

Group Project

A/B Test

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Table of Contents

| | |
|-------------------------|---|
| CONTEXT | 3 |
| RESEARCH METHODS | 3 |
| RESULTS | 3 |
| CONCLUSION | 7 |
| LEARNING OUTCOMES | 7 |
| LITERATURE | 8 |

Context

To answer the sub question “How can we test the UI/UX of the app?” and find out which visual best shows the 'daily-dose'. An A/B test was done in which the design was compared by real users. And a choice can be made on which design is best to proceed with.

Research Methods



A/B Testing

A minor change in a design may alter user behaviour in ways that are hard to detect in a usability test. An A/B test allows you to compare real-world user behaviour across different versions of the product.

(CMD Methods et al., 2015)

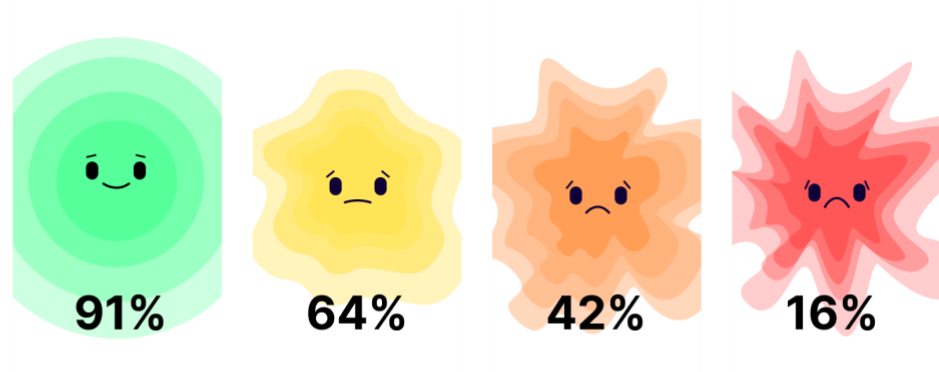
Results

The test was prepared using [Maze](#). And was sent to several test takers, including the target audience. A total of 29 responses were received, which is enough to conclude. The Maze test results can be found [here](#).

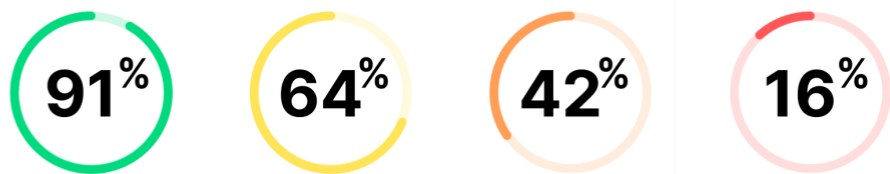
Because some questions required the test persons to fill in an answer themselves, I have translated the answers into a diagram where it becomes clear what most test persons choose.

The test subjects were first shown an image with 3 different designs for 5 seconds.

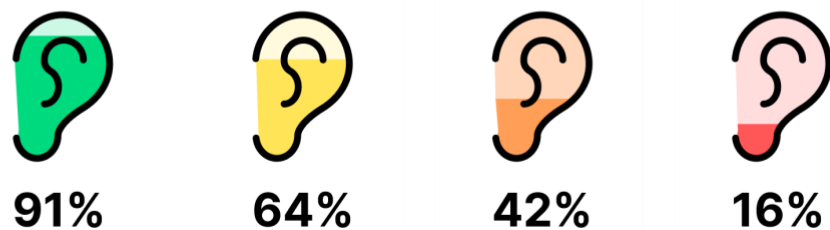
Design 1
Smiley



Design 2
Percentage in a circle



Design 3
Ear

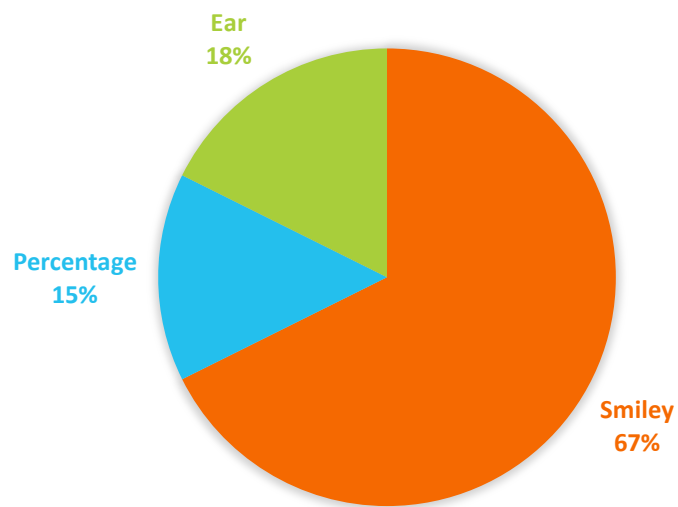


After 5 seconds they get the following questions:

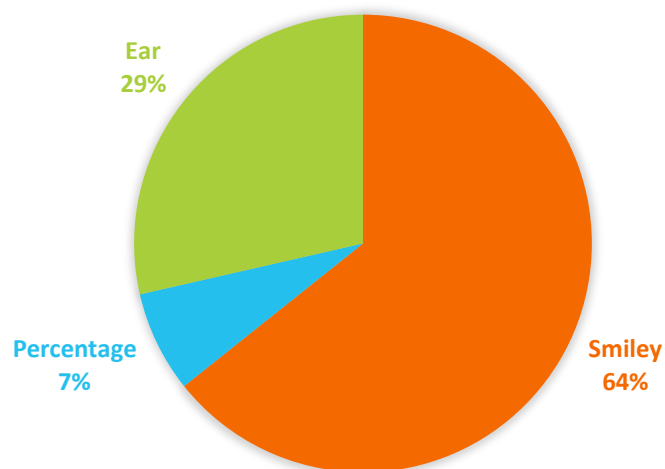
- Which design stuck with you the most?
- And why do you think it stuck with you?
- Which one felt most like you have to take action?
- And why?

The following answers came out of this.

WHICH DESIGN STUCK WITH YOU THE MOST? AND WHY DO YOU THINK IT STUCK WITH YOU?



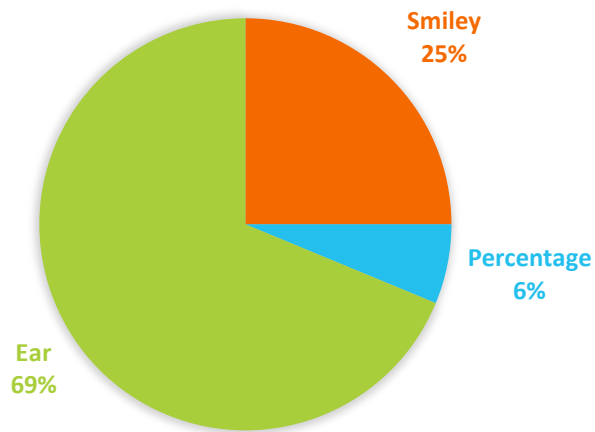
WHICH ONE FELT MOST LIKE YOU HAVE TO TAKE ACTION?



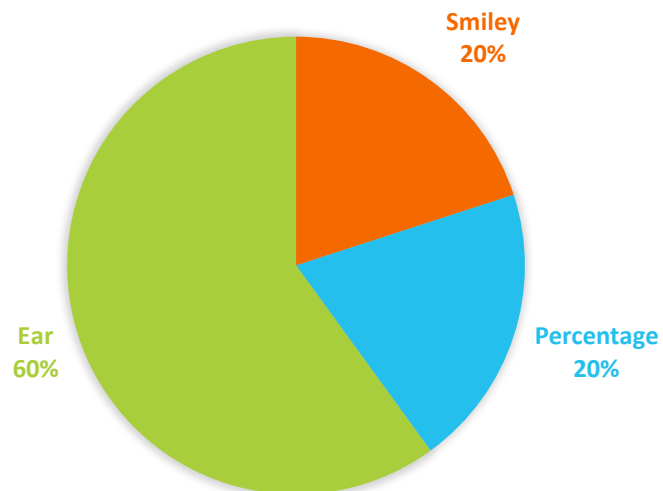
We can see that over 2/3 of testers found the smiley design stuck best and left almost like you have to take action.

In the next 2 questions, testers were shown the image with the design accompanying the question. In doing so, they had to answer the question: Which design would you rate as most insightful for a daily maximum decibel intake? And Which design raises the most awareness in you?

**WHICH DESIGN WOULD YOU RATE AS MOST
INSIGHTFUL FOR A DAILY MAXIMUM DECIBEL
INTAKE?**



**WHICH DESIGN RAISES THE MOST AWARENESS IN
YOU?**



This showed that over 69% of the testers rated the ear design as most insightful for a daily maximum decibel intake.

Also, 3/5 of testers found the ear design to be the most awareness-raising.

Conclusion

From these results, we can conclude that the smiley and ear design are overwhelmingly better than the percentage in circle shape design.

The smiley design works best when the user only has a short time to look, it sticks better. However, the assignment aims to create insight and awareness among the people in the target group. This obviously works better with the ear design. For this reason, the ear design is chosen.

Learning Outcomes

Learning outcome 1: User interaction (analysis & advice)

By analysing the user and making a conclusion about the received test results, I can advise on the most suitable solution.

Learning outcome 5: Investigative problem solving

This research document uses the CMD research methods. As a result, conclusions have been drawn that provide answers to the sub-questions. these answers help answer the main question.

Literature

CMD Methods, Van Turnhout, K., Jacobs, M., Kamp, I., Mulholland, C.,
Neuman,

A., Rouwhorst, S., & Van Vlies, L. (2015). *CMD methods*. Accessed November
9, 2023, from <https://cmdmethods.nl/>