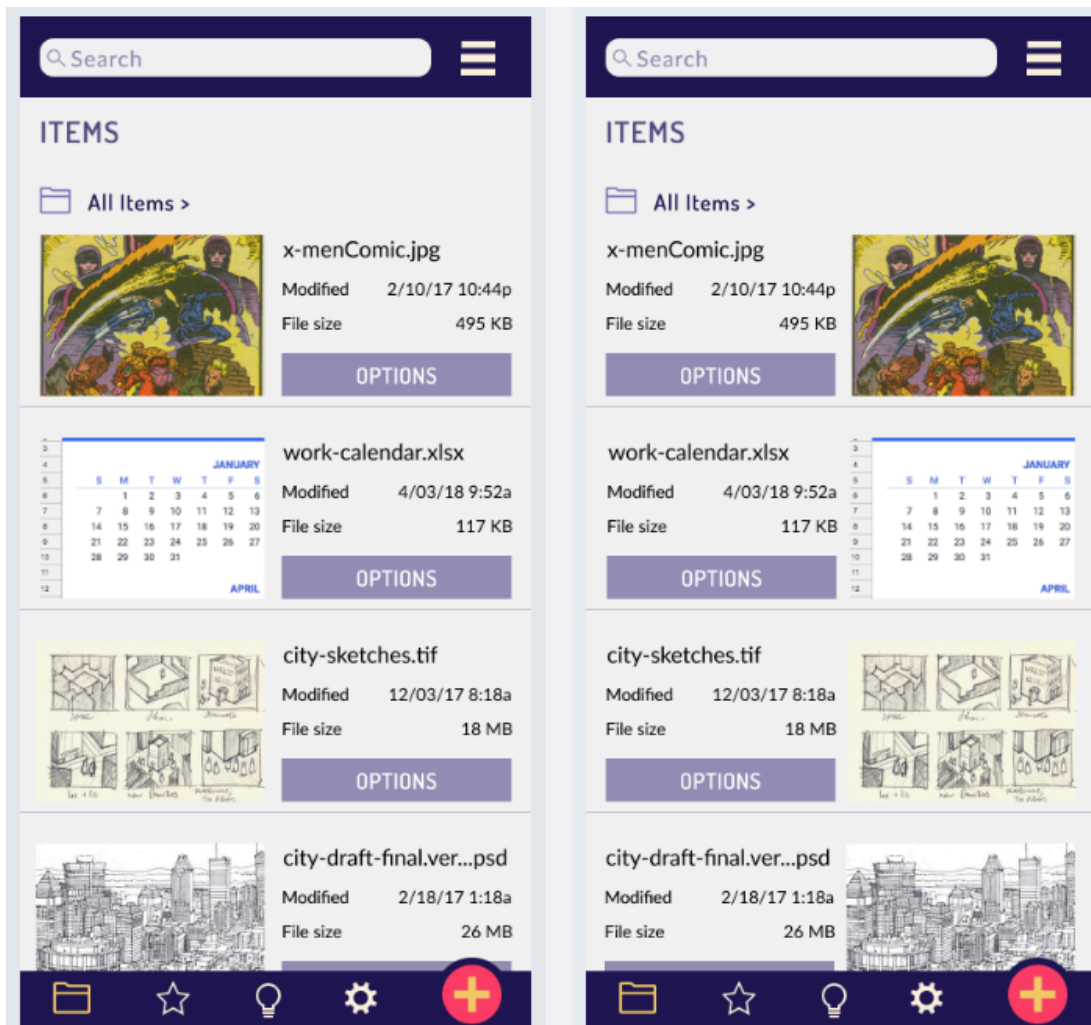
All Items >			
	design-2.jpg	3/20/18 8:26p	290 KB
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I pitted my two typefaces (Dosis and Lato), and Lato dominated at 86% versus 14% for my original choice. This confirmed the nagging suspicion that the original text was too retro-computery for list items, and I made the switch. It also helped me realize how close the two are, but Lato’s friendliness and ease of legibility is much more appropriate for my product.

Finally, I was a little stumped by the item layout on my Responsive-Mobile screens - when I mocked it up, I instinctively put the thumbnail image on the left - however this is at odds with my desktop / larger view where the modal preview is on the right (pictured below)



I felt there was a strong rationale for keeping the placement consistent, but I wanted to see if there was something to my initial placement. When I tested them, 60% preferred the image on the left as I'd initially designed it. But, not a huge preference towards that one. I am now considering how much more easily most users could use a button on the left or right, but at this point going to stick with having the Desktop + Mobile view consistent.



Sidenote - earlier I conducted a preference test when I was debating which Logo Design to go with- my exciting, stylized and risky one - which I believed in but wasn't sure would fly - and my safer, more practical logo - and surprisingly 71% liked my risky one (on the right) and validated and encouraged me to go that way.

