Exploring the Impact of User Interface through A/B Testing
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Abstract
Marketing educators need to prepare students with the skills to solve real-world marketing problems to support the transition from student to marketing practitioner (Hill & McGinnis, 2007). In the same vein, the Association to Advance Collegiate Schools of Business (AACSB) suggest the benefits of multidisciplinary research projects that resemble the current business environment in its report, *A Collective Vision for Business Education* (AACSB, 2016). Therefore, the aim is to develop a multidisciplinary marketing research project rooted in experiential learning. Students conducted research to understand the impact of user interface (UI) design on the *School of Business* mobile application. They worked with design students to determine the optimal UI for the splash screen and home page. The marketing students served as the researchers while the art students created the app designs. Students followed the marketing research process framework: defining the problem, developing an approach to the problem, formulating a research design, collecting data, analyzing data, and preparing the report (Malhotra, Dixit, & Uslay, 2002). The multidisciplinary marketing research project integrates conceptual knowledge and technical skills. In doing so, it enhances analytical skills as well as team building skills, thereby preparing students for the business environment. Marketing managers value the specialized knowledge of marketing research (Gray et al., 2007) such as problem identification and data analysis (O'Brien & Deans, 1995). These analytical skills are important for career recruitment; later, the integration of these skills becomes essential as graduates progress in their careers (Walker et al., 2009).

References Available upon Request