Measuring the user experience doesn't start with metrics

Trost, Heidi . Rochester Business Journal ; Rochester Vol. 34, N° 24, (Sep 14, 2018): 30.

🔗Lien de document ProQuest

RÉSUMÉ (ENGLISH)

Measuring the user experience is a cyclical process Whether your company is building a website, software, a mobile app, or a car navigation system, a great user experience-and a successful digital product-is the result of understanding users so you can align their goals with your business goals. Digital products that violate expectations, force customers to alter ingrained behaviors, or fail to help customers achieve their goals rarely demonstrate a return on investment. Using this insight, you can then make adjustments and measure the percentage of users who performed actions that indicate they've successfully made it past that roadblock and accomplished their desired task.

TEXTE INTÉGRAL

Headnote

TECH TALK

Most businesses understand that a good online user experience is an important aspect of a customer's impression of an organization. But what makes a good user experience? Most importantly, how do you know that the investment you are making in your digital properties demonstrates a return on investment for your business?

In order to answer this question, many companies fall into a trap. They focus on "vanity metrics" such as page views, total number of registered users, or app downloads. Unfortunately, if you are only looking at vanity metrics, you miss a critical piece of business information: How do you improve the digital product to demonstrate a return on investment? Instead, you need to use a process that looks much deeper.

Measuring the user experience is a cyclical process

Whether your company is building a website, software, a mobile app, or a car navigation system, a great user experience-and a successful digital product-is the result of understanding users so you can align their goals with your business goals. Only then should you go on to define user experience metrics that your team will use to measure and optimize the digital product. The process, though cyclical, requires customer understanding up front.

Start with a deep understanding of your users

Your customers have many options that compete for their limited time and attention. Digital products that violate expectations, force customers to alter ingrained behaviors, or fail to help customers achieve their goals rarely demonstrate a return on investment.

Many teams make assumptions about their customer's goals, motivations, and behaviors. They base these assumptions on what their competitors are doing, what is currently trending in the indushy, or poorly understood customer service complaints.

But understanding your customers in an intentional manner allows your team to set user experience goals that are based on research-not guessing.

What's the best way to gain understanding?

The answer is surprisingly simple. Observe your customers. Ask potential customers to perform a series of realistic tasks using your product and watch what happens. Conduct field studies, watching what actual or potential users do in the real world-using your product or your competitor's product.

These types of studies reveal critical insight into why your digital product is failing. For example, users may be missing a piece of critical information they need to move forward. This level of understanding is impossible to attain through looking at product or website analytics.

Additionally, you need to take a holistic approach to how users experience your digital properties and products. How are they interacting with the visuals? What actions do they take as the result of how language is used? What about the interface, such as the information architecture, prevents them from achieving their goals?

Use research findings to define goals, measure, and optimize User experience goals and metrics stem from the insights you gleaned from observing users. Let's say you have a problem with users who sign up for a free trial but never come back to use the product again. By observing users, you've found that people get stuck at one specific point, which leads them to believe they can't do what they signed up to do. This is why they are abandoning the product.

Using this insight, you can then make adjustments and measure the percentage of users who performed actions that indicate they've successfully made it past that roadblock and accomplished their desired task. As you measure this over time you can monitor the results of adjustments you've made.

This type of metric-based on research-means far more to your business's success than a vanity metric such as the total number of registered users.

Periodically re-evaluate goals

Digital products are dynamic. If you're not constantly improving them, you're doing something wrong. Myriad factors will affect your digital product as it evolves. This may result in goals not being met.

To complete the cyclical process, your team needs to periodically revisit user experience goals and metrics. You'll observe more users and glean additional insights that will change goals and how you measure them.

Use analytics as a tool, but don't rely on them. Analytics can tell you what but they can't tell you why or how to fix it Observing users provides you with the insights on how to measure the user experience and how to remedy a broken one.

Heidi Trost is a usability expert, user experience researcher, speaker, and founder at Voice+Code.

Sidebar

Understanding your customers in an Intentional manner allows your team to set user experience goals that are based on research.

DÉTAILS

Sujet:	Research; User experience; Customers
Titre:	Measuring the user experience doesn't start with metrics
Auteur:	Trost, Heidi
Publication:	Rochester Business Journal; Rochester
Volume:	34
Numéro:	24
Pages:	30
Année de publication:	2018

Date de publication:	Sep 14, 2018
Éditeur:	Rochester Business Journal
Lieu de publication:	Rochester
Pays de publication:	United States, Rochester
Sujet de la publication:	Business And Economics
ISSN:	08963274
Type de source:	Trade Journals
Langue de publication:	English
Type de document:	Commentary
ID de document ProQuest:	2113087307
URL du document:	https://search.proquest.com/docview/2113087307?accountid=40695
Copyright:	Copyright Rochester Business Journal Sep 14, 2018
Dernière mise à jour:	2018-10-11
Base de données:	ABI/INFORM Collection

LIENS

.