

1.



Activity introduction

This practice activity is an opportunity for you to apply the concepts that you learned throughout the course. We provide a completed example activity so you can compare and contrast your ideas, designs, and grow as a user experience designer.

This activity will help you understand how to use key performance indicators in a UX research study to evaluate how well you are meeting your project goals. A key performance indicator (KPI) measures a user's progress toward a goal while using a product. KPIs are useful for determining what is working well and what needs improvement. This feedback will help you decide how to move forward with your design. Remember, lots of KPIs are not always necessary in every situation. Some KPIs measure "bad" things, while others measure "good" things. Choose the ones that help you evaluate your research goals the best.

There are six common KPIs in UX research:

Time on task: How long it takes a user to complete a task

Use of navigation vs. search: The number of users who navigate casually compared to those who specifically use the search function

User error rates: How often users make mistakes while completing a task

Drop-off rates: The number of users who give up without accomplishing their goal

Conversion rates: The number of users who reach their goal successfully

System Usability Scale (SUS): A series of 10 questions evaluating how easy or difficult your product is to use


In this activity, you'll choose 2-3 KPIs to measure for the KPI section of your UX research study plan for the CoffeeHouse app.

To view the CoffeeHouse business scenario for this course item, click the link below and select "Use Template."

Link to scenario: [CoffeeHouse business scenario](#)

OR

If you don't have a Google account, you can download the scenario directly from the attachment below.

 [Google UX Design Certificate - CoffeeHouse Business Scenario DOCX File](#)

After completing this activity, you'll have the opportunity to compare your work to a completed example in the following course item.



Step-by-step instructions

Step 1: Access the template


If you've completed the previous UX research study plan activities, you should have a plan document that you've been working in based on the UX Research Study Plan template. You'll want to add your KPIs to the same research study plan document.

As a reminder, to use the template for this course item, click the link below and select "Use Template."

Link to template: [UX Research Study - Plan \[Template\]](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [UX Research Study - Plan \[Template\].pdf](#)
PDF File

Step 2: Choose your KPIs

Using the template, write down 2-3 KPIs that will help you measure your progress towards your research goal. You can select KPIs from the list of six commonly used KPIs listed earlier in this activity or choose your own. When brainstorming, remember to ask yourself what you want to find out, and why. You can always refer back to your research goal if you are unsure where to start.

The KPIs you choose will vary depending on what you want to measure. Think about what parts of your design you want feedback from users about, and what will help you assess your progress toward your research goal.

In the example provided in the course for the dog walking app, the checkout process for the dog walker app was analyzed using the KPIs time on task and conversion rate. Time on task measured the time it took users to find and book a dog walker, while the conversion rate measured the percentage of users who successfully booked a dog walker. Looking at both KPIs together showed a clear picture of the users' experiences during checkout. The research goal was to find out how easy it is to successfully book a dog walker using the app, so comparing two KPIs that measure different parts of the checkout experience uncovers meaningful insights.

Step 3: Reflect on the completion of this activity

Be sure you've addressed the following questions in your completed deliverable.

Will the KPIs I chose help me measure progress toward my research goal?

Will the KPIs I chose give me meaningful insights into user behavior?

Will the KPIs I chose give me actionable feedback about how parts of my design are performing?