

Preference Tests and Summary

I performed three preference tests on the design. Two were focused on using stock images or actual images of the product on the website. One was focused on using Google's branding colors on the Sign Up portion of the site. After gathering the data, it was clear the users wanted to see images of the actual product on the site rather than stock images. Also, they opted for the color scheme to stay the same (gold) on the Sign Up page instead of changing Google's name to light blue. By keeping the typography gold, it allows the site to stay consistent rather than drawing too much attention to that specific section of the page. They recommended I add Google's logo so it went with branding better.



