

# Measurement criteria

## Key metrics:

- Task completion time: The time it takes an average user to complete a task on the page.
- Number of Errors: The number of errors that users make when completing a task.
- User satisfaction: The general satisfaction of the users with the usability of the project.
- Task Completion Rate: The percentage of users who complete a task.
- Page Load Time: The time it takes to load the web page and its content.
- Completeness of Information: The amount of information provided about each scholarship or benefit and the ease of access to that information.

## Reference values:

- Task Completion Time: About 2-5 minutes to complete the most complex tasks and about 30 seconds to 1 minute for the simplest tasks.
- Number of errors: The ideal baseline value should be close to zero, since errors can negatively affect the user experience and reduce the effectiveness of the web page. However, it's important to be realistic and understand that some mistakes may be unavoidable. A reasonable benchmark for the number of errors might be less than 3 errors per completed task.
- User satisfaction: At least 80% of users satisfied or very satisfied with the usability of the project.
- Task completion rate: At least 80% of users who complete a task without abandoning it.
- Page load time: About 2-3 seconds for a scholarship and student benefits web page.
- Completeness of information: All relevant information must be available and easily accessible to the user. It is also important to ensure that the information is accurate and regularly updated.

## Measuring tools:

- Surveys
- User tests
- Usage log analysis

It is important to remember that usability metrics are not static and can evolve over time. Therefore, it is advisable to regularly review and update the metrics to ensure that they remain relevant and effective.