

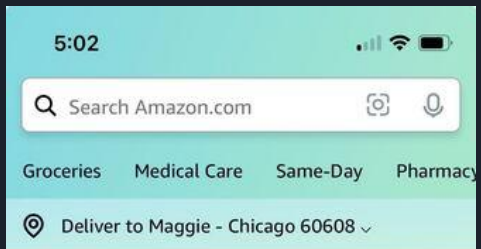
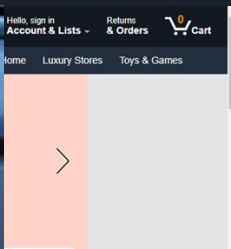


Measuring the User Experience and the Impact of Effort on Business Outcomes

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American Express Global Business Travel

Agenda:

- Typical ways to measure user experience
- Why measure effort
- How to measure effort
- What can effort tell you
- What to do with this information





Setting context

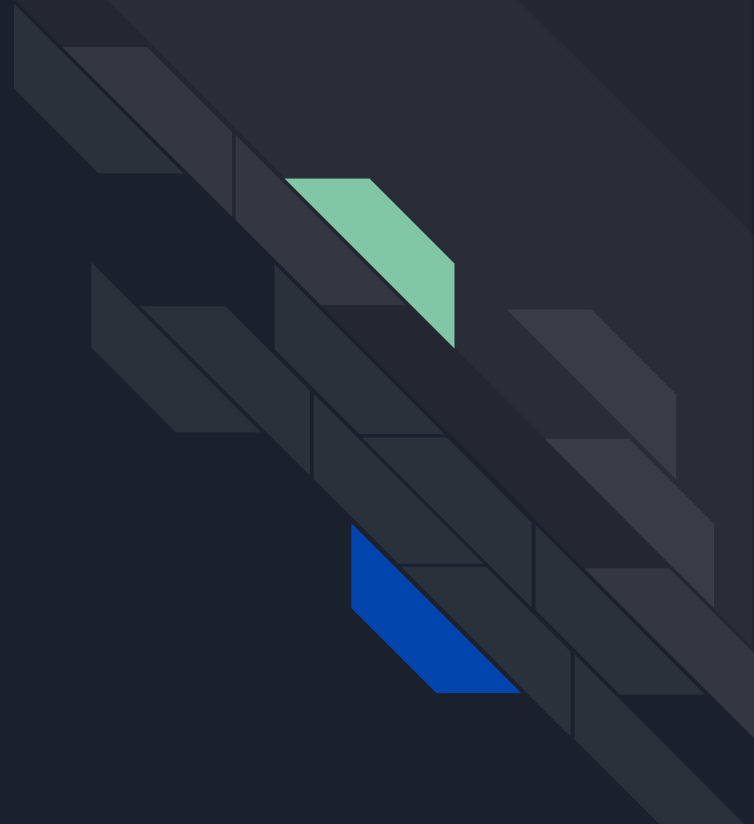
What do I mean by user experience?

What is it like to use a website, mobile app, or other digital product?

- Is it easy? Intuitive? A smooth experience end-to-end?
- Or is it confusing? Buggy? More frustrating than it's worth?

As a tech company ... how do you know?

Typical ways to measure
a user experience





Measuring the user experience: User Funnel (AARRRR)

Acquisition: Are new users coming to your product (website, app, etc)?

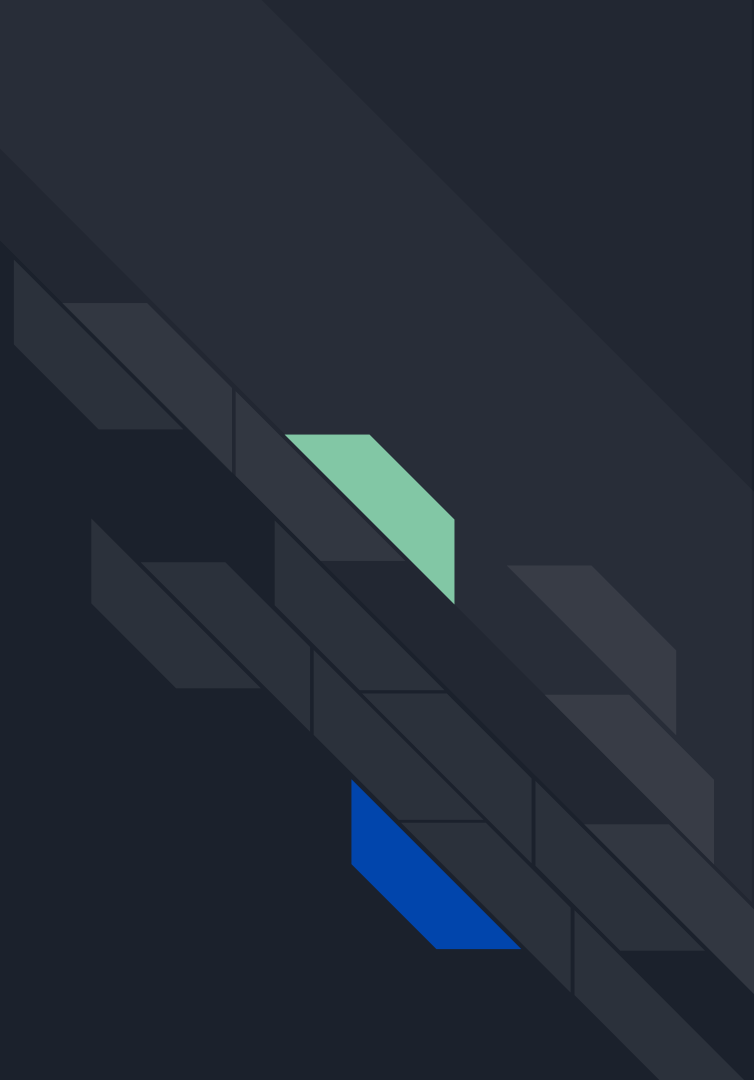
Activation: Are new users converting?

Retention: Are users coming back?

Referral: Are users helping to attract more users?

Revenue: Are users upgrading or spending more money?

Why measure effort?



Why do we care about effort?

For tech companies, the user experience on your product can make or break your business.

- Lost revenue:
 - Friction can drive customers to your competition or other options.
- Higher costs:
 - A bad online experience can result in more calls or contact.



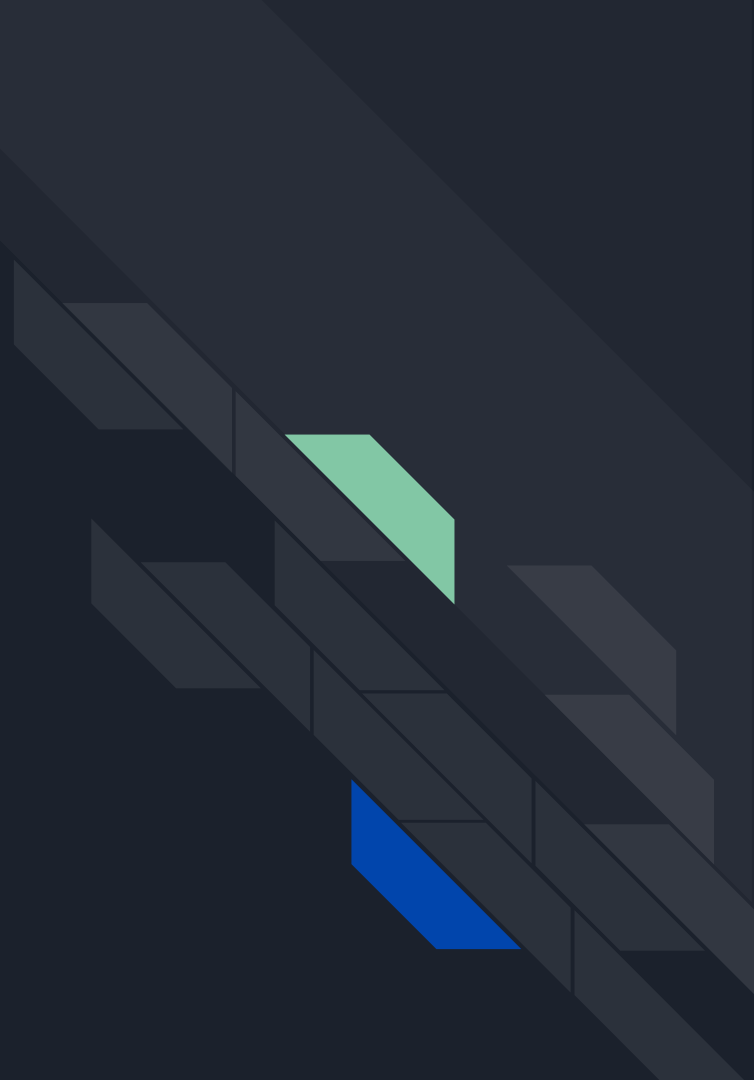


Why do we care about effort?

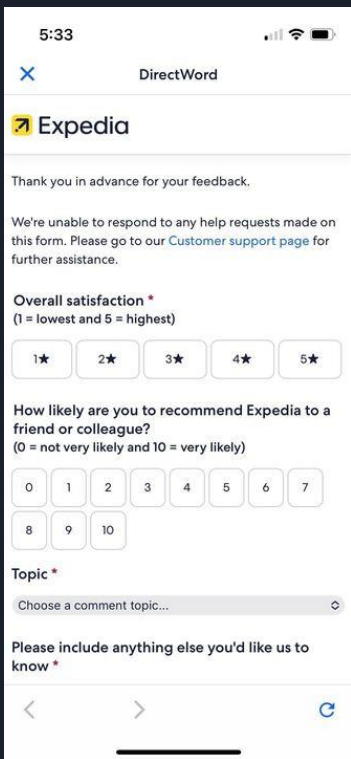
Effort can also be a leading indicator of:

- Abandonment
- Contact
- Low feedback
- Lower return rate
- Fewer new users
- Client or customer churn

How to measure effort?



Collect User Feedback



The screenshot shows a mobile app interface for DirectWord. At the top, the status bar shows 5:33, signal strength, Wi-Fi, and battery. Below the DirectWord header, there's a blue 'X' icon. The main heading is 'Expedia' with a checkmark icon. The form contains the following sections: a thank you message, a note about help requests, an 'Overall satisfaction' section with a 5-star rating scale, a 'How likely are you to recommend Expedia' section with a 0-10 scale, a 'Topic' dropdown menu, and a final prompt to include any other feedback. Navigation arrows and a refresh icon are at the bottom.

5:33

DirectWord

Expedia

Thank you in advance for your feedback.

We're unable to respond to any help requests made on this form. Please go to our [Customer support page](#) for further assistance.

Overall satisfaction *
(1 = lowest and 5 = highest)

1★ 2★ 3★ 4★ 5★

How likely are you to recommend Expedia to a friend or colleague?
(0 = not very likely and 10 = very likely)

0 1 2 3 4 5 6 7
8 9 10

Topic *
Choose a comment topic...

Please include anything else you'd like us to know *

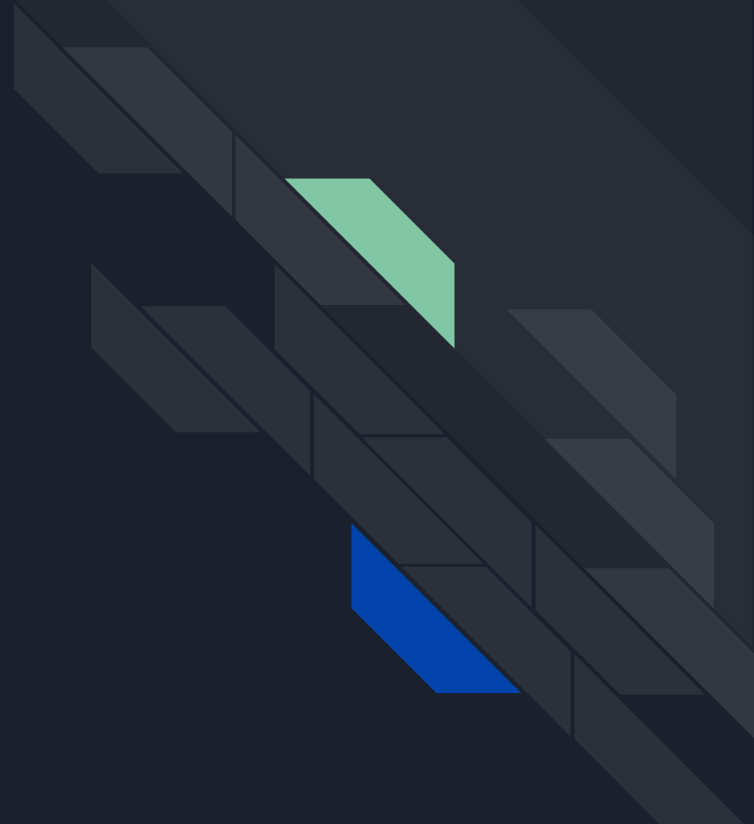
Pros:

- No guessing:
 - Tell you what they think
- Insightful:
 - Can uncover problems you weren't aware of

Cons:

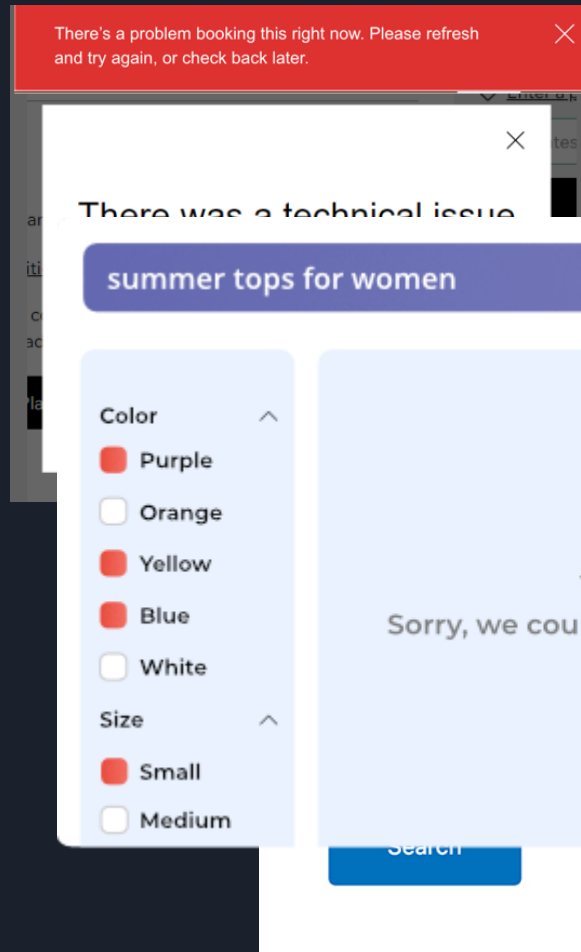
- Sparse:
 - Most customers won't take the time
- Polarized or skewed:
 - When they do, it's only because their experience was very good or very bad
- Inconsistent:
 - Based on opinion
 - Rating is impacted by other parts of experience
 - Gaps where data isn't collected
- Costly:
 - Need to implement a system to prompt and collect data

What else can be a
signal of effort?



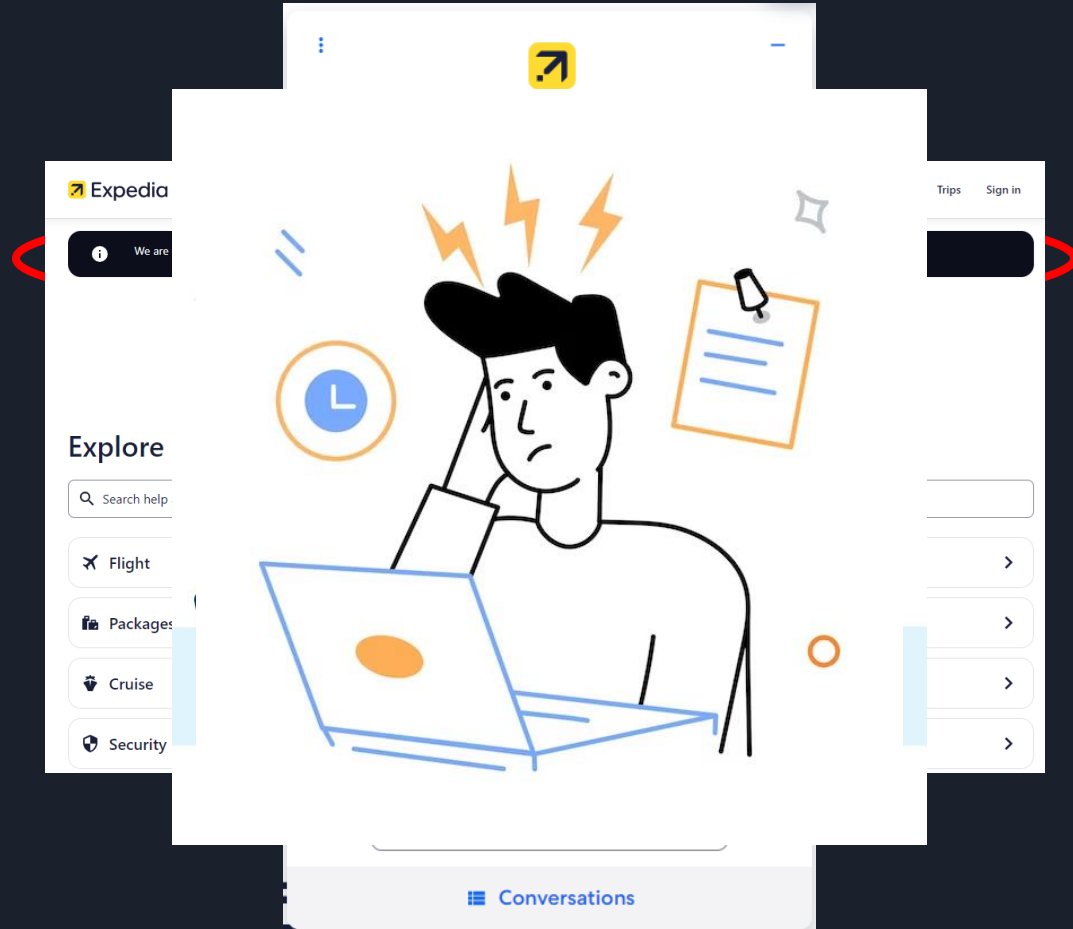
Blockers

- Errors
 - Technical
 - User
- No inventory



Possibly blocked

- Repeating a task
- Changing criteria
- Visiting Help
- Using Chatbot
- Contacting us
- Longer time on task






Extra steps

- Filtering results
- Changing sort order
- Viewing multiple items
- Going back and forth
- Repeated clicks


Expedia Shop travel ▾ Get the app English List your property Support

Where to? Dates Travelers

Comparison Chart

	 K-Select Coffee Maker ★★★★★ \$129.99 THIS PRODUCT	 K-Elite Single ▾ ★★★★★ \$169.99 Shop Now	 K-Classic Coffee ▾ ★★★★★ \$119.99 Shop Now
Pod Compatibility	K-Cup* POD	K-Cup* POD	K-Cup* POD
My K-Cup* Compatibility	My K-Cup* Reusable Filter	My K-Cup* Reusable Filter	My K-Cup* Reusable Filter
Brew Size	6, 8, 10, 12oz	4, 6, 8, 10, 12oz	6, 8, 10oz
Water Capacity	52 oz.	75 oz.	48 oz.
Display Screen	Button Controls	Button Controls	Button Controls
Compact Size	•	•	•
Multiple Colors	Yes	Yes	Yes
Auto Off	Yes	Yes	Yes

Price
Min \$0 Max \$1,000+

 7.6 Good 0.551 reviews

~~\$240~~ \$199
\$234 total
includes taxes & fees
Sign in for extra savings



Not all friction feels the same

Use correlations or predictive models to understand the relationship between friction and user behavior that impacts your bottom line:

- Abandonment
- Low or negative feedback
- Contact (chat, calls, email)
- Return rate
- Referral rate



Human Learning + Machine Learning

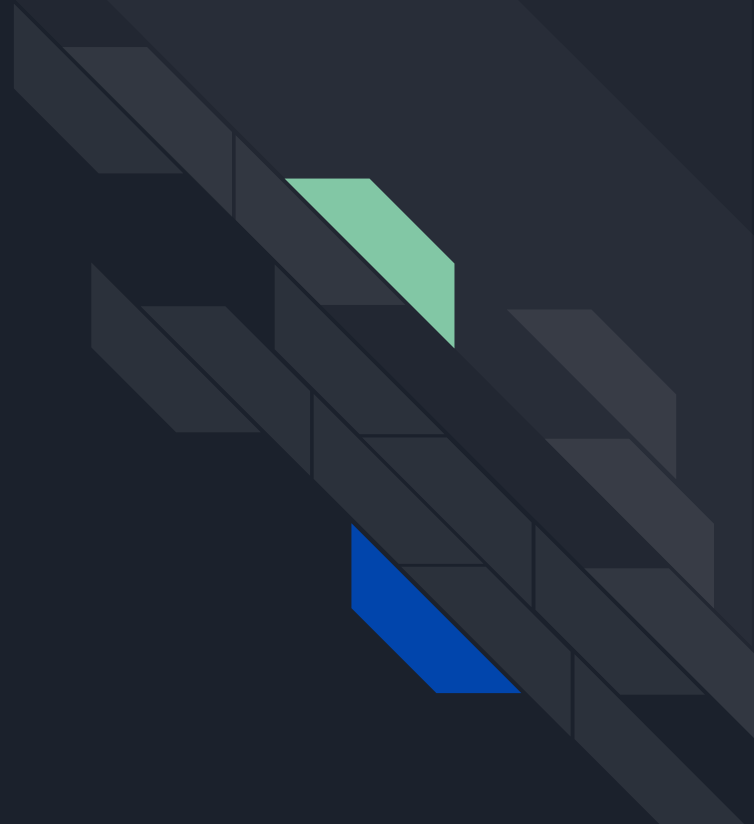
Use the results of correlations and predictive models (feature importance) to measure the relationship between friction and business outcomes.

Apply your business or product knowledge as an extra layer of learning.

Create a **calculated score** applying different weights for friction experienced.

We call it a **User Effort Index**.

How can you impact the
business?





Can you improve the User Experience?

Gaps in data collection

- Can we fix our blind spots?

Compare A/B test experiences

- Which experiences have less effort

Identify pain points

- High friction spots
- Products or journeys that have more effort

Understand user types

- Who struggles more often

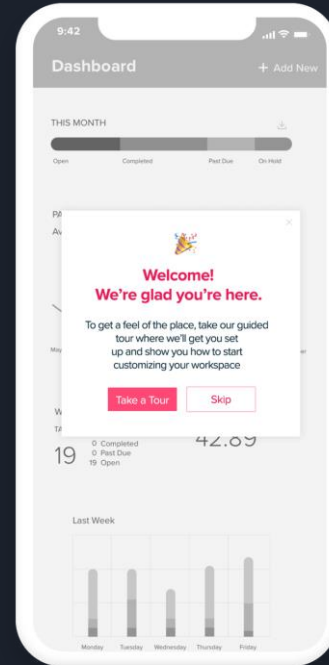


Can you avoid effort?

Identify Pain Points



Add messages or prompts

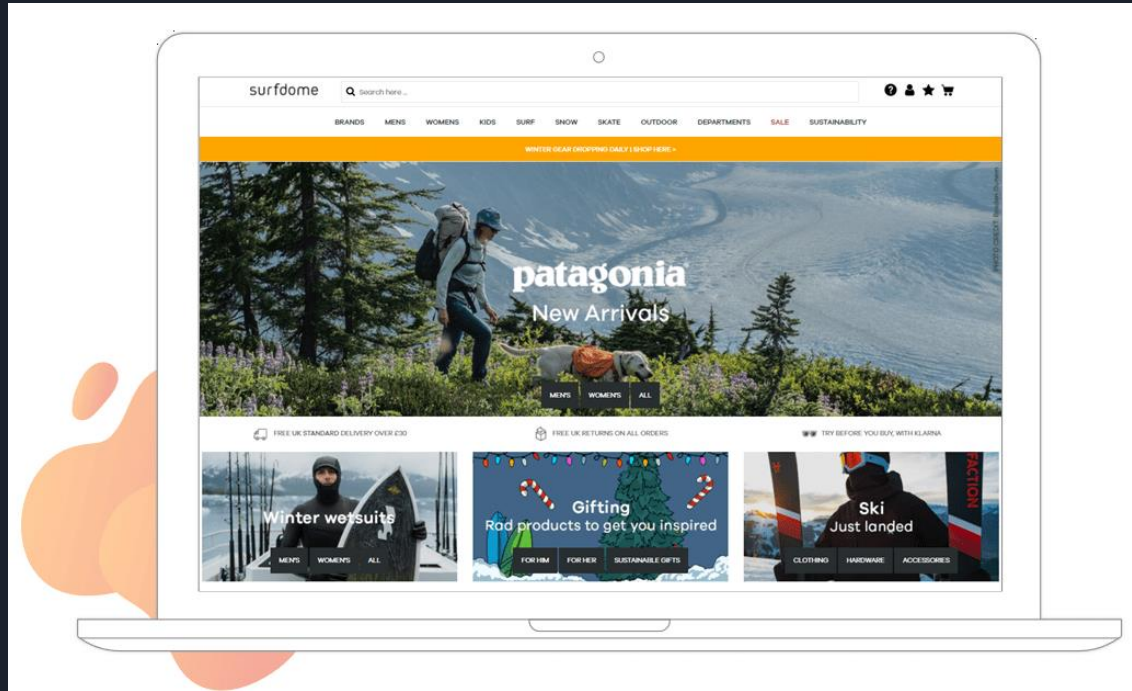


Can you avoid effort?

Identify Users Who
Struggle More



Create a
personalized journey





Can you avoid effort?

Identify Journeys with High Effort



Simplify the journey, maybe using AI

Benefits of AI-based Virtual Travel Assistant



In closing, why should you care?



Thank you

