

ABX Font Readability Report

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Objective

We aimed to evaluate two font choices, A and B, in terms of readability and user preference across various design contexts. Insights from this study can help to inform font selection for optimal usability and accessibility.

Methodology

The study was conducted using [Optimal Workshop](#), a remote testing platform, and involved 17 internal participants. Participants completed ABX testing, where fonts A and B were displayed together on 1 screen. On the next screen, font X was displayed, and participants were asked to identify whether font X was font A or font B. This method tested participants' ability to differentiate the fonts in various design contexts through 4 randomized rounds of ABX testing. The study also collected feedback on ease of reading, noticeable differences, and font preference.

Key Findings

Readability (ABX Test Results)

		Participant Responses	
Design Context	Font X (Answer Key)	Font A	Font B
Button	Font A	64.7% (11)	35.3% (6)
Tab	Font B	47.1% (8)	52.9% (9)
Card	Font B	23.5% (4)	76.5% (13)
Section	Font A	58.8% (10)	41.2% (7)

The results show that Font A was easier for participants to identify in simple, structured contexts (i.e. Button), while font B was easier to identify in text-heavy, visually complex contexts (i.e. Card). However, when the text was presented in a bold font weight as seen on the Tab & Section contexts, participants struggled to differentiate between the two fonts. While the majority were able to identify the correct font in each context, the differences were not statistically significant when the font was bold. This implies that the visual difference between Font A and B is minimal when presented in a bold font weight.

Ease of Reading

Which font did you find easier to read? (A or B)

Answer	%	Number of Participants
A	52.9%	9
B	47.1%	8

Font A was rated easier to read by a slim margin (52.9%). This result indicates similar perceived readability across both fonts.

Perceived Differences

Did you notice any significant differences between the two fonts?

Answer	%	Number of Participants
Yes	58.8%	10
No	35.3%	6
Other	5.9%	1

58.8% of participants noted a significant difference between the two fonts, suggesting subtle distinctions between the fonts. The participant who selected “Other” stated that they noticed “a bit” of a difference between the fonts.

Preference

Which font did you prefer? (A or B)

Answer	%	Number of Participants
A	35.3%	6
B	35.3%	6
No preference	23.5%	4
Other	5.9%	1

Fonts A and B were equally preferred by 35.3% of participants each. One participant expressed accessibility concerns with font A due to its lighter weight. Overall, no significant preference emerged among participants.

Summary

The ABX results confirm that both fonts are effective. However, their strengths vary by context:

- **Font A** excels in simple, structured contexts (i.e., Buttons)
- **Font B** is better suited for complex or text-heavy designs (i.e., Cards)

When reviewing participant ratings, the close split in readability and preference ratings indicates that the fonts are practically equal. There was no clear frontrunner based on usability, perceived readability, or preference. The absence of a statistically significant

difference between font performance indicates that font selection should rely on factors such as accessibility, brand alignment, and web performance.