

PREFERENCE TESTING

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

01 / DECISION

Which aspect can preference genuinely inform?

02 / ALTERNATIVES

Version identifiers and controlled differences.

03 / AUDIENCE

Relevant people and comparison context.

04 / PRESENTATION

Order, labels, size and exposure.

05 / CHOICES

Counts, ties and no preference.

06 / REASONS

What appealed and what people inferred.

REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / PROMISE

Is the appealing interpretation true?

02 / CONFOUNDS

Which uncontrolled differences may explain the choice?

03 / SEGMENTS

Do different audiences prefer for different reasons?

04 / PERFORMANCE

Which task question has not been tested?

05 / REVISION

What should change before implementation?

06 / NEXT TEST

Owner, method and review condition.