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TA Gubbala, Madhuri

COGS120/ CSE170

3/8/2018

**Heroku URL:**

<https://a9-nsns.herokuapp.com/>

**Github URL:**

<https://github.com/kaichinshih/NSNS>

**A/B Testing**

Original:

<https://a9-nsns.herokuapp.com/home?userName=WeLoveMadhuri&password=12345678>

viewAlt:

<https://a9-nsns.herokuapp.com/home/viewAlt?userName=WeLoveMadhuri&password=12345678>

**Development Plan:**

https://drive.google.com/file/d/1QcxnicpkplshBlT6uPQrhxK\_m4sWBK9\_/view?usp=sharing

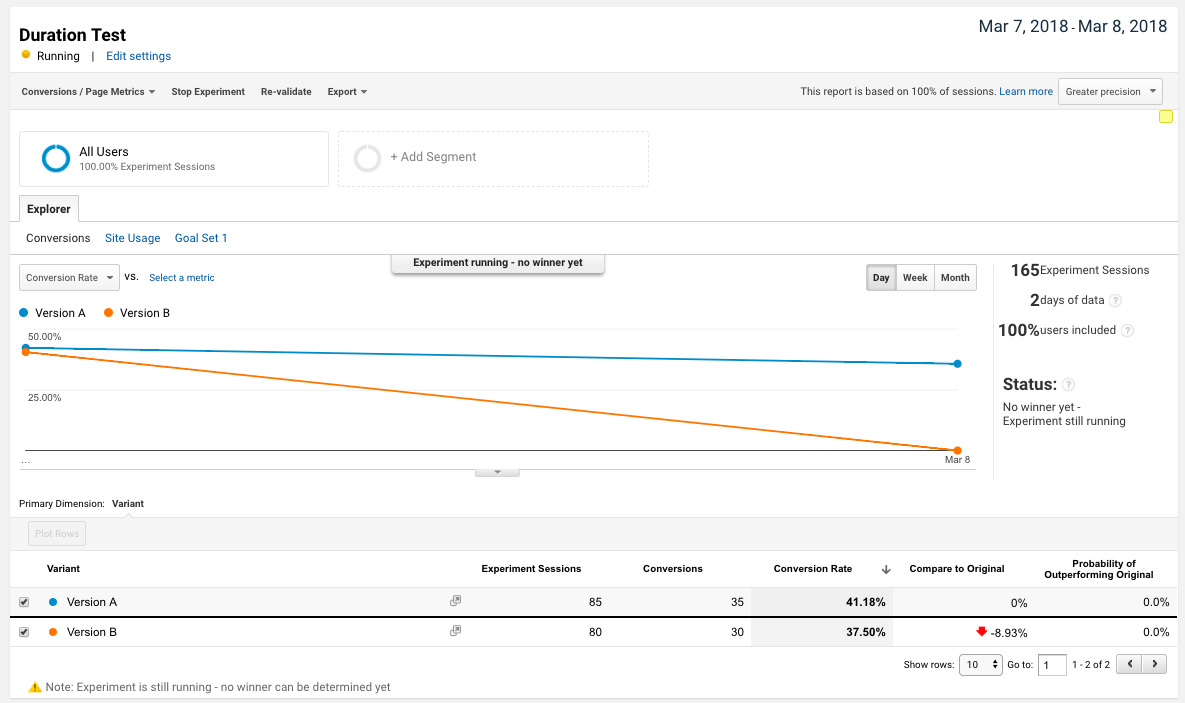
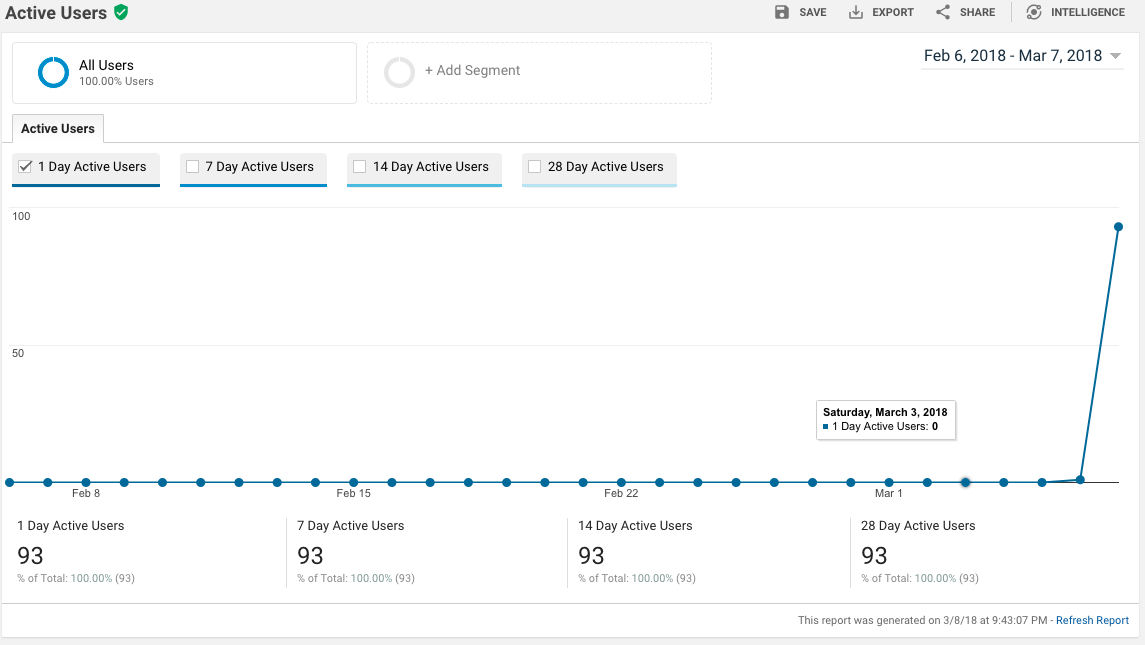
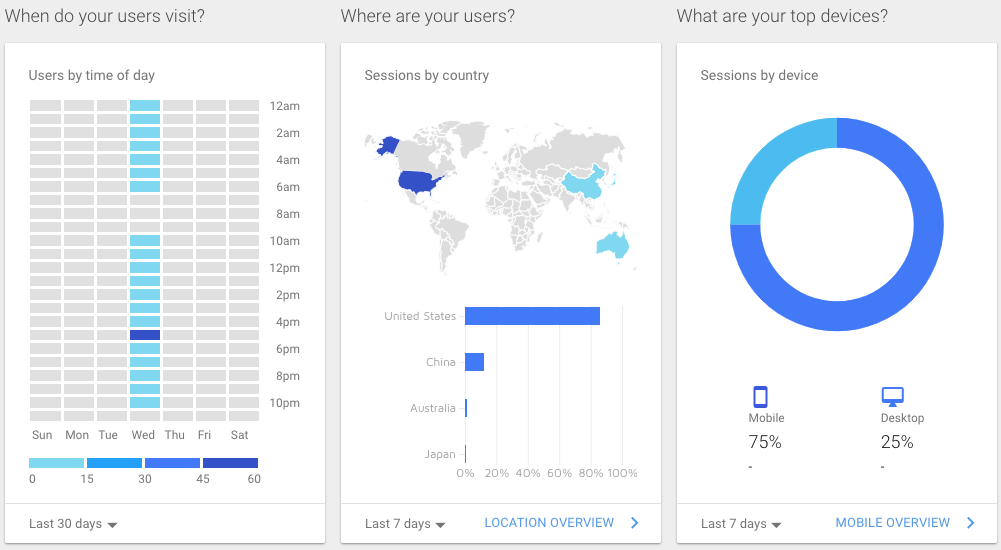
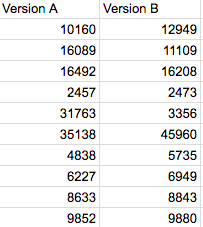
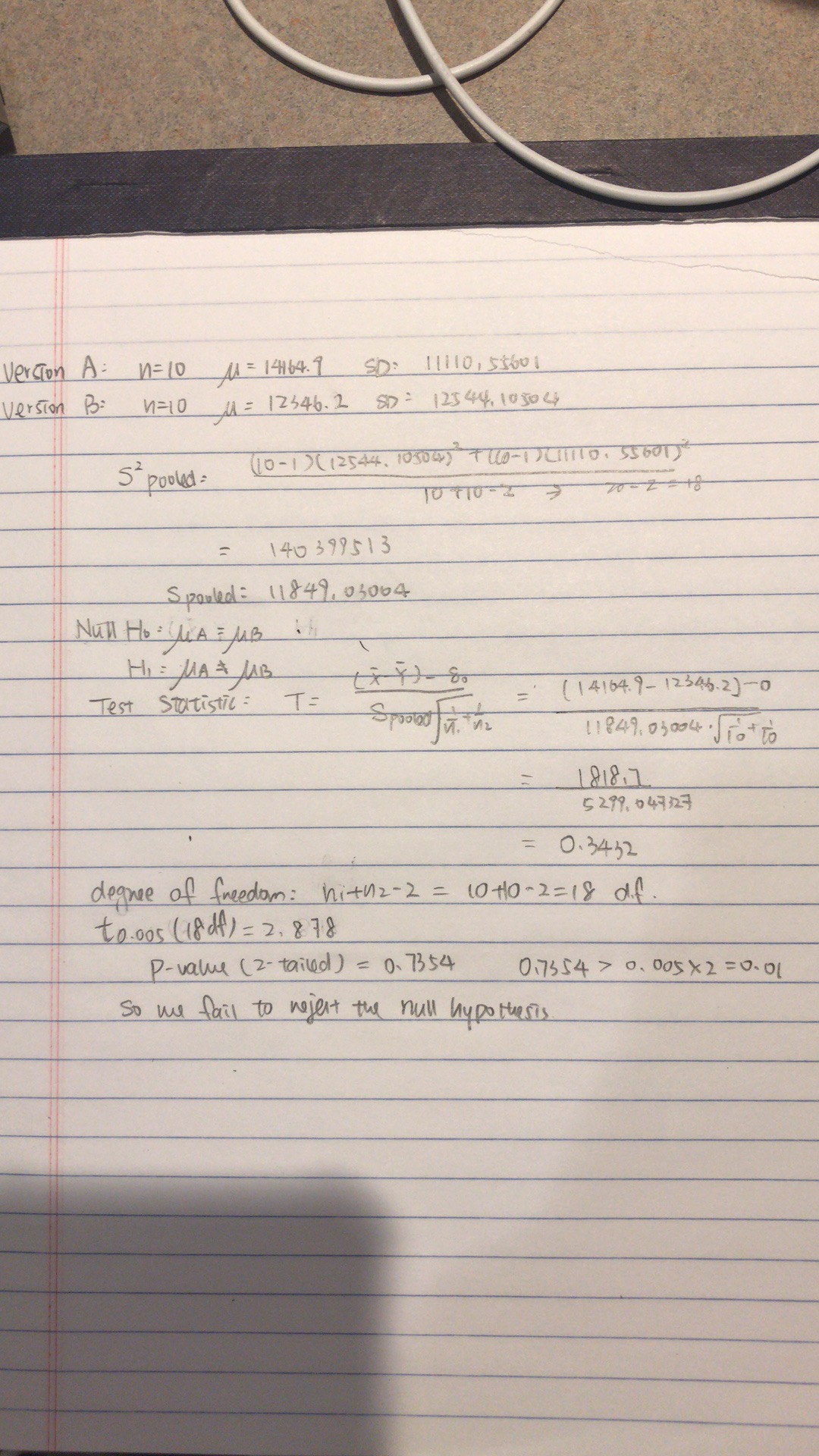
Final brand name:

GoRemind

POV:

Existing reminder apps fail to grab the attention of the user at the appropriate location and time.

A/B Testing

1. Screencaps of your Google Analytics page
   1. Duration test with users randomly assigned to each version, with over 10 users for each version
   2. 
   3. Our unique visitor count is at 93, well above the required 20 visitors
   4. 
   5. Our visitors come from a variety of countries
   6. 
2. Recruitment Process
   1. As our potential user base covers people of all backgrounds, especially those that want to stay organized, we targeted our student friends during our recruit event. Liuyi and Yujie shared the link to their WeChat friend groups to access data from different countries.
3. Data Presentation
   1. For our A/B test, we changed our test plan following the suggestion of TA Yang to collect the duration of time users spend on each page. We’d like to see if an “add form” built into page will help decrease the time users spend on a page, as compared to a seperate html page. We believe that a form built in to the page will give users a more stress-free experiences and thus shorten the overall operation time. As we measured the duration ,we were recommended by the TA to use a t-test instead of a chi-squared test. The table below showcases the time users spend on the form:
   2. 
4. T-Test
   1. 
5. Formal and informal feedback
   1. Our quantitative feedback are displayed above. As for qualitative feedback, as none of the users are enrolled in COGS 120, they are confused about why there are 3 default tasks. As for actual useful feedback, they would like to see the “DONE” button at the bottom of the page instead of the top right. However,
6. Results of analysis
   1. We failed to reject the null hypothesis. While this should be a sign for us to continue experimenting, we believe that, at this current stage, users don’t prefer one prototype over the other.
7. Internal and external validity
   1. Our internal validity is the loading time. External validities may include users being first time users and trying to explore the page. It is also possible that users simply got distracted while navigating the page and came back after a long period.
8. Current and future pages
   1. Based on our results we decided to stick with the Input page that was more aesthetically pleasing and easier to navigate based on our team’s assumptions. We decided that it was best to keep the B version of our page because it provided users more flexibility when it came to choosing when and where they though the sound notification setting was appropriate. This page was also a lot more simple than Version A.
9. What you learned from A/B testing
   1. Google analytics was able to clearly show the user flow that occurs while using the app. It seems that our pages are extremely easy to use as seen from the user flow tab. Users can typically go from the log in page of the app, to the home page, to the input page, and finally back to the homepage successfully. We were also able to notice through google analytics that the page with the most views was the home page. This statistic implies that users spend most of their time in the home page and often times find themselves back there successfully. This is great news as this implies that our notification system app is efficient in displaying a users input and overall; the app does what it was mainly intended to accomplish.