

Seminario 6 - Midiendo la UX

HEART (Happiness, Engagement,
Adoption, Retention, and Task
Success)



Dificultades de medir

- Medir la UX es difícil y subjetivo.
- Aplicamos estrategias que necesitan ser evaluadas.
- Solemos usar “**medidas de tráfico**”. Acceso al sitio web, uso de una nueva función, ...
- O Indicadores (KPIs) de “**medidas de negocio**”. Incremento de beneficios, reducción de costos, aumento de la cuota de mercado, incremento del valor de acción.
- Que no siempre son útiles para evaluar a nivel de UX.

Categorías de Medidas

- HEART: Métrica para evaluar la UX de un producto o servicio en base a los **resultados obtenidos.** (Diseñado por Google)

**HAPPINESS
ENGAGEMENT
ADOPTION
RETENTION
TASK SUCCESS**

**SATISFACCIÓN
RELACIÓN
NUEVOS USUARIOS
REGRESO
COMPLETAR**

HEART-Happiness

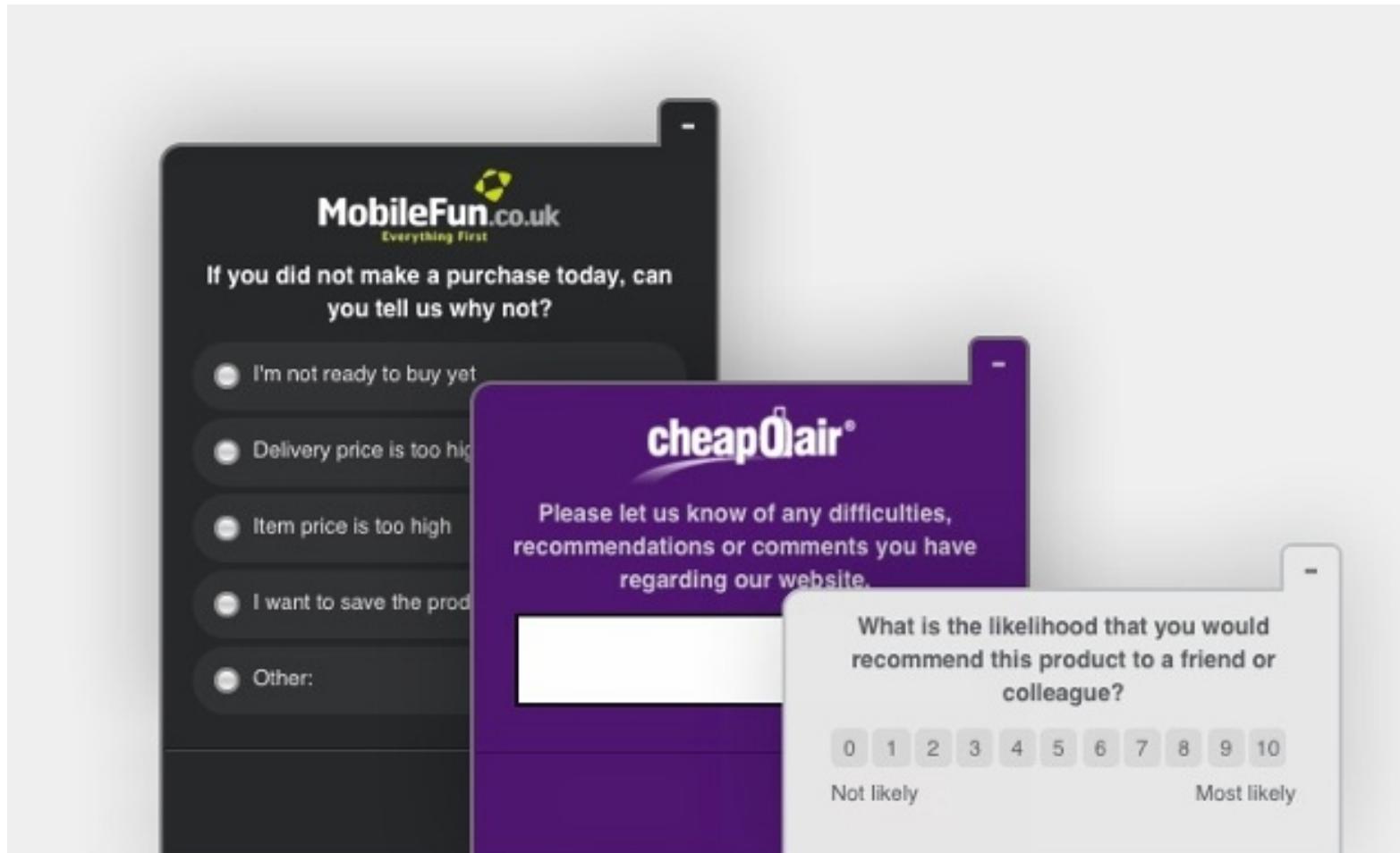
- **Happiness (Felicidad):** Medida de las actitudes de los usuarios frente al producto. Usualmente medida usando encuestas de satisfacción.
 - Satisfacción
 - Facilidad de uso percibida
 - Medida de la lealtad de los clientes

¿Qué tan probable es que recomiende el producto o servicio a un familiar o amigo? ... Promotores/Pasivos/detractores

Encuesta de satisfacción

The screenshot shows the Google AdWords Help Center interface. At the top, there's a navigation bar with the Google AdWords logo, the text "Appcues Inc | April - June 2016", "Your Customer ID: 977-186-6155", and a "SIGN IN" button. Below the navigation bar, there are three main links: "PERFORMANCE", "INSIGHTS & ADVICE", and "RESOURCES". Under "INSIGHTS & ADVICE", there are two sections: "Chat" (with the sub-instruction "Get help from an expert online") and "Learn" (with the sub-instruction "Use the Help Center to find your answers quickly"). Below these sections, there's an "Email" link ("Send us detailed questions about your account"). At the bottom right of this section, there's a "back to top" link. In the center of the page, there's a survey box with the question "Thanks for taking the time to review your AdWords Insider. Was it helpful for you?". Below the question are five blue radio buttons, each followed by a response option: "Not at all helpful", "Not very helpful", "Somewhat helpful", "Very helpful", and "Extremely helpful". At the bottom of the page, there's a large Google logo and the text "All rights reserved. Google and the Google logo are registered trademarks of Google Inc."

Realimentación de los usuarios

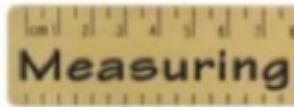


HEART - Engagement

- **Engagement** (compromiso/relación): Nivel de participación de los usuarios.
 - Numero de visitas por semana
 - Numero de fotos subidas por usuario y día.
 - Numero de elementos compartidos.

Gamificación



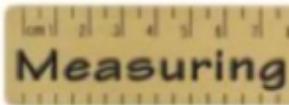


Promoción multiplataforma/ multiproducto

This screenshot shows the Google Calendar interface. A central modal window titled "What's new in Google Calendar" displays information about Gmail integration, mobile apps, and Google Forms. The main calendar view shows various events and tasks for the week of September 6-12, 2015. The sidebar includes sections for "My calendars" (Ty Magnin, Birthdays, Jayden's Schedule, Tasks, Tyler Magnin), "Other calendars" (Add a calendar's calendar, United States), and "Actions".

A modal window titled "New! Insert files using Google Drive" is displayed. It explains how to add Google Drive files into emails instead of attachments. It highlights features like "Available anywhere" (files stored in Drive are available on any device) and "Always up-to-date" (edit a file and it updates automatically for everyone). It also mentions "Send humongous files" (up to 10GB in size). Below this, there's a message from "Alon Shahr, Vicki Fitz" about a graduation event, a link to an "AnnouncementFlyer.pdf" file, and a text input field for comments. At the bottom are "Try it now" and "Maybe next time" buttons, along with a "Insert file using Drive" button.

A screenshot of an iPhone displaying the Google Drive mobile interface. The screen shows the "My Drive" folder with sub-folders like "Appcues" and "Folders". Overlaid on the screen are several promotional banners: one for "A 360° View of User Retention", another for "Copy of ... Webinar" and "Copy of ... log post", and a third for "Get the Drive app" with the subtext "More easily find, share, & organize your files". At the bottom are standard iOS navigation buttons.



Lectura recomendada

Tapping into Mobile App Engagement

Increasing User Engagement for Your Mobile App



SWAD/Engagement1.pdf

10 Ways to Increase User Engagement for Your App

Creating an engaging app takes much more than just an interesting idea. Gimmicks and “flavors of the month” ultimately will not break through the noise of the app stores. What’s needed instead are the proven strategies that help drive better engagement for your app. These aren’t tricks and some of them require significant thought and effort. They will work though if you put in the time. With that, here are 10 tactics that we regularly help our customers with at Savvy Apps to improve their app engagement numbers.

Craft a Stellar App Store Listing

Why are we starting with an element outside the app itself? Engagement starts with your user’s first interaction with your app and that’s in the app store itself. If no one downloads your app, in many ways that’s the worst form of engagement.

Take the time to think about why people will want to even give your app a chance. What problems are you trying to solve? How do you use your app? Focus on benefits, not features as much as possible. Hopefully there’s feedback from testers that can even influence what you use in the app store listing. It’s also helpful to regularly look at featured apps. They usually provide good inspiration for well-done app store listings. See [Oleo](#) and [SHRM Certification](#) as two recent examples of app store listings we created that will help drive downloads.



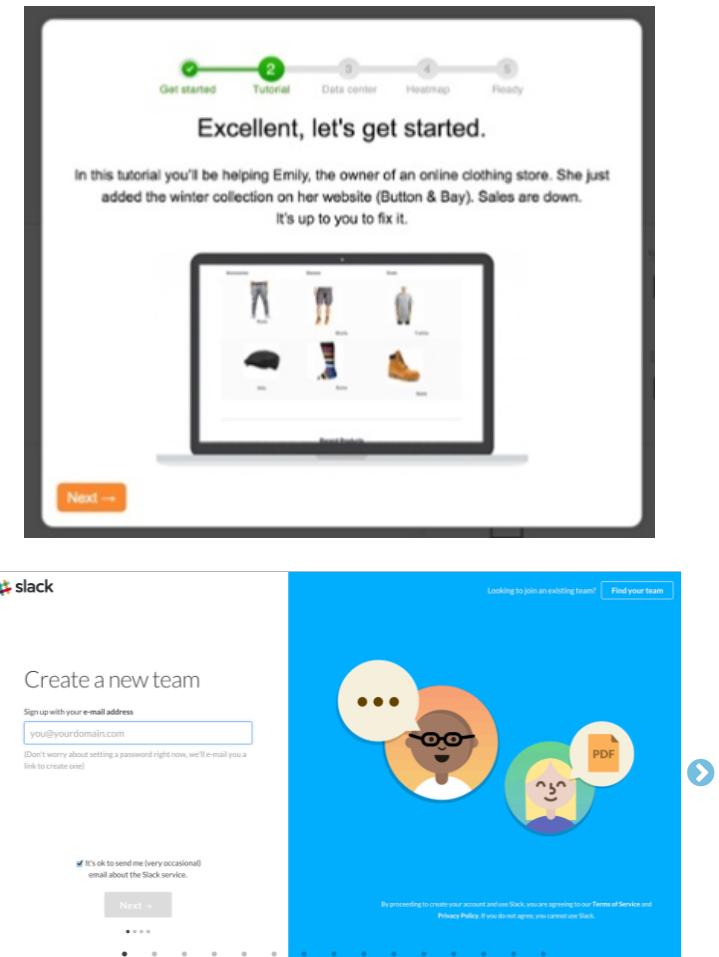
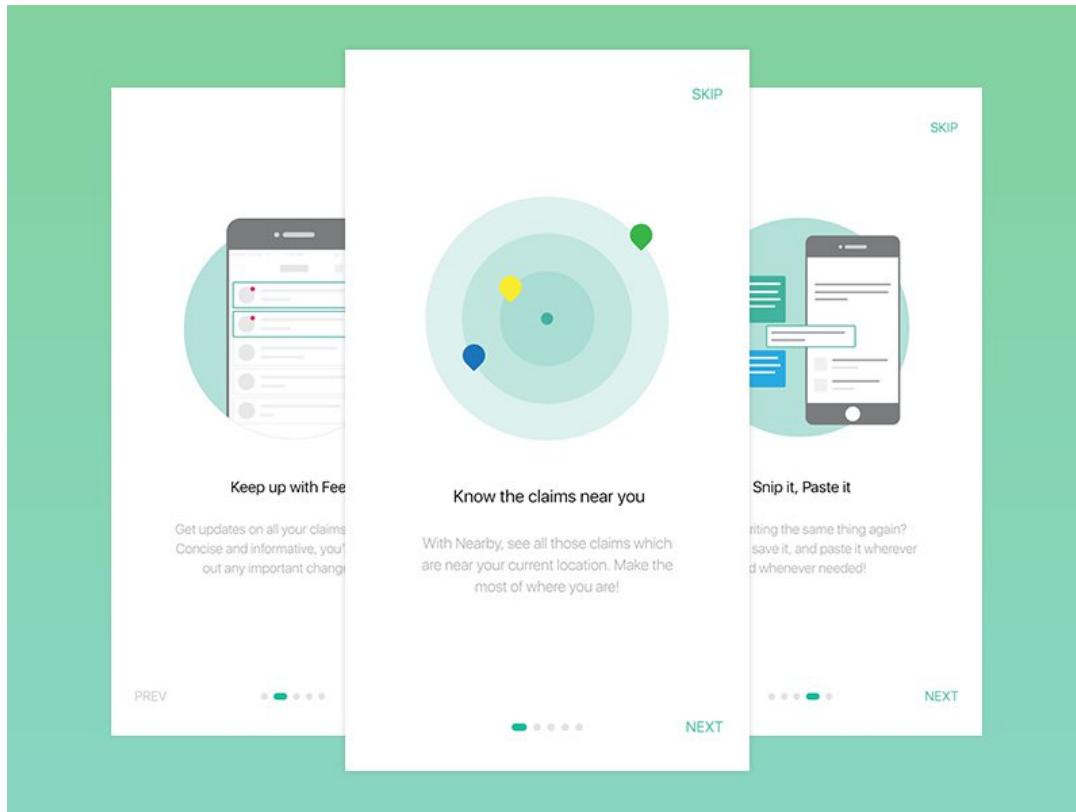
SWAD/Engagement2.pdf

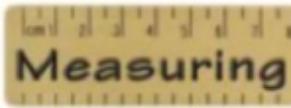
HEART - Adoption

- **Adoption** (Nuevos usuarios): La obtención de nuevos usuarios de un producto, servicio o característica.
 - Actualizaciones a la última versión
 - Creación de nuevas subscripciones
 - Compras realizadas por nuevos usuarios

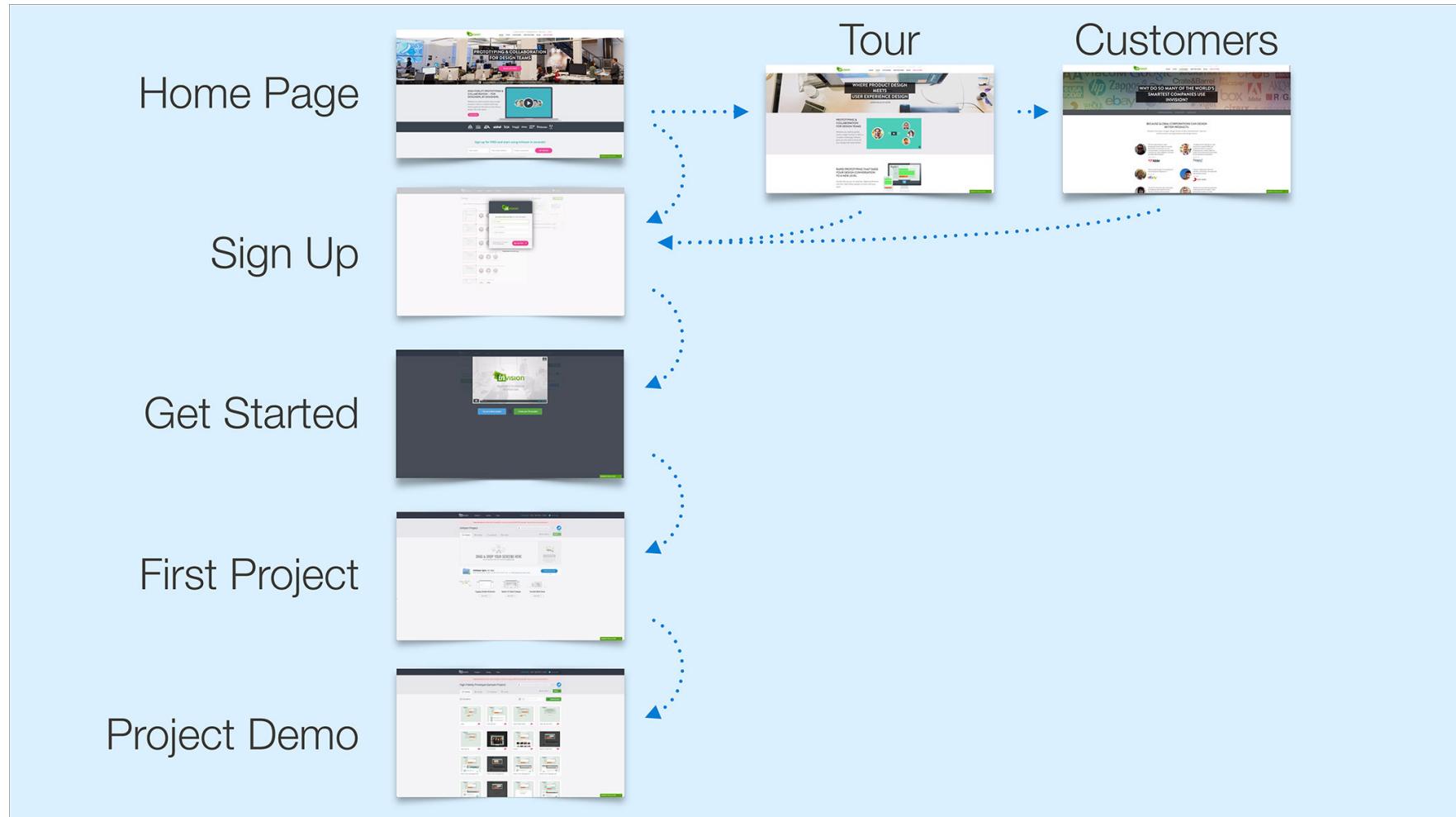
User Onboarding

- visita guiada del producto





Ejemplo de diseño



Lectura Recomendada

The 21-Step Checklist for Bulletproof Mobile User Onboarding

User Onboarding is the user's first date with your app. Delight them and this will lead you to the second date; confuse them, ignore them, ask too much from them and you will never hear from them again.

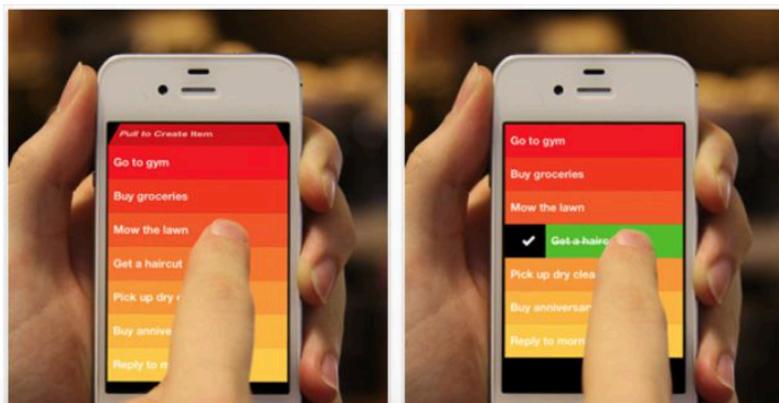
Onboarding Is the Most Crucial Element of UX

A staggering statistics says that out of the 2.5 million apps out there, only 25% of them are used more than once [1]. Samuel Hullick, through his observation [2], points out that "*40-60% of the free trial users will never see a second sign-in*". This reiterates the fact that user onboarding on most apps is broken, users are not getting to the "aha moment" early enough to invest more time.

User Onboarding Is Not a Fix for Crappy UX

Most apps follow standard design principles and self-explanatory UX. However, every app faces a unique challenge to convey the message and many apps in order to improve UX, often uses non-standard interactions.

Take an example of the app Clear:



SWAD/Onboarding.pdf

HEART - Retention

- **Retention** (Regreso): la velocidad a la que los usuarios existentes están regresando.
 - Número de usuarios “activos” a lo largo del tiempo.
 - Tasa de renovación o de fracaso (cancelación)
 - Repetición de compras.

Resumen de actividad

to me ▾

See how your account is performing and what changes could help you reach more customers.
Having trouble viewing this email? [View in a browser](#) »

 Google AdWords Your Customer ID: 977-186-8356
[Sign in](#)

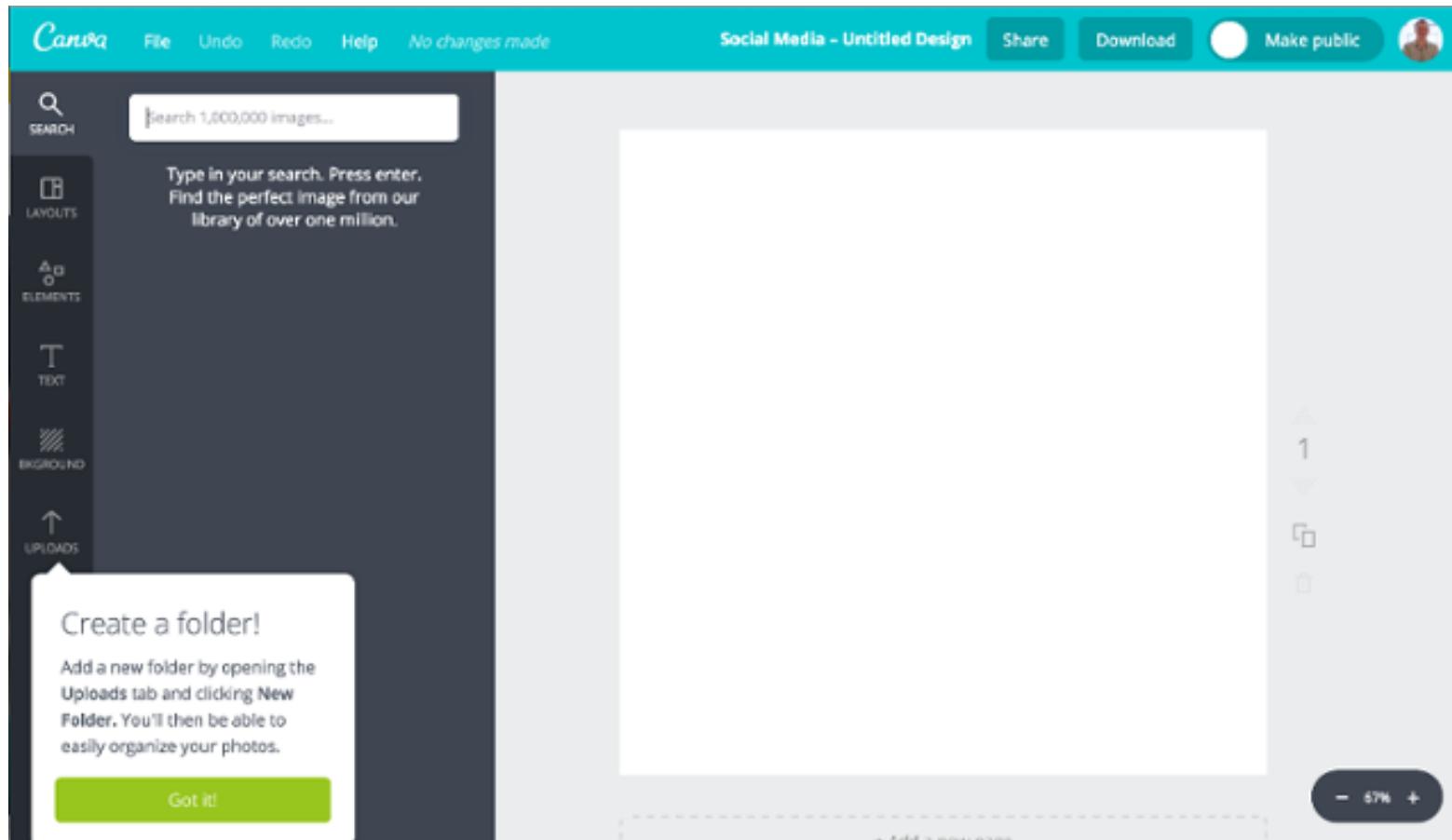
Your results for August are in.

See your performance from last month, along with some to-dos we've highlighted for you. Then [sign in](#), or feel free to get in touch with an [Online Specialist](#) for help understanding your results.

August Snapshot

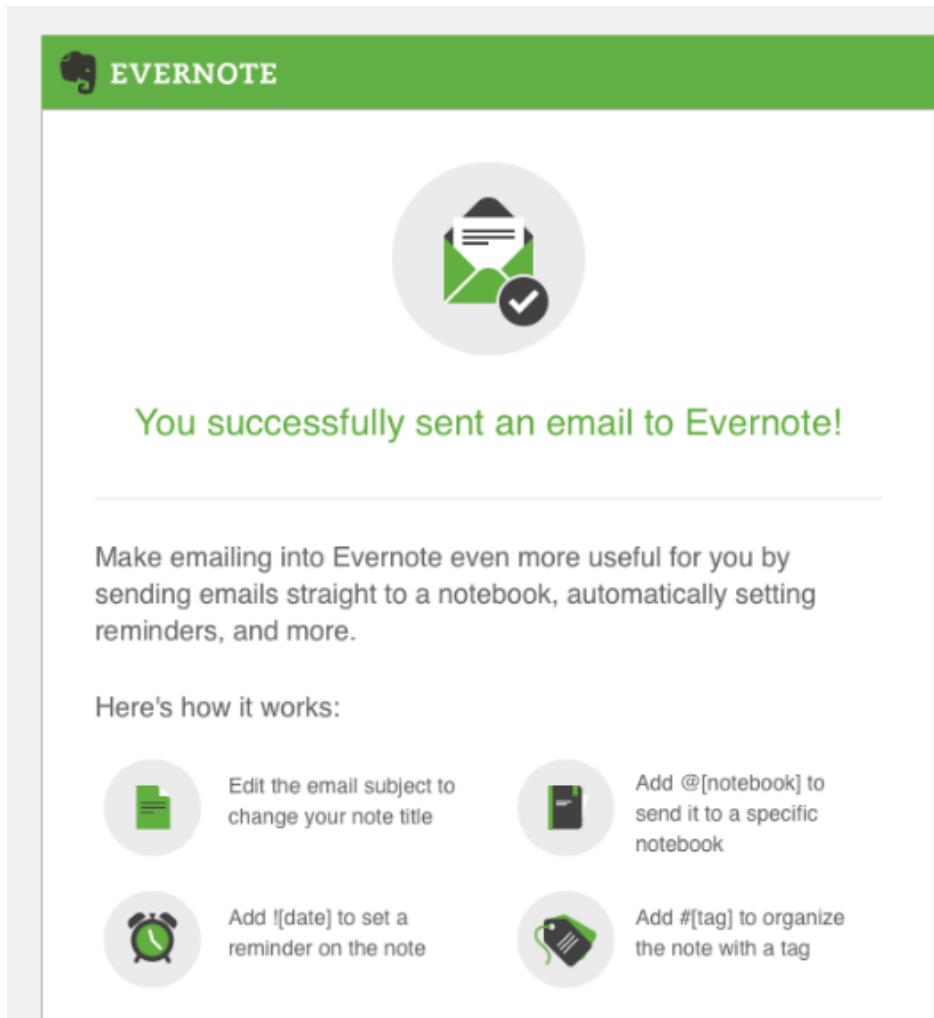
CONVERSIONS*	CLICKS
107 ▼ FROM JULY	854 ▲ FROM JULY
107	854

Funciones incrementales



Measuring

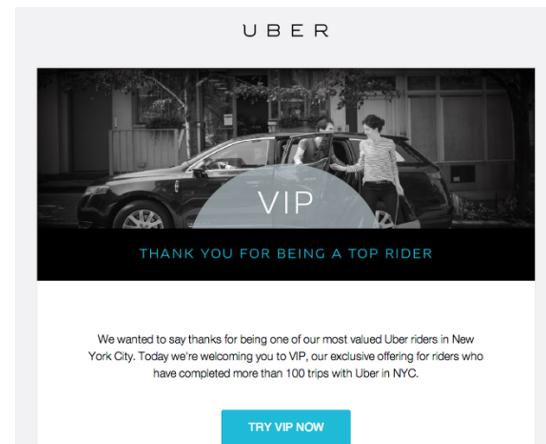
Otras técnicas



The image shows a screenshot of an Evernote success message. At the top, there's a green header bar with the Evernote logo and the word "EVERNOTE". Below it is a large circular icon containing a green envelope with a checkmark. The main text says "You successfully sent an email to Evernote!". Below this, there's a descriptive paragraph: "Make emailing into Evernote even more useful for you by sending emails straight to a notebook, automatically setting reminders, and more." Underneath, it says "Here's how it works:" followed by four icons with descriptions: 1. A document icon: "Edit the email subject to change your note title". 2. A notebook icon: "Add @[notebook] to send it to a specific notebook". 3. An alarm clock icon: "Add ![date] to set a reminder on the note". 4. A tag icon: "Add #[tag] to organize the note with a tag".

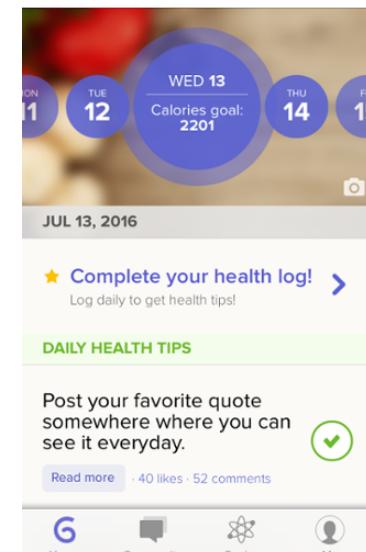
Celebrar con el usuario

DESSI



The image shows a screenshot of an Uber VIP appreciation message. It features a black and white photo of a person getting out of a car. Overlaid on the photo is a large semi-transparent circle with the word "VIP" in white. Below the photo, the text "THANK YOU FOR BEING A TOP RIDER" is displayed. At the bottom, there's a small blue button labeled "TRY VIP NOW". Below the button, a paragraph reads: "We wanted to say thanks for being one of our most valued Uber riders in New York City. Today we're welcoming you to VIP, our exclusive offering for riders who have completed more than 100 trips with Uber in NYC."

Privilegios exclusivos



The image shows a screenshot of a MyFitnessPal mobile application. At the top, there's a weekly calendar view for July 13, 2016, showing days from Monday to Friday. A large blue circle highlights Wednesday, July 13, with the text "Calories goal: 2201". Below the calendar, a notification says "★ Complete your health log! > Log daily to get health tips!". There's a section titled "DAILY HEALTH TIPS" with the instruction "Post your favorite quote somewhere where you can see it everyday." At the bottom, there are navigation icons for "Home", "Community", "Genius", and "Me".

Interacción social

(18)

Técnicas de fidelización

Fidelity CUSTOMER SERVICE | OPEN AN ACCOUNT | PROFILE | LOG IN

Accounts & Trade News & Insights Research Guidance & Retirement Investment Products

Home » Investment Products » Cash Management »

[Print](#) | [Email](#) | [Share](#) | [AA](#)

[Cash Management Overview](#)

WHAT WE OFFER

[Fidelity Cash Management Account](#)

PAYMENT SERVICES

[ATM/Debit Card](#)

[BillPay](#)

[Checkwriting](#)

MOVE MONEY

[EFTs](#)

[Bank Wires](#)

[Automatic Investments](#)

[Automatic Withdrawals](#)

[Deposit Money](#)

FIDELITY REWARDS CREDIT CARDS

[American Express Card](#)

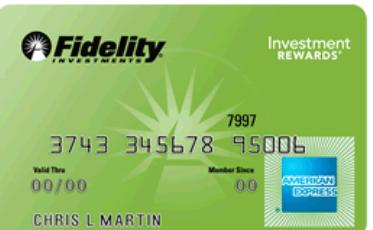
Fidelity® Investment Rewards® American Express® Card

Our American Express® Card gives you cash-back with the flexibility of depositing your rewards into one or more eligible Fidelity brokerage, IRA, 529, or Cash Management accounts.

Earn 2% rewards toward the eligible account of your choice¹

Tell us how much you charge each month, and we'll show you the hypothetical value of your account in 20 years.

[Calculate your potential rewards.](#)



Apply online or by phone. When applying by phone, reference priority code: VACAUL

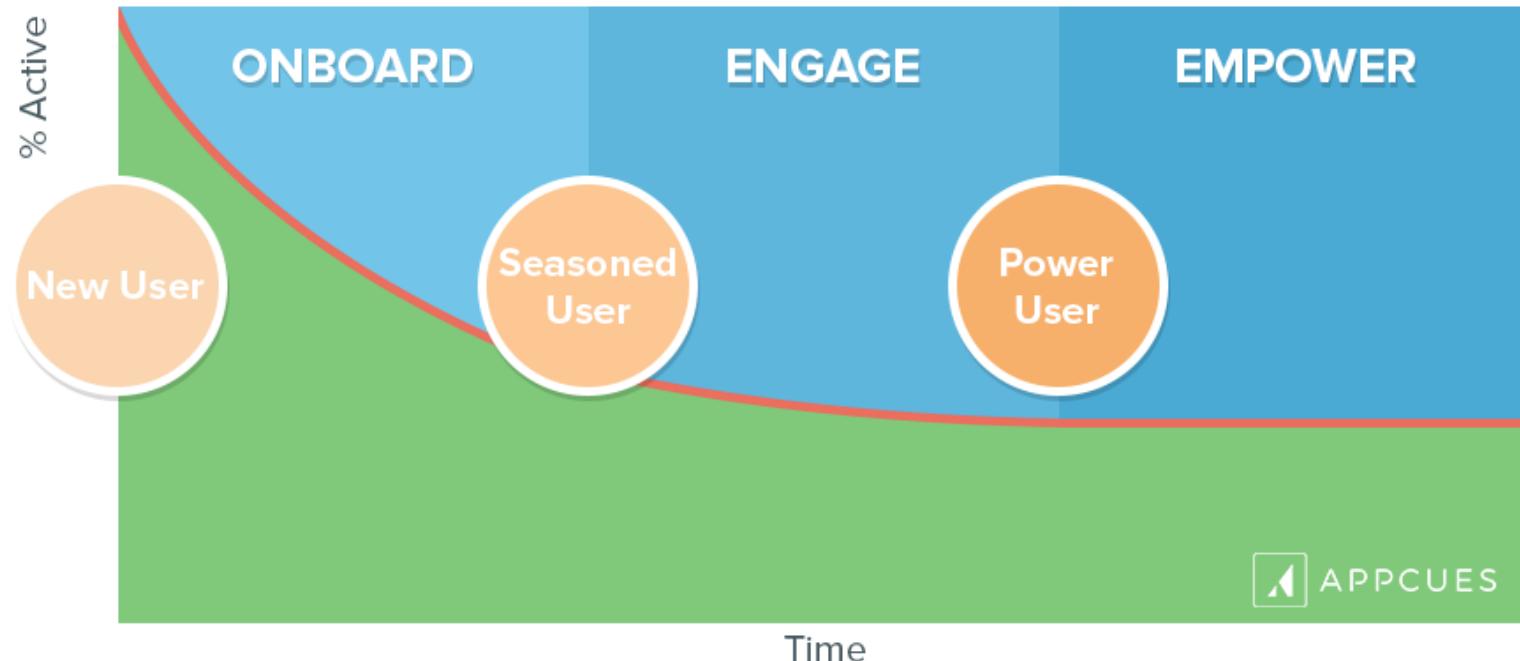
Apply Online

Or by phone
Reference priority code:
VACAUL
866-598-497

DESSI

(19)

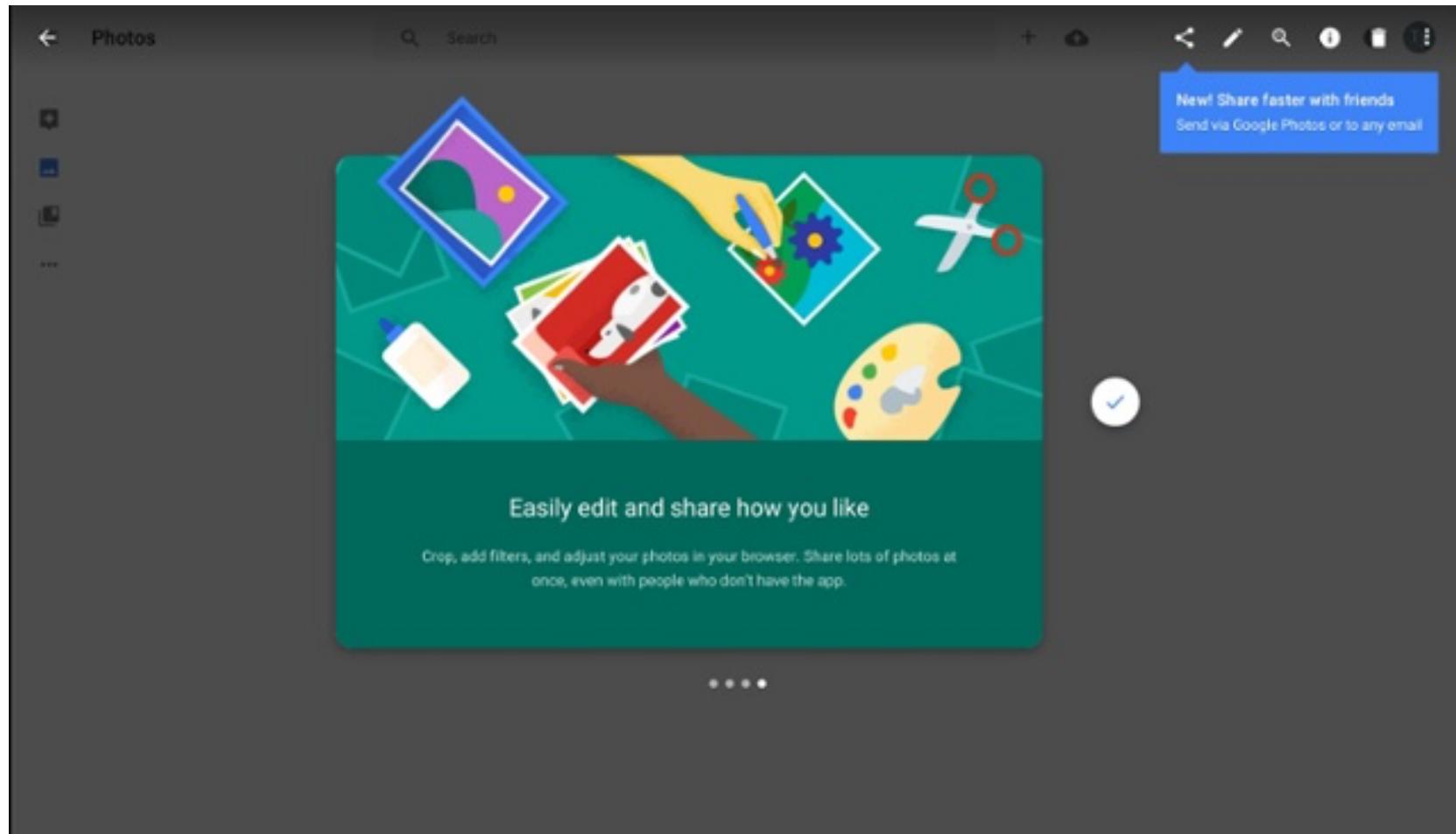
Evolución de los usuarios



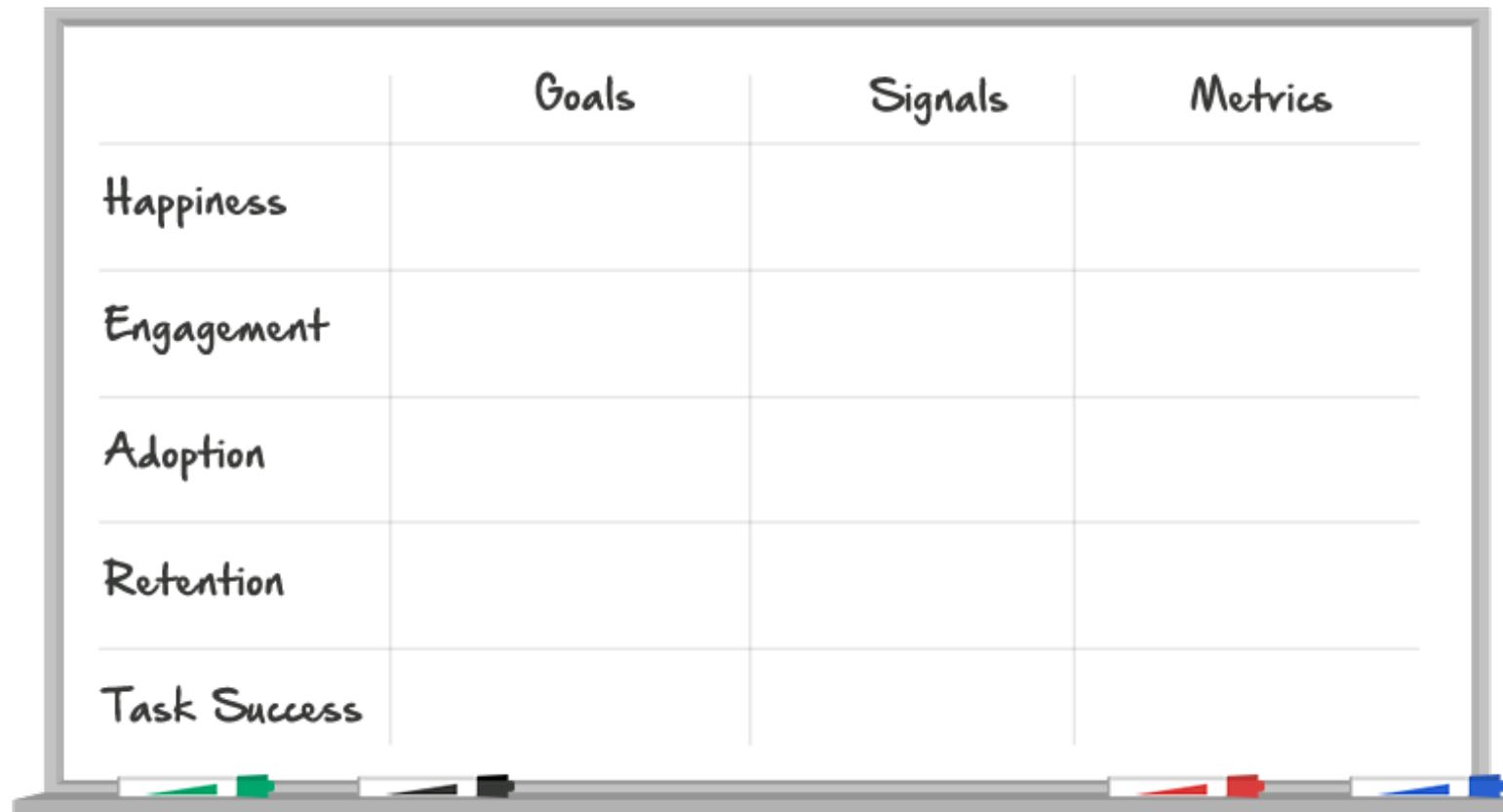
HEART – Task Success

- **Task Success** (Completar Tareas): La eficiencia, la eficacia y la tasa de errores.
 - Resultados de búsquedas efectivos
 - Tiempo de carga de una foto
 - Perfiles de usuarios completos

Ayuda para realizar nuevas tareas



Diseñando una sesión de análisis



Tablero HEART

Tablero HEART. Goals

Detectar y analizar los objetivos que nos marcamos para poder identificar métricas y realizar medidas.

- proporciona una oportunidad para construir un consenso sobre **hacia dónde nos dirigimos**.
- Incorporar a un nuevo perfil de usuario, Crear dependencia de un servicio, Mostrar nuevas funciones, Mejorar la competencia, ...

Tablero HEART. Signals

Llevar los objetivos a señales de bajo nivel.

- Qué señales parecen ser las que mejor predicen los objetivos asociados?
 - Señales fáciles de alcanzar, que cambien de forma significativa.
 - Aumento de número de usuarios, reducción de abandono, aumento de un perfil concreto de usuarios, aumento de suscripciones de un tipo,
- ...

Tablero HEART. Metrics

Redefinir las señales en medidas.

- ¿Va a utilizar realmente estos valores para ayudarle a tomar una decisión?
- ¿Realmente necesita realizar un seguimiento en el tiempo, o es suficiente con una instantánea más o menos grande?
- Número de clientes, número de socios, uso de un servicio por unidad de tiempo, tiempo usando el sistema, número de veces que se usa, ...

Tablero HEART. Ejemplo



HEART FRAMEWORK

	GOAL	SIGNALS	METRICS
HAPPINESS	For users to feel like the site is unique	A satisfaction rating from a survey	<ul style="list-style-type: none">SatisfactionPerceived ease of useNet promoter score
ENGAGEMENT	For users to keep discovering more content	The amount of time people spend viewing from analytics	<ul style="list-style-type: none">Number of videos watched per user per weekNumber of uploadsNumber of shares
ADOPTION	For users to use the site or app	The number of signups per day from analytics	<ul style="list-style-type: none">Upgrades to latest versionNew subscriptionsPurchases by new users
RETENTION	For users to continue to use the site or app	The number of return customers from customer data	<ul style="list-style-type: none">Number of active usersRenewal rateRepeat purchases
TASK SUCCESS	For users to accomplish their goal	The number of successful completes from a study	<ul style="list-style-type: none">Search result successTime to uploadProfile creation completion

Google Ventures

Tablero HEART. Ejemplo

UX SUCCESS METRICS FOR PRODUCT X

	GOALS	SIGNALS	METRICS	SUCCESS METRIC
H (Happiness)	Virality & Buzz - Users tell others	# shares & likes	# shares+likes/# unique visitors	>1%
	Users find the page useful	# visits via social referrals	# social referrals/# visits	0.25% - 0.5%
		Feedback Form : Yes/No	# Yes/ # Total feedbacks	>70%
E (Engagement)	Users should engage with the features	Actions on the page	#Events/#Visit with events	>2
		Trying the product	Bounce Rates	<50%
	Users should spend time on the product	Avg Time spent on product	Time spent / Visit	>1 minute
A (Adoption)	Users should understand the product	Make Queries	#who make queries on home page/ # visits on the home page	>30%
	Try the product through WOM	New Visitors out of Direct	# New & Direct/ # Direct	>40%
	View detailed modes of transport	Clicks on modes of transport	# click events (unique) / # of visits	>30%
R (Retention)	Users should come back to our site	Repeat usage	% of Returning	>30%
T (Task Success)	Error Rates	Query Failure Rates	# Failed queries/ Total # queries	<10%
	Get queried info	No detailed info	# users without destination info/ total # successful queries	<30%
	Speed of Response	Results wait time	Page load time for result page	<6 seconds

	Objetivos	Señales	Métricas
Felicidad (Satisfacción)			
Compromiso (Relación)			
Adopción (Nuevos Usuarios)			
Retención (Regreso)			
Tarea Completa			

FRAMEWORK HEART (by google)

Bibliografía

- Kerry Rodden” **How to choose the right UX metrics for your product**”,
<https://library.gv.com/how-to-choose-the-right-ux-metrics-for-your-product-5f46359ab5be#.bveku0ci9> (Dic-2015).
- Ty Magnin, “**How Google Improves User Experience with the HEART Framework**”,
<http://www.appcues.com/blog/google-improves-user-experience-with-heart-framework/>
- Ty Magnin, “**User Onboarding Best Practices**”,
<http://www.appcues.com/blog/user-onboarding-best-practices/>

Lectura recomendada: SWAD/heart.pdf

Ejercicio-Prácticas (ejeT1_Engagement)

1. Leer el artículo Noelia Mo, MC. Marcos, "User Engagement en la web: estrategias de implementación y métricas de seguimiento".
2. Proponer un diseño y documentarlo de "**User Engagement /compromiso**" para la aplicación que se está diseñando en prácticas.
 - Incluir:
 - Objetivos y técnicas a usar.
 - Mecanismos de diseño a incorporar
 - Señales y métricas de análisis a usar para evaluar el engagement que producirá nuestra estrategia una vez puesta en marcha.

http://www.nosolousabilidad.com/articulos/user_engagement.htm