



Maze version - New maze 10

Investigate

Responses

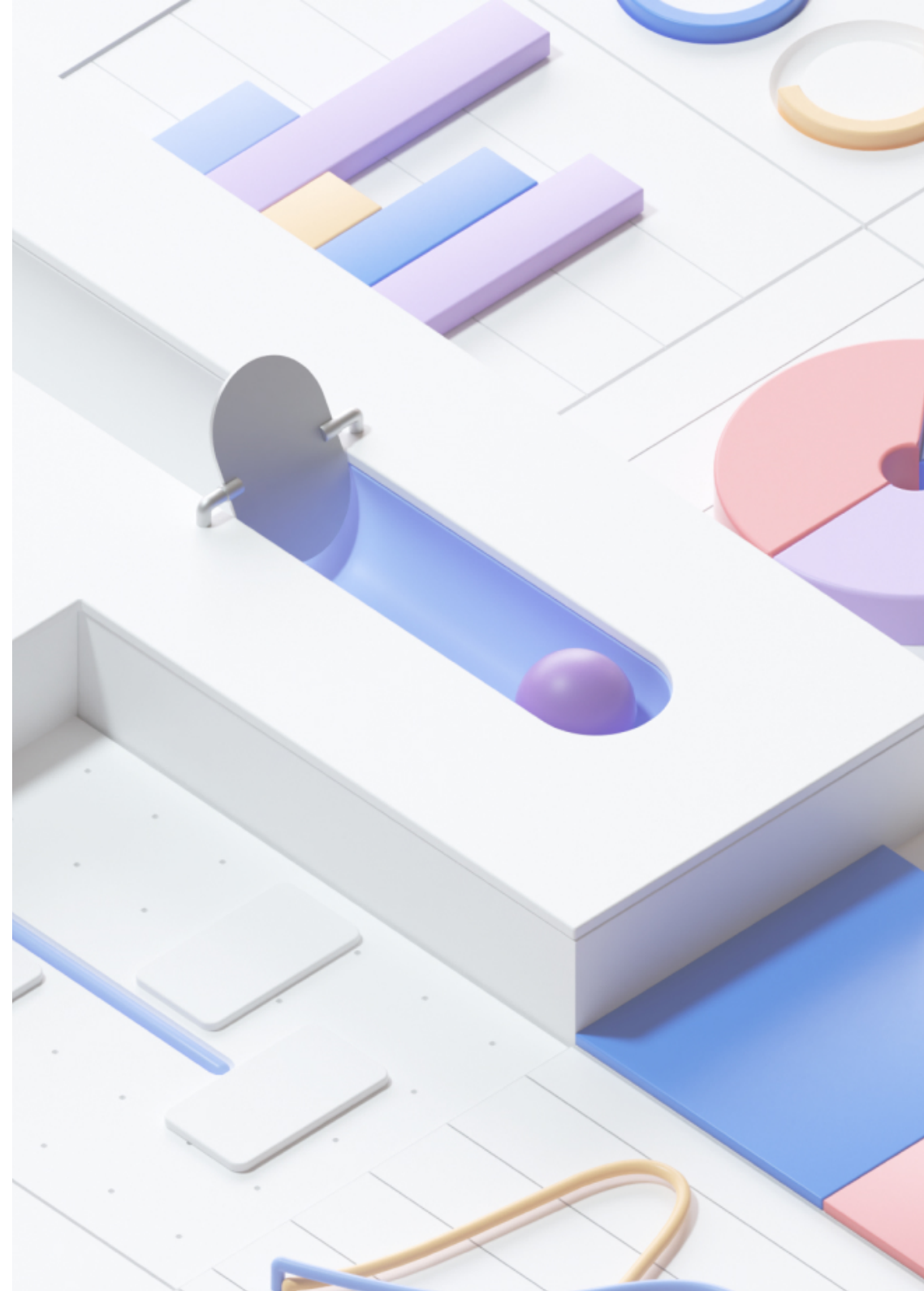
17

of blocks

16

[See online report ↗](#)

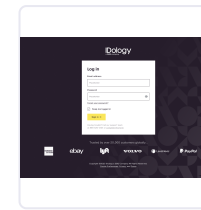
Downloaded on the 9.15.2023



What is your overall impression of Design Concept A?

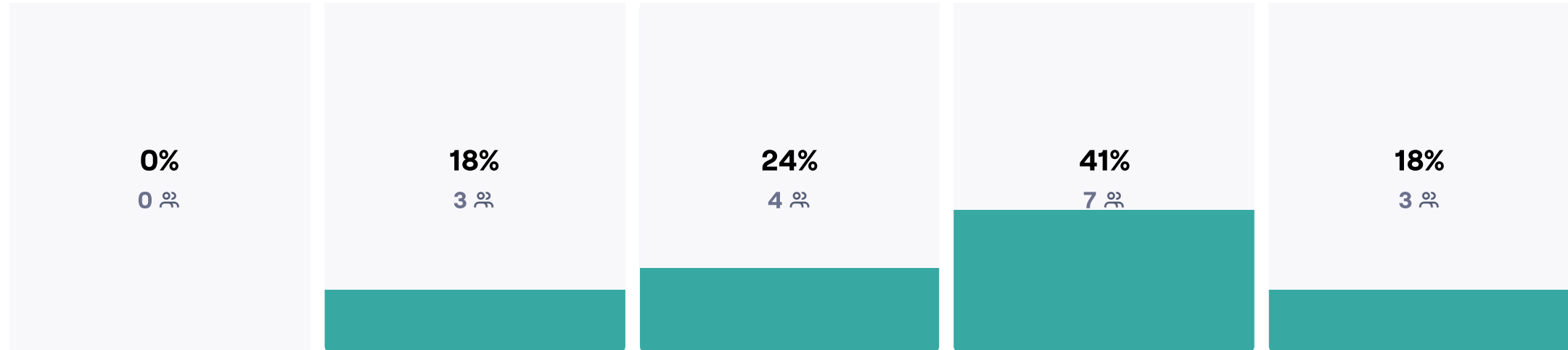
Opinion Scale

Please rate your first impression of Design Concept A using the provided expressions.



17
Responses

3.6
Average



Strongly Dislike



Neutral



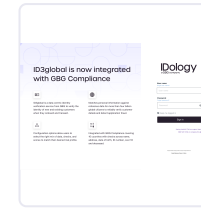
Strongly Like

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What is your overall impression of Design Concept B?

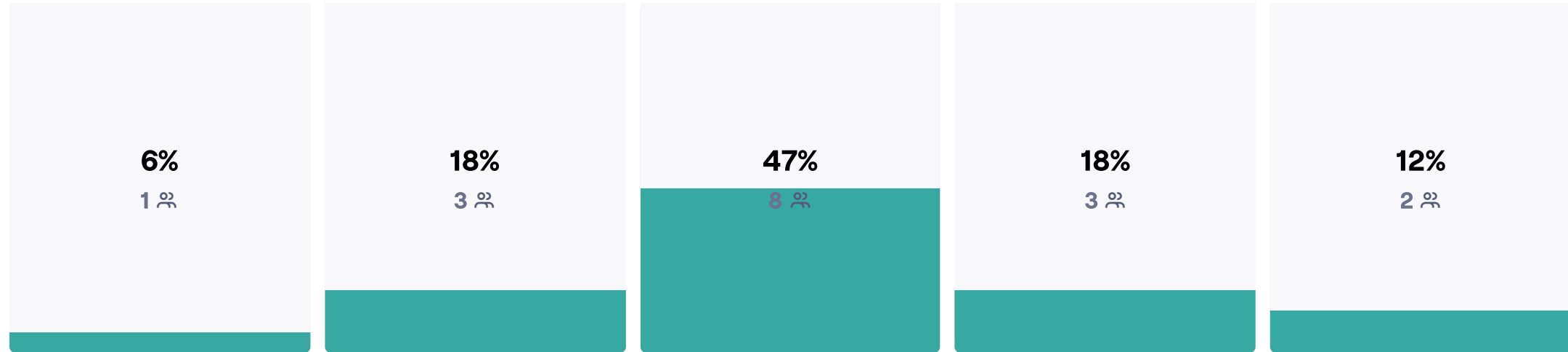
Opinion Scale

Please rate your first impression of Design Concept A using the provided expressions.



17
Responses

3.1
Average



Strongly Dislike



Neutral



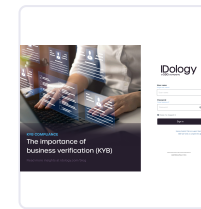
Strongly Like

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What is your overall impression of Design Concept C?

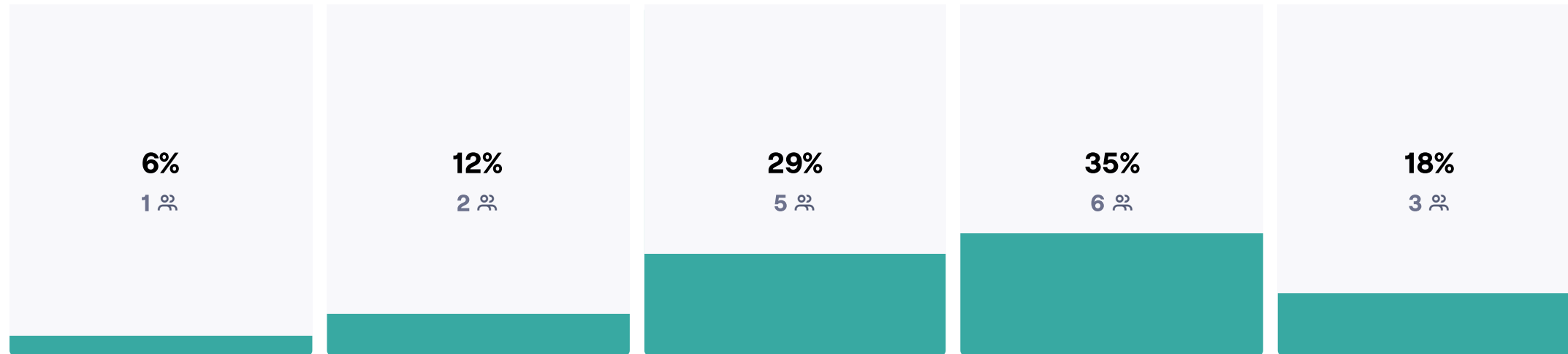
Opinion Scale

Please rate your first impression of Design Concept A using the provided expressions.



17
Responses

3.5
Average



Strongly Dislike



Neutral



Strongly Like

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Does Design Concept A, effectively communicate the purpose of the a login page?

Yes/No



17
Responses

YES / NO

82%
14 testers

18%
3 testers

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Does Design Concept B, effectively communicate the purpose of the a login page?

Yes/No



17
Responses

YES / NO

47%
8 testers

53%
9 testers

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Does Design Concept C, effectively communicate the purpose of the a login page?

Yes/No



17
Responses

YES / NO

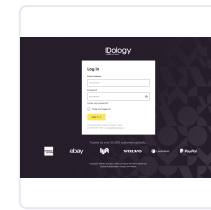
65%
11 testers

35%
6 testers

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Are the layout and organization of Design Concept A, intuitive and user-friendly?

Yes/No



17
Responses

YES / NO

100%
17 testers

0%
0 testers

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Are the layout and organization of Design Concept B, intuitive and user-friendly?

Yes/No



17
Responses

YES / NO

59%
10 testers

41%
7 testers

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Are the layout and organization of Design Concept C, intuitive and user-friendly?

Yes/No



17
Responses

YES / NO

82%
14 testers

18%
3 testers

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Does Design Concept A, provide a sense of security and trustworthiness?

Yes/No



17
Responses

YES / NO

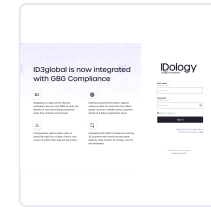
94%
16 testers

6%
1 testers

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Does Design Concept B, provide a sense of security and trustworthiness?

Yes/No



17
Responses

YES/NO

71%
12 testers

29%
5 testers

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Does Design Concept C, provide a sense of security and trustworthiness?

Yes/No



17
Responses

YES / NO

82%
14 testers

18%
3 testers

[View details in Maze ↗](#)

Are there any specific elements of features in Design Concept A that you particularly like or dislike?

Open Question



17
Responses

"N/A "

Tester #178028596 · July 17th 2023, 11:03:24 am

"Dislike the companies logos banner"

Tester #177671435 · July 14th 2023, 4:22:50 pm

"They call it HELLO yellow"

Tester #177623487 · July 14th 2023, 1:13:09 pm

"Clear purpose, looks like a standard login page on other services, so I know what's expected. Assuming "Placeholder" in fields is a mistake? I'd usually show opening hours for a phone line, unless it's 24/7"

Tester #177584172 · July 14th 2023, 8:51:24 am

"I do not like the companies in the bottom section"

Tester #177330676 · July 13th 2023, 6:36:27 pm

"Is simple, Just there, ready to start working and not distracting with additional information "

Tester #177451938 · July 13th 2023, 5:20:48 pm

""Placeholder' is not a great choice of help text. I struggle to read the Having trouble blurb."

Tester #177088149 · July 12th 2023, 2:58:12 pm

"I like the simplicity of it. No adverts or extra information which I don't need. A simple and straightforward Login page. It feels like I'm logging into a product. I'm not sure if the logos at the bottom really add any benefit to me, as my company or I have already technically purchased it this product. Unless they are going through a free trial. They feel more beneficial in a marketing landing page or a registration page to add trust. The 'having trouble' information may be difficult for visually impaired users to see as the colour contrast feels very light. Worth checking if this passes Colour contrast for accessibility. "

Tester #146644500 · July 12th 2023, 2:46:14 pm

"Clear and simple, but don't need "Placeholder" in the inputs, and support text "complete this form" could be more descriptive (e.g. "contact us online"). Are there open hours for phone support? Looks like it's 24/7"

Tester #127110570 · July 12th 2023, 2:45:52 pm

"The name brands of customers"

Tester #176897734 · July 12th 2023, 1:40:47 pm

"I don't think it is necessary to have the partner branded logos on the bottom of the page."

Tester #177053046 · July 12th 2023, 1:23:25 pm

"sdagjwhdgjhgwd"

Tester #173556386 · June 26th 2023, 3:30:44 pm

"My answers were skewed by a few key elements. We don't have a "Keep me logged in" feature for security purposes. With the nature of the sensitive data in our portal, we have never offered this. We would have to discuss if this was something new we wanted to do. Overall, I think this is to the point and keeps the customer focused on their task at hand. "

Tester #173173263 · June 23rd 2023, 1:56:55 pm

"I like this for it's simplicity."

Tester #172954920 · June 22nd 2023, 8:00:01 pm

"I enjoy the dark background - it helps the log in fields stand out. I enjoy the simplicity of just having the log in fields and not other information on the page. "

Tester #172953360 · June 22nd 2023, 7:48:18 pm

[View details in Maze ↗](#)

Are there any specific elements of features in Design Concept B that you particularly like or dislike?

Open Question



17
Responses

"Too much text"

Tester #178028596 · July 17th 2023, 11:03:28 am

"I think there is too much information for a login page."

Tester #177671435 · July 14th 2023, 4:25:01 pm

"icons look like they failed to load pictures. "

Tester #177623487 · July 14th 2023, 1:13:35 pm

"A lot of text to digest, I just want to login, it's a bit distracting"

Tester #177584172 · July 14th 2023, 8:51:46 am

"I do not like the left side section"

Tester #177330676 · July 13th 2023, 6:36:45 pm

"This looks like a commercial page with an added login window. Who will maintain this information up to date? Nice for the sales people but if I am a user, do I really need this information? Also, the forget user name, forgot password and, keep me logged in links are in pale colors, that even with high brightness on my laptop are difficult to read "

Tester #177451938 · July 13th 2023, 5:24:52 pm

"not liking the layout, too much text. distracts from the login itself."

Tester #177088149 · July 12th 2023, 2:58:47 pm

"The panel on the left feels like marketing content with a lot of text. I'm not sure if I'd read that depending on what my role is within a company. I understand from GBG's point of view this panel is useful for marketing or delivering news to customers though."

Tester #146644500 · July 12th 2023, 2:49:35 pm

"Distracting wall of text, not sure a login page is a good place for this. Am I signing into ID3Global or GBG Compliance here? Don't need placeholders that repeat the label text. "Username" can be confusing - is that my email? Contact text could be more descriptive (what is the "form")"

Tester #127110570 · July 12th 2023, 2:48:59 pm

"Not really"

Tester #176897734 · July 12th 2023, 1:41:20 pm

"Looks great, I like the layout."

Tester #177053046 · July 12th 2023, 1:25:05 pm

"sdagjwhdgjhgwd"

Tester #173556386 · June 26th 2023, 3:30:49 pm

"For me this is too "busy". Too much to read and distracts from my purpose. "

Tester #173173263 · June 23rd 2023, 1:57:18 pm

"Nothing wrong with this; just feels more marketing forward!"

Tester #172954920 · June 22nd 2023, 8:00:57 pm

"_"

Tester #172953360 · June 22nd 2023, 7:49:33 pm

[View details in Maze ↗](#)

Are there any specific elements of features in Design Concept C that you particularly like or dislike?

Open Question



17
Responses

"N/A"

Tester #178028596 · July 17th 2023, 11:03:39 am

"love it"

Tester #177671435 · July 14th 2023, 4:25:08 pm

"purple on black"

Tester #177623487 · July 14th 2023, 1:13:51 pm

"Very large stock image takes focus away from the login form, if my JTBD is to login, do I want to read a blog? Seems more suited to an email newsletter."

Tester #177584172 · July 14th 2023, 8:53:16 am

"I do not like the left side section"

Tester #177330676 · July 13th 2023, 6:36:48 pm

"The image on the left hand is really distracting. Again the links for forgot user name and password are in pale colors, so difficult to read."

Tester #177451938 · July 13th 2023, 5:25:36 pm

"the weighting in out of balance - image versus form"

Tester #177088149 · July 12th 2023, 2:59:06 pm

"This design looks clean. I like the image in this design. I think it gives off the impression that the product is sophisticated. The 'Read more insights .' is barely readable though, need to up the colour contrast on that. The font size could also be slighter bigger on some of the text such as 'Having trouble.' and 'Copyright:'"

Tester #146644500 · July 12th 2023, 2:52:55 pm

"Large image looks like a marketing page, seems distracting. Dark "Read more insights.." link on image isn't accessible, needs higher colour contrast (e.g. white), also is it a link? Underline if so. See previous comments about the form."

Tester #127110570 · July 12th 2023, 2:51:25 pm

"not really"

Tester #176897734 · July 12th 2023, 1:42:32 pm

"I also like this design. "

Tester #177053046 · July 12th 2023, 1:25:40 pm

"sdagjwhdgjhgwd"

Tester #173556386 · June 26th 2023, 3:30:52 pm

"This is a good blend between the two. I would also suggest having the email address in the contact line. I know that clicking links can open forms, etc. but personally it doesn't always empty the right app for me, so having the option to copy and paste it is appreciated."

Tester #173173263 · June 23rd 2023, 1:58:40 pm

"I like the simplicity of a visual here and minimal text vs all the text content on Concept B."

Tester #172954920 · June 22nd 2023, 8:02:12 pm

"I like how we can advertise our newest solution to the left of the log in fields. "

Tester #172953360 · June 22nd 2023, 7:51:01 pm

Overall which Design Concept is your favorite?

Multiple Choice

17
Responses



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