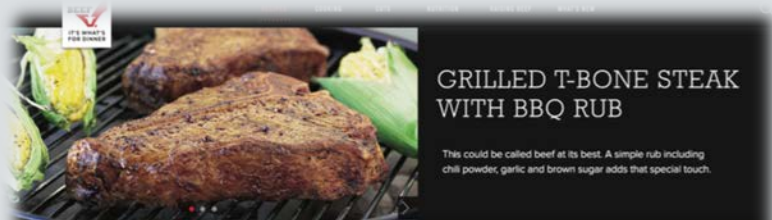


# Website Icon Testing



Funded by the Beef Checkoff.



#### NUTRITION:



Nutrition information per serving: 275 calories, 17g fat (4g saturated fat), 6g monounsaturated fat, 61mg cholesterol, 189mg sodium, 17g carbohydrates, 13g fiber, 3g protein, 5.5mg niacin, 0.4mg vitamin B6, 2.4mg vitamin B12, 5.2mg iron, 65.8mg selenium, 5.5mg zinc.

This recipe is an excellent source of niacin, vitamin B6, vitamin B12, iron and zinc, and a good source of selenium. [Show more](#)

#### RECIPES YOU MIGHT ALSO LIKE:



[SHOW MORE](#)

#### INGREDIENTS:

- BEEF:**
- 2 to 4 beef T-bone or Porterhouse Steaks, cut 1 inch thick (about 2 to 4 pounds)
- BBQ RUB:**
- 2 tablespoons chili powder
  - 2 tablespoons packed brown sugar
  - 1 tablespoon ground cumin
  - 2 teaspoons minced garlic
  - 2 teaspoons cider vinegar
  - 1 teaspoon Worcestershire sauce
  - 1/4 teaspoon ground red pepper



#### TEST KITCHEN TIPS

To cook, place steaks on rack in broiler pan on surface of broiler 3 to 4 inches from heat. Broil 15 to 20 minutes for medium-rare to medium doneness, turning once.

SHARE THIS RECIPE:



#### BUTCHER COUNTER



#### T-BONE STEAK SHORT LOIN

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[UPPER BEEF LINKS >](#)

#### KEEP EXPLORING:



March 2017

# Objectives

## Objectives

- Understand what type of nutrition facts the consumer wants to see when searching for recipes.
- Understand what type of visual representation best represents the nutrition facts for recipes that consumers want to see.
- Test nutrition icons and nutrition fact visuals for how intuitive they are for recognition and how effective they are in communicating nutrition information.

## Sampling & Fieldwork (N=314)

- Demographic criteria for qualified respondents:
  - Aged 18-34
  - Do not avoid eating beef
  - Eat beef more than once a month
  - Responsible for at least half of food purchasing
  - Responsible for at least half of home cooking
- Respondents are split into two comparative groups for testing nutrition fact displays:
  - Group A: Saturated Fat – N=157
  - Group B: No Saturated Fat – N=157
- Participants were recruited from Ypulse's proprietary SurveyU research community.
- The quantitative survey was fielded in February 20, 2017 – March 1, 2017.

# 2. Icon Testing

Matching

# Strongest Icons for Each Concept

Throughout the free response exercise, multiple choice, and head-to-heads comparisons, these icons emerged as being strongly associated with the associated labels.

In the free response exercise, the icons intended for **Calories** and **What's New** did not elicit those associations. When prompted with labels in the matching exercise and head-to-heads, shoppers were able to display a clear preference.

**Nutrition** and **Tasty** were the only concepts that lacked strong associations with any icons.

**Calories**



**Cooking**



**Cuts**



**Recipes**



**Protein**



**Raising Beef**



**Servings**



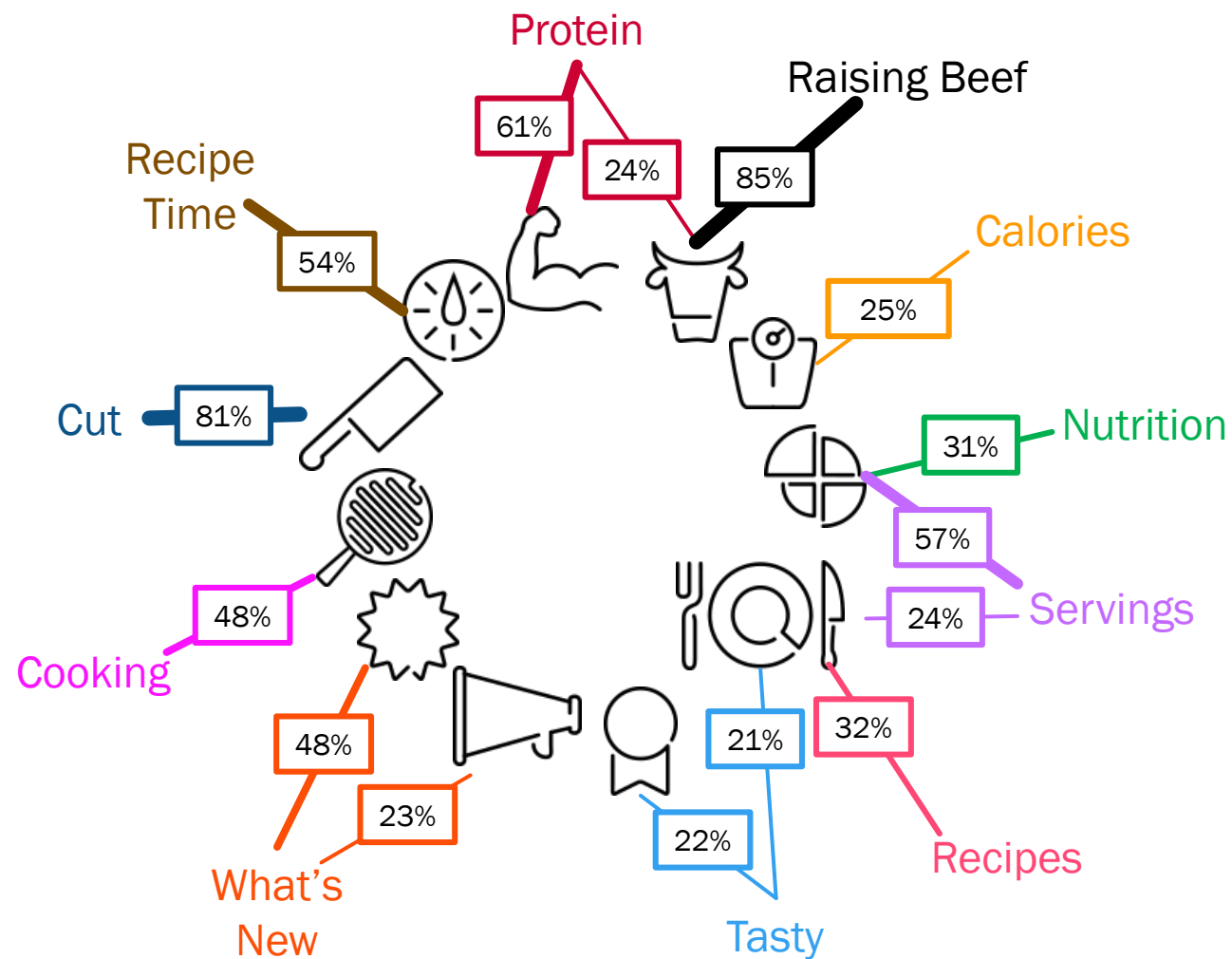
**What's New**




**Recipe Time**






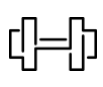



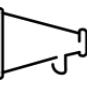
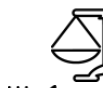
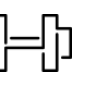

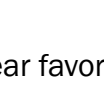





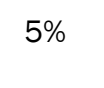



# With the exceptions of Nutrition, and Tasty, each concept is strongly associated with a unique icon.



 is associated with both **Servings** and **Nutrition**. Given its stronger association with Servings, and Nutrition's lack of strong association with any other icons, exploring alternatives for **Nutrition** would be recommended.

## ICON HEAD-TO-HEADS

Protein	Cooking	Nutrition	Calories	What's New
				
81%	60%	58%	49%	55%
				
19%	40%	42%	36%	34%
<b>Icons not strongly associated with any concepts:</b>				
				
				
			15%	6%
				5%

 = clear favorite

Only displaying icons chosen by more than 20% of participants



C350. Think again about these icons in the context of a recipe website. Which icon best represents NUTRITION?  
 C355. In the context of a recipe website, which icon best represents WHAT'S NEW?  
 C360. In the context of a recipe website, which icon best represents CALORIES?

C365. In the context of a recipe website, which icon best represents COOKING?  
 C370. In the context of a recipe website, which icon best represents PROTEIN?

# 3. Testing Nutrition Fact Displays

Understanding

# Despite no significant differences, Doughnut Chart B in both groups is consistently rated highest for easy to understand, healthy, and helpful, and chosen as the favorite most often.

Although all presentations performed significantly better than the control, there were *no significant differences* between the performance of the individual concepts.

## CONTROL

**NUTRITION:**

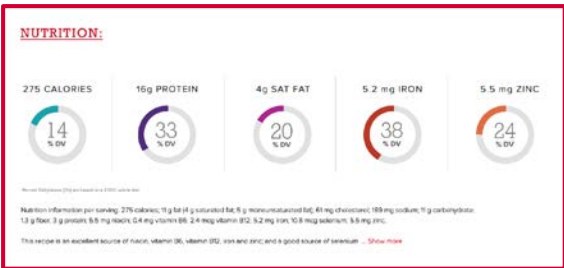
Nutrition information per serving: 275 calories; 11g fat (4g saturated fat); 5g monounsaturated fat; 61mg cholesterol; 189mg sodium; 11g carbohydrate; 1.3g fiber; 3g protein; 5.5mg niacin; 0.4mg vitamin B6; 2.4mcg vitamin B12; 5.2mg iron; 10.8mcg selenium; 5.5mg zinc.

This recipe is an excellent source of niacin, vitamin B6, vitamin B12, iron and zinc; and a good source of selenium ... [Show more](#)

<b>% Top 3</b>		<b>Preferred by:</b>	
Understandable	60%	<b>Sat Fat</b>	11%
Healthy	46%	<b>No Sat Fat</b>	6%
Helpful	46%		

## SATURATED FAT

Doughnut Chart B



<b>% Top 3</b>	
Understandable	87%
Healthy	70%
Helpful	72%

**Preferred by: 39%**

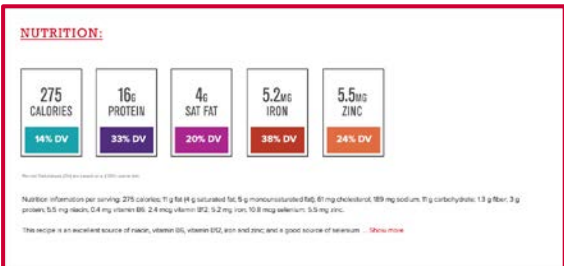
Doughnut Chart A



<b>% Top 3</b>	
Understandable	82%
Healthy	66%
Helpful	68%

**Preferred by: 27%**

Facts Up Front

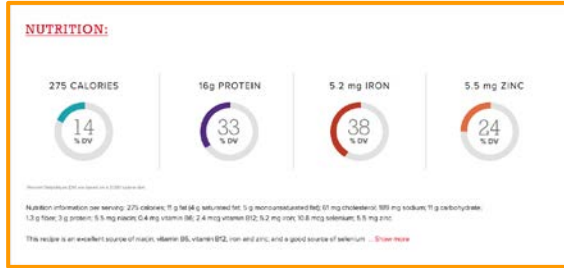


<b>% Top 3</b>	
Understandable	79%
Healthy	66%
Helpful	68%

**Preferred by: 22%**

## NO SATURATED FAT

Doughnut Chart B



<b>% Top 3</b>	
Understandable	76%
Healthy	68%
Helpful	66%

**Preferred by: 45%**

Doughnut Chart A



<b>% Top 3</b>	
Understandable	80%
Healthy	70%
Helpful	68%

**Preferred by: 27%**

Facts Up Front



<b>% Top 3</b>	
Understandable	82%
Healthy	66%
Helpful	62%

**Preferred by: 22%**

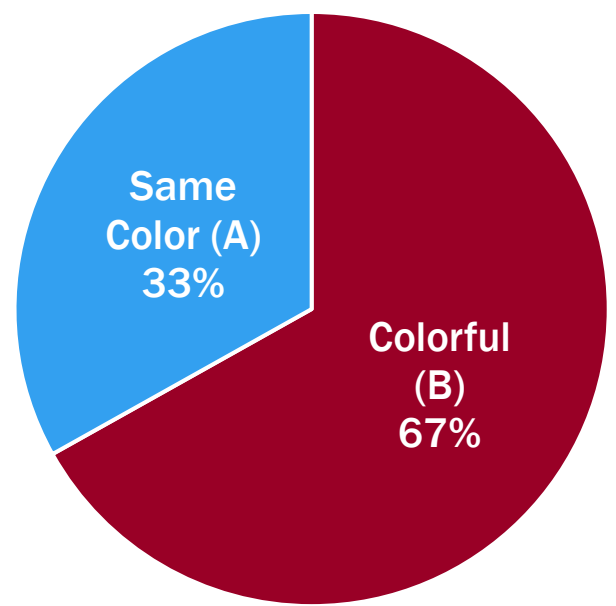


A/B300. How well do you understand the nutritional facts from this information? [1-9 scale]  
A/B305. How healthy do you think this recipe is? [1-9 scale]

A/B310. How helpful is this nutritional information for deciding to make a recipe? [1-9 scale]  
A/B315. Which option for nutritional information would you prefer to see on a recipe website?

# In both groups, participants prefer to see the colorful versions of the nutrition charts.

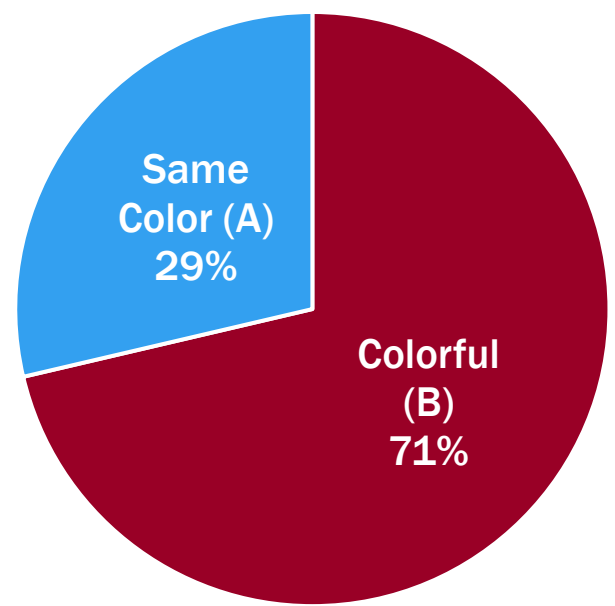
## SATURATED FAT



*"It looks more creative and a little bit better organized to understand although it is the same information." - Male, South*

*"I like that the percent is in the middle of the circle. The numbers on the top option are way too big and overpowering. It's like they are yelling at me!" - Female, Northeast*

## NO SATURATED FAT



*"I personally feel the design I liked is much more visually capturing and is easier to read/scan and is less boring." - Female, West*

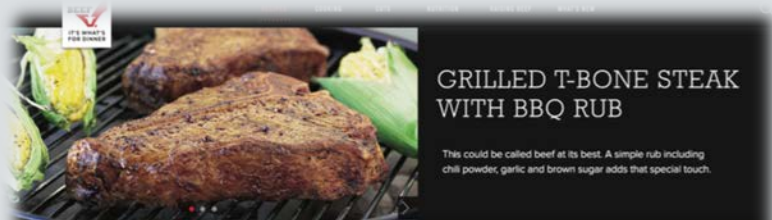
*"It looks more appealing. The titles on the graphs for the other option are slightly misleading." - Male, Midwest*



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### SHARE THIS RECIPE:



### BUTCHER COUNTER



### T-BONE STEAK SHORT LOIN

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[UPGRADE YOUR CUTS >](#)

### KEEP EXPLORING:



March 2017