Task_PM_3.3

A/B Testing and Iteration

Introduction

Objective

This task aims to iterate on the low-fidelity prototype based on insights gathered from previous user testing. The focus is to address a key issue identified—**implementing a save function to preserve edited photos and prevent accidental loss of changes when users exit without saving**—and evaluate the effectiveness of the proposed solution using A/B testing.

Scope

- Adjusting the prototype to create an A version (original prototype) and a B version (improved prototype) that introduces a more intuitive **Save functionality** for saving edited photos.
- Conducting A/B testing with six new users (three for each version).
- Logging user testing results systematically, using a color-coded system to track task performance and challenges.
- Analyzing the findings to determine the success of the B prototype in improving the **Save functionality** and preventing accidental loss of changes when exiting.

Enhancing Save Functionality: Two Complementary Features

User testing revealed that many users missed the "Save" button or accidentally exited the filter preview, leading to unsaved changes. The key issue was the lack of clear confirmation when users tried to exit.

To address this, we're introducing two complementary features:

- **A new "Save" button** that allows users to directly save their edited photos.
- **A Save Confirmation Prompt** that appears if users attempt to exit without saving, ensuring their changes are not lost unintentionally.

These features work together to prevent accidental loss of edits while providing users with confidence that their changes are successfully saved or discarded intentionally.

- **If the user clicks "Yes"**: The edited photo with the applied filter is saved, and the user is returned to the previous screen or the editing interface is closed.

- **If the user clicks “No”**: Any changes (e.g., filter) made to the photo are discarded, and the user is returned to the previous screen or the editing interface is closed.

By combining both solutions, we aim to create a seamless and intuitive experience that directly addresses the user’s needs and concerns around saving their work. These two features provide a clear path for users to manage their edits, ensuring that no work is lost accidentally.

Prototype Adjustments

A Prototype (Original)	B Prototype (Adjusted)
The original prototype (A) features a home screen with user profile and access to filters. On **Screen 2**, there is no prominent **Save button** to save the edited photo. Users can also exit by clicking the **X** button, which causes frustration if no confirmation to save is provided. On **Screen 4**, a **Save Filter** option exists but only saves the filter itself for future use, not the edited photo. There is no **Save** button to save the photo after applying the filter. **Key Features:** • **Screen 2**: X for exit (no Save for edited photo) • **Screen 4**: Save Filter option (but no Save for edited photo) **Prototype Link:** Prototype A	The adjusted prototype (B) introduces key changes to address the issue of saving edited photos and preventing accidental loss of changes. **Screen 2**: 1. After applying a filter, users now see a **Save button** to save the edited photo directly. 2. If they attempt to exit without saving, a **Save Confirmation Prompt** appears, asking whether they want to save or discard changes. → **If the user clicks "Yes"**: The edited photo, along with the applied filter, is saved, and the user is returned to the previous screen or the editing interface is closed. → **If the user clicks "No"**: Any changes (e.g., filter) made to the photo are discarded, and the user is returned to the previous screen or the editing interface is closed. • **Screen 4:** A **Save** button is introduced to save the edited photo, and a **Save Confirmation Prompt** also appears if the user tries to exit without saving. This ensures no changes are lost unintentionally. **Key Changes:** • **Screen 2 and Screen 4:** Introduced **Save Button** for edited photos and **Save Confirmation Prompt** **Prototype link:** Prototype B

Testing Methodology

User Recruitment

To ensure diverse and unbiased feedback, I recruited **6 new participants** for this round of testing. These participants were **different from the first round** of users, including a mix of friends, family, and colleagues.

All participants were briefed on the task without revealing which prototype they would be testing, ensuring no bias in their feedback.

A/B Testing Setup

Group A: 3 users were presented with the original prototype (Version A).

Group B: 3 users were presented with the adjusted prototype (Version B)

To ensure a fair comparison, I maintained equal testing conditions for both groups by:

- Providing the same task instructions for both groups.
- Ensuring the environment was consistent (same device, same testing setup, etc.).
- Giving equal time for exploration and feedback for both prototypes.

Testing Criteria:

The primary goal of this round of testing is to evaluate whether the adjustments made to the prototype have effectively addressed the issue of **saving edited photos** and **preventing the accidental loss of changes**.

Specifically, I want to assess the following:

Can users easily find and use the "Save" button to save edited photos?	We want to observe if users are able to locate the "Save" button quickly and confidently, and if they understand its purpose.
Do users encounter fewer issues when trying to save their changes?	This includes whether users feel confident in saving their work and if there are fewer instances of accidentally losing changes due to unclear save functions.

Does the Save Confirmation Prompt effectively prevent lost changes when exiting without saving?	We'll assess if users understand the confirmation prompt clearly and make an intentional choice based on the prompt behavior: → When users click "Yes": Is the photo saved as expected, and does the user understand they've successfully saved their edits? → When users click "No": Are users aware that their changes are discarded, and do they fully comprehend that exiting without saving removes any edits?

User Demographics & Background)

This table will include 6 users from different segments with their age, background, and usage patterns.

USER	AGE	OCCUPATION	USAGE PATTERN	DEVICE TYPE	TECH SAVINESS
1	19	College Student	Casual, social media heavy, occasional photo editing	Iphone 12	Moderate
2	24	Marketing Manager	Frequent, edits photos for work, shares on social media	Android Galaxy S21	Very High
3	23	Graphic Designer	Daily, heavy use of photo-editing apps	iPhone 14	Very High
4	21	College Intern	Frequent, edits photos for personal use and projects	iPhone XR	Moderate
5	20	Social Media Influencer	Heavy, edits photos for posts and stories	Samsung Galaxy S20	High
6	22	Software Engineer	Frequent, edits photos for portfolio and social media	Pixel 6	High

Task Details and What to Observe

TASK	TASK NAME	OBJECTIVE	STEPS	WHAT TO OBSERVE	ADDITIONAL NOTES
1	Finding and Using the Save Button both on screen 2 and screen 4	Evaluate the user's ability to find, click, and save the photo	1. Start on Screen 2 (filter applied). 2. Apply a filter. 3. Look for the Save button and click it to save the edited photo.	Time taken to locate the Save button, whether users click it, and if they successfully save the photo.	Focus on button visibility, user confidence, and the ease of saving. Observe if users understand the purpose of the Save button.
2	Using the Save Confirmation Prompt both on screen 2 and 4	Assess if the confirmation prompt prevents accidental exits	1. Apply filter on Screen 2, but do not click Save. 2. Try to exit by clicking X. Observe if the confirmation prompt appears.	Success rate of users noticing the confirmation prompt. - Reactions to the prompt (whether they understand what "Yes" and "No" mean).	Assess how clearly users understand the prompt's behavior: - **Clicking "Yes"**: Does the photo save and do users understand it's saved? - **Clicking "No"**: Are users clear that their changes are discarded?

User Testing Results (Task Performance & Observations)

The table below presents the results from user testing conducted for **Prototype A and B**, which incorporates the **Save button** and **Save Confirmation Prompt** features.

Prototype A Results

TASK	USER 1	USER 2	USER 3	SUCCESS RATE	OBSERVATIONS
Task 1: Find and apply a filter from home screen	🟢	🟠	🟠	50%	The absence of a clear Save button caused confusion. Users 1 and 3 expected auto-save functionality.
Task 2: Select a filter using the camera screen	🔴	🟠	🟠	33%	No Save Confirmation Prompt existed. Users accidentally exited without saving changes.

Prototype B Results

TASK	USER 4	USER 5	USER 6	SUCCESS RATE	OBSERVATIONS
Task 1: Find and apply a filter from home screen	🟠	🟢	🟢	67%	**Save button was visible** for all users. User 4 hesitated for several seconds before clicking it, likely due to an expectation of auto-save functionality. User 5 found and used the button confidently after a brief scan, User 6 located it immediately. Overall, the button was clear but required refinement to meet user expectations of seamless saving.
Task 2: Select a filter using the camera screen	🟠	🟢	🟢	83%	The **Save Confirmation Prompt effectively prevented accidental exits** by ensuring users made an intentional choice. Users 5 and 6 quickly understood the prompt's "Yes" and "No" options, with no confusion about their implications. User 4 hesitated and appeared to deliberate longer before selecting "Yes," possibly due to **the prompt's clarity needing further refinement to ensure users fully understand what each action does.** Overall, the prompt succeeded in its core function but could benefit from improved clarity in the message.

Analysis of Findings

ASPECT	DETAILS
What Went Well	• **Prototype B** effectively addressed the issue of accidental loss of edits through the **Save button** and **Save Confirmation Prompt**, ensuring users could confidently save or discard changes. • **Task 1 Success Rate:** Improved from 50% (Prototype A) to 67% (Prototype B), showing users were better able to locate and use the Save button. • **Task 2 Success Rate:** Improved from 33% (Prototype A) to 83% (Prototype B), with the Save Confirmation Prompt significantly reducing accidental exits. Users 5 and 6 in Prototype B understood the prompt's behavior clearly.
What Needs Improvement	• While the **Save Confirmation Prompt** successfully reduced accidental exits, **some hesitation** was observed, particularly with User 4 in Prototype B. • The **clarity of the prompt's wording** should be further refined to ensure users fully understand the consequences of choosing "Yes" or "No.".
Recommendation for Further Testing	Conduct another round of testing to validate changes made to the **Save Confirmation Prompt's clarity**, focusing on reducing hesitation. Introduce testing with more diverse users, including those with varied cultural and linguistic backgrounds, to ensure universal comprehension of the prompt.

Recommendations and Next Steps

RECOMMENDATIONS	DETAILS
Enhance Clarity of the Save Confirmation Prompt	• Redesign the prompt to provide clearer guidance on the actions of "Yes" and "No." • Add a short description or tooltip that specifies the impact of each option.
Test Across Varied Scenarios	• Introduce scenarios involving high-pressure or fast-paced editing tasks to evaluate performance. • Test with users from different cultural or language backgrounds to ensure the prompt is universally understood.
Optimize for Hesitant Users	• Incorporate subtle animations or visual cues to guide hesitant users during the decision-making process. • Consider adding a brief on-screen message after saving, confirming the action for additional reassurance.

NEXT STEPS	DETAILS
Iterate on the Save Confirmation Prompt Design	• Refine the design based on user feedback to reduce hesitation. • Conduct usability tests with 8–10 participants to validate changes.
Expand Testing Parameters	• Test in more varied settings, such as on devices with lower performance or limited screen sizes. • Include scenarios where users edit multiple photos in quick succession to stress-test the feature.