

The chapter titled “Ten Myths about UX Metrics” talks about ten misconceptions that managers, staff, or even other UX professionals could have about collecting and interpreting UX metrics.

The first myth is that UX metrics take too much time to collect. It is usually assumed that when there is a need to collect UX metrics, complicated surveys must be performed, and weeks of lab testing is needed. However, simple questionnaires after each testing session or email surveys to the user panel is enough to collect data. These would only take a few minutes or at most a few hours. The second myth is that UX metrics cost too much. As it was stated in the first myth, simple emails or surveys are enough to collect reliable data for UX metrics, and these are avenues that cost no money. Free analysis tools are also found on the internet to analyze the data collected, further debunking this misconception. The third myth is that UX metrics are not useful for small improvements. In a rapid pace iterative design process, it could be thought of that UX metrics may just slow down production especially when it is just for small improvements. In actuality though, these metrics speeden up the process for metrics reveal the frequency and severity of usability issues, which could then be prioritized in the improvement process. The fourth myth is that UX metrics don't help understand causes. As it was stated in the previous myth, when metrics reveal frequency and severity of usability issues, one can also dissect the cause of these problems through different methods like analyzing verbatim comments. The fifth myth is that UX metrics are too noisy. It may be thought of that too many variables inhibit the effectiveness of UX metrics. However, these data can be cleaned up and well-defined procedures could be implemented when testing to lessen this noise. The sixth myth is that you can just trust your gut. Intuition is of great help in these projects, however this may not lead us to the best solution. UX metrics are able to give us definitive answers from the data collected. The seventh myth is that metrics don't apply to new products. New products means no point of comparison so it is thought of that metrics may be pointless. However, it is because the product is new that it makes metrics more important to collect. This allows us to have baseline data which could be used as a point of comparison in the future. The eighth myth is that no metrics apply for the issues being dealt with. No matter how novel the product or issue may be regarding a project, there would surely be a way to measure and collect metrics. A plethora of methods could be garnered inspiration from when wanting to collect data. The ninth myth is that metrics are not understood or appreciated by management. This is entirely false for management actually looks for and values these metrics for these assure the credibility of the project and the team. Providing data regarding a problem is always better than merely describing it. Lastly the tenth myth is that reliable data is hard to collect with a small sample size. Having a large sample size helps when collecting data however it is actually quite common to analyze metrics with only a small sample size. There are numerous methods and examples that deals with small sample sizes which produce meaningful results.