# Lesson 3 Choosing and Characterizing Metrics

## What can we do with our own internal logging data or data captured from website to choose the right metrics?

* Retrospective or observational analysis, which is good for establishing a correlation but not a causation.
* Running experiments to find the exact metric for evaluating experiments.

Example:

How to measure if students are happy about our website?

* Step 1: go back to our log. Given that somebody took a second course, which we’ll say is being happy, what did they do? How long did they spend? How many months were they active on the site? This will be our baseline.
* Step 2: Given that they took a second course, then we might also want to trigger surveys that happened within your site or do a focus group, where people who’ve done a single course get a survey about ‘will you take a second course?’ or ‘were you happy with your first course?’

## Techniques to Gather Additional Data

* User Experience Research (UER):

+: good for brainstorming + can use special equipment

-: want to validate results, such as retrospective analysis

* Focus Groups: