

How can I test the portfolio?

(A/B Testing)

1. Introduction

- Recently I had two main ideas of how to continue my portfolio development, so I decided to make a test with my teacher and I chose A/B Testing as research method. I received some cool insights from my teacher, so let me break it down for you.

2. A/B Testing Basics

So, A/B testing is like trying out two different things to see which one works better.

• Idea A

- My first idea for displaying my work in the portfolio was to create four cards that contains Reading Guide, Research, Design and Implementation. Every project was going to have these cards, where when you click on some of it, it will open you a new page containing the selected card. For example if you click on "Individual Project" and then select Research card it will open a new page with all the research I have done for the Individual project. The same goes for the other cards. The feedback that I received was that the idea is cool, but it might be a lot of work and the outcome might confuse some of the users. The idea that he gave me was the Idea B.

• Idea B

- The idea that I had was to have a timeline displaying the process after you select some of the cards, so you will be able to see the whole process of the research, then for the design and implementation.

3. Teacher's Feedback

- The teacher told me that if it was him doing that, he would go directly from selecting the project to the timeline, because that way I eliminate one page and also that the other cards like Design are also a part of the research, so I saw perfectly what he means I agreed with him totally, so I started implementing that approach.

4. Why Idea B

- At first I was thinking that the Idea A fits perfectly to my approach, but after the testing with my teacher I found out that there is even better way to show the same information in a less complex and short way. Thanks to the testing and the teacher I was able to see something that I couldn't see before that and that way improved my concept of keeping it clean and readable as well.

5. What's Next?

- So, based on the feedback, I'm going to focus on making Idea B even more awesome and apply it to the other projects as well. Thanks for checking out my A/B test results. I'm excited to make my portfolio super cool with Idea B!