GRUBRUNNER USER FEEDBACK

FEEDBACK DISTRIBUTION

- A — 24.2%
- B — 75.8%
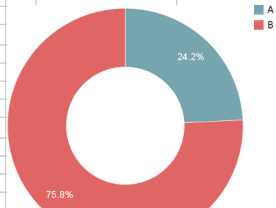
SUMMARY OF FINDINGS

Survey conducted over a randomly selected group of 95 respondents. 75.8% of people surveyed prefer design set B, compared to 24.2% who preferred A.

Some Highlights:

Reasons for Choosing A		Reasons for Not Choosing A	
1	Cleaner look, less cluttered, more fluid	1	Plain, dry, uninteresting design
2	Larger fonts make it easier to read	2	Organization/Information Hierarchy is less clear
3	Simple, modern, intuitive design	3	Lack of sections/dividers makes it harder to read at a glance

Reasons for Choosing B		Reasons for Not Choosing B	
1	Use of color, flags, bold design, high visual appeal	1	Some find the colors distracting
2	Well organized, user-friendly, more comprehensive	2	Less consistent
3	Better button language - "Mark As..." vs. "Done"	3	Fonts are smaller

TEST IMAGES

Respondents viewed the following sets of screens for comparison.

A   B
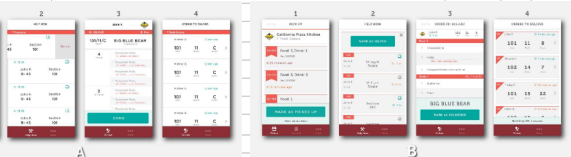
DETAILED USER FEEDBACK

Batch #	Title	Description	Response #	Reward	Creation Time	Max Assignments	Expiration	Worker Id	Lifetime Approval Rate	Last 30 Days Approval Rate	Last 7 Days Approval Rate	Accept Time	Submit Time	Approval Time	Work Time In Seconds	Answer: Multi Line Text Input Q6	Answer A/B		ANSWER	TOTAL VALUE
1	Design Evaluation. Perform a simple comparison test between two app designs.	Compare two similar app designs and choose your favorite. Please explain in 50 -100 words the reasons behind your choice.	1	$0.05	Fri May 09 05:46:26 GMT 2014	100	Fri May 09 16:33:41 GMT 2014	A3HMBHM8HJLKRD	100% (1/1)	100% (1/1)	100% (1/1)	Fri May 09 12:11:11 GMT 2014	Fri May 09 12:16:25 GMT 2014	2014/05/09 20:18:41 +0000	314	B's formats include the eyecatching flags by each section. This jazzes up the app and provides a more clear-cut, interesting presentation. The splash of color makes a lot of difference in the look and the perceived usability of the app. B immediately stands out as more user-friendly. The fonts are a bit lighter for B, but still legible. The fonts on B are calmer and milder and less intense.	B		A	23
			2	$0.05	Fri May 09 05:46:26 GMT 2014	100	Fri May 09 16:33:41 GMT 2014	A746183X8258H	100% (1/1)	100% (1/1)	100% (1/1)	Fri May 09 05:51:08 GMT 2014	Fri May 09 05:51:29 GMT 2014	2014/05/09 13:52:14 +0000	21	B	B		B	72
2	Design Evaluation. Perform a simple comparison test between two app designs.	Compare two similar app designs and choose your favorite. Please briefly explain the reasons behind your choice.	1	$0.05	Fri May 09 16:45:54 GMT 2014	100	Fri May 09 18:45:54 GMT 2014	A1KF0SU5IO9AFG	100% (1/1)	100% (1/1)	100% (1/1)	Fri May 09 17:57:27 GMT 2014	Fri May 09 17:57:44 GMT 2014	2014/05/10 02:02:16 +0000	17	I prefer B because the picked up and delivered buttons are larger and harder to miss.	B			
			2	$0.05	Fri May 09 16:45:54 GMT 2014	100	Fri May 09 18:45:54 GMT 2014	A3FCF82CBQQIZY	100% (1/1)	100% (1/1)	100% (1/1)	Fri May 09 16:46:39 GMT 2014	Fri May 09 16:47:13 GMT 2014	2014/05/10 00:47:14 +0000	34	I like Option B more because it looks more professional and intuitive.	B			
			3	$0.05	Fri May 09 16:45:54 GMT 2014	100	Fri May 09 18:45:54 GMT 2014	A20EQ51KB5GU7B	100% (1/1)	100% (1/1)	100% (1/1)	Fri May 09 17:47:33 GMT 2014	Fri May 09 17:55:42 GMT 2014	2014/05/10 01:57:15 +0000	489	I like Type B because the design looks organized and colorful in comparison to type A. This will help in attracting the attention of the users.	B			
			4	$0.05	Fri May 09 16:45:54 GMT 2014	100	Fri May 09 18:45:54 GMT 2014	A37BU4T906EXCT	100% (1/1)	100% (1/1)	100% (1/1)	Fri May 09 16:46:42 GMT 2014	Fri May 09 16:48:06 GMT 2014	2014/05/10 00:52:14 +0000	84	I think be is better. It is easier to separate one thing from another. So, better visuals	B			
3	Design Evaluation. Perform a simple comparison test between two app designs.	Compare two similar app designs and choose your favorite. Please briefly explain the reasons behind your choice.	1	$0.1	Fri May 09 19:36:58 GMT 2014	100	Fri May 09 20:03:06 GMT 2014	A9FCR1QRZAM3U	100% (1/1)	100% (1/1)	100% (1/1)	Fri May 09 19:42:54 GMT 2014	Fri May 09 19:43:38 GMT 2014	2014/05/10 03:47:15 +0000	44	I liked App B the best. I liked the way it looked and the colors the best.	B			
			2	$0.1	Fri May 09 19:36:58 GMT 2014	100	Fri May 09 20:03:06 GMT 2014	A2KCG73A6QCNCW	100% (2/2)	100% (2/2)	100% (1/1)	Fri May 09 19:48:47 GMT 2014	Fri May 09 19:51:28 GMT 2014	Fri May 09 20:03:06 GMT 2014	161	I like B better. In most visual appeal I think the extra color use in B makes it much more pleasing to look at. A makes things very dry and hard to look at. The use of color to break up the pages makes B much easier to understand. It looks like it actually has some organizational structure. A doesn't look like there a hierarchy at all. Overall using B would be my preferred app because of all the previously mentioned opinions.	B			
			3	$0.1	Fri May 09 19:36:58 GMT 2014	100	Fri May 09 20:03:06 GMT 2014	A2UKXFQCSSOB1R	100% (1/1)	100% (1/1)	100% (1/1)	Fri May 09 19:39:20 GMT 2014	Fri May 09 19:41:45 GMT 2014	2014/05/10 03:08:08 +0000	145	B	B			
4	Design Evaluation. Perform a simple comparison test between two app designs.	Compare two similar app designs and choose your favorite. Please briefly explain the reasons behind your choice.	1	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A111J6APXR6QV	100% (1/1)	100% (1/1)	100% (1/1)	Sat May 10 14:09:41 GMT 2014	Sat May 10 14:11:46 GMT 2014	2014/05/12 02:12:15 +0000	125	I think, Set A version is much more visually appealing than the latter. Also, it is easy to understand the sections and information in Set A. Everything is clearly understandable.	A			
			2	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	ADV008XUHF9L5	100% (1/1)	100% (1/1)	100% (1/1)	Sun May 11 03:44:32 GMT 2014	Sun May 11 03:45:37 GMT 2014	2014/05/11 11:47:15 +0000	65	I think B is better because it has more good design	B			
			3	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A1ONILGBGJ8Y5K	100% (1/1)	100% (1/1)	100% (1/1)	Sun May 11 14:55:23 GMT 2014	Sun May 11 14:58:03 GMT 2014	2014/05/11 23:02:15 +0000	160	B1 seems to be easy to understand. The layout is clean, not cluttered. And I like that you can identify the vendor by the logo	B			
			4	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A3PDOZ8I8PE9ZK	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 16:11:25 GMT 2014	Mon May 12 16:13:11 GMT 2014		106	B much easier to comprehend, better graphics, good information hierarchy, seems easier to use.	B			
			5	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A3393HRM9KT2FG	100% (1/1)	100% (1/1)	100% (1/1)	Sun May 11 01:50:37 GMT 2014	Sun May 11 01:57:32 GMT 2014	2014/05/11 10:02:15 +0000	415	I definitely like "B" better, it's much more clear I think. The words seem to be layed out clearer and a little bolder and I like the orange highlights. It just looks clearer all together and more visually appealing and layed out well. The first one, A, is really white in the background which can be really grey, I like the light blue background tone on B, it's easier on the eyes. and A, it seems like the words are smaller (maybe they're not but that's how it looks). Anyways, good luck with your design!	B			
			6	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A1MUY69BBTNBMIM	100% (1/1)	100% (1/1)	100% (1/1)	Sun May 11 16:18:16 GMT 2014	Sun May 11 16:24:26 GMT 2014	2014/05/12 00:27:14 +0000	370	1. Overall Visual: I like B better, because there is nice color tags throughout the screen, makes it look less bland compared to A, but A does have bigger font which makes it easier to read. 2. Comprehensiveness: I think both A and B are equal in their comprehensiveness. 3. Organization: I like A because it has bigger fonts (screen 1 + 2), and the "Food" and "Drink" subtype removes a lot of the clutter compared to B. 4. Usability: I would choose A for usability - even though it is less colorful, the fonts are bigger and less clutter which would in the long run make me more efficient using it.	A			
			7	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	AJZ5T6FTYGEOW	100% (1/1)	100% (1/1)	100% (1/1)	Mon May 12 06:39:51 GMT 2014	Mon May 12 06:41:10 GMT 2014	2014/05/12 14:42:15 +0000	79	Set B is easy to understand and best information was given.	B			
			8	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A2CCK1JKX48R0H	100% (1/1)	100% (1/1)	100% (1/1)	Fri May 09 21:51:34 GMT 2014	Fri May 09 21:53:22 GMT 2014	2014/05/10 05:57:14 +0000	108	A, because it has less distractions. The red in the second one is very distracting to me.	A			
			9	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A7IH21LIOFH9	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 10:48:54 GMT 2014	Mon May 12 10:51:23 GMT 2014		149	Set B is good. It looks really organised and helps with pop ups which is helpful and definitely needed option.	B			
			10	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A1IA4CST741Q8	100% (1/1)	100% (1/1)	100% (1/1)	Fri May 09 20:35:40 GMT 2014	Fri May 09 20:37:59 GMT 2014	2014/05/10 04:42:15 +0000	139	I think B set is better, it looks easier to mark stuff as done/helped etc. I also like how it separates with the colored lines each order.	B			
			11	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A33KTU8KJ5CP2T	100% (1/1)	100% (1/1)	100% (1/1)	Sat May 10 06:12:10 GMT 2014	Sat May 10 06:18:47 GMT 2014	2014/05/10 14:22:14 +0000	397	1. A is more visually appealing than B 2. B is more easy to understand 3. The layout of A is more good. 4. I will pick A -Its more clear and recogniable then option B and also there is more information provided in option A	A			
			12	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A1SJHSLV0GLIIO	100% (1/1)	100% (1/1)	100% (1/1)	Sat May 10 05:16:40 GMT 2014	Sat May 10 05:19:54 GMT 2014	2014/05/10 13:22:15 +0000	194	A	A			
			13	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A1378r1NZULAIPZ	100% (1/1)	100% (1/1)	100% (1/1)	Mon May 12 03:49:11 GMT 2014	Mon May 12 03:54:37 GMT 2014	2014/05/12 11:57:14 +0000	326	A	A			
			14	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A3TT428V461KZN	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 15:28:11 GMT 2014	Mon May 12 15:33:01 GMT 2014		290	B4 is the one I like the most. The B series has more visual appeal, with the design on the left of the fields. One reason I like B4 more, is that the seat text is big enough, May be too small for the others. Not everyone has a big cell phone, some (like me) have average sized Android phones, due to cost considerations. To me, the info layout is most appealing for #B4	B			
			15	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A2PKWSCOSNU7D	100% (1/1)	100% (1/1)	100% (1/1)	Fri May 09 20:46:48 GMT 2014	Fri May 09 20:47:44 GMT 2014	2014/05/10 04:52:15 +0000	58	A. It would win the beauty contest as well as usability and convenience. I would use the first choice for my services. Thanks!	A			
			16	$0.1	Fri May 09 20:05:25 GMT 2014	100	Mon May 12 20:05:25 GMT 2014	A1L0X2BYAGPFEA	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 14:47:41 GMT 2014	Mon May 12 15:05:24 GMT 2014		1063	Set A is better of two choices, since it describes account payers; and food items; in groups that seem more related. Set A could be further improved by nesting similar; but different items; paid by same account; and going to same seat; like pepperoni pizzas on screen A3; only describing differences, and listing differences and similarity, such as having Pepperoni Pizza category; then listing just what is different about each similar item going to same account; as if set A; does in fact place account payer higher in hierarchical organization; as these sample screens seem to indicate; set A seems superior.	A			
5	Design Evaluation. Perform a simple comparison test between two app designs.	Compare two similar app designs and choose your favorite. Please briefly explain the reasons behind your choice.	1	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AXEQHXY7UH66	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 19:44:34 GMT 2014	Mon May 12 19:46:34 GMT 2014	120	B is better. I like the language on the buttons. Mark as picked up and Marked as delivered is a lot easier to understand than Done. Done tells me nothing, and I would be afraid to push the button out of fear of what it would do.	B			
			2	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AP7BOM5KUH8KV	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:24:19 GMT 2014	Mon May 12 18:26:02 GMT 2014	103	B looks sharper but still with a sense of unique style	B			
			3	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A3FZWUEWK6V9WQ	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:18:58 GMT 2014	Mon May 12 18:19:27 GMT 2014	29	A	A			
			4	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AKUZT1DRRKKRR	0% (0/1)	0% (0/1)	0% (0/1)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:23:18 GMT 2014	Mon May 12 18:26:36 GMT 2014	198	They both suck because I hate B. And A is much nicer.	A			
			5	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A197CFEJALDG44	100% (1/1)	100% (1/1)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 19:53:01 GMT 2014	Mon May 12 19:54:34 GMT 2014	93	B was a lot better. It looks a lot easier to find something on there. And it looks less chaotic than A.	B			
			6	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	ANA3B41YVT01O	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:19:59 GMT 2014	Mon May 12 18:20:59 GMT 2014	60	B1 because it looks like the easiest one to use	B			
			7	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1TSMYQDZGYWBS	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 21:12:27 GMT 2014	Mon May 12 21:13:57 GMT 2014	90	They both look good but B has the edge. B has better use of screen real estate and it's easier to tell what you're looking at due to it being more color coded.	B			
			8	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A22KV92AITITDG	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:41:38 GMT 2014	Mon May 12 18:43:09 GMT 2014	91	I prefer Set B since I like the orange boxes which have the date/headings clearly labeled in them.	B			
			9	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	ADV28ZG7MEOKE	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:19:28 GMT 2014	Mon May 12 18:19:31 GMT 2014	3	B	B			
			10	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A2P8N5E8B1RYWE	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 20:56:05 GMT 2014	Mon May 12 20:58:31 GMT 2014	146	Choice A looks like it's going more for functionality, while Choice B looks like it's trying to have a more visually appealing look. I would choose Choice A, because it looks like it can do more and display more information, but Choice B may be better for people who are less detail-oriented than myself.	A			
			11	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1A44MGQWYAU6G	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:24:04 GMT 2014	Mon May 12 18:26:04 GMT 2014	120	They both look terrible in my opinion, but B is the less terrible looking application. Functionality wise I'm sure both of these do the same thing it's just laid out very poorly.	B			
			12	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AN490V5XKXHYC	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:21:02 GMT 2014	Mon May 12 18:25:01 GMT 2014	239	I like B much better. The icons make the information easy to read, and it appears more organized. I feel like the multiple orders and other information within set A could get lost in the shuffle. I used to prepare/deliver orders when I worked at a restaurant in high school, so I know the environment can be kind of hectic. I feel as if set B would allow me to stay on top of things a bit better.	B			
			13	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A3AW92ZT3WY05A	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:25:44 GMT 2014	Mon May 12 18:27:46 GMT 2014	122	The overall visual appearance looks much more sophisticated and usable. I would pick B.	B			
			14	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A2UF2FRGVW4T89	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:28:34 GMT 2014	Mon May 12 18:32:11 GMT 2014	217	choice B looks a little bit more attractive than choice A. Choice b looks a little easier to use than choice A.	B			
			15	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AVSIW58S66CWZ	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:40:10 GMT 2014	Mon May 12 18:40:40 GMT 2014	30	A	A			
			16	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A2OL18MGK5LEO7	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:17:31 GMT 2014	Mon May 12 18:19:10 GMT 2014	99	I think choice A is more efficient because it seems like the completed orders will go out of the system. That feature makes the app muc hless cluttered and if true is something I would prefer.	A			
			17	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A3ZBG45IBCC2A	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:33:38 GMT 2014	Mon May 12 18:36:01 GMT 2014	143	They both look similar but I like B better. I like that the background is grey which will be easier on the eyes.	B			
			18	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AVIOR20X5ZXQD	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:28:52 GMT 2014	Mon May 12 18:32:58 GMT 2014	246	I prefer set B because it seems more user-friendly. The blue buttons and red headers are more descriptive as to what function it provides and probably makes it easier for the user to navigate. Cool idea, by the way!	B			
			19	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A2P0N3UQ8WPGH4	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:21:20 GMT 2014	Mon May 12 18:22:00 GMT 2014	40	B	B			
			20	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A6GK3W9MDWXCY	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:20:36 GMT 2014	Mon May 12 18:21:00 GMT 2014	24	B	B			
			21	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AN1QPOIFVS9LC	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:19:26 GMT 2014	Mon May 12 18:22:36 GMT 2014	190	I much prefer B to A. I believe it's laid out in such a way that the information appears to be very straightforward. It uses dividers in many of it's screen whereas A doesn't seem to use any and the information could easily be mistaken is you're taking quick glances at your tablet / phone screen. It also appears to be labeled much better as well. For example the screen B4 has little labels in the corner as opposed to screen A4 which I think helps to break up each data set and allow the user to better digest the information.	B			
			22	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1BPHW0KCTG34P	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:32:16 GMT 2014	Mon May 12 18:33:42 GMT 2014	86	I like B better because of the left corner triangle which appears to be like a flag or banner, it's a nice addition to the user interface. The red trim also gives a nice outline for the interface. As opposed to A which is kind of boring with no flags or banners incorporated.	B			
			23	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A2NO4F8PE9K35W	100% (1/1)	100% (1/1)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:32:53 GMT 2014	Mon May 12 18:34:51 GMT 2014	118	I would choose B. Neither one is the clear favorite for me. B looks slightly better and easier to read.	B			
			24	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A3LI0D659I8GFX	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 22:45:41 GMT 2014	Mon May 12 22:47:10 GMT 2014	89	B looks more visually appealing. The extra red parts makes it easier to navigate between each screen.	B			
			25	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A12M5YRH3XWDT	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:19:48 GMT 2014	Mon May 12 18:21:16 GMT 2014	88	I like B better. The color sticks out more, it's easier to pick up the different seats an seems just easier to use.	B			
			26	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A30ZBG45IBCC2A	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:31:42 GMT 2014	Mon May 12 18:33:15 GMT 2014	182	I think that Set B is better because everything is more detailed. For example, notice how you can select "Mark as picked up" and "Mark as delivered" whereas on Set A it's just "Done." Set B looks more visually appealing overall, but a little bit busy. Maybe if you could tone it down on the red parts of each track a lot better. Overall it is a lot easier to read than Set A, though.	B			
			27	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A318QP0E1HS9DX	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:08:02 GMT 2014	Mon May 12 18:09:49 GMT 2014	107	B, it excels in all the feeds you are requiring me to judge it on. large font, easy to understand, and a good layout	B			
			28	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A182CHO6N044YK	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:21:34 GMT 2014	Mon May 12 18:21:55 GMT 2014	21	B, since it looks more modern and in tune with iOS 7	B			
			29	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A3DUF8CP7ZMVAL	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:39:40 GMT 2014	Mon May 12 18:54:13 GMT 2014	873	I like the interface of group A better because it seems a lot cleaner. Theres not as much clutter in the UI. I also like the way group A list out the information better just because it seems like it would be easier to read and see what information is what after staring at it for long periods of time. Both of them are good on comprehensiveness, I can understand all of the info on both very easily. Overall I think the group A is definitely more usable though.	A			
			30	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A3MG9A6MOPIBCH	0% (0/0)	0% (0/0)	0% (0/0)	Wed May 14 22:32:56 GMT 2014	Mon May 12 18:27:39 GMT 2014	Mon May 12 19:33:58 PDT 2014	379	1. I like how A looks better. I'm much easier to tell what you're looking at, like sections. 2. A is much easier to understand, but that could be because the image is a bit distorted. The little red banners in B are too small, and in A it's much easier to add sections food places are. 3. Again, I would say A is the better one. It's much easier to read, because the section where the food is, is so much bigger and pronounced. 4. I would like to use A more than B. I would however suggest to use the button Mark as picked up" and "Mark as delivered" in B. As well instead of "Done"."	B			

#	Price	Date	Num	Date2	Worker ID	%	%	%	Date A	Date B	Date C	Val	Comment	Ans
31	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A25ZADCJI3D5AF	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 21:17:17 GMT 2014	Mon May 12 21:22:45 GMT 2014	Mon May 12 22:22:45 PDT 2014	328	Set B has the greater visual appeal given the graphics, whereas Set A is very plain. Moreover, it is these graphics that help with usability. For instance, the different colors help to group data, and that helps the user focus on different content. Furthermore, this also helps with information hierarchy, and comprehensiveness for the same reason.	B
32	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1PFFMS2Q8LF1M	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:47:47 GMT 2014	Mon May 12 18:50:52 GMT 2014	Mon May 12 19:50:52 PDT 2014	185	Overall visual appeal - I liked the second set better as it offer better colors and more contrast, which helped be distinguish between the different sections of the app Comprehensiveness - They are both about the same when it comes to comprehensiveness Information heirarchy - The second set was a bit easier to follow, but still not that great Usability - If I had to choose one, it would be the 2nd one, but it was a close contest.	B
33	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A2XGY1STVP6FVK	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:24:47 GMT 2014	Mon May 12 18:26:11 GMT 2014	Mon May 12 19:26:11 PDT 2014	84	I like B better because the red notifications for the date is much more eye catching. This would allow me to better keep track of the orders much quicker since the important dates/categories are easier to spot.	B
34	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1PDJEO7XOY2P5	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:21:05 GMT 2014	Mon May 12 18:21:56 GMT 2014	Mon May 12 19:21:56 PDT 2014	51	A is more visually appealing and easier to understand.	A
35	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1U6S8JAWTGDZF	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:54:49 GMT 2014	Mon May 12 18:55:52 GMT 2014	Mon May 12 19:55:52 PDT 2014	63	B B seems a little more sleek and modern than A did. I like the boldness of B	B
36	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	ADXS3LYNZDXWX	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 22:16:58 GMT 2014	Mon May 12 22:18:53 GMT 2014	Mon May 12 23:18:53 PDT 2014	115	I would pick B over A because it is visually nicer to look at and easier to read. Although the same details are in both, option B has a layout that is more appealing and presentable, which makes it easier to understand orders.	B
37	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AMS2DNBF8BGUM	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:30:31 GMT 2014	Mon May 12 18:31:37 GMT 2014	Mon May 12 19:31:37 PDT 2014	66	I like B better. The use of more colors gives a sense of better organization and the blue buttons are more informative.	B
38	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	ABWGUXCKV8HZN	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 19:00:41 GMT 2014	Mon May 12 19:02:16 GMT 2014	Mon May 12 20:02:16 PDT 2014	95	I prefer set A. The layout in the screenshots seems consistent from screen to screen, and it looks brighter than the screens in set B	A
39	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A123F7826DTAYZ	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:47:02 GMT 2014	Mon May 12 18:48:19 GMT 2014	Mon May 12 19:48:19 PDT 2014	77	screen B looks more visually appealing as well as easier to understand. the sections are more clearly separated and the colors make it easier to read	B
40	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AVQGY7FCU80XP	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:26:30 GMT 2014	Mon May 12 18:28:45 GMT 2014	Mon May 12 19:28:45 PDT 2014	135	B It is easier to understand and read.	B
41	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AWRMHUCV3KAW9	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 22:30:47 GMT 2014	Mon May 12 22:33:51 GMT 2014	Mon May 12 23:33:51 PDT 2014	184	I find set B more favorable because it has a better visual appeal. I also like how set B makes the individual portions of each screen stand out as separate items, while the different portions in set A seem to blend together.	B
42	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A13V5VK2KVLTBC	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:43:49 GMT 2014	Mon May 12 18:47:12 GMT 2014	Mon May 12 19:47:12 PDT 2014	203	I like Set B more. Set A just looks like a bunch of text. I am very confused looking at it. The boxes in Set B help organize things a lot better. I believe buttons work better than swiping, especially when you have greasy fingers from food. Set B wins there again. The font in Set B also looks bigger. I would strain my eyes trying to read Set A all day long.	B
43	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A16SSXGLIV60YQ	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:04:13 GMT 2014	Mon May 12 18:05:52 GMT 2014	Mon May 12 19:05:52 PDT 2014	99	IT IS GOOD APPLICATION IN THIS. B TYPE IS VERY GOOD DESIGN AND GRAPHIC DESIGN IN THIS VIDEO.	B
44	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A3VARIDV7TJYDN				Mon May 12 18:22:23 GMT 2014	Mon May 12 18:23:54 GMT 2014	Mon May 12 19:23:54 PDT 2014	91	A I liked choice A better because they both look very functional and similar, but I think choice A has a more fluid looking UI. Everything else is very similar and looks functional.	A
45	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	ARCPFSUZF0HYK	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:31:18 GMT 2014	Mon May 12 18:32:14 GMT 2014	Mon May 12 19:32:14 PDT 2014	56	B is a lot more visually friendly and user friendly because of the red headers. It makes it look more segmented and easier to process.	B
46	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1PV4FQFTV90W8	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:28:52 GMT 2014	Mon May 12 18:30:39 GMT 2014	Mon May 12 19:30:39 PDT 2014	107	A seems better because it is more fluid. to me it is easier to understand and follow.	A
47	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A2R8VDKL2D2BF6	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:22:37 GMT 2014	Mon May 12 18:24:27 GMT 2014	Mon May 12 19:24:27 PDT 2014	110	I would pick option B. It seems to be more organized and overall better on the eyes.	B
48	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AZ4YYQ2ERP565	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:26:08 GMT 2014	Mon May 12 18:27:26 GMT 2014	Mon May 12 19:27:26 PDT 2014	78	I like A best. The red draws your eyes the best and it's easier to read then B. B is really busy and hard for me to read.	A
49	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1A4UN5XPGLYVY	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:23:59 GMT 2014	Mon May 12 18:24:39 GMT 2014	Mon May 12 19:24:39 PDT 2014	40	B	B
50	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AI9QOT5C5DN1P	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:34:29 GMT 2014	Mon May 12 18:36:09 GMT 2014	Mon May 12 19:36:09 PDT 2014	100	I would say set B, and one major reason is it feels easier and more clear than set A. The text is bigger and more clear for most consumers that would be a selling point.	B
51	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	ADDFIYYGVLIFX	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 20:36:49 GMT 2014	Mon May 12 20:37:46 GMT 2014	Mon May 12 21:37:46 PDT 2014	57	I think A is better. Based on the 4 pictures I saw, it looked much easier to use than B.	B
52	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AKQSS33JCXXQB	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:27:07 GMT 2014	Mon May 12 18:28:56 GMT 2014	Mon May 12 19:28:56 PDT 2014	109	B. The second set looks a little bit better. The text is aligned properly, and it is obvious when different functions have occured (picked up, delivered, etc)	B
53	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A3ETLGL7ZZYUT9	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:27:28 GMT 2014	Mon May 12 18:30:28 GMT 2014	Mon May 12 19:30:28 PDT 2014	180	B is better. Having things broken more clearly into sections makes it easier to read and pick out information quickly. It also looks nicer.	B
54	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A19ZT0TQPFA2	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 19:38:15 GMT 2014	Mon May 12 19:38:37 GMT 2014	Mon May 12 20:38:37 PDT 2014	22	B	B
55	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A2AAY4VT9L71SY	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:04:12 GMT 2014	Mon May 12 18:07:27 GMT 2014	Mon May 12 19:07:27 PDT 2014	195	Set A's first two screens seem a little more user-friendly and less cluttered than Set B's. However, Set B's second two pictures seem to present an easier-to-use app that is also more visually appealing. Set B is a little busier, but overall probably the better looking of the two.	B
56	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1YDP3Q5DX62BH	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:26:07 GMT 2014	Mon May 12 18:26:39 GMT 2014	Mon May 12 19:26:39 PDT 2014	32	Set B. I was able to find things easier on set B.	B
57	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A29VH8K2QFGVZW	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:18:34 GMT 2014	Mon May 12 18:19:29 GMT 2014	Mon May 12 19:19:29 PDT 2014	55	I choose B, it is more appealing and I feel more drawn to using it compared to A. A seems too empty and there is to much space.	B
58	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A19RUEYADULHZN	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:20:42 GMT 2014	Mon May 12 18:22:50 GMT 2014	Mon May 12 19:22:50 PDT 2014	128	1. B would win because the colors look more balanced. 2. B looks clearer with less clutter so easier to understand. But they are both very clear anyway. 3. B is more logical because of the sections - how they are sorted out. I like the 3 big blue buttons instead of just 2. 4. B is prettier so I'd rather look at it for 8 hours. Otherwise, both would be fine.	B
59	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A2L2P8RVIAJC8D	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:19:51 GMT 2014	Mon May 12 18:20:57 GMT 2014	Mon May 12 19:20:57 PDT 2014	66	Set B--more visually appealing, easier to find important buttons, more organized, color coded.	B
60	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1LQHI9L1DXN13	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:40:04 GMT 2014	Mon May 12 18:43:09 GMT 2014	Mon May 12 19:43:09 PDT 2014	185	overall id go with B because it looks cleaner and easier to use. it also appears to have just as much information on it. they way each section is clearly marked makes B stand out a lot better than A.	B
61	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A3A6PPZ2EJTW6L	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:37:56 GMT 2014	Mon May 12 18:40:24 GMT 2014	Mon May 12 19:40:24 PDT 2014	148	A3 and B3. Seem the most aesthetically pleasing and have critical information in a spot they can easily be found without looking too hard.	B
62	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1Y6U48K90CL87	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 19:00:12 GMT 2014	Mon May 12 19:01:26 GMT 2014	Mon May 12 20:01:26 PDT 2014	74	The overall visual appeal between the two is equal. B appears to be more comprehensive, has the best organizational layout, and I think I would prefer it as well. The layout is cleaner and more simple.	B
63	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A1W5D2MRLBNBJU	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:18:21 GMT 2014	Mon May 12 18:19:07 GMT 2014	Mon May 12 19:19:07 PDT 2014	46	A. It seems simpler and has less information. Looks more organized.	A
64	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A20ZKYBX88QLTG	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:51:04 GMT 2014	Mon May 12 18:51:42 GMT 2014	Mon May 12 19:51:42 PDT 2014	38	A, because it looks more modern.	A
65	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A17QLRKA9MU4F5	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:36:17 GMT 2014	Mon May 12 18:40:51 GMT 2014	Mon May 12 19:40:51 PDT 2014	274	I liked set A more because it seemed a lot more intuitive. I liked how set A had the blue text at the bottom of the screen rather than sparatically placed, this made it easier to understand the app believe it or not. I think the order summary organization was better in set A, it seemed more friendly too. Something I could easily see mistakes or what I wanted.	A
66	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A2YJQUHFIXNOY0	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 20:20:16 GMT 2014	Mon May 12 20:23:02 GMT 2014	Mon May 12 21:23:02 PDT 2014	166	I definitaly like B better. The overall visual appeal is there, and I think it outranks the A option. The A option almost looks prehistoric. I was also able to understand the format and what the information pertained to right off the back in Option B, where I had to really read into "A."	B
67	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A328CUWEQOM4LJ	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:58:23 GMT 2014	Mon May 12 19:01:03 GMT 2014	Mon May 12 20:01:03 PDT 2014	160	I prefer option B because the app looks cool and glitters with cool colors.B is more informative than A	B
68	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AS9E058DBSWH7	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:24:31 GMT 2014	Mon May 12 18:25:17 GMT 2014	Mon May 12 19:25:17 PDT 2014	46	I prefer B, based on its overall visual appeal and organization. It seems more well organized and easy to understand and follow.	B
69	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	A2BOANV5MQGOM5	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:33:24 GMT 2014	Mon May 12 18:37:48 GMT 2014	Mon May 12 19:37:48 PDT 2014	264	B because overall it looks to have a better layout and the information seems like it would be easier to process with the layout.. I like how the red badge type thing, stands out more. In the future I would recommend increasing image size because at moment while I can see the design ok the words are harder to read.	B
70	$0.15	Mon May 12 18:03:03 GMT 2014	76	Wed May 14 22:32:56 GMT 2014	AUKCCYJRMTIHN	0% (0/0)	0% (0/0)	0% (0/0)	Mon May 12 18:40:27 GMT 2014	Mon May 12 18:41:35 GMT 2014	Mon May 12 19:41:35 PDT 2014	68	B. Looks clearer, easier to tell if someone has been helped or not.	B