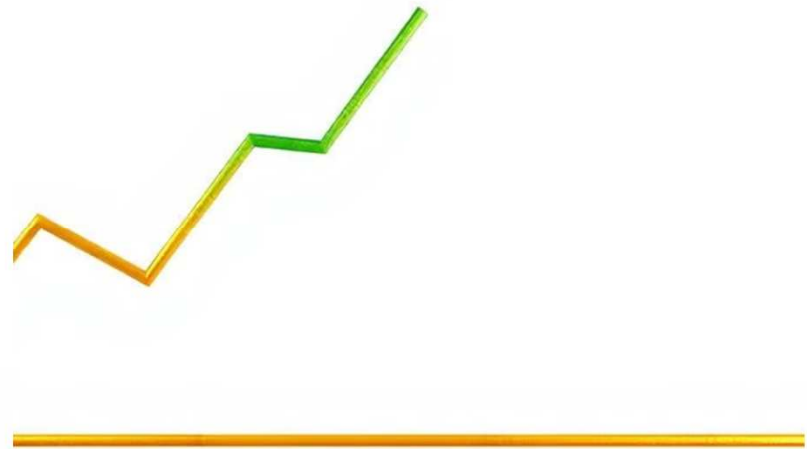


Tutorial 9

Measuring UX Success

Preparing for Final Presentation





Measuring UX Success

1 Objective

Understand the importance of UX metrics and how they demonstrate the effectiveness of your design.

2 Key Metrics

Satisfaction, engagement, task success rate, and Net Promoter Score (NPS).

3 Outcome

Collect data that clearly shows how users perceive and interact with your design.



Setting Up User Satisfaction Survey

- 1** — Create a Survey (Example: Google Forms)
Questions to Include: Rate ease of use, visual appeal, and likelihood of recommendation. Example question: "On a scale of 1-5, how easy was it to navigate the app?"
- 2** — Distribute Survey
Share with 5-10 target users. Gather both quantitative (rating scale) and qualitative (open-ended) feedback.
- 3** — Submit
Link to the survey and a summary of the responses.

Collecting Engagement Metrics

1

Identify Metrics to Track

Examples: Time on page, click-through rate, number of actions per session. Why: Time on page can indicate interest level; click-through rate shows effectiveness of navigation.

2

Gather Data

Use analytics tools (Google Analytics, Hotjar).

3

Analyze

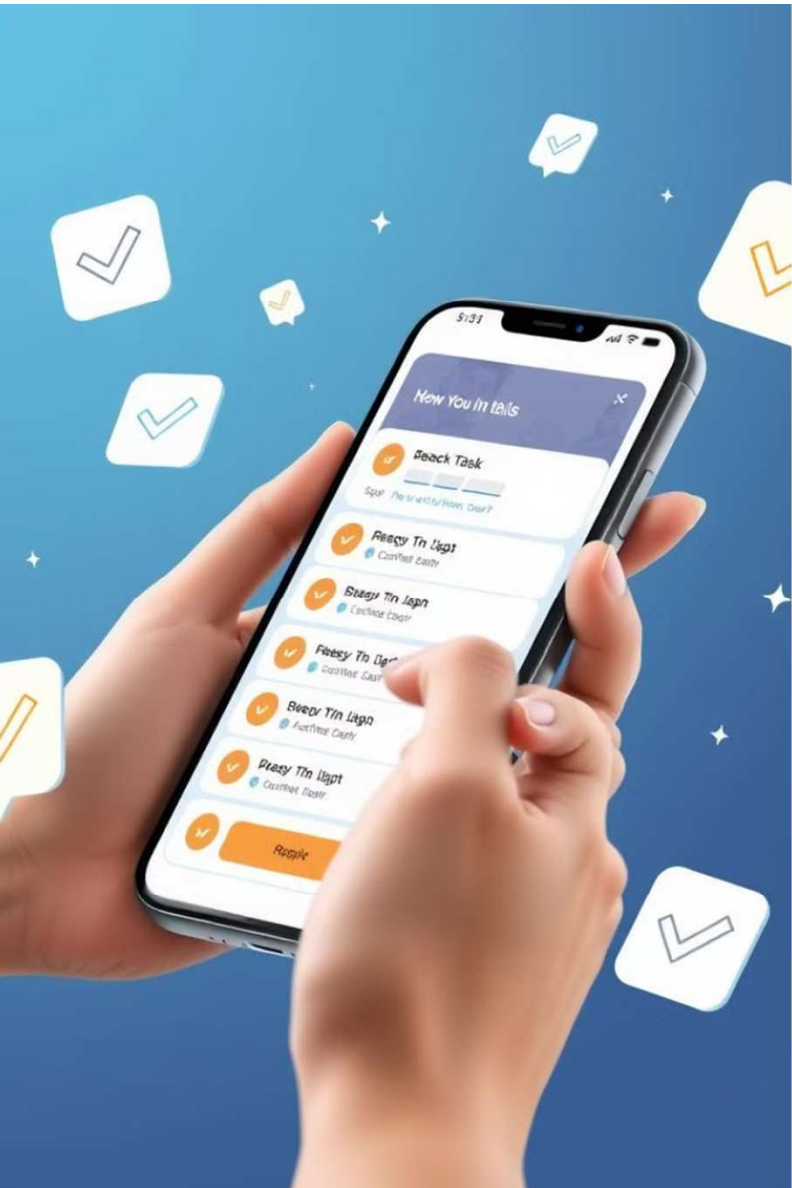
Identify high and low engagement areas. Example: If users spend more time on certain pages, that could indicate those areas are engaging.

4

Submit

Short report on findings with at least one chart.





Measuring Task Success Rate

1

Define a Core Task

Example task: "Find and complete the checkout process." Goal: Ensure users can accomplish key tasks without issues.

2

Conduct User Testing

Invite 3-5 users to attempt the task. Observe if they complete it independently or need guidance.

3

Calculate Success Rate

Formula: $(\# \text{ of users who completed the task} / \text{total users}) * 100\%$. Example: If 4 out of 5 users succeed, success rate is 80%.

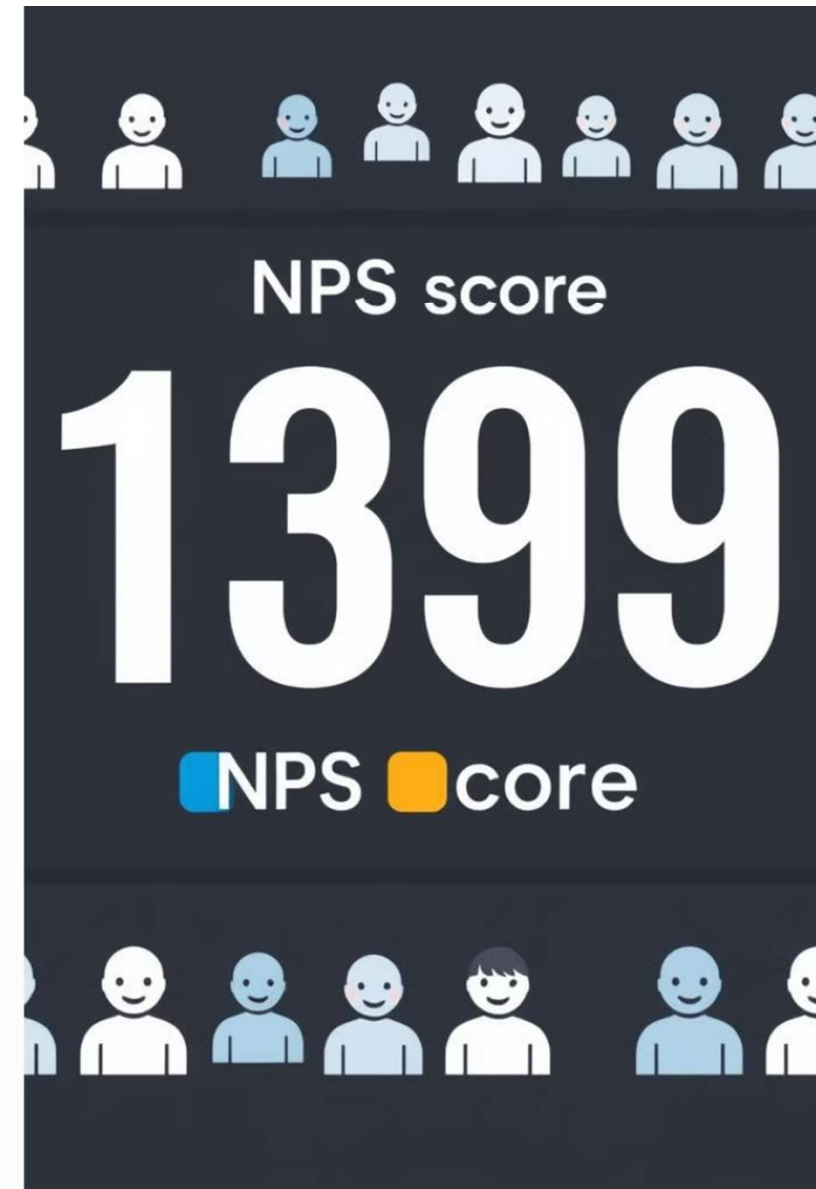
4

Submit

Summary table with task success rates and user feedback on difficulties.

Calculating Net Promoter Score (NPS)

- 1** — Ask the NPS Question
"On a scale of 0-10, how likely are you to recommend this product to a friend?"
Group responses: Promoters (9-10), Passives (7-8), Detractors (0-6).
- 2** — Calculate NPS
Formula: (% Promoters) - (% Detractors). Example: If 70% are promoters and 20% are detractors, $NPS = 70 - 20 = 50$.
- 3** — Analyze
High NPS indicates strong user loyalty; low NPS suggests areas to improve.
- 4** — Submit
Final NPS score with a short analysis.



Preparing for Final Presentation



Structuring the UX Presentation

1 Introduction Slide

Purpose of the UX research and evaluation. Key goals: Improve usability, meet user needs, and validate design decisions.

2 Overview of Metrics

List the metrics used (satisfaction, engagement, task success, NPS) and why each was chosen.

3 Deliverable

Draft of introduction and overview slides.





Creating a UX Metrics Slide

1

Visualize Your Data

Survey Results: Use bar charts for ease of use and visual appeal ratings. Engagement: Show a line graph of user engagement over time.

2

Analyze

Summarize what the data reveals about user behavior. Example: "Most users rated ease of use 4 or 5, indicating high satisfaction."

3

Deliverable

Screenshot of the UX metrics slide.

Presenting User Feedback and Task Success

User Feedback Slide

Highlight key issues users encountered, with quotes or bullet points. Example: "Users found navigation challenging in the checkout process."

Task Success Rate Slide

Show task completion rates and any specific challenges observed. Example: "80% of users completed the checkout, but 20% struggled with payment options."

Deliverable

Screenshots of both slides.