

A/B TESTING

2023

LAB

PORTFOLIO

[Prototype link](#)

WHY?

- **1. User-Friendly Tweaks:** AB testing helps you make your website a smooth ride for users. You test different versions to see which layout, color, or button they prefer. It's like having user feedback on steroids.
- **2. Boost Conversions - More Clicks, Less Guesswork:**
Conversions are the name of the game, right? AB testing is your toolkit to figure out what convinces users to take action – click, sign up, or buy. No guesswork, just solid data.
- **3. Smart Decision-Making with Data:** Skip the gut feeling; AB testing gives you the facts. It's data-driven decision-making. Numbers tell you what works and what doesn't. It's like having a GPS for your website strategy.
- **4. Keeping Up with Trends:** User behavior can be as unpredictable as internet memes. AB testing lets you stay relevant. Adapt your website based on what users dig. It's like having a website that's always in style.
- **5. Efficient Marketing Moves:** If you're spending on marketing, you want results, right? AB testing is your marketing ally. Test different ads, messages, or campaigns to see what gets the best response. It's about optimizing your efforts and getting the most bang for your digital buck.

- **6. Continuous Improvement:** AB testing is a mindset – it's about always making things better. The internet never stands still, and neither should your website. It's like being on a mission to level up your online game, one test at a time.

So, there you have it – AB testing is the practical tool to fine-tune your website without the cringe. It's about making informed choices, boosting conversions, and staying ahead of the digital curve. Time to roll up your sleeves and get experimenting! 

TESTING

Plan:

Date:it was a Thursday I think

Objective: Evaluate the user experience and effectiveness of design changes implemented in the website prototype.

Plan: A/B testing, Im more of a code first, prototype later kinda girl. So I coded the initial horizontal scrolling website, and the new newspaper site, and showed them 1 after the other, asking the participants what they liked and didn't like about both pages

Participants: Danielle (F, not very familiar with the internet in general)

Richard (M, has built websites himself, more adept technically) \

Max.(M, simple knowledge of technology)

Process:

Participant 1: Danielle

Website 1:

- Observation:

- She found the horizontal scrolling feature confusing.
- Noted that the images were aesthetically pleasing and visually captivating.
- Liked the overall look and feel but expressed difficulty in navigating horizontally.

- Participant Feedback:

- "The images were beautiful and really caught my eye, but I was a bit lost with the horizontal scrolling. It took me a while to figure out how to navigate through the content."

Website 2:

1. Observation:

- She found the navigation on the newspaper-style website much easier.
- Appreciated the consistent and straightforward navigation.
- Liked the visuals, mentioning that they were still visually appealing.

2. Participant Feedback:

- "The second one was way easier to navigate. The images were still nice, and it felt like I could find what I was looking for without getting lost."

Participant 2: Richard

Website 1:

- **Observation:**

- Alex also found the horizontal scrolling confusing.
- Appreciated the visually appealing images and acknowledged their aesthetic value.
- Raised concerns about the navigation disrupting the flow of exploration.

- **Participant Feedback:**

- "The pictures were pretty cool, very eye-catching. But, man, that horizontal scrolling got me all turned around. It looked nice, but it was a bit too tricky to navigate smoothly."

Website 2:

- 1. **Observation:**

- Alex experienced no confusion with the navigation on the newspaper-style website.
- Acknowledged the aesthetic appeal of the images.
- Expressed satisfaction with the straightforward navigation.

- 2. **Participant Feedback:**

- "The second website was a breeze to navigate. The images were cool, and I didn't have to think too much about where to go. Much more user-friendly."

Participant 3: Max

Website 1:

- **Observation:**

- Max quickly grasped the concept of horizontal scrolling.
- Appreciated the visually appealing images.
- Found the navigation interesting and engaging.

- **Participant Feedback:**

- "I really enjoyed the horizontal scrolling on the first website. It felt unique and interactive. The images were stunning, and the navigation, though different, added an interesting twist to the browsing experience."

Website 2:

- 1. **Observation:**

- Max navigated effortlessly through the newspaper-style website.
- Liked the consistency and simplicity of the navigation.
- Appreciated the visuals.

- 2. **Participant Feedback:**

- "The second website had a more conventional setup, and it was easy to find my way around. The images were great, and the navigation was straightforward. Both designs have their charm, but the second one felt more familiar."

Key Findings:

1. Horizontal Scrolling Comprehension:

Observation: Users expressed difficulty in understanding the horizontal scrolling feature despite the inclusion of buttons and text cues.

Recommendation: Introduce a visual scrolling icon to provide a clear and intuitive indication of the horizontal navigation.

2. Visual Content Impact:

Observation: Participants responded positively to the use of black and white images, noting a transformative effect on the website's overall aesthetic.

Recommendation: Continue leveraging impactful visuals and consider experimenting with additional grayscale elements for a consistent and visually appealing experience.

3. Parallax Scrolling Engagement:

Observation: Users enjoyed the parallax scrolling effect, finding it engaging and enhancing the storytelling aspect.

Recommendation: Explore opportunities to further optimize parallax scrolling effects for specific content sections, ensuring a captivating user journey.

4. Navigation Clarity:

Observation: The transition to a one-page layout with parallax scrolling was well-received for its improved clarity and seamless flow.

Recommendation: Fine-tune content transitions and explore interactive cues to guide users through various sections of the page.

Action Items:

1. Implement Scrolling Icon: Introduce a visually distinct scrolling icon to reinforce the horizontal scrolling functionality.
2. Optimize Visual Elements: Continue incorporating impactful black and white visuals, exploring additional grayscale elements for a cohesive and aesthetically pleasing design.
3. Refine Parallax Scrolling: Further optimize parallax scrolling effects to enhance engagement and storytelling across different content sections.
4. Interactive Navigation Cues: Explore interactive cues or indicators to guide users through the one-page layout seamlessly.

Based on the key findings from user observations, there are a few recommendations that can be implemented to enhance the website's design. Firstly, introducing a visual scrolling icon can provide users with a clear and intuitive indication of the horizontal navigation, solving the issue of difficulty in understanding it. Secondly, incorporating impactful black and white visuals and exploring additional grayscale elements can transform the website's overall aesthetic. Thirdly, optimizing parallax scrolling effects can further engage users and enhance storytelling across different content sections. Lastly, interactive cues or indicators can help guide users through the one-page layout seamlessly, ensuring navigation clarity. By implementing these recommendations, the website can provide a visually appealing and engaging user experience.