

# Practicum Overview and Deliverables: A/B Testing (Controlled Experimentation) using High Fidelity Wireframes

## Practicum Overview

This practicum focuses on working with a client to develop high-fidelity wireframes and running A/B testing based on a set of goals outlined by the client. The primary objective is to enhance the user experience (UX) and to achieve the desired business outcome of a website/application by iteratively testing variations of a key design element and measuring the impact on user behavior and organizational metrics.

The project/practicum consists of three deliverables to be submitted to the instructor:

- Deliverable 1: UX Project Documentation and Requirements and A/B Testing Plan Initial Draft
- Deliverable 2: High-Fidelity Wireframes and A/B Testing Plan Working Draft
- Deliverable 3: A/B Testing Plan Final Draft/Write-Up

## Deliverables

### **Deliverable 1: UX Project Documentation and Requirements and A/B Testing Plan Initial Draft**

In this deliverable, you will develop comprehensive UX project requirements documentation and propose a plan for A/B testing based on the client's site goals and organizational metrics. The requirements documentation should include the following:

*Project Overview:* Provide an overview of the client's website/application, its purpose, target audience, and any existing UX challenges.

*User Research:* Summarize the user research conducted, including user interviews, surveys, or other methods employed to understand user needs and preferences.

*UX Goals:* Outline the primary UX goals established by the client, such as improving conversion rates, increasing user engagement, or reducing bounce rates.

*Key Metrics:* Identify the relevant organizational metrics to be measured, such as click-through rates, time on page, or completion rates, which align with the UX goals.

*Testing Tools:* Specify the A/B testing tools or platforms that will be utilized to implement and measure the experiments.

*Timeline:* Present a timeline indicating the various stages of the project, including research, wireframe development, testing, and analysis. The course schedule will indicate the weeks when it is best to schedule time with the client.

*In addition to the documentation and requirements document, you will also develop an initial draft of your A/B Testing plan.*

A/B Testing Plan: Documentation of the A/B testing plan can be found at the link below.

<https://instructorc.github.io/site/slides/webdev/pdf/abtestplan.pdf>

## **Deliverable 2: High-Fidelity Wireframes and A/B Testing Plan Final Draft**

For the second deliverable, you will create two high-fidelity wireframes: one representing the control (original design) and the other representing the variation (new design). These wireframes should be visually polished and reflect the proposed changes to the design elements.

Additionally, you should provide a list of business and evaluation metrics that will be tracked during the A/B testing phase. These metrics should align with the organizational goals outlined in the first deliverable. Examples of such metrics include conversion rates, revenue per user, user satisfaction scores, or any other relevant measures of success.

## **Deliverable 3: A/B Testing Plan Final Draft/Write-Up**

The final deliverable includes the final A/B testing plan and a presentation of the findings from the A/B test/experiment.

This presentation should cover (this can be presented using power-point or using your documentation):

*Test Results:* Summarize the results of the A/B test, including the impact on user behavior and the organizational metrics tracked.

*Statistical Analysis:* Provide statistical analysis of the results to determine the significance of the observed differences between the control and variation.

*Recommendations:* Based on the findings, present a list of actionable recommendations for improving the UX, incorporating elements that performed better in the variation.

*Final Write-Up:* Prepare a comprehensive write-up that documents the entire project, including the research conducted

## **Submission**

Submit your deliverables before the due date and time listed in Sakai. Acceptable submissions include .docx and .pdf extensions. You will also need to submit your wireframes for deliverables II and III.