

4.8 - A/B & Preference Testing

Preference Test Execution

Conducted via Online

Participants - 10

Feature Tested - Onboarding/Login Call to Action Design

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Objective

The **onboarding/login screen** was more effective and preferred by users, focusing on the **Call to Action (CTA) button placement, style and emotional tone**.

Methodology

Tool Used - Online What's app & Zoom

Test Type - A/B Preference Test

Test Duration - 2 days

Test Setup -Two high-fidelity onboarding screens were uploaded (Version A and Version B)

Participants were shown both screens side-by-side in randomized order

They were asked -

“Which version of this screen do you prefer?”

Follow - up -

“Why did you choose this version?” (with Multiple-Choice reasoning options)

Participants

Total Respondents - 10

Demographics

Age - 18–44

Roles - Students, Freelancers, Small Business Owners, and so on...

Locations - USA, Bangladesh, China, Australia

All participants represented **Usyra's** target user base - tech-savvy users comfortable with digital banking and fintech platforms.

Results Summary

Version	Votes	Percentage
Version A	7	70%
Version B	3	30%



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Welcome to Usyra

Email or mobile number

Password

☐ Remember me

Trouble logging in?

Log In

or

 Continue with Google

 Continue with Apple

Contact Us

Privacy

Legal

Policy Updates

Worldwide

Version A

Version A uses a layout that is wider and more open. It has bigger input fields and puts third-party login buttons ("Continue with Google/Apple") underneath a clear "or" separator. The style and placement of the buttons seem less crowded and more open, creating a clear and inviting visual hierarchy.

Welcome to Usyra

Email or username

Password

☐ Remember me [Trouble logging in?](#)

Log In

Or log in with

 

Version B

Version B has a small, centred login module with little space between it and the card layout. The "Log In" button stands out visually because it is a bright purple colour. Below it are simple, Google and Apple login buttons. The design is sleek, focused and easy to use and it draws users' attention right to the action.

Reasoning Breakdown

Top Reasons Selected	Count
Better Design	6
Friendly looking interface	4
Less design elements / Feels cleaner	3
More welcoming / More personal	2
Better wording / Wording	2
Other	1
Buttons look better / Size	0

N.B: Most users highlighted **clarity, friendliness, and overall design quality** as key reasons for preferring Version A.

Outcome

Version A was selected as the final design for implementation in Achievement 5.

[Link to Onboarding Screening](#)