

Creative iterations: Portfolio A/B test

I designed the homepage based on my mood board to make sure it reflects the theme: spirituality and aura elements.

V1:



How:

For the first iteration I added visual cues that were visible in my mood board to my homepage, like a gradient effect. I quickly realised that theme didn't show off as much as I intended, so I decided to test it in the form of a Think aloud.

I showed the target group my mood board and first iteration and asked them to share their first impressions:

- Users saw the direction, but the theme wasn't fully visible in the first iteration.
- The design felt too static considering the theme: personal growth.
- Users encourage to push the theme further and make it more dominantly visible.

Why:

I decided to listen to the feedback, since I already had the feeling my theme wasn't visible at all. Adding those changes such as, butterflies, more aura elements, angel numbers and experimenting with more dynamic, helped me to align more with the theme. It not only started the look like the aesthetic I was aiming for, but also the vibe and feeling I wanted to show.

V2:





Validate:

After showing them V2 I got a lot of positive feedback but they challenged me to push the theme even more and not to hold back with fully expressing the theme. So I decided to add even more gradient effects and other symbols to express the theme even more.

