



Ahmed Abdulwahid



The HEART Framework 🔥 The Secret for Exceptional UX 🔥



#DataGenius



Imagine you build a product. It looks sleek. It works fine. But users don't stick around. Why? 🤔

This is where the **HEART** framework comes in. Developed by Google UX researchers, it helps you measure not just actions, but emotions — turning user experience into real, measurable success 🚀.

It provides a structured way to track and improve UX using data-driven insights, making it a powerful tool for data scientists, UX researchers, and product teams alike. 💡

**Let's break it down
without the fluff —
just actionable
insights** 

HEART = 5 Key UX

Metrics

- Happiness 😊 – Do users love your product?
- Engagement 🎮 – How actively do they use it?
- Adoption 🚀 – How many new users join in?
- Retention 🔋 – How many users keep coming back?
- Task Success ✅ – Can users easily complete key actions?

Let's make it practical – here's how each metric translates into real results 

1

Happiness 😊

(Satisfaction & Loyalty)

What it means:

How happy are your users? This metric captures user satisfaction, loyalty, and their willingness to recommend your product.

🛠️ How to Measure It:

- Net Promoter Score (NPS): Ask users how likely they are to recommend your product on a scale from 0–10.
- Customer Satisfaction Score (CSAT): Quick post-interaction surveys to gauge satisfaction.
- App Reviews & Feedback: Monitor sentiment analysis from customer feedback and social media.

Example:

Netflix uses AI-driven recommendations to improve satisfaction and boost loyalty by personalizing content.



Fix It Fast:

- *Analyze user reviews for common frustrations, fix them ASAP, and watch satisfaction rise! ✓*
- *Implement personalized experiences tailored to user behavior.*
- *Offer stellar customer support – quick responses build trust and happiness.*



2 Engagement (Activity & Interaction)



What it means:

Are users actively using your product? Engagement measures how frequently and deeply users interact with your platform.



How to Measure It:

- *Daily Active Users (DAU) & Monthly Active Users (MAU): Track how many users return to your app consistently.*
- *Time Spent on Platform: Monitor session duration and frequency.*
- *Feature Usage: Identify which features are used most and least.*

Example:

Duolingo gamified language learning (streaks, rewards) to skyrocket daily active users.



Fix It Fast:

- Add nudges – push notifications, rewards, or streaks – to keep users coming back 🔥
- Implement micro-interactions to create an engaging experience (e.g., animations, haptic feedback).
- A/B test different UI elements to optimize engagement.

3

Adoption 🚀 (New User Growth)

What it means:

Are new users actually using your product? This metric tracks how effectively your onboarding process converts new users into active ones.

🛠 How to Measure It:

- *Sign-Up Rates:* Track how many visitors sign up.
- *Onboarding Completion Rates:* Measure how many users complete the onboarding process.
- *Time to First Key Action:* Identify how quickly users reach their first meaningful interaction.

Example:

Spotify offers personalized onboarding to help new users instantly find music they love.



Fix It Fast:

- *Optimize onboarding – remove unnecessary steps, show quick wins early*
- *Use guided tutorials and interactive walkthroughs.*
- *Implement incentives like free trials to encourage first-time engagement.*

4

Retention



(User

Stickiness)

What it means:

Do users stay, or do they leave? Retention ensures that users find ongoing value in your product.



How to Measure It:

- **Churn Rate:** Track how many users leave over time.
- **Cohort Analysis:** Compare retention rates of different user groups.
- **Repeat Usage Rates:** Identify how often users return within a specific period.

Example:

Instagram retains users by making content discovery addictive (Reels, Explore page, personalized feeds).



Fix It Fast:

- Set up early churn signals – trigger reminders, offer discounts, or send “We Miss You” emails 
- Personalize content based on user preferences.
- Implement loyalty programs or exclusive perks.

5 Task Success ✓ (Ease of Use)

What it means:

Can users easily achieve what they came for? A frictionless experience is key to usability.

🛠 How to Measure It:

- *Task Completion Rate: How many users successfully complete a given task.*
- *Error Rate: Track how many users encounter issues or abandon tasks.*
- *Time-to-Completion: Measure how long it takes users to achieve their goal.*

Example:

Amazon's One-Click Checkout simplified the buying process and boosted conversions.



Fix It Fast:

- Remove friction – fewer steps, clear CTAs, faster load times = more success! 🏆
- Optimize search functionality with AI-driven suggestions.
- Use usability testing to identify and fix UX roadblocks.

HEART vs. AARRR: **What's the Difference?** 🤔

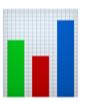
- 💡 *HEART = UX Success (User experience & satisfaction)*
- 💡 *AARRR = Growth Hacking (User acquisition & revenue)*

Want the best of both worlds? Combine them to make a product that grows AND keeps users happy 💪🔥



Final Thoughts: Data + UX = Success

If your users love your product, they'll use it, share it, and pay for it.

- ◆ Use HEART to measure UX impact 
- ◆ Identify weak spots & improve fast 
- ◆ Combine data & psychology for unstoppable growth 

*R*e~~p~~ost it



Thank you