UI/UX Advanced Evaluation Report

CMGTwitch

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Contents

1. Usability testing protocol

1.1. Procedure

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

1. My solution is CMGTwitch, which is the online environment where lectures/online classes can be followed, and recordings be watched.
2. https://nilsmeijer349496.invisionapp.com/prototype/ckx6h0c6i006f2i01nyt943nw/play
3. Start task 1 (observe ONLY, say nothing, even when failing). Record test.
4. See 2.1.

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.-

Task 1	Find the recording of the lecture of UI/UX on December 6th.
Success criteria	The task is successful if the user is located in the recording player.

Task 2	Hide the controls in the video/lesson player (either, doesn't matter)
Success criteria	The task is successful if the user only sees the small button for unhiding the controls.

1.3. Measurements

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

I will only measure these metrics for one task (the first, to ensure consistency) per tester, since the user will already know how to get to a certain page after perform the first task.

Metric	**Process**
Time to completion (seconds)	I will measure the time it takes for the user to complete each task
Page on which the most time was spent (seconds)	I will measure (watch recording for this) how many seconds the user spends on each page, and note which page has taken the longest.

Tester 1 - name

Metric	**Process**
Time to completion (seconds)	
Page on which the most time was spent (seconds)	

Tester 2 - name

Metric	**Process**
Time to completion (seconds)	
Page on which the most time was spent (seconds)	

Tester 3 - name

Metric	**Process**
Time to completion (seconds)	
Page on which the most time was spent (seconds)	

2. Usability testing results

2.1. Individual Results

-Makes notes of the usability tests and fill in the feedback grid for each participant. You need at least 3 testers.-

Tester 1 – Name and student number	…
Likes • … • … • …	Criticisms • … • … • …
Questions • … • … • …	Ideas • … • … • …
Summary: …	

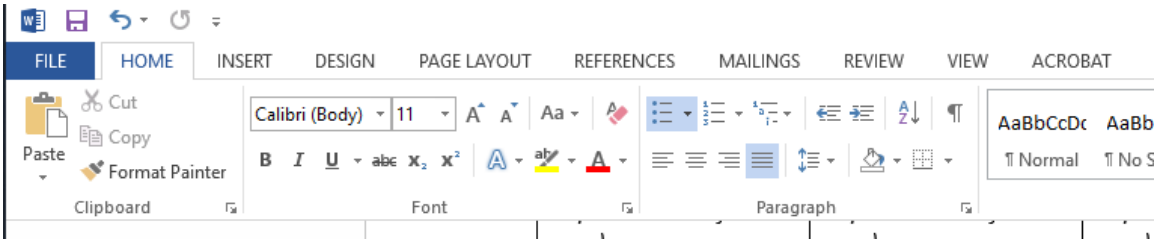
Tester 2 - Name and student number	…
Likes • … • … • …	Criticisms • … • … • …
Questions • … • … • …	Ideas • … • … • …
Summary: …	

Tester 3 - Name and student number	…
Likes • … • … • …	Criticisms • … • … • …
Questions • … • … • …	Ideas • … • … • …
Summary: …	

2.2. Actions points

-Summarize the outcome of the usability testing in terms of improvements that need to be made to the prototype. Be specific about the improvements that the prototype will undergo and add a screenshot of the relevant Lo-Fi prototype section so the teacher can see the usability problem.-

- The home menu item is too ambiguous. I need to split it into sub-menus Format Text and Edit Document. **(EXAMPLE - DELETE WHEN SUBMITTING)**



- ...

3. Unmoderated A/B testing protocol

3.1. A/B conditions (Max. 2 sentences)

-Explain the difference between the two versions of your prototype/application. Make sure there is only one thing you are changing so your experimental results are valid.-

In version A, the user gets an overview of all the outside events in one page and can choose one to see the details. In version B, a recommended event is shown in detail from the very beginning, and afterwards the user can swipe left/right to navigate through the other events. **(EXAMPLE - DELETE WHEN SUBMITTING)**

…

3.2. Hypothesis (Max. 1 sentence)

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

Because of the provided overview window, it will be easier and faster for the user to find an event that they like using version A. **(EXAMPLE - DELETE WHEN SUBMITTING)**

…

3.3. 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).-

(EXAMPLE TABLE - DELETE WHEN SUBMITTING)	
Independent variable	Layout of the "outside events" list
Dependent variable(s)	• Search time for an event • Ease of use • User engagement
Confounding variable(s)	• Screen resolution/size

Independent variable	…
Dependent variable(s)	• … • … • …
Confounding variable(s)	• … • … • …

3.4. User tasks

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

Task 1	…
Success criteria	…

3.5. Survey

-Fill in the URL of your survey and the questions you asked your testers. You need at least 4 questions and they should be relevant to your test (should allow you to validate your hypothesis).-

(EXAMPLE TABLE - DELETE WHEN SUBMITTING)	
URL	www.example.com
Type of answer	**Question**
5-point LIKERT scale	1. Rate the difficulty of finding the “soccer game” event
Open	2. What did you find most difficult?

URL	…
Type of answer	**Question**
…	1. …
…	2. …
…	3. …
…	4. …

4. Unmoderated A/B testing results

4.1. Survey raw data

-Copy-paste the raw data (results) of your survey. These are usually obtained as a table of answers per respondent. Demographic information does not need to be reported here or in the following sections.-

Condition A

…

Condition B

…

4.2. Processed 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.-

(EXAMPLE TABLE - DELETE WHEN SUBMITTING)			
Question 1 – 5-point LIKERT scale			
Condition A		Condition B	
Number of testers	6	Number of testers	6
Mean	3.4	Mean	4
Median	3.5	Median	4
Standard deviation	1.1	Standard deviation	0.7

Question 1 – Type of answer			
Condition A		Condition B	
Number of testers		Number of testers	
Mean		Mean	
Median		Median	
Standard deviation		Standard deviation	

Question 2 – Type of answer			
Condition A		Condition B	
Number of testers		Number of testers	
Mean		Mean	
Median		Median	
Standard deviation		Standard deviation	

Question 3 – Type of answer			
Condition A		Condition B	
Number of testers		Number of testers	
Mean		Mean	
Median		Median	
Standard deviation		Standard deviation	

Question 4 – Type of answer			
Condition A		Condition B	
Number of testers		Number of testers	
Mean		Mean	
Median		Median	
Standard deviation		Standard deviation	

4.2.1. Box plots (Optional for Good)

-Draw a box plot to better understand the results from the A/B testing.-

…

4.2.2. Conclusion (Max. 5 sentences)

-Discuss if your hypothesis was validated or not using the results of your A/B testing.-

…

4.3. Future work (Optional for Good)

-List a set of recommendations for future work for your prototype/application based on the results of your A/B testing.-

- …
- …

4.4. Reflection (Optional for Excellent; Max. 3 sentences)

-Discuss what went well and what didn't during the entire A/B testing process. Afterwards, list the things that you would do, or wouldn't do, differently in the future (think about future modules or projects).-

…

Dos

- …

Don'ts

- …