Notes on HCAI

* Distinction in metrics:
  + Behavioral
    - Abandonment Rate
    - Pageviews
    - Problems and Frustrations
    - Task Success
    - Task Time
  + Attitudinal:
    - Usability
    - Credibility
    - Loyalty
    - Appearance
  + Sources: <https://www.userzoom.com/ux-library/what-metrics-and-kpis-do-the-experts-use-to-measure/>

Finish tutorial: <https://www.adobe.com/products/xd/learn/get-started-xd-prototype.html>

Adobe XD – User Testing plugins:

Source for good plugins:

* <https://blog.adobe.com/en/publish/2021/01/14/user-testing-feedback-plugins#gs.mbyzon>
* <https://xd.adobe.com/ideas/process/user-testing/remote-usability-testing/>
* <https://xd.adobe.com/ideas/process/user-testing/best-free-paid-usability-testing-tools/>

Currently up for selection:

* <https://www.usertesting.com/>
* Easy and intuitive: <https://maze.co/>
  + Good remote testing
  + Free