**UI/UX Advanced Prototype Report**

-Cardbreaker: the impact-

-Arvid van den Hoogen-

-494474-

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# **Section 1 – Design of the Prototype**

# Graphical user interface, text Description automatically generatedPrototype’s Stylesheet

# Hi-Fi design

## User functionality

-Make a list with the 3 most important tasks the user can carry out in your prototype. -

* The user can see a list of the past lectures they have attended and choose to watch one of them. **(EXAMPLE - DELETE WHEN SUBMITTING)**
* …
* …
* …

## URL of the prototype

- Provide the shareable public URL to version A and B of your prototype. It is your responsibility to make sure it is accessible before submitting. -

**Version A:**

* …

**Version B:**

* …

# User journey of the prototype (Optional for Excellent)

-Fill in the template with the required information. -

|  |  |
| --- | --- |
| Persona | *Describe a fictional character part of your target group* |
| Scenario | *Describe the process the persona goes through* |
| Goals & Expectations | *Describe the users' goal & expectations* |

|  |  |  |  |
| --- | --- | --- | --- |
| Phase 1  *Describe the first step* | Phase 2  *Describe the next step* | Phase 3  *Describe the next step* | Phase 4  *Describe the last step* |
| User actions:  -  -  - | User actions:  -  -  - | User actions:  -  -  - | User actions:  -  -  - |
| User Thoughts:  -  -  - | User Thoughts:  -  -  - | User Thoughts:  -  -  - | User Thoughts:  -  -  - |
| Opportunities: *(potential improvements for the user)* | Opportunities: *(potential improvements for the user)* | Opportunities: *(potential improvements for the user)* | Opportunities: *(potential improvements for the user)* |

# Content that needs crediting

-List of free assets (code, icons, fonts, etc.) that were not made by you, and a link to the source of these assets. -

|  |  |  |
| --- | --- | --- |
| **EXAMPLE TABLE - DELETE WHEN SUBMITTING** | | |
| **Asset** | **Location** | **Source** |
| All icons |  | Web Icon pack (link to asset) |
| Search function code | Home screen | Unity tutorial (link to tutorial) |

|  |  |  |
| --- | --- | --- |
| **Asset** | **Location** | **Source** |
| … | … | … |

# Student-generated content (Optional for Excellent)

-List of assets (code, icons, fonts, etc.) that were made by you. -

|  |  |
| --- | --- |
| **EXAMPLE TABLE - DELETE WHEN SUBMITTING** | |
| **Asset** | **Location** |
| GPS location estimation code | Searching for nearby events page |
| Logo | Splash screen |

|  |  |
| --- | --- |
| **Asset** | **Location** |
| … | … |

# **Section 2 – Evaluation of the Prototype**

# Unmoderated A/B test protocol

## A/B conditions (Max. 2 sentences)

-Explain the difference between the two versions of your prototype. Make sure there is only one thing you are changing so your experimental results are valid. -

In version A, the user gets an overview of all the outside events in one page and can choose one to see the details. In version B, a recommended event is shown in detail from the very beginning, and afterwards the user can swipe left/right to navigate through the other events. **(EXAMPLE - DELETE WHEN SUBMITTING)**

…

## Hypothesis (Max. 1 sentence)

-State what you believe will change, in terms of user behavior, between conditions A and B. -

Because of the provided overview window, it will be easier and faster for the user to find an event that they like using version A. **(EXAMPLE - DELETE WHEN SUBMITTING)**

…

## Variables

-List the aspect of the experiment that you are controlling and changing (independent variable – there should only be one), what is affected by that change (dependent variables), and what aspects you have no control over but could affect the results (confounding variables). -

|  |  |
| --- | --- |
| **(EXAMPLE TABLE - DELETE WHEN SUBMITTING)** | |
| **Independent variable** | Layout of the “outside events” list |
| **Dependent variable(s)** | * Search time for an event * Ease of use * User engagement |
| **Confounding variable(s)** | * Screen resolution/size |

|  |  |
| --- | --- |
| **Independent variable** | … |
| **Dependent variable(s)** | * … * … * … |
| **Confounding variable(s)** | * … * … * … |

## User tasks

-State the actions you will ask the user to perform with your prototype. Copy-paste the table as necessary. -

|  |  |
| --- | --- |
| **Task 1** | … |
| **Success criteria** | … |

## Survey

-Fill in the URL of your survey. **Remember you need at least 4 questions, and they should be relevant to your test (should allow you to validate your hypothesis)**. -

www.examplesurvey.com **(EXAMPLE - DELETE WHEN SUBMITTING)**

…

# Unmoderated A/B test results

## Survey results data

-Copy-paste the results of your survey. These are usually obtained as tables/graphs. Demographic information does not need to be reported here or in the following sections. -

**Condition A**

…

**Condition B**

…

## Statistical processing of the results

-Fill in the table with the results of your descriptive statistical analysis of the raw data from your survey. You can choose a different way of presenting your data if the table does not provide a good structure but make sure you show, per question and per condition, the required information. -

|  |  |  |  |
| --- | --- | --- | --- |
| **(EXAMPLE TABLE - DELETE WHEN SUBMITTING)** | | | |
| **Question 1 – How cute is my cat?** | | | |
| **Question Type – 5-point LIKERT scale** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** | 6 | **Number of testers** | 6 |
| **Mean** | 3.4 | **Mean** | 4 |
| **Median** | 3.5 | **Median** | 4 |
| **Standard deviation** | 1.1 | **Standard deviation** | 0.7 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 1 – The question** | | | |
| **Question Type – Type** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Mean** |  | **Mean** |  |
| **Median** |  | **Median** |  |
| **Standard deviation** |  | **Standard deviation** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 2 – The question** | | | |
| **Question Type – Type** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Mean** |  | **Mean** |  |
| **Median** |  | **Median** |  |
| **Standard deviation** |  | **Standard deviation** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 3 – The question** | | | |
| **Question Type – Type** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Mean** |  | **Mean** |  |
| **Median** |  | **Median** |  |
| **Standard deviation** |  | **Standard deviation** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 4 – The question** | | | |
| **Question Type – Type** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Mean** |  | **Mean** |  |
| **Median** |  | **Median** |  |
| **Standard deviation** |  | **Standard deviation** |  |

## Box plots of the results (Optional for Good)

-Draw a box plot to better showcase the results from the A/B test. -

…

## Analysis of the results (Optional for Excellent)

-Provide an insightful analysis of the statistical results and the Box Plot. -

…

## Conclusion (Max. 5 sentences)

-Discuss if your hypothesis was validated or not using the results of your A/B test. -

…

## Future work (Max. 3 points)

-Add a list of recommendations for future work on your prototype. -

* …
* …
* …