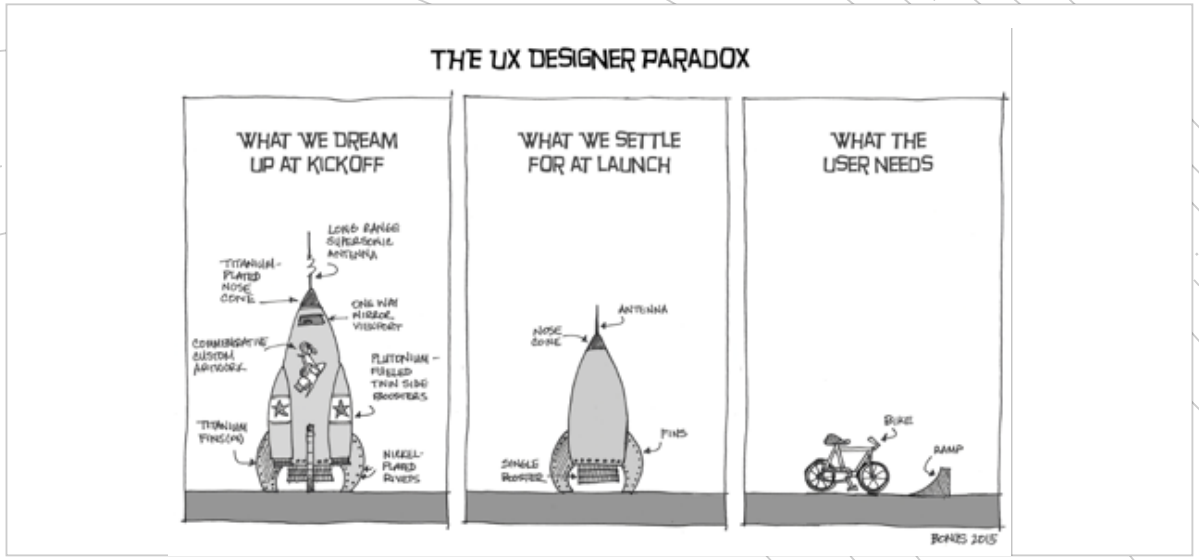
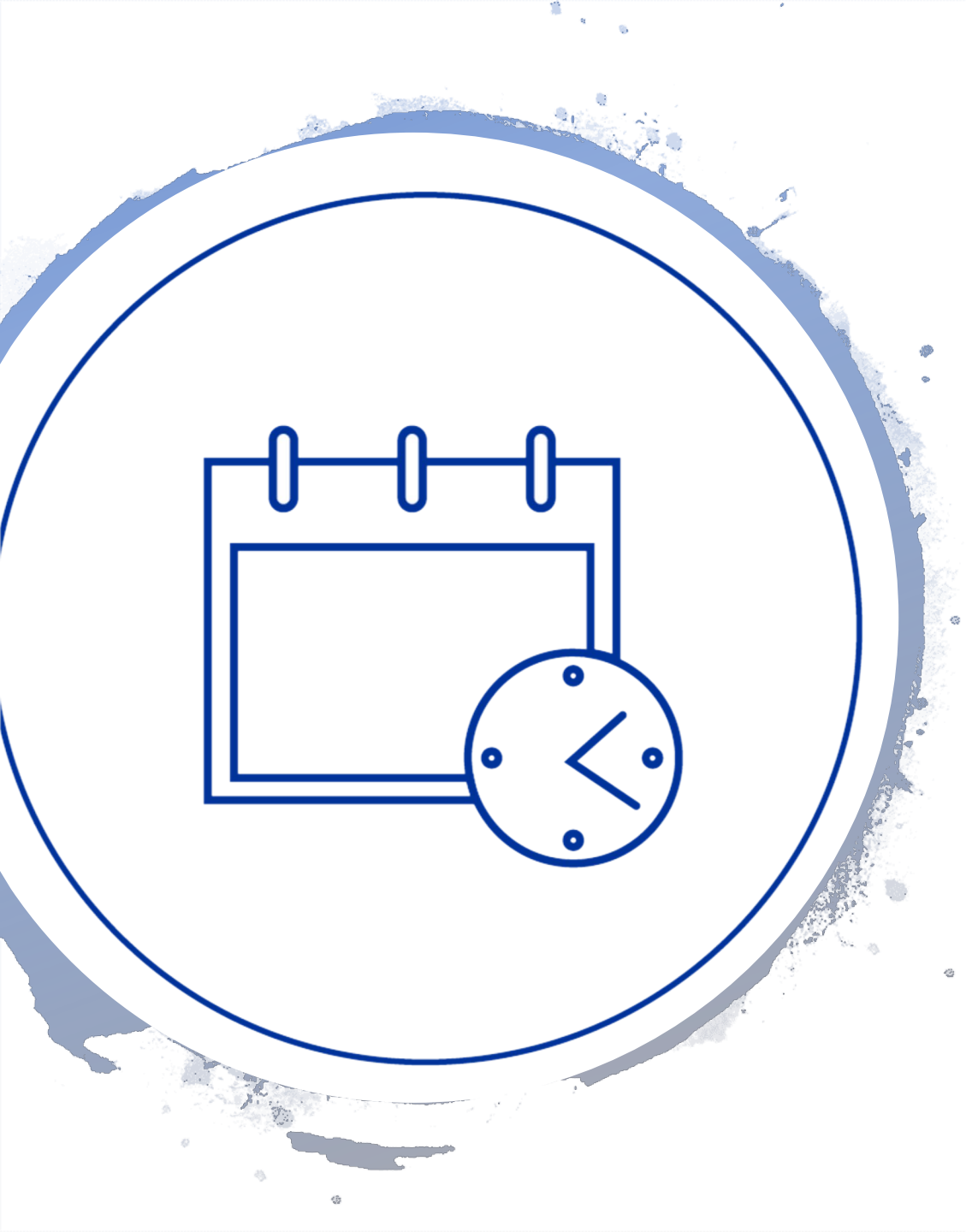


UI/UX Advanced - Lab 5

CMGT engineer, designer & artist



Today

- Finish application
- Arrange and send out the unmoderated A/B test emails

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

Relevant rubrics (explained last lab)

	Insufficient	Sufficient	Good	Excellent
Application – UI/UX Implementation **You are able to produce a functional and professional solution based on a given design.** **(20%)**	4% The design has not been properly translated to the application context. The chosen solution's interface is not in a finished professional state (bugs, typos, missing content, etc.) **or is of little relevance (e.g. login page).**	12% The chosen solution's interface clearly resembles the prototype aesthetically and functionally. The solution is (almost) bug-free.	16% See sufficient+: The chosen solution's interface clearly demonstrates (is complex enough to showcase) good skill in implementing a solution.	20% See good+: One key user journey (not just one screen) has been implemented in the application context satisfactorily.

	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.

Relevant rubrics

	Insufficient	Sufficient	Good	Excellent
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, duration of test, 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.

Please take 5 minutes to assess the module!!

Be honest and fair. Don’t be afraid of being critical, but explain your point. Just saying “this sucked” does not help us.

We **do** read the comments and we **do** take your opinion into account to improve the module every year.

Thanks!

https://saxion.eu.qualtrics.com/jfe/form/SV_8jm1TVjvsnqFYgt

1h

Step 1:
Work on the Unity/Web application

Break

15 Min

1h

Step 2:
Finish Unity/Web application

End of the lab

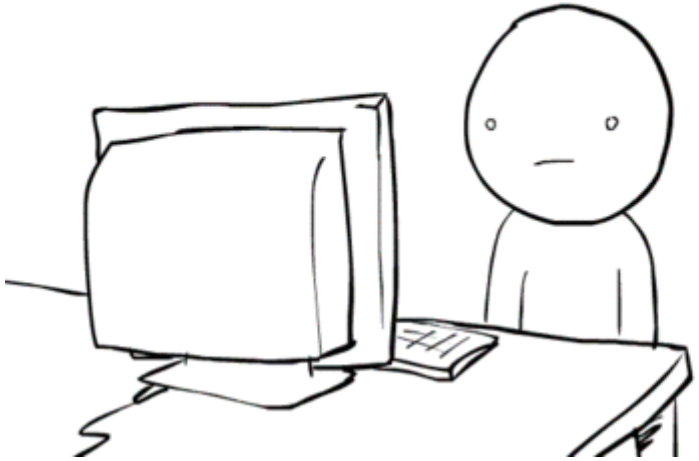
Step 3:
Arrange logistics for the A/B test and deploy it.

Finish prototype and deploy A/B test

Step 1: Work on the Unity/Web application

Work on the application

- At least one **relevant** interface (one journey for excellent)
- Must resemble the Hi-Fi prototype aesthetically and functionally

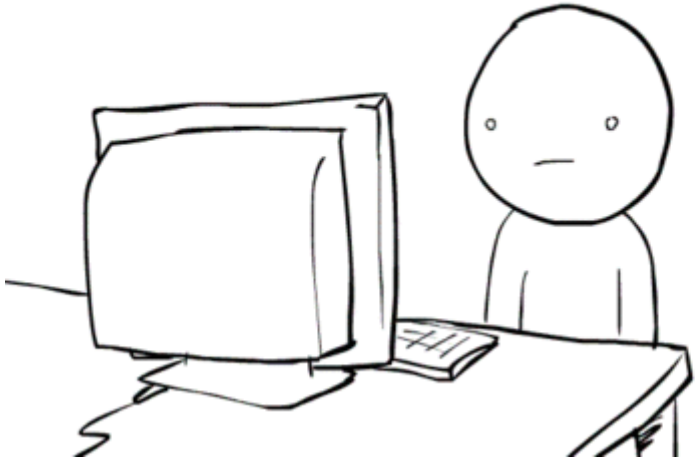


15 Min

Step 2: Finish Unity/Web application

Wrap up your work on the application

- At least one **relevant** interface (one journey for excellent)
- Must resemble the Hi-Fi prototype aesthetically and functionally



Step 3: Deploy A/B test survey

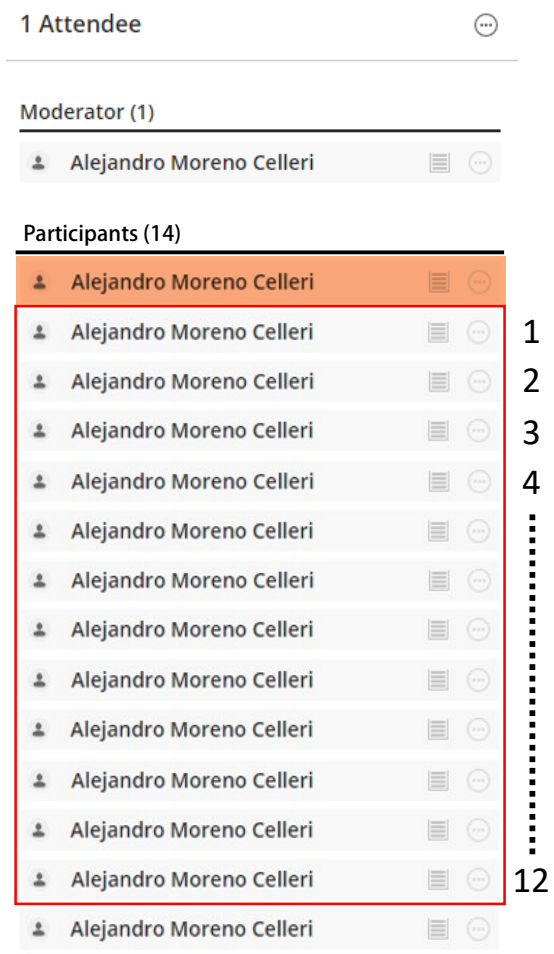
End of the lab

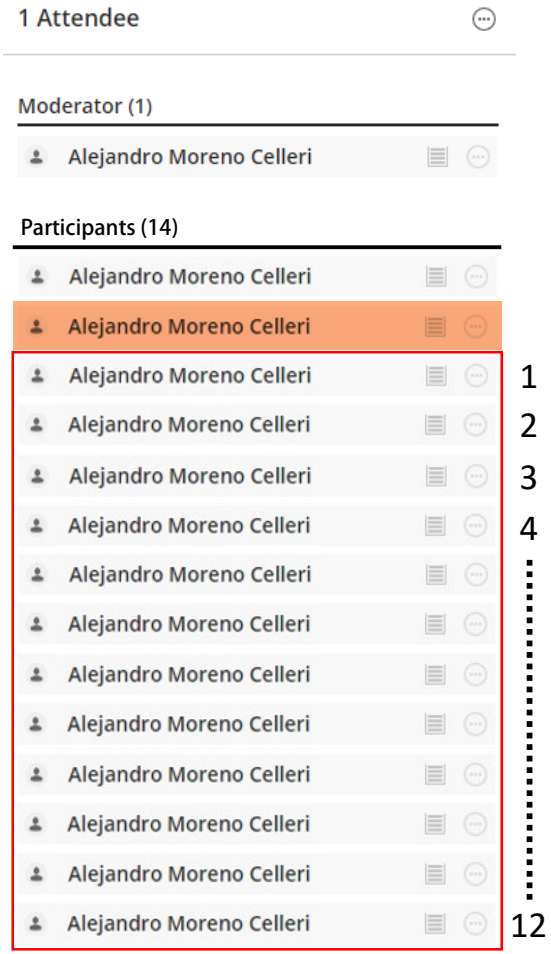
You will test your solution with the 12 (6 for A, 6 for B) students after you in the BB collaborate attendants list in the lab

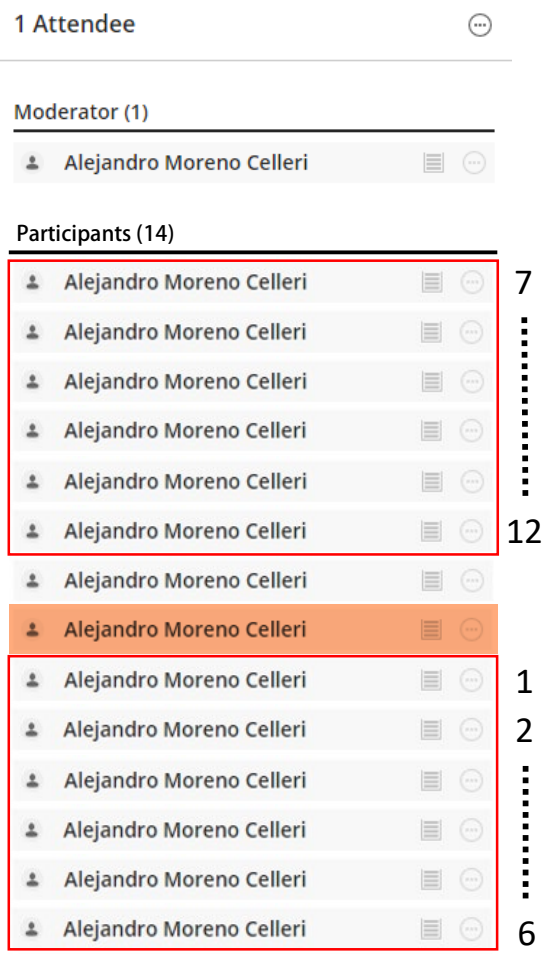
- Make a screenshot of the student's list
- If you reach the end of the list, circle back to the first student and keep going
- If there are not enough students in the lab, you can do a within-subjects design (so each tester does A + B condition – but don't forget counterbalancing!)

Step 3: Deploy A/B test survey

End of the lab







Homework assignment

- Collect the results of your survey and analyze the results (make use of the statistics excel sheet)
- Make sure the templates are completely filled in
- Record **1 joint showcase** for the HiFi prototype + Application (5 minutes max screen recording)
- **Do not forget to submit everything by Wednesday 27th of January 2021, 23:59h**