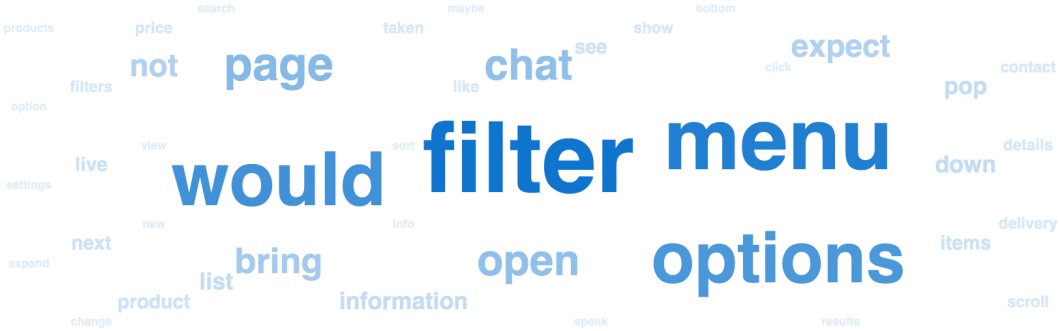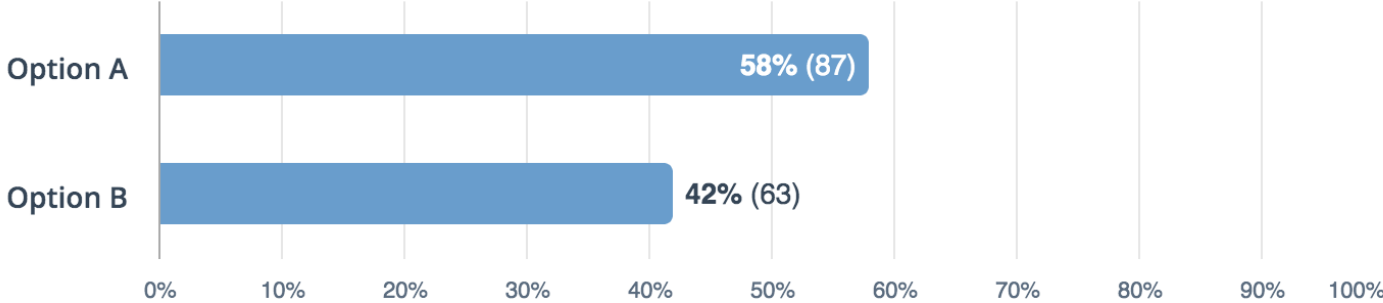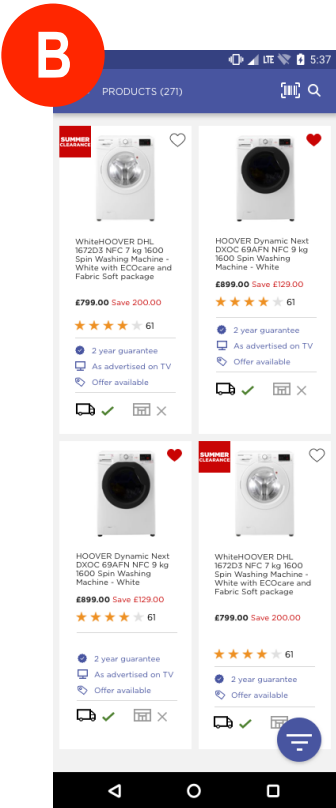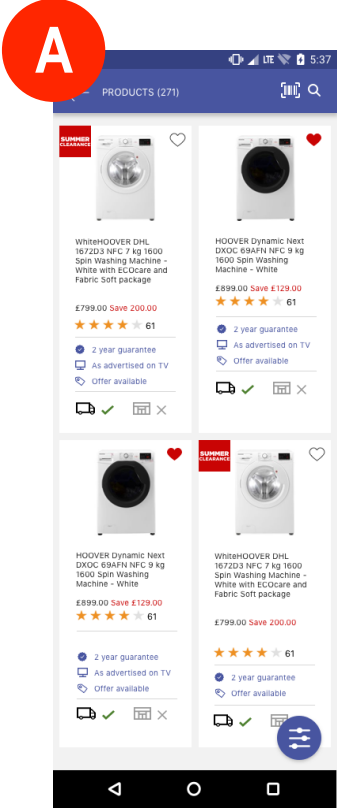# USERZOOM TEST
FILTER ICON SURVEY

FILTER ICON TEST

Look at the icons at the bottom right of the below images.

Which option do you think makes it clearest that if these will filter the products shown by price if you click on them?

FILTER ICON TEST

If you saw the icon at the bottom right of the page when shopping on a retailer's app, which of the below options best describe what you would expect to happen if you clicked on it?

A

B

Option	Percentage
Filter the product options by price	36% (54)
Open live chat to speak to an advisor	19% (28)
Go to the website's home page	7% (11)
Open a survey to give feedback on the website	1% (1)
Bring up the latest deals on the products shown	13% (19)
Not sure / None of the above	25% (37)