I would love to address one particular question using data: How likely is a human to engage with a specific behavior during its interaction with a specific interface given the quality and clarity of the UI. It’s a very common question in marketing, and even UX design, as the interaction of the user with a specific product gets manually analyzed in order to get conclusions and suggestions to improve the design. How about automating this task by creating a scoring system for the design that allows us to give a grade to designs, reducing the amount of real people that we need to give the design to, in order to receive useful info about the UX.