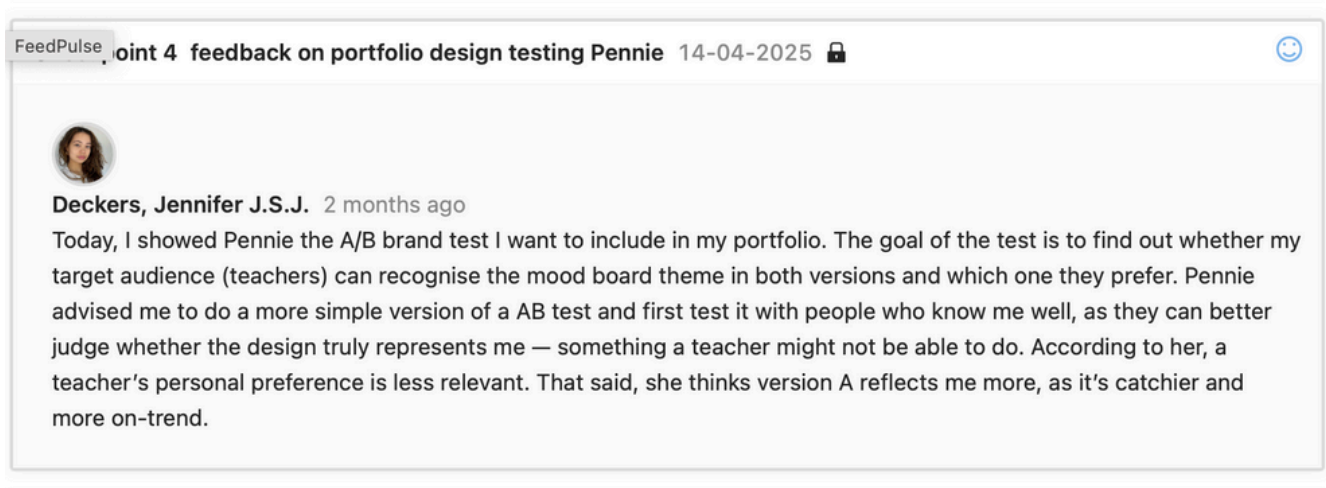# Portfolio A/B test

Why am I doing this?

I created two different homepage designs both based on my mood board. My goals was to find out which design represents me the most and to confirm if people think my original design relfects my personality.

"Which homepage design better represents my personal identity and design style according to user feedback?"

How am I doing this?

At first I wanted to test my design which teachers, but based on my research question Pennie advised me to test with people who know me best.
I did a A/B test with them and showed them homepage A and homepage and asked them which one represents me the best.

FeedPulse   oint 4 feedback on portfolio design testing Pennie 14-04-2025 🔒   ☺

Deckers, Jennifer J.S.J. 2 months ago
Today, I showed Pennie the A/B brand test I want to include in my portfolio. The goal of the test is to find out whether my target audience (teachers) can recognise the mood board theme in both versions and which one they prefer. Pennie advised me to do a more simple version of a AB test and first test it with people who know me well, as they can better judge whether the design truly represents me — something a teacher might not be able to do. According to her, a teacher's personal preference is less relevant. That said, she thinks version A reflects me more, as it's catchier and more on-trend.

What did I find out?

- My original design represents me best, since it's more vibrant, youthful and trendy.
- The colour palette of my original design represents my personality the most.
- Homepage B was less engaging and less modern because of its colours.

A   **B**

MacBook Pro 14" - 13   MacBook Pro 14" - 23

So?

My portfolio shouldn't only reflect my theme but also my personality and the A/B test helped me confirm that my original design, design A is the best representation of my personality. So I will continue developing design A to create a consistent portfolio design.