Group 9

CCT485
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A8: A/B Testing Protocol

TEAM MEMBERS

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A/B Testing

Goals

The goal of the A/B Testing is to measure which design functionality would be more preferred on our target audience. Being that our focus of the application is to connect students on local campus by events, we are looking to improve how events are being published and promoted. Our idea is to create an incentivized system or gamification to help persuade students to join more events on campus. The A and B functionality we are testing is a cumulative badge system that rewards users with real-life prizes and a point-level system. We are observing which of these systems will be in the best interest for the students, and improving the social life on campus.

Tasks

Task A: (~3 minutes)

> The participant will be asked to log into the Event Tune. They will then be asked to check their badge progress for the ICCIT Council Reward. They are still short two more events, so they will be asked to join two more events hosted by ICCIT Council, and then claim the reward from the ICCIT Council group page.

Task B: (~3 minutes)

> The participant will be asked to log into Event Tune. They will then be asked to look at their current rank and points accumulated. Then they will be instructed to check the leaderboard for a regularly scheduled event by UTMSU Council. Then will be asked to check the weekly challenges to earn new points towards leveling.

Procedure

Introduction - Introduce the participant to the study (~30 seconds)

> a. "Good afternoon, I am *[Researcher 1]*, and these are my fellow researchers; *[Researcher 2 and 3]*. Today, we will be asking you to test the functionality of our final product, Event Tune. We are focusing on the engagement of the student body and are aiming to improve the student involvement across campus"

Consent Form - Ask the participant to fill out the consent form (~1 minute)

a. *[Researcher 1]* will ask the participant to review the study's consent form and sign at the bottom.

b. "Please review this consent form for the A/B Testing study, it will outline how your data will be both used and observed in the duration and post-study.

   If at any point you feel you wish to not pursue any further with the study, you may withdraw at any time. Any data that was collected in the study will be **DESTROYED** and not be used for the final report.

   If you have any further questions, please ask now."

Task A - Participant will be asked to test badge system + incentive (3 minutes)

[Researcher 1] will provide the participant with a copy of the functional prototype.

a. "Using Event Tune, please log into the application and find the ICCIT Council group page. Look at your progress for the next reward you are available for and join events to obtain it. Unlock your reward through the group page and find the reward on your profile."

   [Researcher 2 and 3 take down notes]

Task B - Participant will asked to test point system + ranks (3 minutes)

a. "You have attended numerous events using Event Tune, and you want to check your rank. Go to profile and see your progress for your current rank and points accumulated. You go to UTMSU events often, please check the UTMSU group page and check the event leaderboard. Please finish one of the weekly challenges to obtain more points"

   [Researcher 2 and 3 take down notes]

Post-Study Semi-Structured Interview - Interview the Participant with a couple of questions (~5 minutes)

a. "In the task we just got you to do above, we asked you to use Event Tune's reward system. You were able to briefly see the opportunities the rewards provide and how to get them.

How did you find the implementation of the reward system we have integrated into Event Tune?

[Participant Answers]

Was there anything missing from the reward system that you expected?

[Participant Answers]

Do you see the reward system shown in Event Tune being intriguing to the student body? Improving the student-event activity on campus?"

[Participant Answers]

Conclusion - Thank the participant for their time (~1 minute)

b. "Thank you *[Participant]* for taking the time to join us for our A/B Testing. As written in the consent form, your data will be confidential and not be identified in the final product. For compensation, here is *[Cosmin Buck]* for participating in today's study.

Do you have any final questions before we are finished?"

Appendix

- Mobile Phone for display of prototype