Lab: Defining Success Metrics

1. Research-Backed Insight Summary

User research insights reveal that conscious gift-givers like Olivia prioritize transparency and ethical sourcing when making purchasing decisions. They often struggle with vague product descriptions and a lack of information about the artisans and their crafting processes. Additionally, users value a seamless and intuitive shopping experience, with clear product presentations and high-quality images. Trust and emotional connection to the products are crucial, as users seek meaningful stories behind each item. These insights highlight the need for a platform that not only showcases products but also tells the stories of the artisans and their craftsmanship.

2. Selection of Key Screens/Features

The following four key screens/features have been identified as critical to the user journey and business goals:

1. Home/Product Grid
2. Product Detail Page
3. Artisan Profile
4. Checkout

These screens represent the primary touchpoints where users interact with the platform, from initial discovery to final purchase, and are essential for evaluating the effectiveness of the design.

3. Well-Defined Metrics Matrix

Page or Feature	Metric Names	Why It Matters
Home/Product Grid	Click-Through Rate (CTR)	Measures the effectiveness of product presentation and user interest, indicating whether the grid layout and product thumbnails are compelling enough to encourage exploration.
Home/Product Grid	Time Spent on Page	Reflects user engagement and interest in the product offerings, helping to understand if users are spending enough time to discover relevant items.
Product Detail Page	Time on Task (Viewing Product Details)	Evaluates how long users spend reviewing product details, indicating the depth of engagement and interest in the product information provided.

Page or Feature	Metric Names	Why It Matters
Product Detail Page	Conversion Rate (Add to Cart)	Measures the effectiveness of the product detail page in driving users to make a purchase decision, highlighting the impact of product descriptions, images, and reviews.
Artisan Profile	Page Views per Session	Indicates user interest in learning about artisans, suggesting the effectiveness of storytelling and the emotional connection built through artisan profiles.
Artisan Profile	Bounce Rate	Shows whether users are leaving the profile page immediately, which can highlight issues with content relevance or presentation.
Checkout	Cart Abandonment Rate	Crucial for understanding the effectiveness of the checkout process, identifying any friction points that might be causing users to leave before completing their purchase.
Checkout	Time to Complete Checkout	Measures the efficiency of the checkout process, ensuring that it is quick and streamlined to reduce user frustration and cart abandonment.

4. Reflections

The metrics for the Minimum Viable Product (MVP) evaluation are critical for assessing the platform's initial performance and user satisfaction. The click-through rate and time spent on the Home/Product Grid will help us understand if users are engaging with the product offerings. The conversion rate and time on task for the Product Detail Page will indicate how effective the product presentation is in driving purchases. For the Artisan Profile, page views per session and bounce rate will reveal the impact of storytelling on user engagement. Finally, the cart abandonment rate and time to complete checkout will highlight any issues in the purchasing process that need to be addressed.

These metrics will be tested through usability testing sessions with a diverse group of users, including conscious gift-givers and artisan enthusiasts. The insights gained from these tests will inform layout and interaction design decisions, ensuring that the platform is both functional and emotionally resonant. For example, if the bounce rate on the Artisan Profile is high, we might need to rethink the layout to better highlight the artisan's story and craftsmanship. Similarly, if the cart abandonment rate is elevated, we might need to streamline the checkout process or address any trust issues that might be causing users to hesitate.

5. Clarity and Structure

The matrix table below organizes the key screens/features, metrics, and their significance, providing a clear and scannable overview of the success metrics for the ArtisanCrafts platform.

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