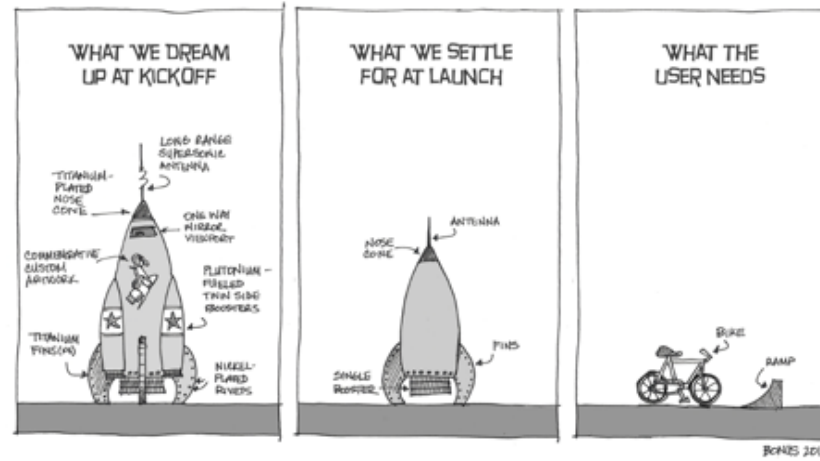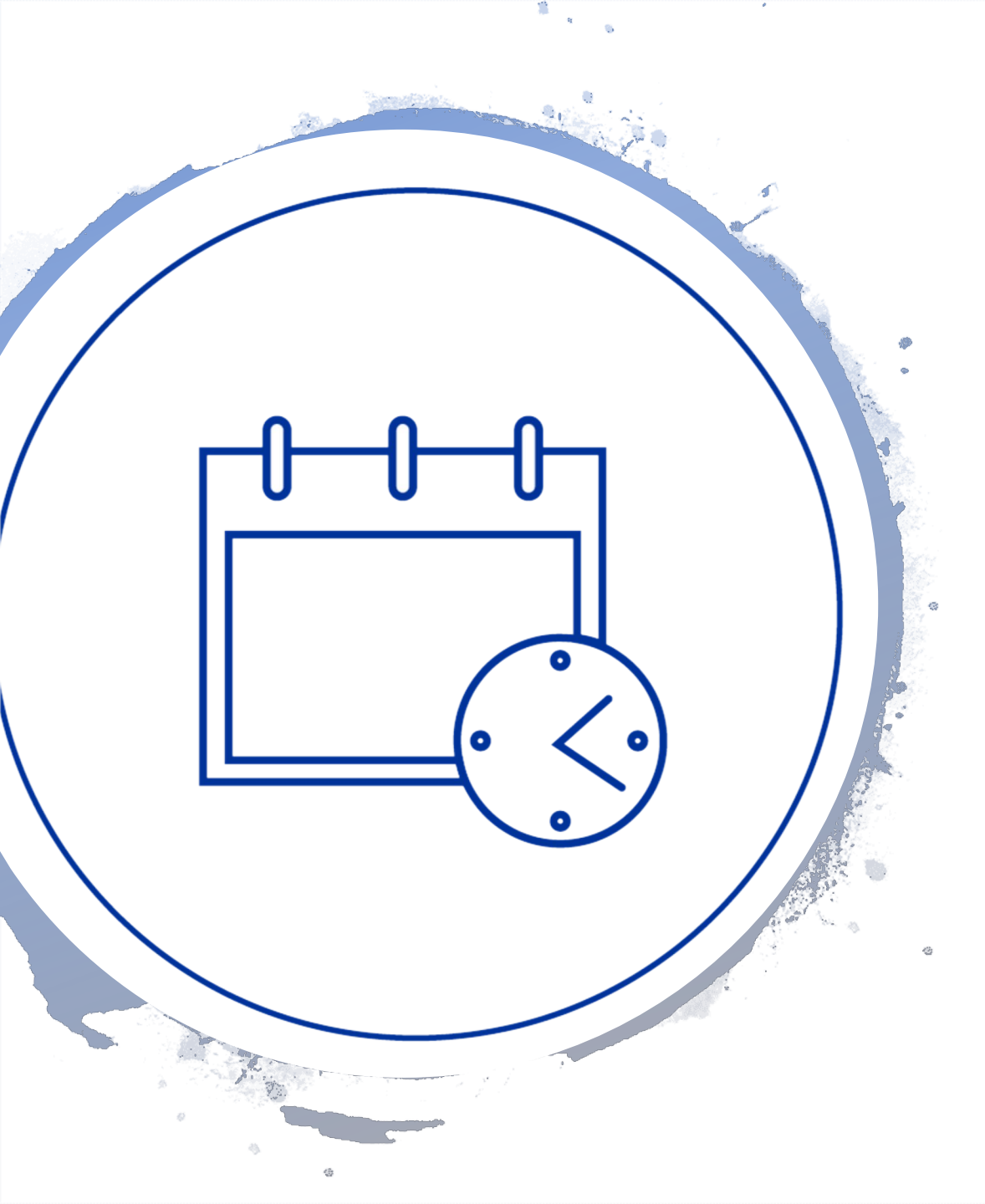# UI/UX Advanced - Lab 4

CMGT engineer, designer & artist

Today

- Work on the Unity/Web application

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

Relevant rubrics

	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.

Relevant rubrics (For next Monday | No lecture)

	Insufficient	Sufficient	Good	Excellent
Testing	5%	15%	20%	25%
You are able to properly set up and conduct user tests to enable the collection of meaningful data that can be analyzed purposefully. **(25%)**	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.	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.	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.	See good+: The A/B testing was conducted using the implemented solution instead of the Hi-Fi prototype.

1h 30mins

End of the lab

Break

15 Min

Step 1:
Work on the Unity/Web application

Step 2:
Information about A/B test design + Work on the Unity/Web application
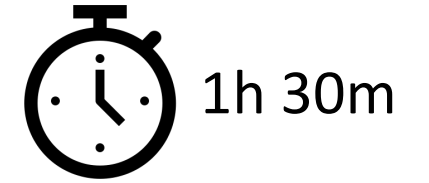
Implement your prototype in Unity/Web

Reusing stuff

You are allowed to reuse: **code, text, icons, fonts and images** (for other assets consult with your lab teacher)

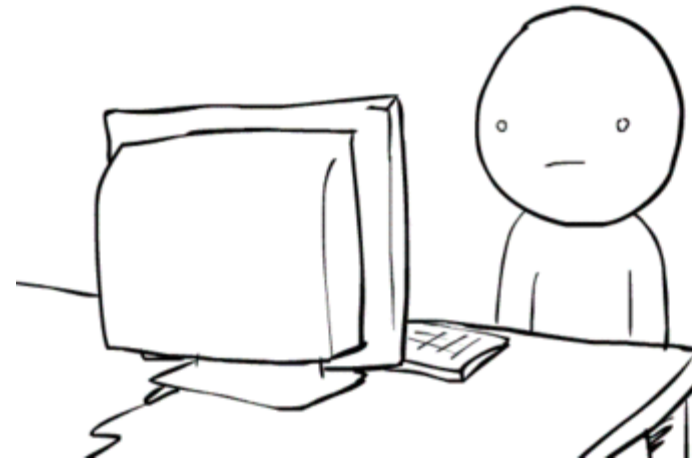It is of utmost importance that you credit the owner (otherwise its plagiarism)

Step 1: Work on the Unity/Web application

1h 30m

Join one of the tables

Start working on the application

- At least one **relevant** interface (one journey for excellent)

- Must resemble the Hi-Fi prototype aesthetically and functionally

coffee break

15 Min

Step 2: Design A/B user test

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

- You can do this on Monday during the scheduled lecture time since there will be no lecture

- You can A/B test the prototype (good) or the application (excellent)

- Unmoderated A/B test – You wont be present during the test. You need to send the link of your solution to the tester (if you have one link for both conditions, let the participant know which one they have to use), as well as the instructions

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)	• … • … • …

Step 2: Design A/B test survey

To evaluate the A/B test, you will need to design a survey to go along with your solution
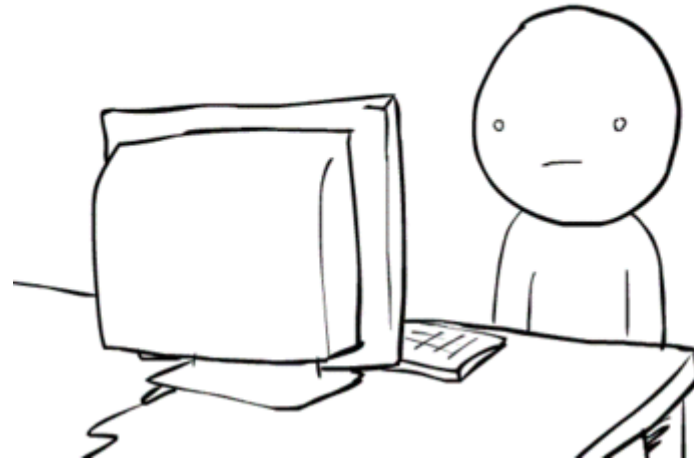
- You need to test with **at least 12 students** (6 for A, and 6 for B)

- The survey needs to have at least **4 relevant** questions

- The survey must be the same for both conditions

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

Keep working on your application

- At least one **relevant** interface (one journey for excellent)

- Must resemble the Hi-Fi prototype aesthetically and functionally

Homework assignment

- Work on your application

- Design your A/B user test and survey (you have time on Monday)