

# Eventix Wrapped-Up Summary Usability Test & A/B Test

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# Introduction

This document is about the usability test and A/B test. 4 interviews have been done for the test. The testing process, needed tools and test questions transcript are listed in the **test preparation** part. The **test transcript summary** aggregated all the information from tests. For fully detailed information, the interview transcripts and videos were attached in **appendix**. The **analysis and iteration recommendation** are the most important part for this document. It adds value to the project and helps it become better.

## Test preparation

### Process

1. Introduce the project.
2. Introduce what will happen during the test.
  - Version A think aloud.
  - Version B think aloud.
  - A/B test.
  - Ask questions.

### Tools

Camera  
Living demos  
Comparable pages videos

## General Transcript

### Opening:

Thank you for willing help us to do the test of our project. The testing process will be video-recorded, and we guarantee that this video will only be used for user research for this project.

Our project is about creating an insightful 'Spotify Wrapped'-liked solution that can be shared by the Customer Success team of Eventix with event organizers. Eventix

is an online ticket-selling-platform for event organizers of any kind. Event organizers will see some information about the events they held in the wrapped-up summary. Our wrapped-up summary design follows the Eventix style guide for better design consistency.

First I will show the Eventix website so you can feel the Eventix brand style first.

Now, imagine you are an event organizer and received a wrapped-up summary from Eventix. Next you will see two versions of it, please think aloud during browsing them. Do not worry about what to say, as long as simply verbalizing your thoughts while browsing is good enough.

**Think Aloud:**

Here is the first version.

(Keep quiet and let tester talk)

Thank you. Here is the second version.

(Keep quiet and let tester talk)

## A/B Test:

### Specific slides Comparison

A video of these comparable pages has been made to ensure the user could see two pages from different demo versions at the same time. Each pair will be played twice to let users focus on version A the first time and on version B the second time. In this case, it is easier for users to compare, and the test will be smoother.

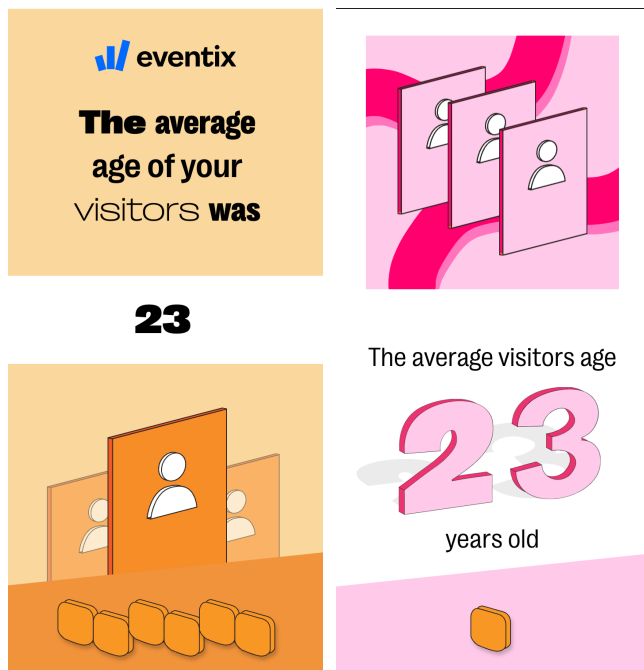
Link to the comparable pages video:

<https://youtu.be/RcGVdCuVYE8>

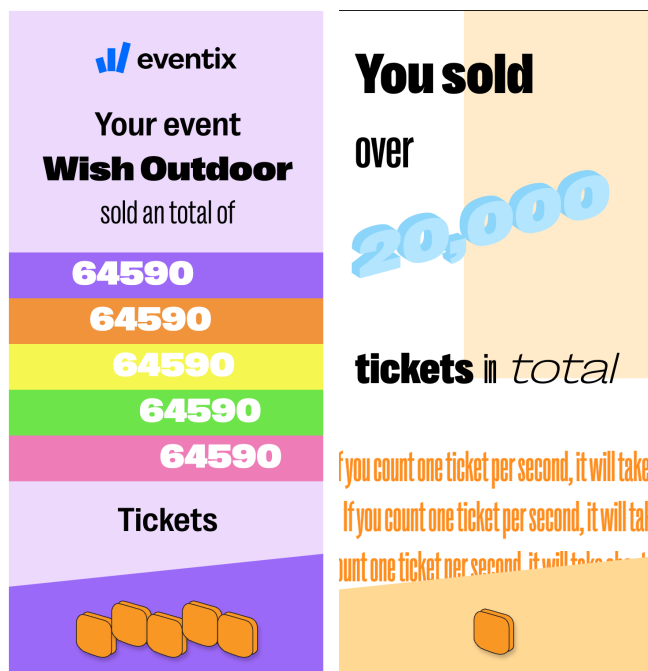
1. Are you interest in the scrolling message?



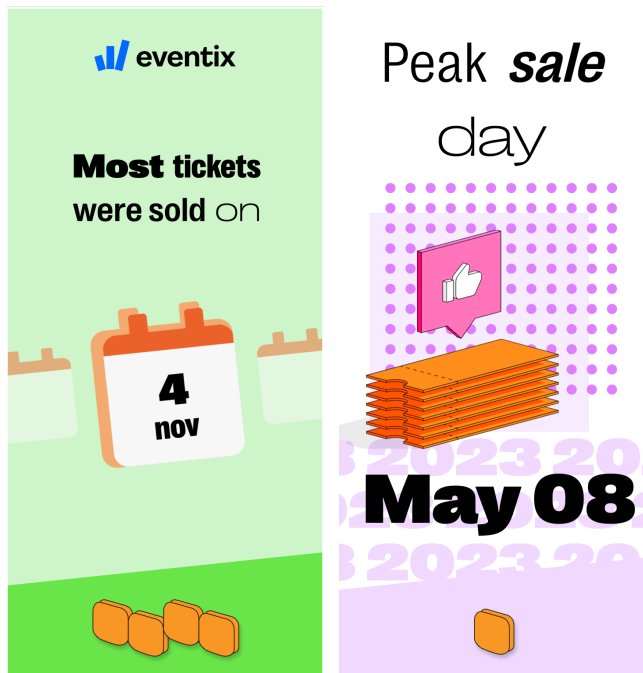
2. Do you prefer the text numbers or the illustration numbers?



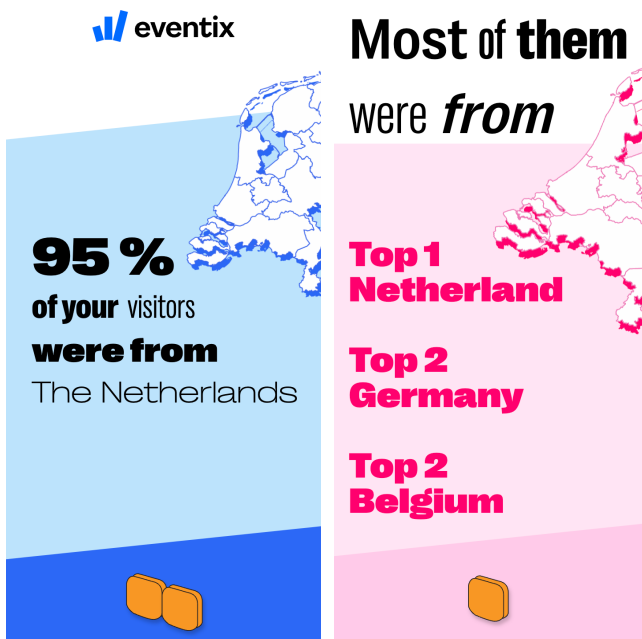
3. Would you like to know the absolute number or the relative number?



4. Which animation do you prefer?



5. Which way of presenting information attracts you more?



## General Questions:

Now I am going to ask you some questions about these two versions of demo.

1. Could you please simply describe what kind of tone / vide both versions bring you?
2. Which version is more Eventix style?
3. What do you like or dislike about version A? Why?
  - Visual, animation, information...
4. What do you like or dislike about version B? Why?
  - Visual, animation, information...
5. In general, which version do you prefer? Why?
6. How would you describe the information in the wrapped-up summary?
  - Useful?
  - Inspiration?
  - Good to know?
  - Not interested?
  - ...
7. Did you feel confused anywhere during browsing the summary?
8. Was everything readable?
9. If you could delete or add any content in the summary, what would you do?



# Test Transcript Summary

## Think Aloud:

### Version A

- The start page animation is professional.
- The transition animation of switching pages is too slow. Users will not keep focusing if they are in a hurry.
- Users cannot unselect the options at 1 truth 2 lies page. They could only switch to another option.
- 1 truth 2 lies page has a direct interaction way.
- Users are expecting an immediately celebration when they submit the current answer at 1 truth 2 lies page.
- The final summary page animation (the swinging number) gives users a lively and vibrant vibe.
- After the final page, if users keep clicking and empty pages will appear.

### Version B

- The typeface combination is not user friendly.
- The scrolling message moves too fast. The chosen typeface is too stretched.
- Users are used to read from top to bottom, so the illustrations placed in the middle of titles and data interrupted the information.

### Both Version

- It is hard for users to understand how the token systems works at the very beginning.
- The interaction method is not clear enough. Users do not know what to do, wait for the demo play automatically or click to the next page?
- The peak sale day and peak sale month pages does not present any useful information without co-relation with other data, such as the end data, ticket release date, timeline and so on.

## **A/B Test:**

### **1. Are you interest in the scrolling message?**

Most users gave negative feedback on scrolling message about the chosen typeface and the moving speed.

### **2. Do you prefer the text numbers or the illustration numbers?**

All tested users prefer the illustration numbers because the numbers and other illustrations have the same style, so it matches the entire theme. The entire page design is more harmonious and blends together. Also, the illustration numbers are more playful.

However, the text number version has an advantage that it has clear structure with a title, a data and an illustration. The composition way is better.

### **3. Would you like to know the absolute number or the relative number?**

Information-wise the data should according to stakeholder's requirements and preference. Design-wise all tested users prefer the absolute number version because of the colourful elements and animation.

### **4. Which animation do you prefer?**

Tested users have mixed feelings about the two versions as it is a personal preference.

Version A shows the information itself clearer and more directly with the simple design, structured composition, and the calendar illustration.

Version B fits better in the overall style and appears more. The design is totally in balance in composition-wise. Furthermore, the animation brings a lively vibe and is well organized.

### **5. Which way of presenting information attracts you more?**

Users would like to know the information from both versions by using percentages and top countries together wisely.

Design-wise the illustration style does not fit in the overall style. The layout of both versions is not fine enough.

## General questions:

1. Could you please simply describe what kind of tone / vide both versions bring you?

Playful, vibrant, upbeat, young, modern, bold, and sweet

2. Which version is more Eventix style?

The start page of version A fits the Eventix style perfectly.

Version B in general fits more because of the mixed typeface s and illustrations usage. However, some pages are too busy and crowd. Eventix website has a lot of white space to balance visual. Consider about the composition balance.

3. What do you like or dislike about version A? Why?

Like:

- The start page animation
- The design simpleness
- The structured layout

Dislike:

- Calendar page & sold-out percentage page because of the design inconsistency with other pages

4. What do you like or dislike about version B? Why?

Like:

- The playful animation style
- The composition
- Well-balanced

Dislike:

- The mixed typefaces
- The scrolling message typeface and moving speed
- Some pages are too busy

5. How would you describe the information in the wrapped-up summary?

- Good to know
- Helpful to see everything in one overview
- Interesting
- A first glimpse of data

6. Did you feel confused anywhere during browsing the summary?

The token system is confusing at the beginning because there is not clear visual guide / official hint of what does it mean.

The interaction way is also a bit confusing, for example where and when to click.

7. Was everything readable?

Yes. Only the scrolling message takes some time and efforts to read.

**8. If you could delete or add any content in the summary, what would you do?**

The pictures of Eventix itself to give a more professional brand vision.

## Analysis & Iteration Recommendation

Both version A and version B has its own advantages and disadvantage. To select an MVP for the project, the most ideal solution is to combine these two versions, use strengths to complement weaknesses.

The biggest advantage of version A is the clear structure. The start page, main content pages and the end summary page composite a complete product. The design and animations of version B is valuable for the project. It fits in the Eventix brand design style and provides a lively and vibrant vibe.

When discuss the demos individually, although both version is good to use now, each version still has some specific aspect to iterate.

### Version A

- Speed up the transition animations.
- Make 1 truth 2 lies page could unselect the answer.
- Give users celebration animation right after they submit the current answer instead of clicking once more to see the celebration animation.

### Version B

- Improve the typeface combination to present information in a more user-friendly way.
- Make the scrolling messages animation slower and keep looping them.
- Change the chosen typeface of the scrolling messages to a more natural one.

When it comes to the general feedback, the product is designed as a mobile phone version and the purpose of this is to let users easily use their own mobile phone to browse the wrapped-up summary anytime, anywhere.

However, during the test processing, users experienced demos on the laptop of the test organizer, part of the reasons for the operation inconvenience and interaction misunderstanding that was discovered from the tests. For instance, one of the tested users tried to click to switch to the next page but it did not work so he considered that part unclickable. In fact, the demo is clickable anywhere and the user was just not familiar with the personal preference setting of the laptop trackpad.

The device / hardware affects the user experience. In this case, the suggestion for further development is hosting the website online and letting users use the product on their own device while testing and presenting in future to simulate realistic usage scenarios as closely as possible.

The token system is a good concept which fits the event theme and users like it very much. The only problem is it is hard for users to understand at the very beginning. Most of the tested users did not realize the number of tokens presenting the wrapped-up summary pages and one token will disappear when they switch to the next page till halfway through their user journey.

In addition, some tested users think the interaction method is confusing. After taping

on the screen as the start page instructed, the user sees an animation and then they do not know if the product will keep play animations automatically or if they need to switch the pages manually. The following problems after tested users realized it is an interactive product will be when and how to interact. Do they have to wait for the transition animations to finish playing? Should they tap the screen to the next page or swipe from right to left or from bottom to top? Is the entire page clickable or they must click on some specific area?

To solve these problems, some kinds of user guidance and instructions are needed. It could be a promotion video showing in detail the usage steps that users can watch before opening the wrapped-up summary. It also could be some visual elements or text guidance in the wrapped-up summary itself. For example, highlight the token which presents the current page by using different sizes or colours with other tokens. Some micro-animation can be added as a notification to trig users to tap the screen to the next page if they didn't do any action in a while. The other solution is making the wrapped-up summary both play automatically and clickable (similar as Instagram story).

## Conclusion

The main goal of the test is to improve the user experience of the product. This document includes the complete testing process.

The test preparation part was designed thoughtfully to make sure the questions are valuable for the project development. Those questions are from different aspects, such as design-wise, visual-wise, interaction-wise, information-wise and so on. At the same time, the whole process is progressive. The A/B test comparable pages video is to make sure the test process is as smooth as possible.

The test transcript summary contains all the feedback from the tested users in a streamlined approach. Instead of reading the full transcripts or watching the testing recorded videos of different tests, readers could know about the test content effectively by reading the summary. The summary also helped developers to analyse the test result to give recommendations for further development.

The next part is analysis and iteration recommendation. It first analysed two versions individually and listed the specific and detailed advises. Then analysed the common problems applied for each version in general and gave various improvement suggestions.

In short, each version has its own advantages and disadvantages. The MVP could be a new version which combines them together. The principle **'form follows the function; colour is secondary to the form'** should always be kept in mind during iteration.

# Appendix

## Interview 1 Transcript

Name: Yung Hui Yap

Role: ICT & Open Learning student

Think Aloud:

### Version A

Start page: It looks cool.

First page: Is these coded?

Second page: I am a little bit confused now. Do I need to press something, or it is actually an animation / video?

Third page: Now I know I have to press something to the next page. This is much cooler than the Spotify wrapped-up.

Fourth & fifth pages: I get it now! these (tokens) means how many pages I left.

### Version B:

First page: This also looks cool, but the first version is really professional.

Didn't say much during browsing.

Sixth page: These fonts (combination) is really annoying.

Yap went back to the Version A and double checked:

Start page: Now I get it tokens mean. It comes out from the machine. It makes more sense.

If it is on the phone, then it probably everywhere is clickable.

### A/B test:

#### 1. Are you interest in the scrolling message?

No, it is too annoying actually.

#### 2. Do you prefer the text numbers or the illustration numbers?

Version B because the numbers and illustrations have the same style. It matches the entire theme of the site.

#### 3. Would you like to know the absolute number or the relative number?



Design: Version A is much better. It is more colourful and vibrant.

Numbers: prefer absolute numbers

**4. Which animation do you prefer?**

I like both. The only thing is the fonts combination is killing me.

**5. Which way of presenting information attracts you more?**

Version A. It gives more overview.

**General Questions:**

**1. Could you please simply describe what kind of tone / vide both versions bring you?**

Playful, vibrant, upbeat, and young

**2. Which version is more Eventix style?**

Both fits. The second one fits more because of the fonts and illustrations usage. But if you don't take this account, the first version is definitely more professional and more beautiful to see.

**3. What do you like or dislike about? Why?**

The font in the version B. Very wide, very narrow, very thick and very thin all in one sentence is kind annoying.

**4. How would you describe the information in the wrapped-up summary?**

Definitely good to know, and definitely helpfully to see everything in one overview.

**5. Did you feel confused anywhere during browsing the summary?**

Only one thing. I didn't know where to click, and I didn't know how many I progressed. Everything make sense only if you realize the tokens are fading. Would like some hints in advance.

**6. Was everything readable?**

Yes.

**7. If you could delete or add any content in the summary, what would you do?**

The information it shows right now is pretty good. Using percentages provides a better overview.

## Interview 2 Transcript

**Name:** Bram Tuns

**Role:** ICT & Open Learning coach

Bram participated in the project as a media design coach to give feedback during demo presentations before, so he has seen the two versions of the demo. In this case, only the A/B test is applied.

### **A/B Test:**

**1. Are you interest in the scrolling message?**

For me it moves too fast, but I think the biggest problem is the chosen type because it's very stretched, so it is not as easy to read as normal ones.

Also, the types of version B on the top. It is hard to read when you have these different types, but I understand for the styling that is the way you want it to appear. Version A is less bold, it looks better, cleaner and it's easier to read, in my opinion.

It is possible if you use mixed fonts. A trick is when types are from a certain period, for example 1960s, they work quite well together when you are combining them, same as 70s, 80s, 90s, etc. When you have them all different then your eyes going to bounce all of the text and won't read.

**2. Do you prefer the text numbers or the illustration numbers?**

It depends on purpose. I think the illustrations.

**3. Is that because of the design style or the illustrations highlighted the information?**

It's about the number '23'. Here in Version B, you have similar illustration and you used the 23 as illustration as well. Within the style maybe it's less readable, but I think it's more playful and better to fit in the overall style in the application.

**4. Would you like to know the absolute number or the relative number?**

Information: No opinion.

Design: Again, the font of scrolling message is definitely not my favourite. Version A is a bit more playful, colourful, a bit more alive and vibrant. But for me it's a bit distracting because it's keep moving and repeating the same number. I don't know why I have to read the same number 5 times.

Would you prefer to see it 1 time but with bigger size?

I don't know. I have to see it first, but I think it's a different solution to solve the problem.

**5. Which animation do you prefer?**

Depends again, in what the function is. Version A the date is clearer to me that it's about the specific date because it's right in the middle, on the calendar, shows the information immediately. In version B case, when you look through the overall style, it appears more. More in line with the overall style. You have the repetition of the stack of the tickets, and a personal thing, there is a grid in it, and I have a grid fetish, can't help it.

**6. Which way of presenting information attracts you more?**

To be honest, I think I prefer the percentage of each country. So that's a combination of both. But there is one thing that annoys me in both. It's the map of the country. You constantly look for a very clear, simple graphic style, and then you go really into detail with all these lines. It's too much and contradiction in style. So it doesn't really matter the angle and size of it, it just doesn't match the style.

**Final feedback:**

**Form follows the function; colour is secondary to the form.**

## Interview 3 Transcript

**Name:** Pieter Wels

**Role:** ICT & Open Learning coach

**Link to interview videos:**

**Think Aloud:**

**Version A:**

Start page: I like the animation.

First page: I don't know if it is just by design but it's not clear that I could click on the drawing. The mouse is already there but if it is on my phone, I am not sure should I click on it or press somewhere or drag because there is no mouse on the phone.

I like the colours, the illustration. Don't know if it's based on a specific Eventix design or it's basically on you thought it's cool or based on the clients. I think it moves really slow. It doesn't have to be that. When you saw the first one, u have 'tap to start' information. For that part slow is ok. But for the second screen you have to click on it, it is interesting that you as a user know you can click on it.

(User tried to go to next page by clicking and the position is on the number '8'. It didn't work during the test because of the hardware.)

It took really some time that transition to other screens. If you have more screens, maybe you have to tell users, even though you choose to make it really cool and really slow as this now, that's ok. But then you have to give me some kind of official clue that tells me 'Hey there is something coming up' because then if I have to wait too long and I am in some kind of hurry or I'm not focus, whatever, I will click it away. If there is some progress bar and push it to go to the next screen or go back, that could be something.

(The user didn't realize the tokens meaning yet, after explained that the number of token presents how many pages left he said: ) that is something I didn't see. If that is the case, I would highlight the current one or make it a little bit different. I like the idea but it's hard to see that, hard to give information.

The token system is really hard to understand, and you can click on it is difficult to know as a user. The animations are alright, I like the transition, for me it could be a little bit faster. You can make something there if people don't click use a small animation to trig them to click.

Something like the percentage once in a while make it pop or make it bigger so that is still in a lively living image than only a cool image comes into the frame and just standing there.

Find the truth page: I cannot unclick it. This is a direct interaction, but others are really hard.

Last page / summary page: This is what I mean, it's still in some way interesting because it's still moving, makes you want to stay a little bit longer on the page and make it livelier.

#### **Version B:**

You have to make it clearer as I said, similar with the previous one.

Just thinking is the text goes a little bit too (fast)... Oh it comes back then it's fine. It doesn't have to be too fast. It should be the same as other page.

Peak sale day: I really like this graphic image as well.

Peak sale month: I like the style with the layering, with the colours, with the graphical thing.

#### **A/B Test:**

##### **1. Are you interest in the scrolling message?**

I think they are interesting, but you have to make it a bit more communication wise known that they have a specific meaning.

The two version are both nice in its own way so makes it hard to choose for me at this point.

##### **2. Do you prefer the text numbers or the illustration numbers?**

I would prefer the version B. Version A is also nice I like the different types but it's a really personal thing. It is clear, has a header, a number and a nice illustration but version B is more as a one thing, can be seen as a one thing.

##### **3. Would you like to know the absolute number or the relative number?**

Design: I think the scrolling message moves too fast. Version B is nice, but version A is more like a whole. Design-wise version B is nice as the first draft, but version A looks more in balance. For version B the '20,000' doesn't feel right and look right, especially with the moving text. Composition-wise it doesn't really fit within the screen, and it moves too fast and it has too much information here.

Information: I think more from the design aspect, so I don't care. That is something about what is more relevant to the clients. Depends totally what the client wants.

##### **4. Which animation do you prefer?**

Definitely version B but it's also tricky because it's on a personal preference. Version A is a nice page that almost in balance, but version B is totally in balance in composition-wise. The cool part is it comes into the screen, and it has its own lively animation, and it's well organized.

##### **5. Which way of presenting information attracts you more?**

It depends. I think both are not finely designed yet. From the design perspective

I think version A is more in balance and version B is out balance.

Version A text should be a bit lower especially when you have a lot of room available. Version B makes more sense here but have too much room at right bottom.

For me, again, it is a difficult question. If I have an event, I like to know 95% visitors are from Netherlands, but I also wonder where other 5% comes from. If you have enough information, please combine them. For example top 1 Netherland 95%, top 2 Germany 3% and top 3 Belgium 2%, then it gives a lot information.

#### **General Questions:**

**9. Could you please simply describe what kind of tone / vide both versions bring you?**

Modern, bold because of the typography usage. Because of the certain style of the chosen illustrations, it has clear visual statement and vibe.

**10. Which version is more Eventix style?**

By looking through the Eventix website, it has a lot of white space. The way of the usage of the website is there is a lot of strange cool visual elements and also a lot of rests so it in balance.

The design you showed me with a lot of these images sometimes is too crowded or too much information. It could be interesting to look for composition balance if it has to stay in the look and feel as this website.

**11. What do you like or dislike about version A? Why?**

I like the start animation. I like the simpleness of it, and I think these are nice created page. I don't like the calendar page. It doesn't feel comparable to the rest and a little bit different, basically the composition-wise, I guess. The 'event sold 95% of it's tickets' page as well, it's cool but doesn't feel totally designed yet.

**12. What do you like or dislike about version B? Why?**

I think it's more playful based on the animation style and also about composition. Some pages are really busy, make it less busy to fit more the website. I like this a little bit better because there is more happening and more in balance.

Two versions are so different and it's hard to make comparison.

**13. How would you describe the information in the wrapped-up summary?**

I think it's interesting to see the amount of events, the population, where they come from and so on. These are very nice additional information but for me is hard to answer because I have no clue which information is available, and which one you have chosen to show. And I would say it's interesting information about the events, but I would recommend to ask event organizers.

**14. Did you feel confused anywhere during browsing the summary?**

Definitely, all the time. It basically because it's difficult to see the tokens, don't know how many pages there are, how long you need to wait for the next page. Interaction-wise, it's confusing.

**15. Was everything readable?**

Yes. For me it was. The scrolling message moves too fast, that's the only thing not readable.

**16. If you could delete or add any content in the summary, what would you do?**

I don't know. Cannot really answer that because I have different view with event organizers.

## Interview 4 Transcript

**Name:** Chris Geene

**Role:** ICT & Open Learning coach

**Think Aloud:**

### **Version A:**

I'm really surprised by the movement. The movement gives me a good direction. What I really like to do is click on the cookies (tokens). I don't know why. (The user just realized each token presents one page and it will be removed when switch to next page). My feedback will be if something is moving probably a colour will give a good clue, maybe the elements could have kind of identity that have jiggle and then flew away. I don't know if that adds the value but it's my tip. The average age of your visitors is 23. Interesting. the 'you sold the most tickets on' page has nice animation but as a user it doesn't say anything in co-relation with other data, for example the end data, the release date of the ticket. That's not clear to me.

For the one truth two lies page, if I won, I would celebrate this (the user expects the celebration appear right after submitting the right answer instead of clicking once more).

(After the final page, if the user keeps clicking and it will show the further empty page.)

### **Version B:**

I missed the quote (the scrolling message). Is the quote important?

Peak sale pages: I think I have the same feedback as previous. It misses the co-relation with the peak. Maybe a timeline or the top view will help. I think the version A solution is better because the illustration interrupted the information.

**A/B Test:**

#### **1. Are you interest in the scrolling message?**

I'm more interest in version A because it give me clear title in the context of Eventix. Based on the fact that you introduced I am a event organizer, it looks more professional. The version B looks more like a kind of message that shout about 6 events in some unclear information. So I prefer the version A.

#### **2. Do you prefer the text numbers or the illustration numbers?**

Illustration, but I really like version A's composition, the title and data.

#### **3. Would you like it if I use the illustration numbers replace the text numbers in version A?**



I don't know I have to see. That's an assumption but I would say as a designer you design, and you make the decisions, if you find the reasons why you made the decision and you have a good feeling of how you going to present it. You have to investigate and make your own decisions.

**4. Would you like to know the absolute number or the relative number?**

Version A. And I like the animation of it.

**5. Which animation do you prefer?**

Version A.

**6. Which way of presenting information attracts you more?**

Version B is the information I like and version A is the visual I like.

**General Questions:**

**1. Could you please simply describe what kind of tone / vide both versions bring you?**

There is no extremely difference between both version. I think they are in the same tone of voice, sweet. It's a sweet introvert way of say 'this is what we wrapped'.

**2. Which version is more Eventix style?**

The intro screen. For the rest maybe some icon could help. I think it fits the style of Eventix in general.

**3. What do you like or dislike about version A? Why?**

What I like is the style, also I like the way of layout, the structured layout. I need kind of title, information and conclusion. I think the animation gives me a pleasant, sweet feeling. It feels like a present. I don't know if I dislike it because I don't have that feeling.

**4. What do you like or dislike about version B? Why?**

It's almost the same but I don't see the layout as a well-structured way to putting the information. But the style and feeling are as same as version A.

In general, I prefer version A.

**5. How would you describe the information in the wrapped-up summary?**

If I was an event manager and I have created an event, I don't know if it's useful, it's based on the intension. If I want to dive deeper into all of the details, I will say it's a first glimpse. It's good to know. It's useful but if I need more information about the event, I need something follow up.

6. Our stakeholder actually wants to use the summary as a conversation starter with event organizers. Do you think this have that role already?

Yes. It's a good automatic presentation to give a first glimpse. That's the purpose of the product.

7. Did you feel confused anywhere during browsing the summary?

No. Sometimes I have to put more efforts in reading and solve the puzzle but it's not confusing.

8. Was everything readable?

Yes. But not the scrolling message.

9. If you could delete or add any content in the summary, what would you do?

The pictures of Eventix itself. Some context pictures. Now it's kind of clear, sweet explanation of data, but I don't know if fits the style but as an outsider I would say maybe some Eventix pictures from Instagram.

## Interview Video

Link to the interview video:

[https://drive.google.com/file/d/1D6SifTJe9Fgc9TOGsd0ufEJZQC0YO7Rg/view?usp=drive\\_link](https://drive.google.com/file/d/1D6SifTJe9Fgc9TOGsd0ufEJZQC0YO7Rg/view?usp=drive_link)