Success Measures

How will we measure the movement of the needle and incremental value delivered?

**KPI Name**

**Serviced Moments**- What is in our blind spot? (Competitor analysis)

**Experience Index**- How well do our users like engaging with our offerings? (usability)

**Usefulness**- How well do the functions that we build fulfil the desired objective? (Success rate)

**Experience Debt**- How much work is left?

**Design proficiency**- How well are our teams equipped from a design (accessibility)

--------------------------------------------------------------------------------------------------------------------------

**Measures**:

1. Success rate (whether users can perform the task in the first go) - how many times it worked perfectly

* opposite of error rate

1. The time a task requires, - approx. 20 mins

* Total time required= sum of time taken for activities

1. The error rate, and.- timeout, doc unable to upload

* No of times task fails/total no of attempts

10 doc 10 times no of failure

1. Users' subjective satisfaction.

* rate out of 10 suppose 6/10 due to time out and error received in start

1. Accessibility

* Average of ratings received from survey (if conducted)

1. Recommended changes, good practices used by the competition
2. Expert Reviews
3. Usability

* Average of success rate, error rate, task time, accessibility, survey ratings

1. Survey forms from experienced users
2. Page view or time spent on a particular page- less time needed to perform quick actions
3. Bounce rate- left quickly without performing any action (conversion to action) usability
4. User navigation and search

Usability testing user testing

Ibegin, ppt pitch