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# Category, UX KPI

2017 Jan

Notes

2016 Dec

Notes

All categories VS smarhome.

- Based on

Based on worksheet,

# All Categories						
Engagement	CONVERSION (CATEGORY TO PDP SEGMENT)	PREVIOUS PERIOD	% CHANGE	SITE	MULTIPLE OF SITE	
	7.1%	5.8%	22.3%	2.15%	3.3	
Engagement	% REVENUE	PREVIOUS PERIOD	% CHANGE			
	27.3%	29.7%	-8.1%			

# Smart home						
Engagement	CONVERSION FOR ALL PAGES IN CATEGORY	PREVIOUS PERIOD	% CHANGE	SITE	MULTIPLE OF SITE	
	4.83%	5.0%	-3.8%	2.15%	2.2	
Retention	EXIT RATE	PREVIOUS PERIOD	% CHANGE	ALL CATEGORIES	MULTIPLE OF CAT	
	24.2%	22.0%	9.9%	28.81%	0.8	
Task Completion	% OF CATEGORY VISITS THAT END UP VISITING PDP	PREVIOUS PERIOD	% CHANGE	ALL CATEGORIES	MULTIPLE OF CAT	
	56.2%	61.6%	-8.7%	39.72%	1.4	

## Best Buy UX KPI: Category Heart Analysis

Based on UX KPI - Google's Heart Framework

### Worksheet

UX KPIs Category Worksheet V2

Report: [https://sc2.omniture.com/x/2\\_6zpqd](https://sc2.omniture.com/x/2_6zpqd)

## Metric Goals and Definitions

### Happiness (3/4, done for now)

Goal	Signal	Metric	Relevant	Effort	Status	Notes
Customers have a positive reactions when they arrive on the page, there are no surprises.	Positive emotion	UT.com Standard question in tests	H	H	done	<ul style="list-style-type: none"> <li>Tests are laborious, can only be done as part of improvement.</li> <li>Theoretically a leading indicator.</li> </ul>
		SUS test	M	H	done	<ul style="list-style-type: none"> <li>Will use SUS in future tests</li> </ul>
		Opinion lab: Compliment vs Complain ratio	H	M	skip	<ul style="list-style-type: none"> <li>Lack of responses on category page (4 responses in 2015, need to double check), incredibly slow to react</li> <li>Page-specific indicator</li> <li>Note that opinion lab may be pulled into omniture, which will make reporting easier.</li> </ul> <p><input checked="" type="checkbox"/> Wodzynski, Antek (Best Buy Canada): double check how to get page specific response</p>

	Thinks it's easy	NPS: ease of online shopping scale: -100 to 100	M	L	done -	<ul style="list-style-type: none"> <li>• M: category-wide metric.</li> <li>• Trailing indicator, in middle of dec the amount of responses was too low, and NPS warned that it may not be statistically significant.</li> <li>• Did not include shopper dimension as the question is (ease of shop experience), which may confuse the customer with the entire purchase experience.</li> <li>• Note that NPS will be pulled into omniture, where it may be even easier to access.</li> <li>• <b>Drawback:</b> NPS is currently only split by group level. This means a category like furniture is combined with kitchen and outdoor living.</li> <li>• <b>Drawback:</b> NPS cannot be used in many categories as there are not enough submissions. This means that NPS has to be drawn from a long period of time instead of the current month (or week). As such it is not a great metric for category KPIs.</li> </ul>
		NPS: ease of navigation: scale: -100 to 100	M	L	done - do not	<ul style="list-style-type: none"> <li>• M:Category-wide metric.</li> <li>• In mid-dec the response rate was considered significant.</li> <li>• <b>Drawbacks:</b> See above</li> </ul>

## Adoption (3/9, done for now)

Goal	Signal	Metric	Relevant	Effort	Status	Notes
New customers are finding the category page and navigating to sub-category.	Navigation to sub-categories.	Next step in path	H	H		Had trouble finding it.
	Navigation to related categories	Omniture Path? Report	M	H		Had trouble finding it.
	New visitors Customers not leaving	Exit rate for new visitors <a href="#">Category analysis</a>	M	M	Done	
	New Customers staying longer	First time visitors to category time on page.  <del>All new visitor visits under 15 sec / all new visitor visits</del>  <a href="#">Category analysis</a>	L	M	Rejected	This may not be the best metric, 15 seconds is a long time to spend on a navigation page.
	Finding product		--	--		moved to task complete.
Customers are learning about new categories	Traffic to learning materials		H	M	follow up	Return metrics are covered in engagement  Haven't tried
	PDP learning interaction	Using tabs, galleries, scroll to 3rd party content	--	--	Rejected	not relevant, use for PDP engagement
Customers are taking advice on accessories for category	Attach in interstitial	?	L	H	skip	far from page  Haven't tried
	Average items in order increase	?	L	L	skip	far from page  Haven't tried

## Engagement (7/12)

Goal	Signal	Metric	Relevant	Effort		Notes
Customers are serious about their intent to purchase and are motivated to share their excitement with others.	View lots of products					See task completion
	Filter and sort	?	L	M	Rejected	not very relevant, weak signal

	Shortlisting of product: leave lots of items in cart	Cart abandonment items in cart???	?	?		investigation required
	Or simplify: add lots of products for visit					
	Sharing, recommending	Shares of page	L	M	Rejected	Not overly relevant; very low usage feature
		Share of products in category	L	M	Rejected	Too far, and a very low usage feature
		NPS recommendation for category	M	L	Rejected	Using for happiness
They understand the Best Buy value proposition.	Can verbalize value proposition	survey? Returns data?	H	H		
	Perceives BBY favourably against competition	survey? UT.com?	H	H		
	Uses 'advanced' loyalty options	traffic to related services pages	M	L		
		Purchases using loyalty points	?	H	Rejected	Too laborious, potentially random. People use points every X purchases.
Customer makes a purchase	Needs less time to be convinced	Orders per visit	M	M	Follow up	Don't understand the number in report?  A little far to be a huge factor  May not be the best for cross-category comparison.
	Spends more	\$ per visit	L	M	skip	too far, too many factors?  Not so good for category comparison.
	More likely to buy	Conversion rate	M	L	Follow up	Can't isolate conversion by category page visits (can only do all category pages in general)

## Retention (3/4 complete)

Goal	Signal	Metric	Relevant	Effort	Status	Notes
Customers are coming back to the category page	Comes back from learning materials	Traffic from blog pages from this category?	H	--	skip	going to blog in adoption Don't know how to measure
	Returns for another visit	% of return visits Category analysis	M	M	Done	
Customers are not leaving the category page	Does not leave in visit	Exit rate for new visitors Category analysis	L!	M	Done	
	Does not go to home	Path report for category?	?	--	skip	Good negative signal, future

## Task Completion (3/4 complete)

Goal	Signal	Metric	Relevant	Effort	Status	Notes

Customers are navigating inside the category funnel	Navigation to sub-category, related category or learning material	Path report for category?	H	H	skip	Assuming related categories is a manual process
		UT.com results	H	H	Follow up	Good for new features but tests are laborious. As per <a href="#">Yee, Philip (Best Buy Canada)</a> , need investigation on how completion rates transfer to population
	Making purchase in category		M	H		Moved to engagement
	Finding product	Category to PDP drop off.  (category to pdp visits / category visits)  Adobe Marketing Category Analysis Workspace: <a href="#">Category to PDP</a>	H	M	Done	Currently manual. Moved from adoption dimension.

## UX KPI - Google's Heart Framework

Heart vs Pulse

**Heart: Happiness, Engagement, Adoption, Retention, Task success**

- UX focussed
- Compliments PULSE framework

**Pulse: Pageviews, Uptime, Latency, Seven-day-active, Earnings**

- Has impact on UX, but it's indirect

**How to Heart: Goals, Signals, Metrics**

- Goals:
  - Don't worry about how to achieve the goal yet
  - Make sure everyone agrees
- Signals:
  - behavioural manifestations.
  - Could be success or failure (ie bounce is easier to observe than lack of browse).
  - Try not to pick signals that can have many reasons, and would be impacted by design.
- Metrics:
  - Specific data sources.
  - Focus on percentage and ratios to adjust for traffic fluctuations.
  - Keep data clean (ie filter CHQ)
  - Compare to others

**Simple definition**

From [appcues article](#)

<b>Happiness:</b>	satisfaction, likelihood of recommendation	User surveys
<b>Engagement:</b>	how much an average user is using your product (by time, sessions, etc)	Analytics
<b>Adoption:</b>	the percent of users that adopt your product after signing up (user onboarding), and/or the percent of users that adopt a specific feature of your product	Analytics
<b>Retention:</b>	how many users are still present later	Analytics
<b>Task Success:</b>	time to complete a task, error rate	User tests

## More info

Google paper: <http://research.google.com/pubs/pub36299.html>

Appcues article about framework and examples: <http://www.appcues.com/blog/google-improves-user-experience-with-heart-framework/>

Quick dump of all possible metrics, Joe Leech: [https://www.cxpartners.co.uk/our-thinking/big\\_list\\_of\\_ux\\_kpis\\_and\\_metrics/](https://www.cxpartners.co.uk/our-thinking/big_list_of_ux_kpis_and_metrics/)

## SUPRQ - Standardized User Experience Percentile Rank Questionnaire

You have to pay to use it. Seems straight forward, but it's just a survey. It has comparison to others in the industry. I think it's overkill, and we can similar questions in our NPS survey.

<http://www.suprq.com/>

## UX KPI - Initial Notes

This is just to capture some of the initial thinking...  
switched to Heart Framework, because it's similar but a standard.

### Intro

The purpose of this page is to centralize all UX KPI so that we always pursuing the same metrics over time. The KPI definition of done:

1. Identify goal(s)
2. Identify a measure to support that goal
3. Create a report where this metric can be easily accessed

Notes:

- All steps should be vetted with all stakeholder
- All initiatives should map to these KPI
- Goals should not shift too often, but the means to measure might (e.g. A/B testing will provide a better way to measure an increase in revenue the spot testing)

- This is just to capture some of the initial thinking... switched to Heart Framework, because it's similar but a standard.
- Intro
- Category pages
  - Goal: Come back
  - Goal: Learn more
  - Goal: Enjoy
- Goals to discuss and consider
  - Goal: Satisfaction with purchase
  - Goal: Increase revenue
- Metrics to discuss & consider
  - Exit rate, Time on page
  - Visit Frequency

### Category pages

Our category pages are critical components of the customer browse part of the journey.

## Goal: Browse & Choose Products

Getting to PDPs is good, but selecting and shortlisting of products is better.

Metrics & Report:

- Increase visits to PDP in category
  - how many people went to PDP
- PDP percentage add to cart in category
  - Of all visits how many people added to cart

Questions/Comments:

- This feels like a good global browse metric
- If we have a better wishlist feature, we should count it too
- related to the above, we don't have a good metric for task success rate: ideally it could be: stayed on pdp for longer than X sec, which could be interpreted as found compelling product

### **Goal: Come back**

Not every purchase ends on the first visit. Category pages should entice customers to return to best buy in the future and hopefully complete the purchase.

Metrics & Report:

- Higher percentage of return visitors to category and PDP in category. Customers may use other means to return, ie go back to a product they shortlisted.

Metrics considered and rejected:

- Return frequency: does not change too much when looking at different timeframes.
- Percentage could be affected negatively by marketing campaigns targeted at fresh users

### **Goal: Learn more**

Many of our categories are technical, and customers could use help.

Metrics and reports:

- Traffic to learning materials
- Needs to be juxtaposed with a metric that can prove we are not bleeding traffic? Do visitors return?
- Actions on learn content, ie sharing a youtube video

Questions/Comments

- Can accessories be framed in the concept of learning? "The story of how I got way more out of my go-pro with the right accessories"

### **Goal: Enjoy**

Finding a product should be a delightful experience. Customers should be in good spirits to either complete purchase or easily come back.

Metric & Report:

- NPS: should be juxtaposed against other categories; rest of site.

Question/Comments:

- What is more important: purchaser, or non-purchaser? Leaning towards non-purchaser, as there are probably bigger wins. Do both if there is no clear answer.
- This metric is most laborious. Could be something we ask from the stakeholders. Actually tracking the number is easy, mining the data right now is hard.

## Goals to discuss and consider

### **Goal: Satisfaction with purchase**

- Customers get all their help when needed?
- Did they consider accessories that would make the product better? Is that a UX concern?
- How would you measure? Purchaser NPS?

### **Goal: Increase revenue**

Metrics & Report:

- Percentage of total revenue?
- Revenue per visit? Conversion?

Questions/Comments:

- Is it an appropriate UX KPI? In my opinion we should be aware of it, as our changes cannot negatively impact this. Or, can browse and choose product handle this? Assuming yes, and not considering a UX KPI
- How can you measure the impact of a change that is time shifted (ie not simultaneous and using A/B)?

## Metrics to discuss & consider

### **Exit rate, Time on page**

While having people leave our website is generally bad exit rate has some problems in how it's measured. But does the bad outweigh the good? Since the negative factors remain constant, doesn't a positive movement in this metric still reflect positive change?

### **Visit Frequency**

Majority of our purchases are done between

## **More info, KPI**

### **Quick dump of all possible metrics**

Joe Leech

[https://www.cxpartners.co.uk/our-thinking/big\\_list\\_of\\_ux\\_kpis\\_and\\_metrics/](https://www.cxpartners.co.uk/our-thinking/big_list_of_ux_kpis_and_metrics/)

### **SUPRQ - Standardized User Experience Percentile Rank Questionnaire**

You have to pay to use it. Seems straight forward, but it's just a survey. It has comparison to others in the industry. I think it's overkill, and we can similar questions in our NPS survey.

<http://www.suprq.com/>

### **SUS - System Usability Scale**

Thanks Yee, Philip (Best Buy Canada)

Also a survey. It's an old standard system, so we may be able to find benchmarks. Because it's a survey method, its system the implementation is limited. However SUS score could be used as a standard in our usability test.

<https://www.usability.gov/how-to-and-tools/methods/system-usability-scale.html>

### **Pirate Metrics: Aarrr**

Thanks Busswood, Parker (Best Buy Canada)

Another framework, focusing on several dimensions:

1. Activation
2. Acquisition
3. Retention
4. Revenue
5. Referral

It's a good framework and it shares several dimensions with HEART (Retention, Acquisition). It is used by startups and this apparent that it is for launching and growing a product (creating activations, spreading the word). Decided to stay with HEART for now as I feel it is more flexible.

<http://startitup.co/guides/374/aarrr-startup-metrics>

## **All Meeting Notes, UX KPI**

- 2016-12-15 Meeting notes - BBY KPI
- 2016-12-15 Meeting notes - initial brainstorm
- 2016-12-20 UX KPI and Prod Enhancements Meeting notes, Angel Review
- 2016-12-21 Meeting notes - UX KPIs Community #1
- 2017-01-03 UX KPIs Community Review #2
- 2017-01-10: Second review with Jorge
- 2017-01-10 UX Community Review #3

### **2016-12-15 Meeting notes - BBY KPI**

#### **Date**

 15 Dec 2016

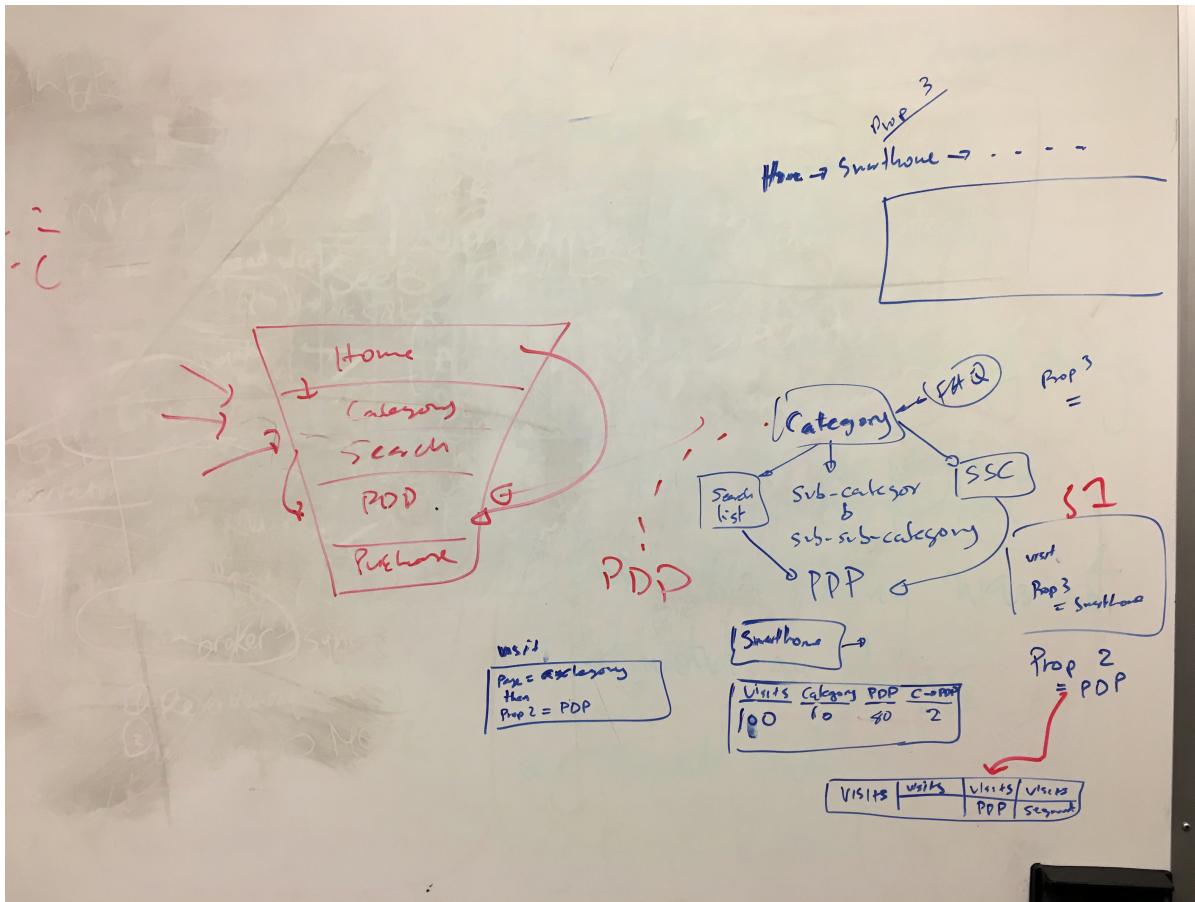
#### **Attendees**

- Wodzynski, Antek (Best Buy Canada)
- Vasquez, Jorge (Best Buy Canada)

## Goals

- Review metrics and report for UX KPI goals.
- Reviewed and discussed pathing reports.

## Notes



## Action items

- Wodzynski, Antek (Best Buy Canada): Set up a following meeting early next week
- Wodzynski, Antek (Best Buy Canada): Replicate path report drawn above in segment builder

## 2016-12-15 Meeting notes - initial brainstorm

Date

14 Dec 2016

## Attendees

- Wodzynski, Antek (Best Buy Canada)
- Yee, Philip (Best Buy Canada)

## Goals

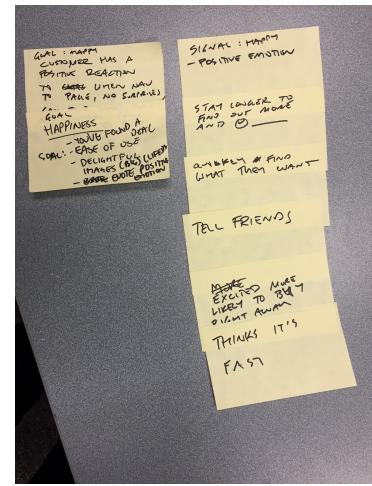
- Use the heart framework to identify KPI for Browse & Category

## Notes

### Happiness

Goal	Signal	Metric
Customers have a positive reactions when they arrive on the page, there are no surprises.	Positive emotion Stays longer to find out more and navigates to lower section Shares with friends Excited, more likely to buy Thinks it's easy	

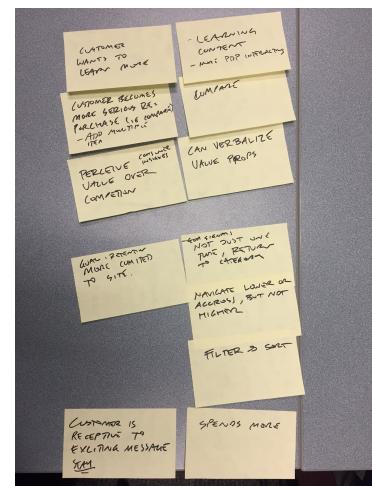
### Happiness Stickies



### Engagement

Goal	Signal	Metric
Customer wants to learn more	More access to learning content More PDP interactivity	
Customer becomes more serious about purchase	Compare Add multiple items to cart Shortlisting	SL: massive cart abandonment
Perceived value over competition	(look at customer insights surveys) Can verbalize value props	
More committed to the site/brand	Return to category Navigate lower or across, but not up filter & sort	
More receptive to messaging	spends more	

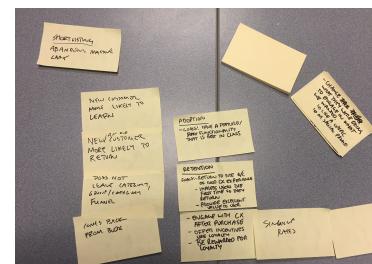
### Engagement Stickies



### Adoption & Retention

Goal	Signal	Metric
More likely to learn		
More likely to return		
Does not leave category funnel		
Comes back from blog		

### Adoption & Retention stickies



best in class functionality		
Provide value		
Engage with customer after purchase		
offer incentives like loyalty	Signup Rates	
Reward for loyalty		

## Next Steps

- Wodzynski, Antek (Best Buy Canada): Review signals with Jorge
- Wodzynski, Antek (Best Buy Canada): Review with Community & do task completion exercise

## 2016-12-20 UX KPI and Prod Enhancements Meeting notes, Angel Review

### Date

 20 Dec 2016

### Attendees

- Wodzynski, Antek (Best Buy Canada)
- Yeh, Angel (Best Buy Canada)

### Goals

- Followup on Production Enhancement retrospective

### Discussion items

- UX KPI
- 3 things Brendan to support
- 3 Examples (what went well, what didn't go well)

### Action items

- Wodzynski, Antek (Best Buy Canada): Create report for 3 categories
- Wodzynski, Antek (Best Buy Canada): Follow up meeting with Jorge
- Wodzynski, Antek (Best Buy Canada): Meet with CoP
- Wodzynski, Antek (Best Buy Canada): tie in with business value, have an initial look. Eventually involve Jorge, Matt
- Wodzynski, Antek (Best Buy Canada): Follow up meeting with UX KPI end of the week, meeting with Brendan & examples the following week.

## 2016-12-21 Meeting notes - UX KPIs Community #1

### Date

 21 Dec 2016

## Attendees

- Wodzynski, Antek (Best Buy Canada)
- Yee, Philip (Best Buy Canada)
- Yeh, Angel (Best Buy Canada)
- Finley, Adam (Best Buy Canada)
- Joo, Jason (Best Buy Canada)

## Feedback

- HEART is a good approach
  - Research how many letters of heart to use
- More background data, not just a good score
  - everyone is curious how much
- Baseline, what's a good score
  - Calculate theoretical 100%
- Objective: quantify
- Revenue tie-in
- Another system: SUS
  - It's a survey and we already have a lot

## Next Steps

- More reports in current format
- Follow up meeting with Jorge
- Look at/Implement feedback above
- Look at revenue tie-in
- Determine conclusion point

## 2017-01-03 UX KPIs Community Review #2

### Date

 03 Jan 2017

### Attendees

- Wodzynski, Antek (Best Buy Canada)
- Yee, Philip (Best Buy Canada)
- Busswood, Parker (Best Buy Canada)
- Yeh, Angel (Best Buy Canada)

### Absent

- @lui, olivia had another meeting

### Goals

- Reviewed UX KPIs (see action items): [UX KPIs Category Worksheet #3](#)
- Discussed role of this dashboard vs the UX dashboard
  - The category production dashboard should be part of the larger UX dashboard
  - Streams to have their own dashboard different than production

### Action items

- Wodzynski, Antek (Best Buy Canada) Set up next review next week
- Wodzynski, Antek (Best Buy Canada) Reporting period change to standard (like a month)

- Wodzynski, Antek (Best Buy Canada) Follow negative NPS, see impact of numbers
  - Smarhome was #1 worst NPS for navigation Dec, #4 best in Nov
  - Appliances was #4 worst NPS for navigation in Dec; #5 best in Nov
  - Added musical instruments which was #1 worst in Nov; #1 best in Dec
  - Looking at it closer, the number of votes puts categories closer to the middle
  - In this case the final recommend is *not* to compare categories to each other
- Wodzynski, Antek (Best Buy Canada) Look at % of total revenue as an alternative to conversion
- Wodzynski, Antek (Best Buy Canada) Add % change to judge quicker impact
- Wodzynski, Antek (Best Buy Canada) Follow up meeting with Jorge this week
- Wodzynski, Antek (Best Buy Canada) Look at isolating direct to home sales and reservation (eliminate MCF kiosk, etc)
- Wodzynski, Antek (Best Buy Canada) Look at this dashboard as a benchmark for any new features or site. How will it be presented
- Wodzynski, Antek (Best Buy Canada) Look at a global view: compare to site global, compare categories
- Yee, Philip (Best Buy Canada) discuss statistical certainty

## 2017-01-10: Second review with Jorge

### Date

 10 Jan 2017

### Attendees

- Wodzynski, Antek (Best Buy Canada)
- Vasquez, Jorge (Best Buy Canada)

### Goals

- **Check for errors** Jorge checked my segment info, which was what I was most worried about
- **Find out why can't I use exit rate.** Problem solved, make sure you use category (c2)
- **How to track traffic leaving for blogs**
  - ~~learning content goal~~
  - pushed to second version due to low traffic
- UX Category KPI #2: look at traffic to and from blogs
- Other questions I might have
  - **Can I compare 2-3 different timeframes to see rate of change** (loose spreadsheet)
  - **How to correlate with revenue: can use ad hoc analysis?** moved to V2, so that we can see a correlation
  - **Can I make my own ratio by creating my own segmented metrics** (ie category visits : category to pdp visits) (loose spreadsheet)
  - ~~Why is there no average bounce rate or exit rate?~~ Found another way to show it
  - ~~Why do my visits are not the same between panels?~~ problem solved, look at segments and (c2) usage
  - ~~What does the orders per visit number mean?~~ Decided to use conversion instead
  - ~~Why is revenue blank in order per visit sheet~~ I think I solved it differently
  - ~~How is exit calculated? The definition is unhelpful~~ moved to V2
  - ~~how come conversion rate is not visible for category visitors~~ I think I solved it differently

Other discussion items:

- Created time to order
- Created custom metrics

### Next Steps

- Wodzynski, Antek (Best Buy Canada) UXKPI: explore report builder to get more utility out of choose KPI
- Wodzynski, Antek (Best Buy Canada) UXKPI: look at ad hoc analysis
- Wodzynski, Antek (Best Buy Canada) UXKPI: look at definition of exits
- Wodzynski, Antek (Best Buy Canada) UXKPI: Follow up on report builder access
- Wodzynski, Antek (Best Buy Canada) UXKPI: Look at page depth metric

## 2017-01-10 UX Community Review #3

### Date

 10 Jan 2017

### Attendees

- Wodzynski, Antek (Best Buy Canada)
- Yee, Philip (Best Buy Canada)
- Busswood, Parker (Best Buy Canada)

### Action Items

- Wodzynski, Antek (Best Buy Canada) UXKPI: NPS: Look into historic trend line
- Wodzynski, Antek (Best Buy Canada) UXKPI: Compare to specific category that we are known for, instead of average (maybe try the same of NPS)

## UX KPIs Category Worksheet V2

### Changes from v1

- Got rid of composite score
- Added Year over year difference

### Categories explored

- Smart home
- Major Appliances
- Computers
- Baby & Maternity

### Objective

- Determine variance of numbers to identify good KPIs  
(changes will be implemented on analysis page)

### Observations

- Need further

### Notes for V3

- Remove % of new visitors that spend less than 15 sec. It was a suspect metric and it looks like there is no variation.
- Blend NPS ease of navigation purch and non purch into a new score. Used ease of nav purch and non-purch to simplify and focus on elements that can be improved
- Fix return visits error
- Need to drastically reduce report creation time a bit trickier to set up, but then much easier to run again. Could be improved
- Two issues carried over to UX KPIs Category Worksheet #3

### Conclusion

#### Smart home

Smarthome - KPIs Worksheet -2.xlsx

Happiness				
NPS ease of navigation, Non-purchaser				
Current	Previous	Difference from previous	Last year	Difference year over year

-15.2	9.4	-24.6	-2.1	-13.1
<b>NPS ease of navigation, purchaser</b>				
Current	Previous	Difference	Last year	Difference year over year
27.9	35.9	-8.0	31.0	-3.1
<b>NPS ease of online shopping, non-purchaser</b>				
Current	Previous	Difference	Last year	Difference year over year
-2.2	0	-2.2	-6.8	4.6
<b>Adoption</b>				
<b>Exit Rate, New visitor</b>				
Current	Previous	Difference	Last year	Difference year over year
27.4%	26.8%	0.6%	no data	
<b>% of new visitors that spent less than 15 seconds</b>				
Current	Previous	Difference	Last year	Difference year over year
44.1%	48.1%	-4.0%	no data	
<b>Retention</b>				
<b>Bounce rate, Return visitor</b>				
Current	Previous	Difference	Last year	Difference year over year
23.8%	22.7%	1.1%	no data	
<b>% Return Visits</b>				
Current	Previous	Difference	Last year	Difference year over year
72.3%	31.4%	40.8%	no data	
<b>Task Completion</b>				
<b>Category visits compared to category then pdp visits</b>				
Current	Previous	Difference	Last year	Difference year over year
57.1%	38.7%	18.4%	no data	

## Major Appliances

Appliances Major - KPIs Worksheet -2.xlsx

<b>Happiness</b>				
<b>NPS ease of navigation, Non-purchaser</b>				
Current	Previous	Difference from previous	Last year	Difference year over year
-18.0	6.6	-24.6	3.6	-21.6
<b>NPS ease of navigation, purchaser</b>				
Current	Previous	Difference	Last year	Difference year over year
21.8	27.9	-6.1	25.1	-3.3
<b>NPS ease of online shopping, non-purchaser</b>				
Current	Previous	Difference	Last year	Difference year over year
-18	9.8	-27.8	-11.8	-6.2

Adoption				
Exit Rate, New visitor				
Current	Previous	Difference	Last year	Difference year over year
17.5%	15.7%	1.8%	no data	
% of new visitors that spent less than 15 seconds				
Current	Previous	Difference	Last year	Difference year over year
52.5%	51.7%	0.8%	no data	
Retention				
Bounce rate, Return visitor				
Current	Previous	Difference	Last year	Difference year over year
17.0%	15.0%	2.0%	no data	
% Return Visits				
Current	Previous	Difference	Last year	Difference year over year
72.3%	31.0%	41.3%	no data	
Task Completion				
Category visits compared to category then pdp visits				
Current	Previous	Difference	Last year	Difference year over year
70.7%	41.2%	29.5%	no data	

## Computers

Computers - KPIs Worksheet -2.xlsx

Happiness				
NPS ease of navigation, Non-purchaser				
Current	Previous	Difference from previous	Last year	Difference year over year
-8.2	-2.4	-5.8	7.3	-15.5
NPS ease of navigation, purchaser				
Current	Previous	Difference	Last year	Difference year over year
36.6	39.1	-2.5	33.6	3.0
NPS ease of online shopping, non-purchaser				
Current	Previous	Difference	Last year	Difference year over year
-2.6	-3.3	0.7	-4.9	2.3
Adoption				
Exit Rate, New visitor				
Current	Previous	Difference	Last year	Difference year over year
22.6%	21.6%	1.0%	no data	
% of new visitors that spent less than 15 seconds				
Current	Previous	Difference	Last year	Difference year over year
50.9%	52.4%	-1.5%	no data	
Retention				

<b>Bounce rate, Return visitor</b>				
Current	Previous	Difference	Last year	Difference year over year
20.3%	20.1%	0.3%	no data	
<b>% Return Visits</b>				
Current	Previous	Difference	Last year	Difference year over year
34.5%	62.6%	-28.1%	no data	
<b>Task Completion</b>				
<b>Category visits compared to category then pdp visits</b>				
Current	Previous	Difference	Last year	Difference year over year
59.5%	57.9%	1.5%	no data	

## Baby & Maternity

Baby & Maternity - KPIs Worksheet -2.xlsx

<b>Happiness</b>				
<b>NPS ease of navigation, Non-purchaser</b>				
Current	Previous	Difference from previous	Last year	Difference year over year
0.0	0.0	0.0	29.4	-29.4
<b>NPS ease of navigation, purchaser</b>				
Current	Previous	Difference	Last year	Difference year over year
46.3	45.0	1.3	41.4	4.9
<b>NPS ease of online shopping, non-purchaser</b>				
Current	Previous	Difference	Last year	Difference year over year
-7.1	-7.7	0.6	20	-27.1
<b>Adoption</b>				
<b>Exit Rate, New visitor</b>				
Current	Previous	Difference	Last year	Difference year over year
36.0%	31.2%	4.8%	no data	
<b>% of new visitors that spent less than 15 seconds</b>				
Current	Previous	Difference	Last year	Difference year over year
53.4%	49.4%	4.0%	no data	
<b>Retention</b>				
<b>Bounce rate, Return visitor</b>				
Current	Previous	Difference	Last year	Difference year over year
28.5%	25.3%	3.2%	no data	
<b>% Return Visits</b>				
Current	Previous	Difference	Last year	Difference year over year
220.6%	37.4%	183.2%	no data	
<b>Task Completion</b>				

Category visits compared to category then pdp visits				
Current	Previous	Difference	Last year	Difference year over year
54.3%	49.1%	5.2%	no data	

## UX KPIs Category Worksheet #3

Category KPIs V3.xlsx

Todo, from v2:

- Exit rate requires comparison to rest of site
- Need further investigation of NPS
  - Currently NPS is down YoY, but revenue is up. Need to find out if NPS is a good indicator.
  - Look at sample sizes: perhaps the lift in traffic is resulting in a more accurate traffic indication
  - Look at verbatims. Are there new issues that were not around last year.
  - Verbatims lookup might be an ongoing issue to put NPS in context
  - Consider leaving out until it's in omniture and can be fully attributed to the category
- 2017-01-03 UX KPIs Community Review #2 Action items

Category UX KPIs							
Omniture current reporting period	# Date: Dec 5 2016 - Dec 18 2016	2 full weeks in December					
Omniture previous reporting period	# Date: Nov 7 2016 - Nov 20 2016	2 full weeks in November					
NPS current period	All of december						
NPS previous period	All of november						
	Current	Previous	Change from previous	YoY change	Average	Average	CHANGE
	Smarthome						
Happiness							
	NPS: EASE OF NAV, NON-PURCHASER ALL PAGES IN CATEGORY	PREVIOUS PERIOD	CHANGE	YOY CHANGE			
	-19.61	9.375	-28.98	-17.52			
Engagement	CONVERSION FOR ALL PAGES IN CATEGORY	PREVIOUS PERIOD	CHANGE		SITE	DIF FROM SITE	% OF SITE
	3.33%	1.84%	1.49		2.06%	1.27	162%
Adoption							
	EXIT RATE, NEW VISITORS	PREVIOUS PERIOD	CHANGE				
	24.94%	27.37%	-2.43				
Retention							
	EXIT RATE, RETURN VISITORS	PREVIOUS PERIOD	CHANGE				
	28.26%	23.89%	4.37				
	% RETURN VISITORS	PREVIOUS PERIOD	CHANGE				
	69.39%	68.62%	0.77				
Task Completion							
	% OF CATEGORY VISITS THAT END UP VISITING PDP	PREVIOUS PERIOD	CHANGE				
	56.81%	59.47%	-2.66				

	<b>Appliances</b>						
Happiness							
	NPS: EASE OF NAV, NON-PURCHAER ALL PAGES IN CATEGORY	PREVIOUS PERIOD	CHANGE	YOY CHANGE			
	-17.11	6.56	-23.66	-20.72			
Engagement	CONVERSION FOR ALL PAGES IN CATEGORY	PREVIOUS PERIOD	CHANGE		SITE	SITE	% OF SITE
	2.94%	1.52%	1.42		2.06%	0.88	143%
Adoption							
	EXIT RATE, NEW VISITORS	PREVIOUS PERIOD	CHANGE				
	23.26%	22.54%	0.72				
Retention							
	EXIT RATE, RETURN VISITORS	PREVIOUS PERIOD	CHANGE				
	20.68%	22.54%	-1.86				
	% RETURN VISITORS	PREVIOUS PERIOD	CHANGE				
	65.77%	68.62%	-2.84				
Task Completion							
	% OF CATEGORY VISITS THAT END UP VISITING PDP	PREVIOUS PERIOD	CHANGE				
	58.49%	56.29%	2.19				
	<b>Baby &amp; Maternity</b>						
Happiness							
	NPS: EASE OF NAV, NON-PURCHAER ALL PAGES IN CATEGORY	PREVIOUS PERIOD	CHANGE	YOY CHANGE			
	-11.11	0	-11.11	-40.52			
Engagement	CONVERSION FOR ALL PAGES IN CATEGORY	PREVIOUS PERIOD	CHANGE		SITE	SITE	% OF SITE
	3.11%	2.14%	0.97		2.06%	1.05	151%
Adoption							
	EXIT RATE, NEW VISITORS	PREVIOUS PERIOD	CHANGE				
	30.94%	19.57%	11.37				
Retention							
	EXIT RATE, RETURN VISITORS	PREVIOUS PERIOD	CHANGE				
	22.02%	27.43%	-5.41				
	% RETURN VISITORS	PREVIOUS PERIOD	CHANGE				
	70.73%	67.55%	3.18				
Task Completion							
	% OF CATEGORY VISITS THAT END UP VISITING PDP	PREVIOUS PERIOD	CHANGE				
	55.97%	55.35%	0.62				

	<b>Computers</b>						
Happiness							
	NPS: EASE OF NAV, NON-PURCHASE ALL PAGES IN CATEGORY	PREVIOUS PERIOD	CHANGE	YOY CHANGE			
	-7.26	-2.4	-4.83	-14.54			
Engagement	CONVERSION FOR ALL PAGES IN CATEGORY	PREVIOUS PERIOD	CHANGE		SITE	SITE	% OF SITE
	2.82%	1.59%	1.23		2.06%	0.76	137%
Adoption							
	EXIT RATE, NEW VISITORS	PREVIOUS PERIOD	CHANGE				
	24.25%	23.38%	0.87				
Retention							
	EXIT RATE, RETURN VISITORS	PREVIOUS PERIOD	CHANGE				
	23.37%	22.61%	0.76				
	% RETURN VISITORS	PREVIOUS PERIOD	CHANGE				
	65.52%	62.44%	3.08				
Task Completion							
	% OF CATEGORY VISITS THAT END UP VISITING PDP	PREVIOUS PERIOD	CHANGE				
	53.37%	54.26%	-0.89				

## UX KPI Worksheet #5

New

- Added all categories average, and then compared individual categories by this average
  - Did not finish, as it looks like the worksheet should be in report builder format
- Tried and eliminated certain metrics (% revenue)
- combined exit rate for now (instead of new vs returning visitors) as the numbers are really close

For info on next steps:

- 2017-01-10: Second review with Jorge
- 2017-01-10 UX Community Review #3

## Worksheet

- Category KPIs V5.xlsx

## Preview

Category UX KPIs						
Omniture current reporting period	# Date: Dec 1 2016 - Dec 31 2016					
Omniture previous reporting period	# Date: Nov 1 2016 - Nov 30 2016					
NPS current period	All of december					
NPS previous period	All of november					
	<b># All Categories</b>					

Engagement					
	CONVERSION (CATEGORY TO PDP SEGMENT)	PREVIOUS PERIOD	% CHANGE	SITE	MULTIPLE OF SITE
	7.1%	5.8%	22.3%	2.15%	3.3
Retention					
	EXIT RATE	PREVIOUS PERIOD	% CHANGE	ALL CATEGORIES	MULTIPLE OF CAT
	28.8%	29.8%	-3.3%	28.8%	1.0
Engagement					
	% REVENUE	PREVIOUS PERIOD	% CHANGE		
	27.3%	29.7%	-8.1%		
Task Completion					
	% OF CATEGORY VISITS THAT END UP VISITING PDP	PREVIOUS PERIOD	CHANGE	ALL CATEGORIES	MULTIPLE OF CAT
	39.7%	45.3%	-12.4%	39.7%	1.0
	# Smart home				
Happiness					
	NPS: EASE OF NAV, NON-PURCHASER ALL PAGES IN CATEGORY	PREVIOUS PERIOD	CHANGE	YOY CHANGE	
	-19.61	9.375	-28.98	-17.52	
Engagement					
	CONVERSION FOR ALL PAGES IN CATEGORY	PREVIOUS PERIOD	% CHANGE	SITE	MULTIPLE OF SITE
	4.83%	5.0%	-3.8%	2.15%	2.2
Retention					
	EXIT RATE	PREVIOUS PERIOD	% CHANGE	ALL CATEGORIES	MULTIPLE OF CAT
	24.2%	22.0%	9.9%	28.81%	0.8
Task Completion					
	% OF CATEGORY VISITS THAT END UP VISITING PDP	PREVIOUS PERIOD	% CHANGE	ALL CATEGORIES	MULTIPLE OF CAT
	56.2%	61.6%	-8.7%	39.72%	1.4

## UX KPI worksheet #5.1

Changes:

- Simplified amount of KPIs. Refer to Best Buy UX KPI: Category Heart Analysis for details.



Category KPIs V5.1.xlsx