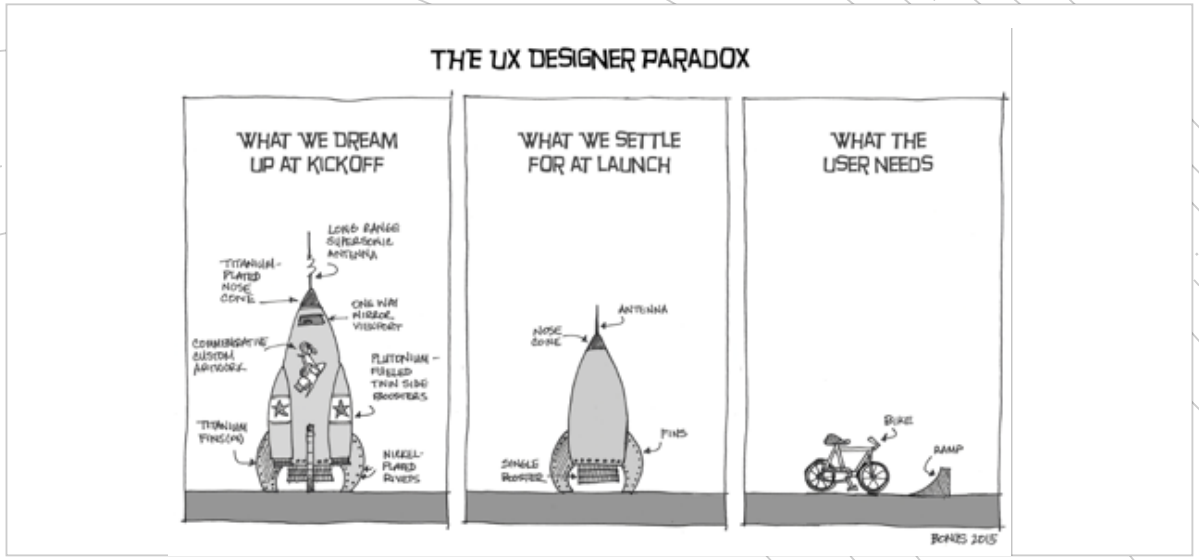
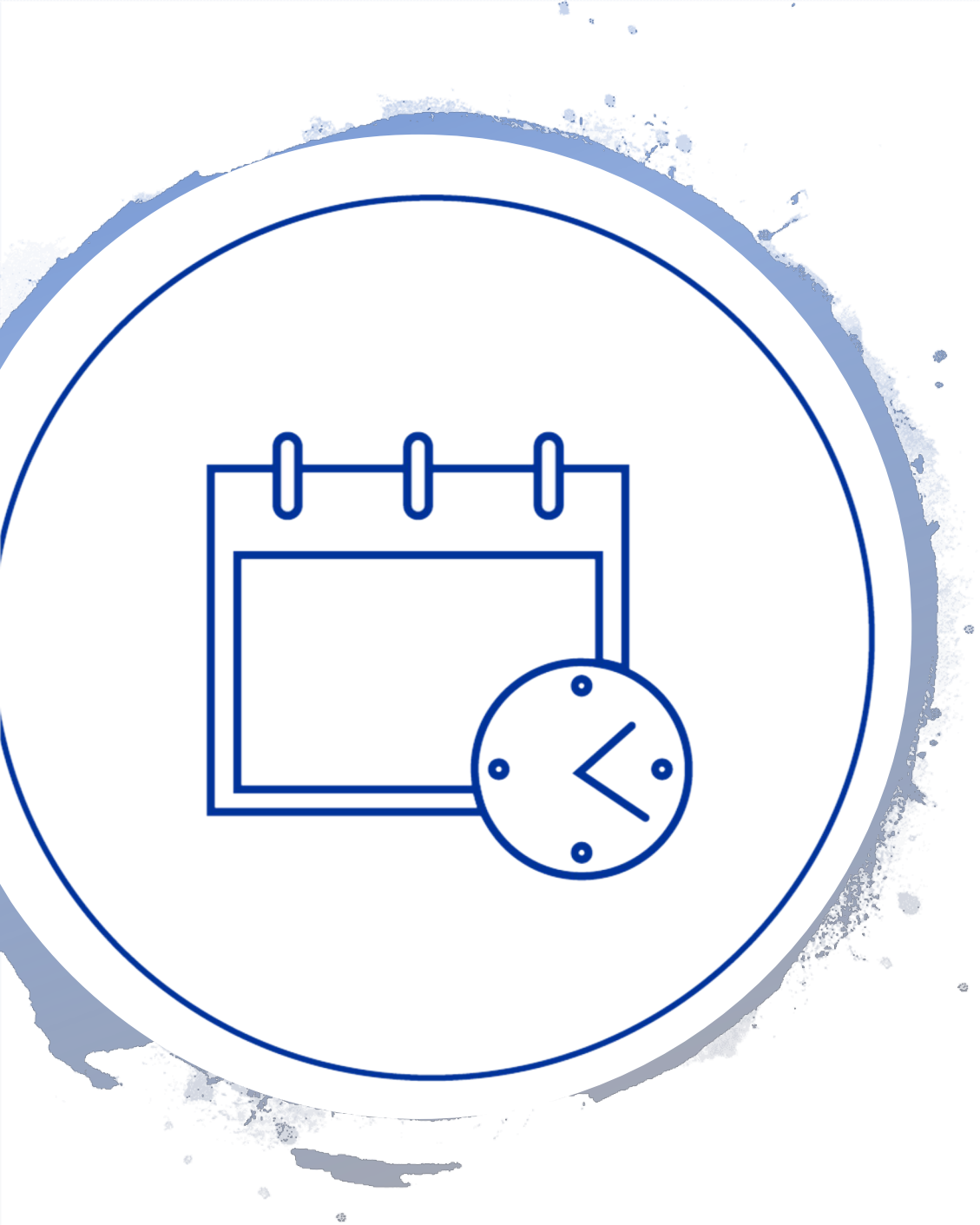


UI/UX Advanced - Lab 2

CMGT engineer, designer & artist



Today

- Make a decision on application domain!

- Finish your Lo-Fi prototype for testing
  - Make sure there are things that can be tested
- Prepare and execute the usability test
- Start working on the Hi-Fi prototype

As always, we will work in tables of 5 people!

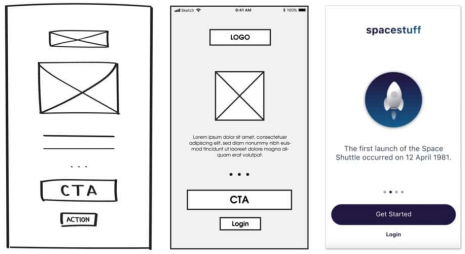
Relevant rubrics for today (explained in Lab 1)

	Insufficient	Sufficient	Good	Excellent
Hi-Fi Prototype – UI Design **You are able to apply graphic user interface design principles to develop professional prototypes.** **(15%)**	3% The fundamentals of graphic design (layout, typography, color, etc.) are not applied (correctly).	9% The UI can be considered market-ready (professional-looking icons, good color matching and readability, etc.) A style sheet (art style, color palette, fonts, etc.) has been defined and fits the concept and target user.	12% See sufficient+: The UI can be considered ready to be shipped for implementation (**relevant** content is finished completely, no placeholder texts or images, etc.).	15% See good+: A significant amount of the UI elements have been created by the student.
Hi-Fi Prototype – UX Design **You are able to design systems that are enjoyable and easy to use by the intended audience.** **(15%)**	3% The prototype is difficult to use without external guidance (feedback is lacking, unintuitive, etc.). The user is not able to use the prototype to solve their problem(s).	9% User feedback is given properly and in a timely manner. The structure and flow of information are understandable and facilitate user processes (menus, the order of screens/steps, etc.)	12% See sufficient+: Interaction with the prototype is intuitive and requires no assistance. If assistance is needed, it is built into the prototype. Error prevention strategies are implemented in the prototype.	15% See good+: A detailed user journey of at least one key functionality of the solution has been created and provides valid insights (opportunities) on the prototype.

Relevant rubrics for today

	Insufficient	Sufficient	Good	Excellent
Testing **You are able to properly set up and conduct user tests to enable the collection of meaningful data that can be analyzed purposefully.** **(25%)**	5% A/B test hypothesis is of a trivial nature. Less than 12 responses to the A/B test survey were procured. **Less than three users took part in the usability testing.**	15% The survey consists of at least four relevant questions (not including demographics questions). **The test protocols were filled in correctly for both the usability** and A/B tests.	20% See sufficient+: A/B testing has been set correctly to measure the intended effect and the hypothesis. The type of questions used in the survey are appropriate for the information being collected and the planned analysis.	25% See good+: The A/B testing was conducted using the implemented solution instead of the Hi-Fi prototype.
Analysis of results **You are able to derive meaningful insights from user test results, and are able to present both results and insights in a clear and professional format.** **(25%)**	5% Results are not present, or important information to understand the results is missing (number of participants, A/B conditions, etc.).	15% **Individual usability test results are presented clearly and a set of action points are derived from all of them.** Descriptive statistics (mean, median, standard deviation) are used to analyze the A/B test results.	20% See sufficient+: Box Plot charts have been used to present the results of the A/B test. Valuable insights and recommendations for future work are derived from the A/B results.	25% See good+: The whole process has been critically reflected upon (what and why), together with a number of do's and don'ts for future CMGT projects.

60 minutes



Step 1:
Get your Lo-Fi prototype ready to be tested

15 minutes

Step 2:
Prepare usability test

Break 10-15 Min

60+15 minutes

Step 3:
Conduct the usability tests + write down results

Rest of the lab

Step 4:
Start your Hi-Fi prototype

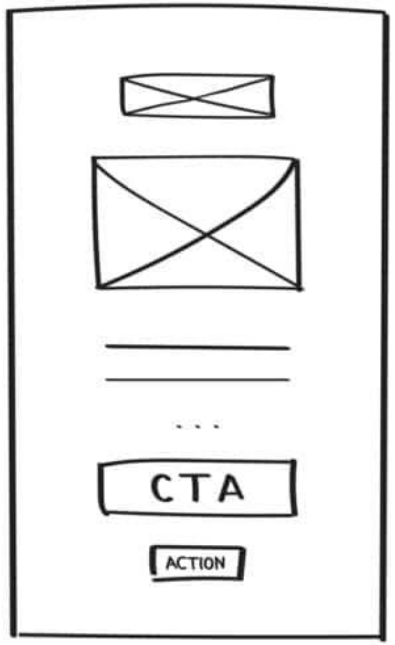
Start designing your Lo-Fi Prototype

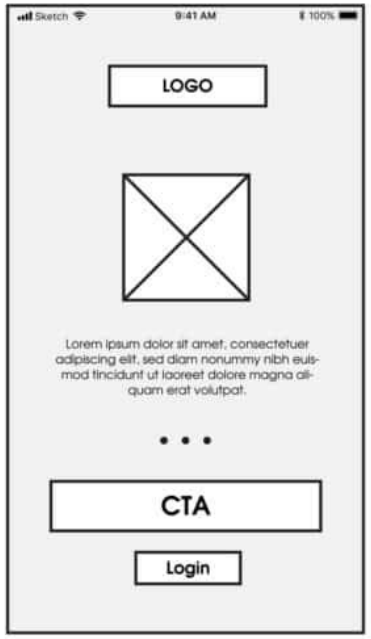
Step 1: Finish your Lo-Fi/Mid-Fi

60 Min

Make sure that you can test a couple of things in your prototype

- Navigation
- Menu structure
- Relevant actions (sign up, borrow, join, etc.)





Step 2: Prepare usability tests

15 Min

Use the Evaluation Report template as a guideline of what you need to do

- Procedure
- Tasks
- Measurements

1. Usability testing protocol

1.1. Procedure

-Step-by-step procedure that you will follow for your test.-

1. Start the teams meetings
2. Short introduction of the solution and explanation of procedure
3. Share URL of prototype
4. Start screen recording
5. Start task 1
6. Short post-task 1 interview
7. **(EXAMPLE - DELETE WHEN SUBMITTING)**

1. …
2. …
3. …

1.2. User tasks

-State the actions you will ask the user to perform with your prototype. More tasks will allow you to get more feedback on your prototype. Copy-paste the table as necessary.-

	(EXAMPLE TABLE - DELETE WHEN SUBMITTING)
Task 1	Borrow 2 plastic bags from user Gijs B.
Success criteria	The transaction is successful (user borrowed 2 bags from Gijs)

Task 1	…
Success criteria	…

1.3. Measurements

-List what type of data you will collect, and how, from the tester before, during or after the test-

	(EXAMPLE TABLE - DELETE WHEN SUBMITTING)
Metric	**Process**
Time to completion (seconds)	I will measure the time it takes for the user to complete each task
Number of errors per task	I will screen record the user performing each task and afterwards count the errors.

Metric	**Process**
…	…

15 Min

Step 3: Conduct usability test

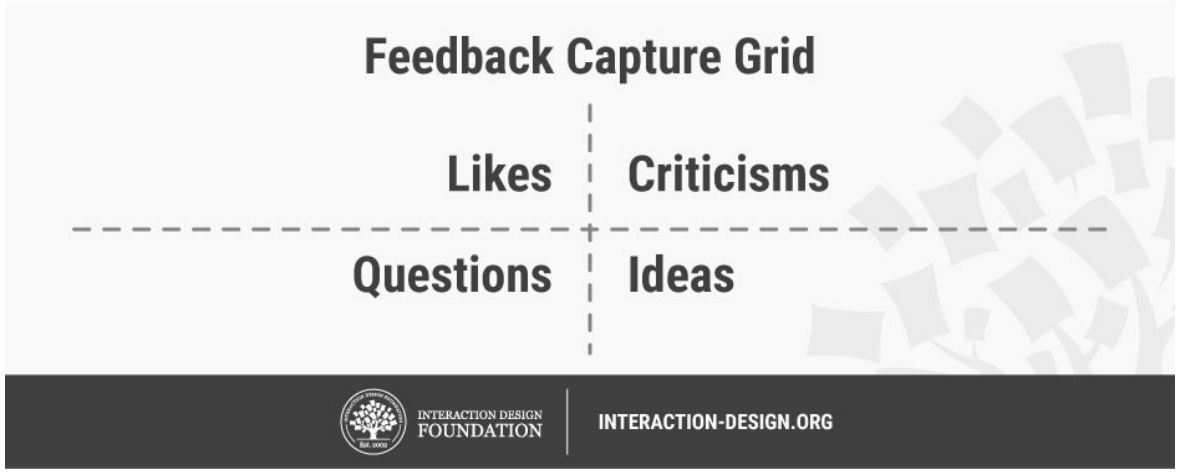
60 Min

Pair up and join a table

Test your partner’s prototype and then let them test yours (20 mins in total)

- Fill in the feedback grid as you moderate the test

Once the teacher gives the signal, one of you moves to the next table



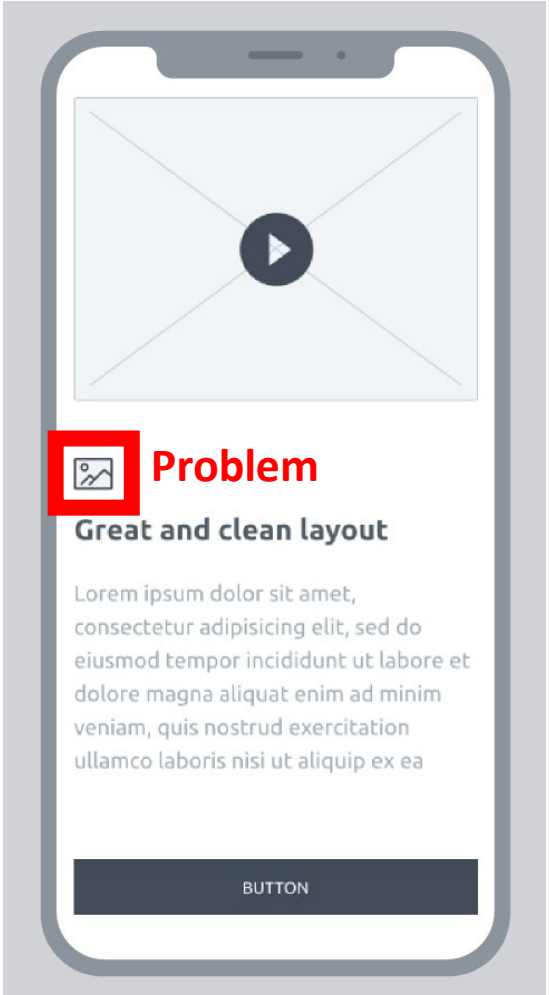
Step 3: Write down results

15 Min

Go back to the main room

Summarize the changes that are needed as action points

- Document problems with the prototype properly by using screenshots
- Mark clearly where the problem is



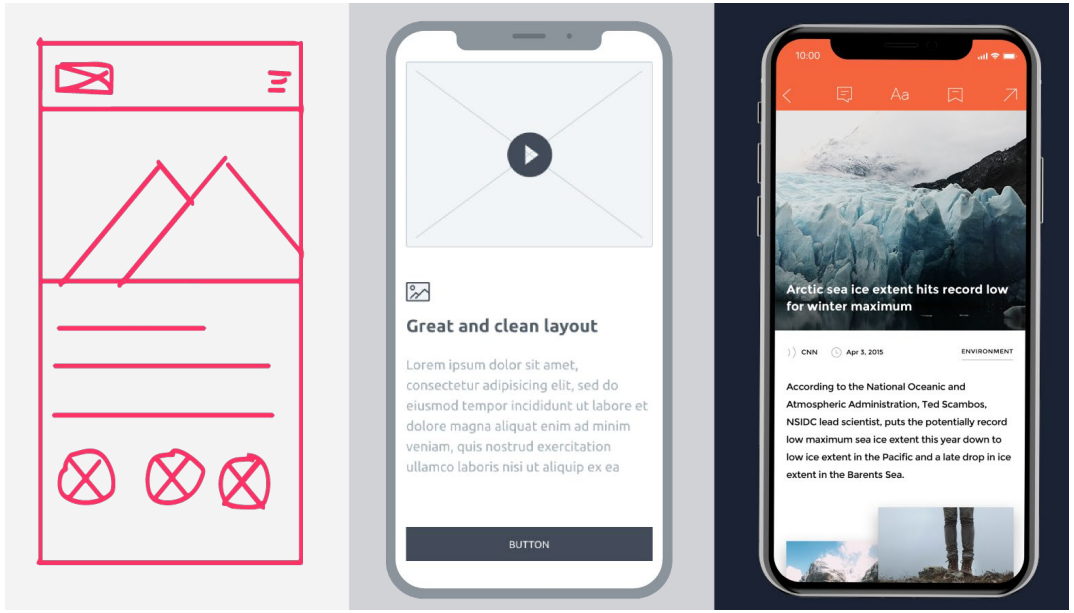
Step 4: Start working on the Hi-Fi

Whatever time we have left!

Join one of the tables

Start working on your Hi-Fi prototype

- Make sure you listen to and implement the feedback you got from the usability tests
- Follow your stylesheet



Homework assignment

- Work on your Hi-Fi prototype at home. Next lab we will finish it (try to).
- Upload the templates with all the test details to BB.