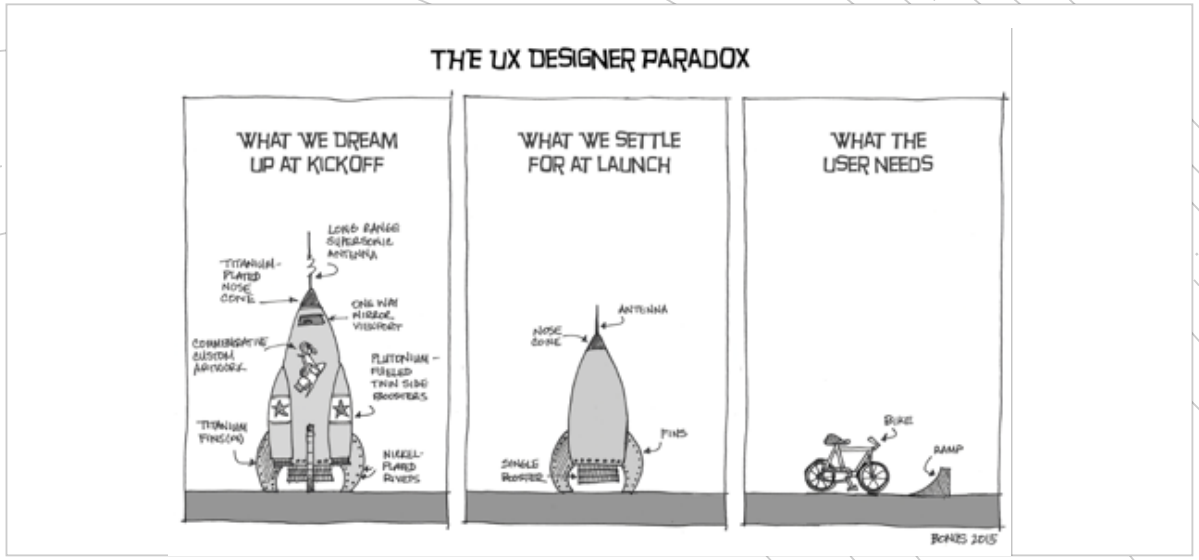
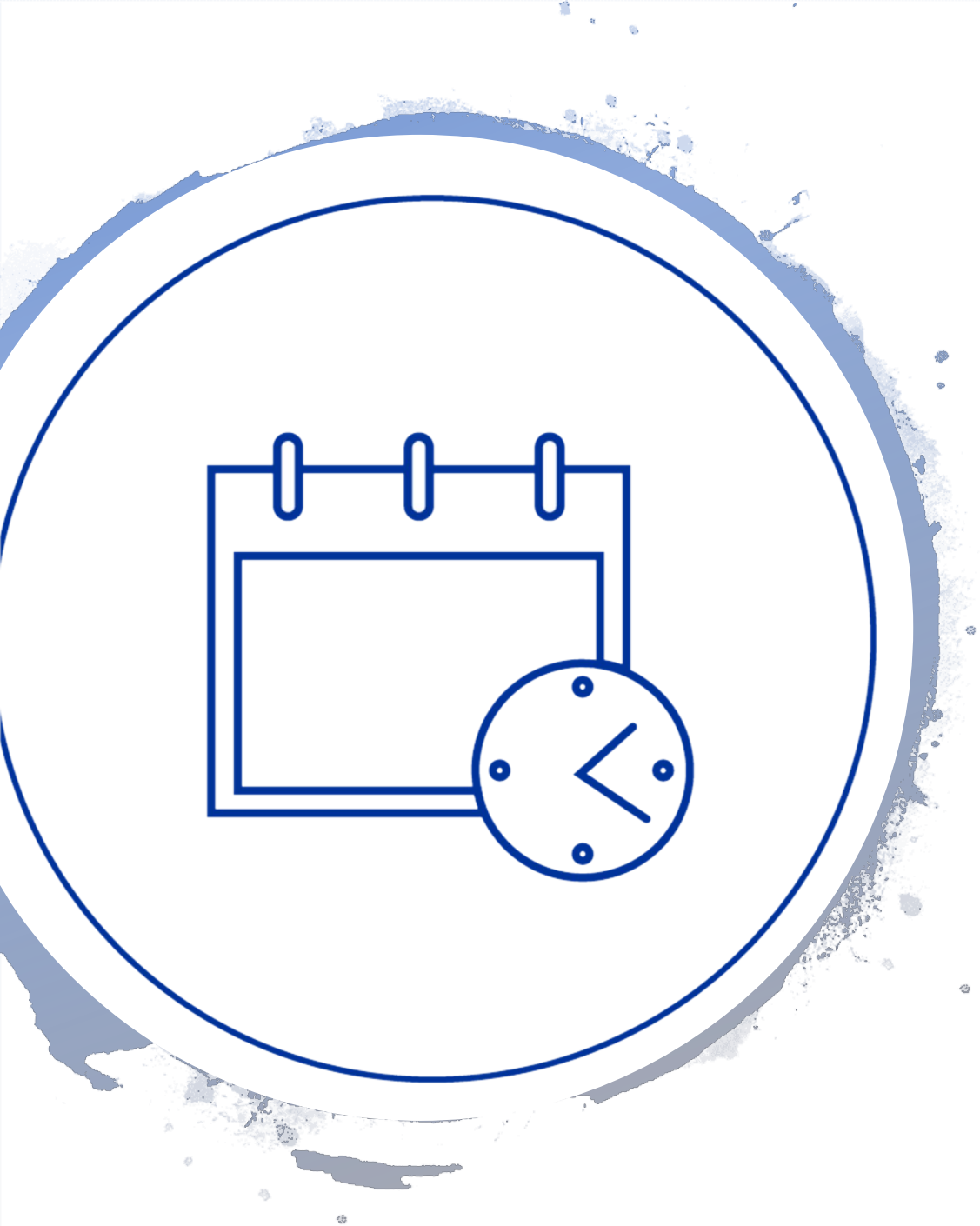


UI/UX Advanced - Lab 3

CMGT engineer, designer & artist



Today

- Try to finish your Hi-Fi prototype
- Start thinking about the A/B test hypothesis

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

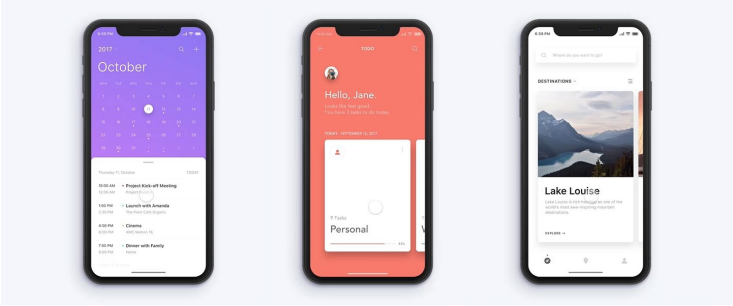
Relevant rubrics (explained in Lab 1)

	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 (Lab 2 and 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.

1h 30mins

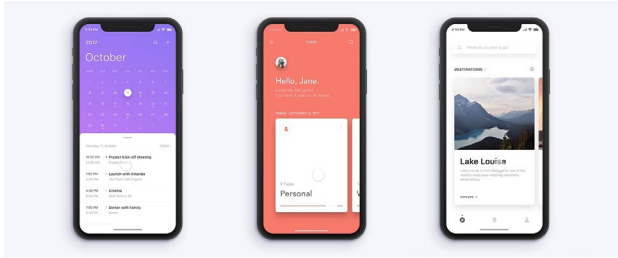


Step 1:
Work on your Hi-Fi prototype

Break

15 Min

End of the lab



Step 2:
Think on what you are going to A/B test, and keep working on the Hi-Fi prototype

Work on your Hi-Fi Prototype

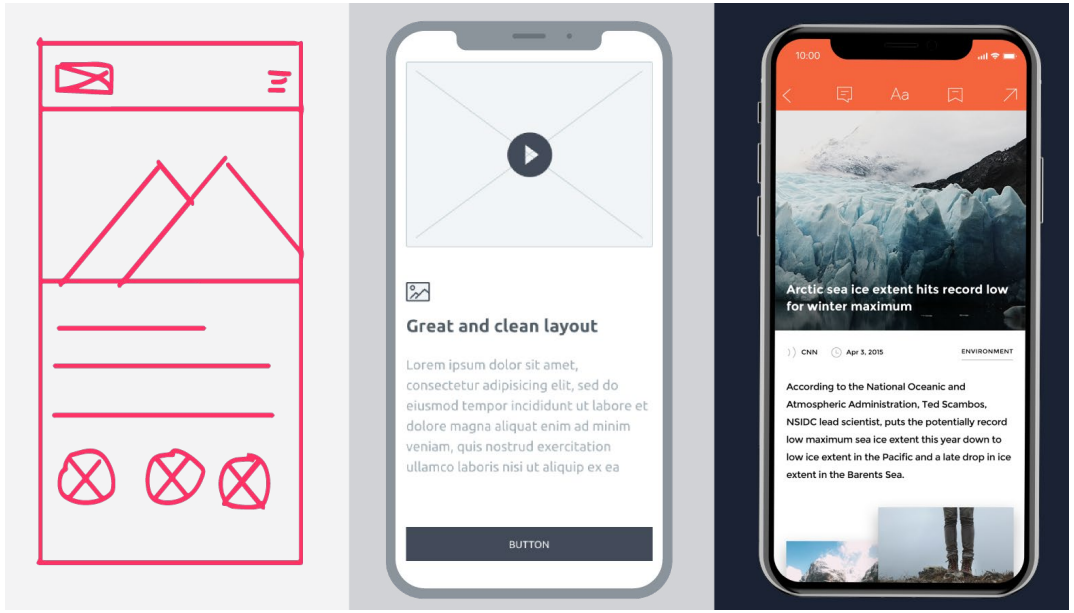
Step 1: Work on the Hi-Fi

1h 30m

Join one of the tables

Start working on your Hi-Fi prototype

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



15 Min

Step 2: A/B test + Work on the Hi-Fi

1h 30m

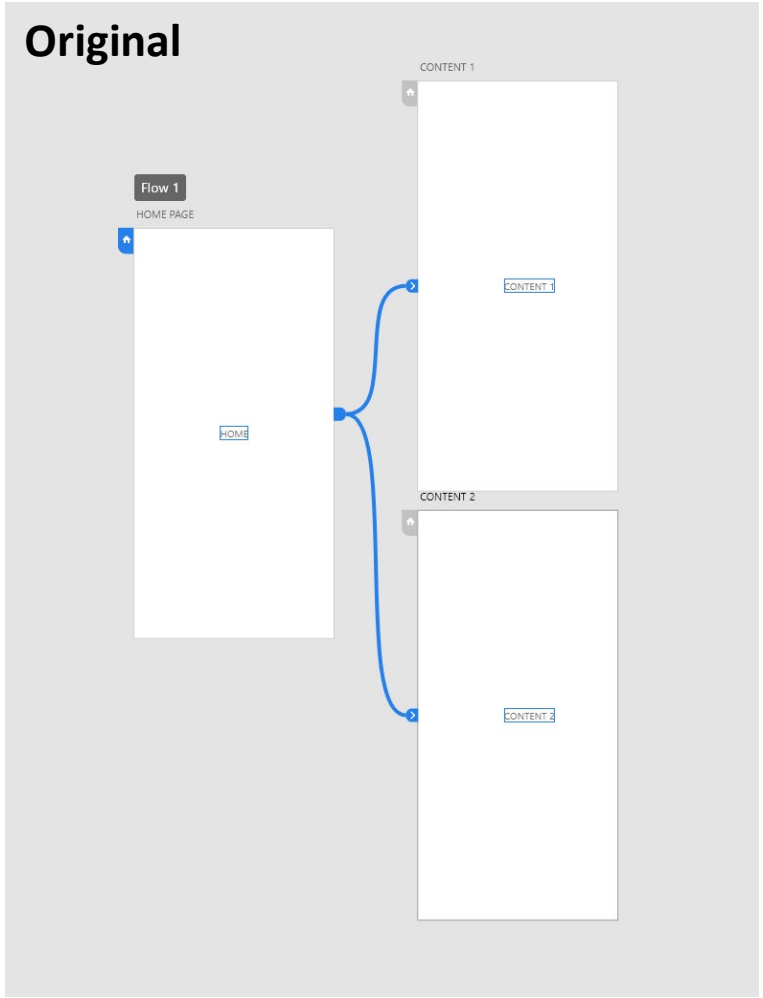
Think on what could you change in your design to improve it

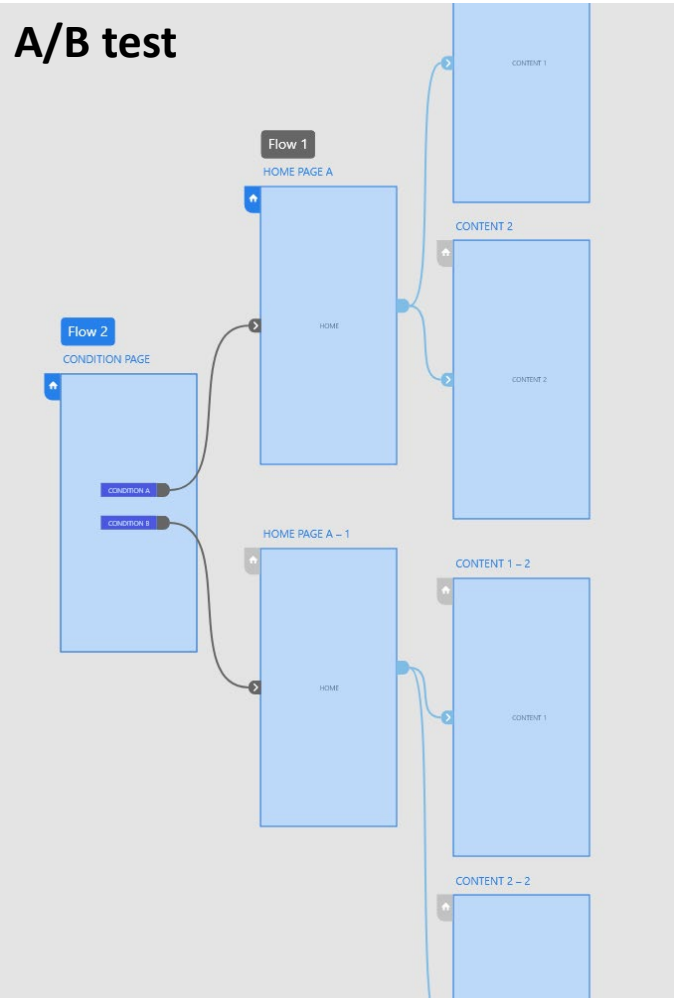
- This will define your “challenger” or B condition.
- The change has to be functional – no changing colors, or font, or images – think on layout, menus, procedures, etc.
- Some examples of hypothesis “Changing the menu from vertical to horizontal will lead to a higher ease of use”, “Being able to borrow multiple items simultaneously will lead to higher user satisfaction”, there is also one in the template.
- **This needs to be approved by your lab teacher!!!**

Step 2: A/B test + Work on the Hi-Fi

1h 30m

Since most people have a student version of the prototyping tool, which will only allow you to have 1 shareable link, you can do the following



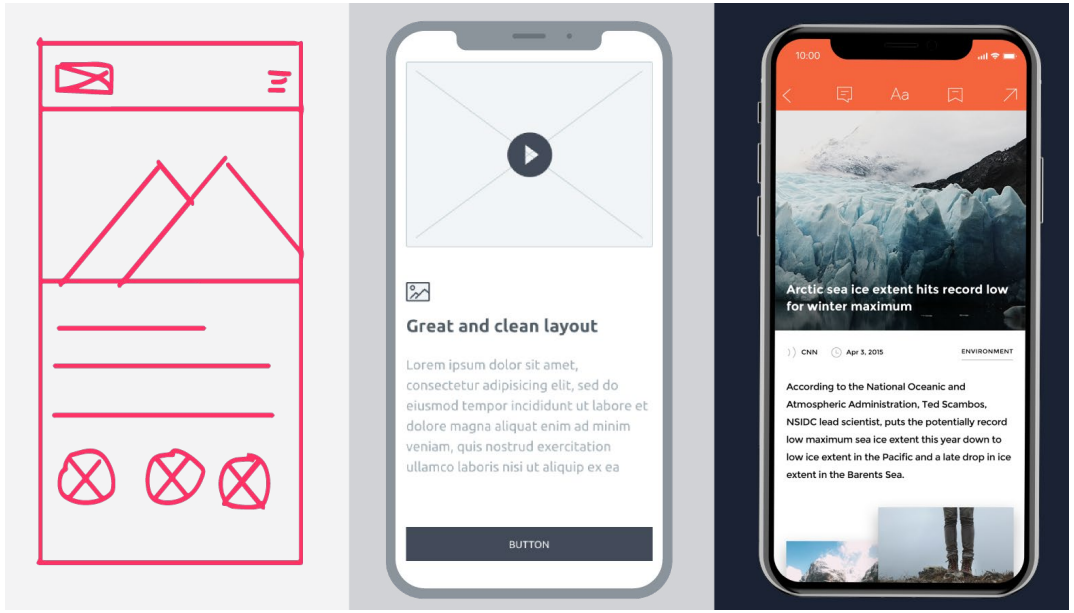


Step 2: A/B test + Work on the Hi-Fi

1h 30m

Keep working on your Hi-Fi prototype

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



Homework assignment

- Finish Hi-Fi prototype
  - Design the variation (if testing with the prototype)
- You can start translating the design to your chosen application context.