UX/CX - EXPERIENCE METRICS

UNDERSTANDING THE PROJECT PRODUCT PUZZLE

Users

Process

People

Technology
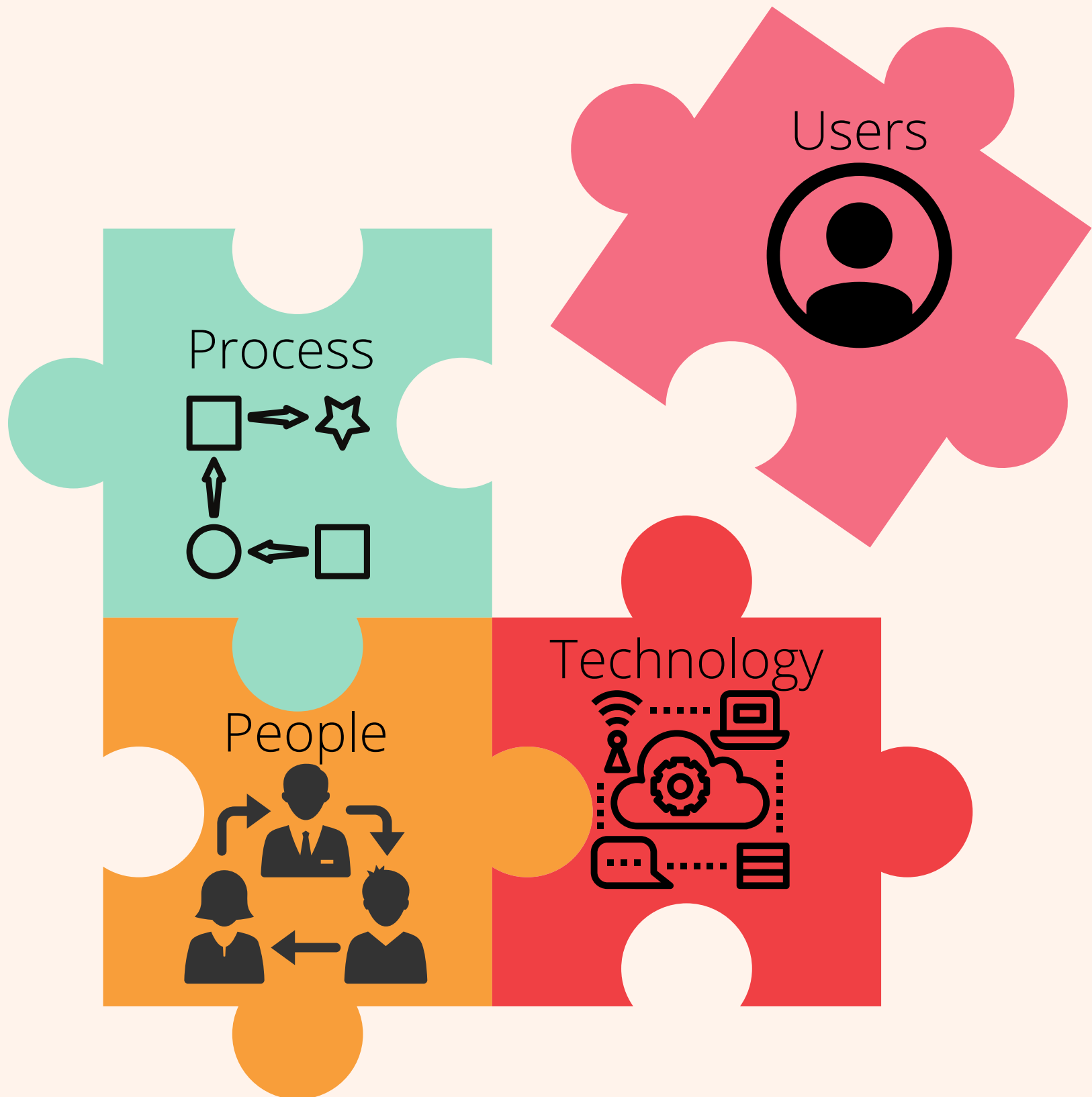
UX/CX EXPERIENCE
3 A'S METRICS

Audience
Understanding the goals, wants and needs of your users or Stakeholders.

Adoption
Creating a end to end solution that they want to use. And that fits into the roles and environment.

Adherence
Long term adoptioin through sustainability of the solution eco-system and building evergreen design.

3 A'S
METRICS

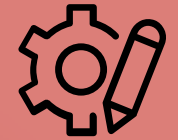| METRICS	MEASURE OF	PURPOSE
• Persona Assessment • # of Features Included • User Journey Anslysis	**A**udience Connection	Users feel understood and valued
• Ease of Use Survey • Integration Assessment • Feature Adoption Rate	**A**doption by Users	Users feel their needs and wants are met
• Loyalty Survey • Market Competitive Content Analysis • # of new features	**A**dherence of Solution	User retention focus based on a sustainable and evergreen solution

GOOGLE'S HEART
DIGITAL METRICS

Happiness

Engagement

Adoption

Retention

Task Success

GOOGLE'S HEART

DIGITAL METRICS

METRICS	MEASURE OF	PURPOSE
• Satisfaction • Ease of Use • Net Promoter Score	**H**appiness	Users feel site is unique
• # of Views • # of Uploads • # of Share	**E**ngagement	Users discover more content
• New Upgrades • New Subs • New User Purchase	**A**doption	Users want the content
• # of Active Users • Renewal Rate • Repeat Purchases	**R**etention	Users continue site use
• Search Result Success • Time to upload • Profile Creation	**T**ask Success	Users complete their goals

COMPETITIVE ANALYSIS
MARKET FEATURES

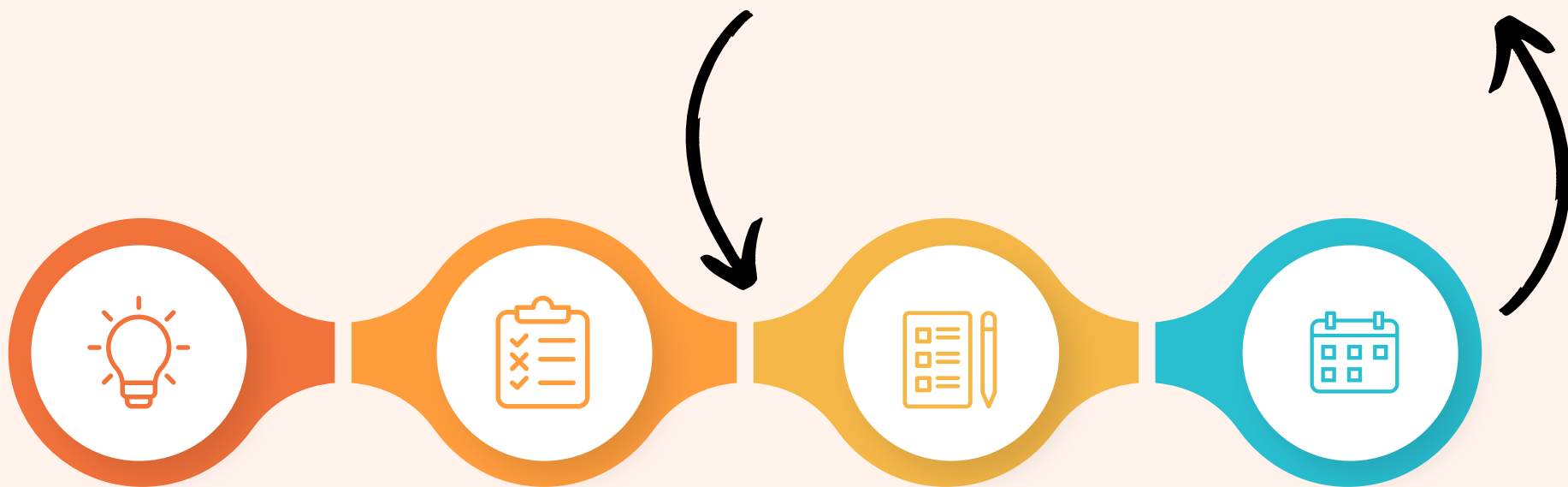|	Your Project	Competitor 1	Competitor 2	Disruptor 1
User Scope	✅	✅	✅	✅
Key Feature	✅	❌	✅	✅
Role Integration	❌	✅	✅	✅
E2E Process	✅	❌	❌	✅
Tech Integration	✅	✅	✅	❌
Data Capture	❌	✅	✅	❌

CLICK THROUGH ANALYSIS

Also track process abandonment - a process stoppped part way through

Total Expected Task Time vs User Task time is an area to address.

Process Step #1
Time to Complete

Process Step #2
Time to Complete

Process Step #3
Time to Complete

Process Step #4
Time to Complete