**UI/UX Advanced Prototype Report**

-Cardbreaker: the impact-

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

# Prototype’s Stylesheet

Graphical user interface, text

Description automatically generatedThis is the Stylesheet I originally created:

Graphical user interface, application

Description automatically generatedAfter asking for feedback, and some help this Stylesheet was created:

# 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 open a card pack using a key from their inventory.
* The user can view all cards they own and inspect them.
* The user can set up a custom lobby and play a match.

## 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:**

* <https://sad-ai.itch.io/uiuxa-version-a>

**Version B:**

* <https://sad-ai.itch.io/uiuxa-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. -

|  |  |  |
| --- | --- | --- |
| **Asset** | **Location** | **Source** |
| Proxon Font | Used for titles | <https://www.dafont.com/proxon.font> |
| Share Tech Mono | Used for texts | <https://www.dafont.com/share-techmono.font> |
| Search Icon | Used in library page for search bar | <https://www.flaticon.com/free-icon-font/search_3917061> |
| Checkmark Icon | Used mostly in library page | <https://www.flaticon.com/free-icon/check_1055183?term=checkmark&page=1&position=11&origin=search&related_id=1055183> |
| Arrow down Icon | Used in dropdown in library page | <https://www.flaticon.com/free-icon/arrow-down-sign-to-navigate_32195?term=arrow+down&page=1&position=2&origin=search&related_id=32195> |
| Key Icon | Used in open packs page | <https://www.flaticon.com/free-icon/door-key_63432?term=key&page=1&position=5&origin=search&related_id=63432> |
| Card / Pack art | The art on all cards and packs | <https://pixabay.com/> |

# Student-generated content (Optional for Excellent)

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

|  |  |
| --- | --- |
| **Asset** | **Location** |
| All code (following are examples) | The entire project |
| Window Navigation Framework code | The entire project |
| Card Generators code | Library screen / Pack info popup |
| Pointer Reactions code | Buttons |
| UIPathFollower | Open pack screen |

# **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. -

All differences take place on the ‘Open Cards’ page.  
In version A, the user selects a pack, then selects whether to see more info or purchase the pack.  
In version B, the user selects a pack by simple clicking on it. This will show a popup with both additional information and purchase information. To make space for the purchase information, the median results panel has been removed.

## Hypothesis (Max. 1 sentence)

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

I believe that in version B, users will have an easier time selecting their desired pack. I also believe that the ‘Median Results’ panel from version A may have been somewhat deterring.  
In version B, the window no longer shows which key is used for each pack which may be frustrating.

## 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). -

|  |  |
| --- | --- |
| **Independent variable** | Layout of the “Open Pack” page (and also the pack info popup screen) |
| **Dependent variable(s)** | * Ease of selecting desired pack * Search time of finding information * User purchase behaviour |
| **Confounding variable(s)** | * User purchase habits * Screen resolution/size * Technical issues |

## User tasks

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

|  |  |
| --- | --- |
| **Task 1** | Set up a custom match and start a match. |
| **Success criteria** | User has navigated to the ‘Create Match’ page and started a match. |

|  |  |
| --- | --- |
| **Task 2** | Purchase a pack of cards after reviewing the pack details. |
| **Success criteria** | User has completed the following steps:   1. The user navigated to the ‘Open Packs’ page. 2. The user read the pack information. 3. The user attempted to purchase a pack of cards. |

|  |  |
| --- | --- |
| **Task 3** | View all cards and inspect a card. |
| **Success criteria** | User has navigated to the ‘Library’ page and clicked on a card to inspect it. |

## 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)**. -

I’m sure you may be wondering why there are 2 links. Let me explain: I used google forms, and I wanted an easy way to see how people with version A answered vs. people with version B. While Google forms does allow you to see individual responses, it does not allow for filtering based on a question, so I decided to give up and make two forms.

(Both versions are identical)

Version A: <https://forms.gle/ZgPAehzKRodWFkLD9>   
Version B: <https://forms.gle/oV9jNZeLmHtCCAEd9>

# 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. -

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 1 –** On a scale of 1 - 5, how easy was it to find the custom match page? | | | |
| **Question Type – Linear Scale** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Mean** |  | **Mean** |  |
| **Median** |  | **Median** |  |
| **Standard deviation** |  | **Standard deviation** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 2 –** Can you elaborate on why you felt this way? | | | |
| **Question Type – Open** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Consensus** |  | **Consensus** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 3 –** On a scale of 1 - 5, how easy was it to select your desired pack? | | | |
| **Question Type – Linear Scale** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Mean** |  | **Mean** |  |
| **Median** |  | **Median** |  |
| **Standard deviation** |  | **Standard deviation** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 4 –** Did you feel like the pack details allowed you to make an informed choice? | | | |
| **Question Type – Open** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Positive / Negative** |  | **Positive / Negative** |  |
| **Consensus** |  | **Consensus** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 5 –** Did you feel like the pack details made purchasing a pack appealing? Why, or why not? | | | |
| **Question Type – Open** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Positive / Negative** |  | **Positive / Negative** |  |
| **Consensus** |  | **Consensus** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 6 –** Did you understand the different options for purchasing a pack? | | | |
| **Question Type – Open** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Positive / Negative** |  | **Positive / Negative** |  |
| **Consensus** |  | **Consensus** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 7 –** Please elaborate on any additional findings during this quest | | | |
| **Question Type – Type** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Findings** |  | **Findings** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 8 –** On a scale of 1- 5, how Intuitive was it to inspect a card? | | | |
| **Question Type – Linear Scale** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Mean** |  | **Mean** |  |
| **Median** |  | **Median** |  |
| **Standard deviation** |  | **Standard deviation** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 9 –** Was there anything missing for you in terms of searching tools? | | | |
| **Question Type – Open** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Positive / Negative** |  | **Positive / Negative** |  |
| **Findings** |  | **Findings** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 10 –** How easy was it to navigate back to the Main Menu? | | | |
| **Question Type – Linear Scale** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Mean** |  | **Mean** |  |
| **Median** |  | **Median** |  |
| **Standard deviation** |  | **Standard deviation** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 11 –** Is there anything you want to comment on regarding **the layout** of the project? | | | |
| **Question Type – Open** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Findings** |  | **Findings** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Question 12 –** Is there anything else you want to comment on? | | | |
| **Question Type – Open** | | | |
| **Condition A** | | **Condition B** | |
| **Number of testers** |  | **Number of testers** |  |
| **Findings** |  | **Findings** |  |

## 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. -

* …
* …
* …