

## **Lecturecast Week 5: User Experience**

The goal of User Experience (UX) is to improve overall customer satisfaction.

UX metrics can be behavioral or attitudinal.

Behavioral metrics tell us what a user does on a system. For example, abandonment rate, page views, task success and task time.

Attitudinal metrics capture how users feel, what they say before, during and after using a product of a system.

**Product Owner** is responsible for maximizing the product value. The product manager also manages product backlog and business stakeholders. They ensure UX is supported.

**Project manager** oversees the project and is responsible for meeting project deadlines

### **Project Initiation Document**

Project Initiation Document involves the review and preparation of project roles, project board, initial stakeholder assessment, scoping, business case and project governance documentation.

A **Project Plan** contains a project scope and objective. It can be produced after extensive research has been carried out, which allows the Project Manager to be methodical in the way that the Project Plan is written. This can be represented using a Gantt Chart

### **Project Governance**

A clear governance model is needed to support the project. It addresses:

- Roles and responsibility
- Accountability
- Disclosure and transparency
- Risk management and control
- Decision making
- Ethics
- Performance and Effectiveness
- Implementation of Strategy

**Communication Plan** defines guidelines on how information can be shared. There are available templates online to help define a communication plan. Communication approaches include collaborative apps, emails, surveys, status reports and meetings.

**Project Quality Plan** focuses on the activities, standards, tools and processes that are necessary to determine the quality of the project.

All these factors contribute towards improving User Experience.

## **UX Methods and Metrics**

Roles of a UX project manager

- Driving a team to accomplish the end product.
- Being Creative
- Being analytical.
- Being task driven.
- Good listening skills.
- A 'can do' attitude.
- Team-oriented collaborators.
- Patience.
- Project leaders.
- Stress management.
- Organisational skills.
- Managing details while seeing the big picture.
- Accomplishing the big picture.

## **User Centred Research Activities**

A variety of methods can be used to capture the customer's needs for example surveys which could contain open or closed questions. Other methods to collect user data include persona building, journey mapping and plurastic walkthrough.

Using the data collected, a set of metrics can then be compiled to measure, track and compare user experience from a qualitative and quantitative point of view.

### **Qualitative**

Reported expectations

Satisfaction

### **Quantitative**

Task success rate

Task completion time

Retention rate

Conversion rate

User error rate

Heuristic evaluation

**Tog's Principle of Interaction Design** looks at the following attributes that affect user interaction

- Aesthetics
- Anticipation
- Autonomy
- Color
- Consistency

- Defaults
- Discoverability
- Efficiency of User
- Explorable Interfaces

**Fitt's Law** considers usability from how long it takes a user to use a product or system in relation to moving around on screen. Fitt's law is measured using these metrics:

- Human Interface Object
- Latency Reduction
- Learnability
- Use of Metaphors
- Protect User's work
- Readability
- Simplicity
- State
- Visible Navigation

#### **AARRR Framework**

Helps to define a clear set of consumer metrics which companies need to focus on as they grow. It stands for **Acquisition, Activation, Retention, Referral and Revenue**.