

SEP

Homepage Image Research

October 17th 2019

Martin Kerr

Who & What

We tested these new homepage images with 87 members of the UserZoom online panel



The winner

This one was the most popular

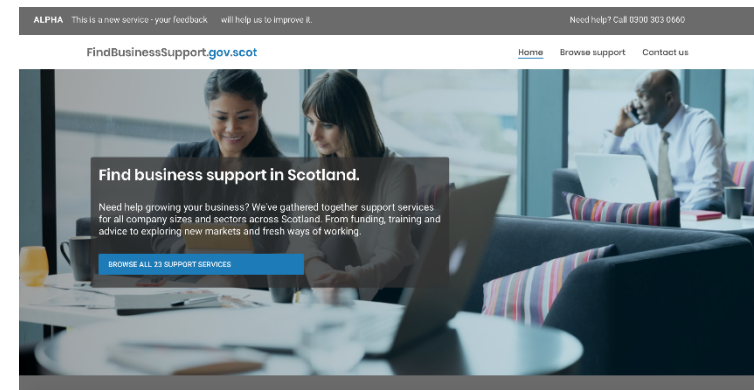


Text Accessibility

We then tested two methods of improving accessibility of the text but they scored the same.



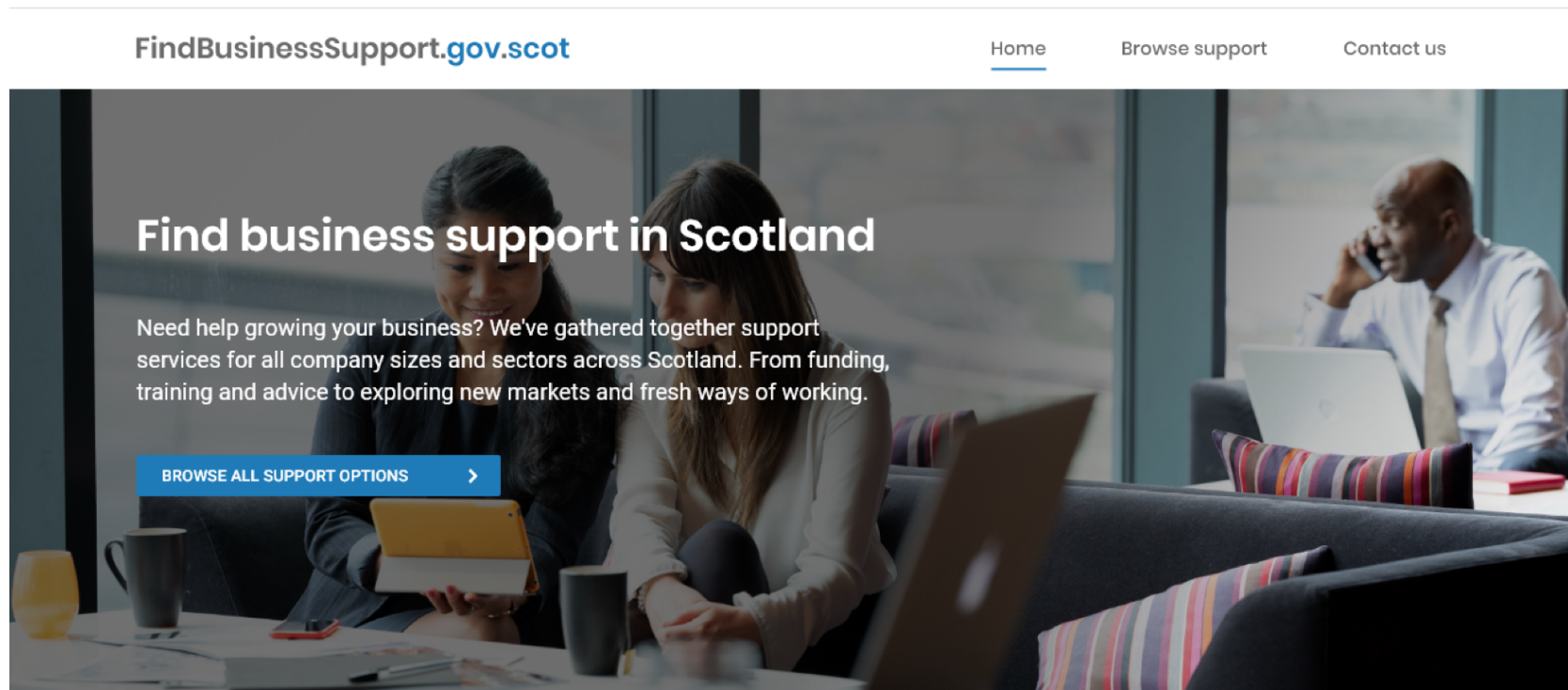
Colour wash behind the text



Transparent box behind the text

Final Suggestion

Use this image and accessibility approach for Beta



Use the Transparent Box approach for the live site as it requires code changes.

Find business support in Scotland

Need help growing your business? We've gathered together support services for all company sizes and sectors across Scotland. From funding, training and advice to exploring new markets and fresh ways of working.

[BROWSE ALL SUPPORT OPTIONS](#)

