

A/B test brand image

Why am I doing this?

I wanted to test which brand image suited the traditional, Thai style the best for a Thai massage salon with the target audience, instead of just relying on my own personal preference. The salon aims for a peaceful, zen and Thai experience, so it's important to test which style represents this the best.

"Which visual style communicates Thai culture and a peaceful, welcoming atmosphere most effectively to the target audience?"

How am I doing this?

I showed to mood board I made in different styles to the target group and asked them the following questions:

- Which design reminds you the most of Thailand?
- Which design feels the most zen and relaxing?
- Which design would make you feel the most welcoming at a salon?

Mood board A



Mood board B



What did I find out?

- Warm colours are associated with Thai culture. The target group says those colours are more welcoming and give off a relaxing atmosphere. Like on mood board B
- Dark colours felt too serious for a place that promotes comfort and peace.
- Mood board B is preferred.

So?

My personal preference was different than from the target group. If I didn't do an A/B test I would have gone for my preference (mood board A) and went for a style that doesn't resonate with the values of the salon according to the target audience. The A/B test gave me a better view in what design direction I should go for when designing the website which is a style with warm and welcoming colours.