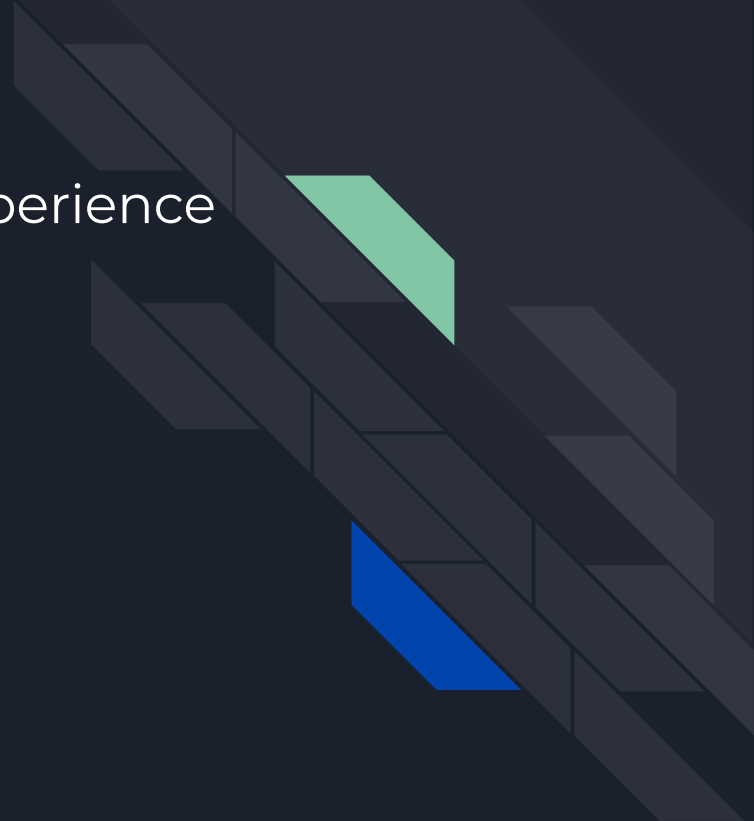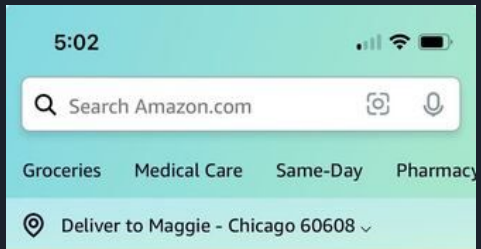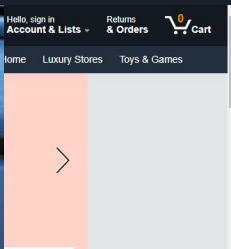# Measuring the User Experience and the Impact of Effort on Business Outcomes

Maggie Wolff
Data Scientist
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 (AARRR)

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?

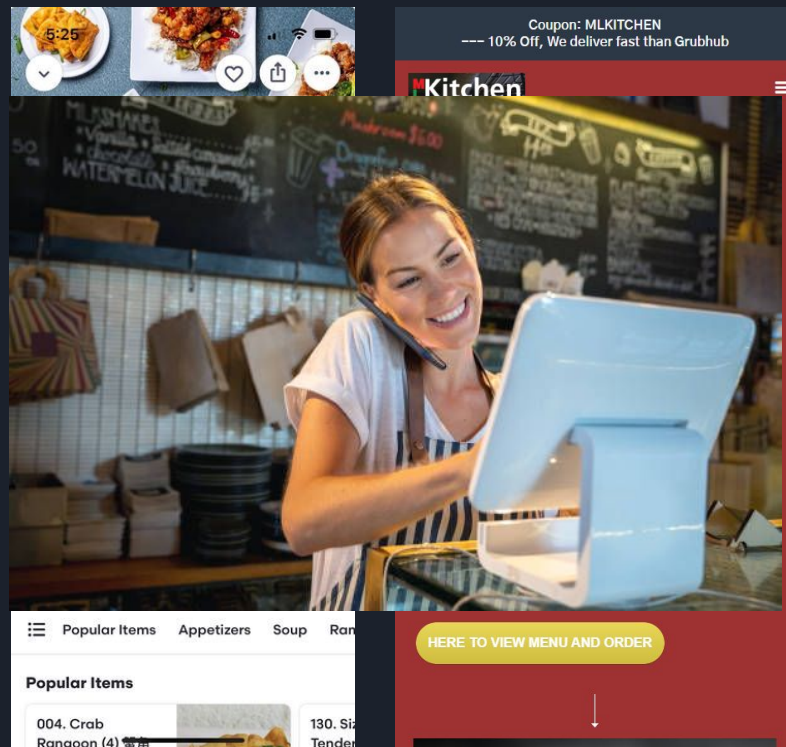**Revenue:** Are users upgrading or spending more money?

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.
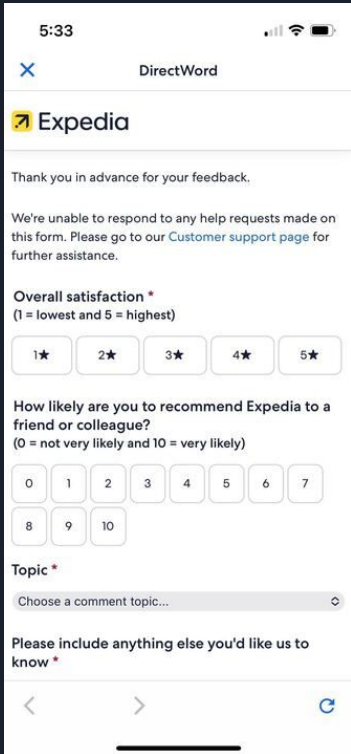
Why do we care about effort?

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

Pros:

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

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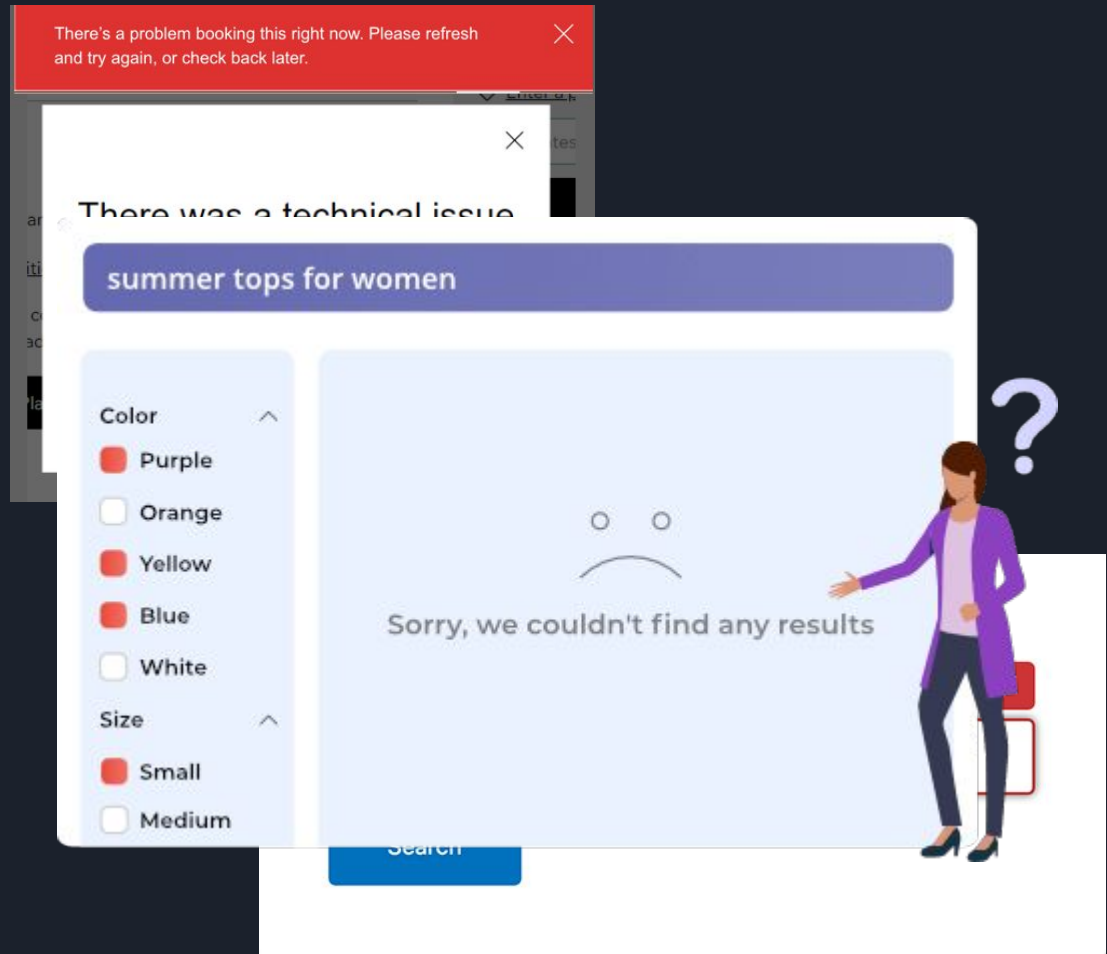
- Sparse:
    - Most customers won't take the time
- Polarized or skewed:
    - When they do, it's only because their experience was very good or very bad
- Inconsistent:
    - Based on opinion
    - Rating is impacted by other parts of experience
    - Gaps where data isn't collected
- Costly:
    -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

What else can be a
signal of effort?

Blockers

- Errors
  - Technical
  - User
- No inventory

There's a problem booking this right now. Please refresh and try again, or check back later.

There was a technical issue

summer tops for women

Color

- Purple
- Orange
- Yellow
- Blue
- White

Size

- Small
- Medium

Sorry, we couldn't find any results

Search

Possibly blocked

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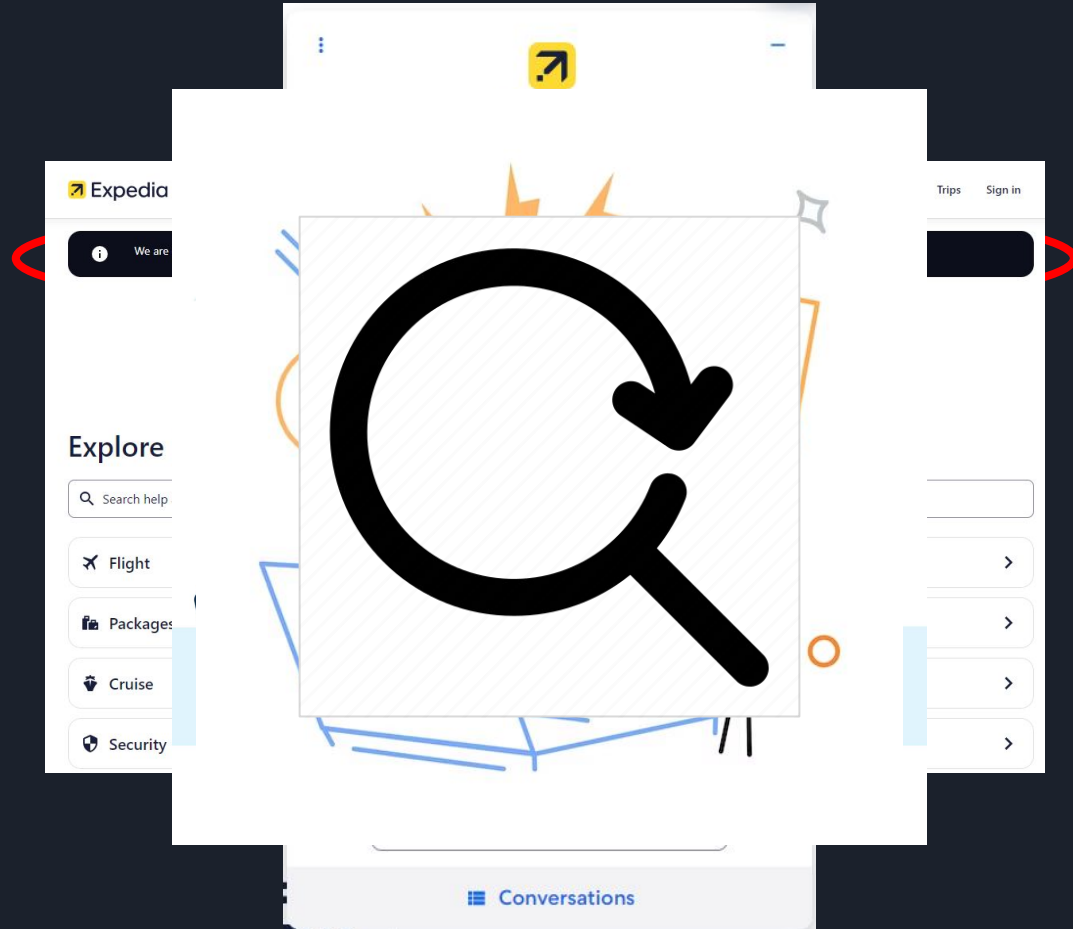
Extra steps

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

Friction Recap
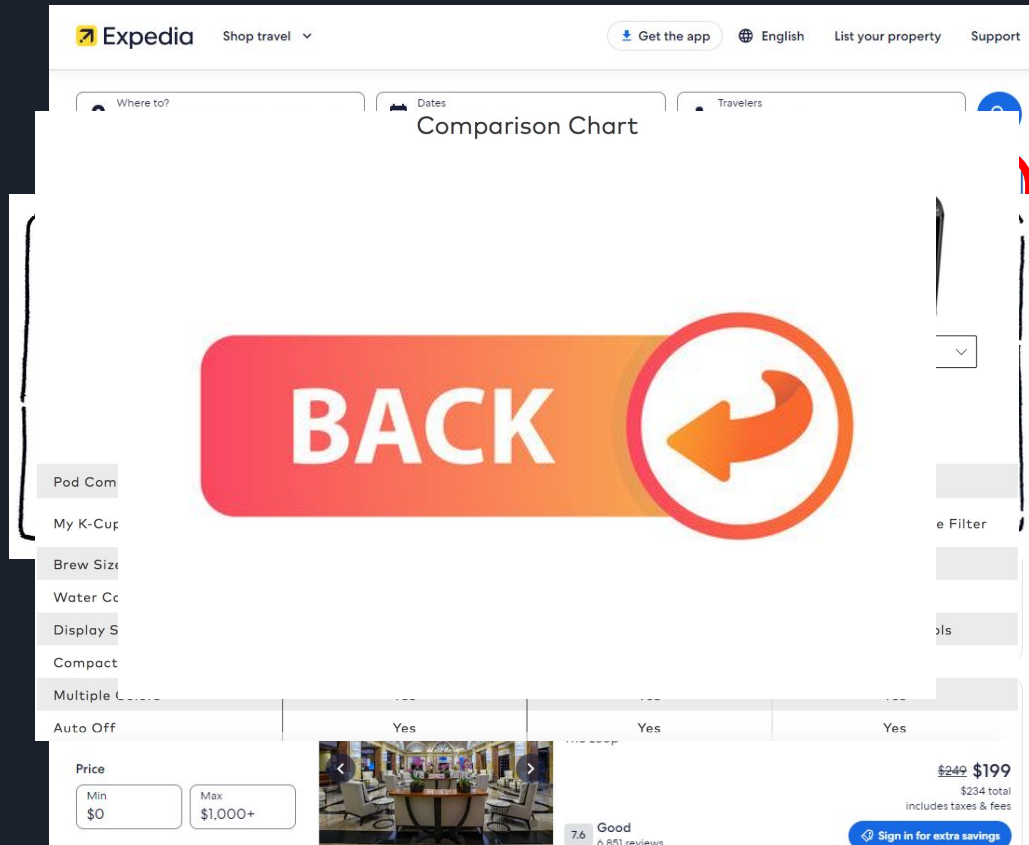
- Errors
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- Repeating a task
- Changing criteria
- Visiting Help
- Using Chatbot
- Contacting us
- Longer time on task
- Filtering results
- Changing sort order
- Viewing multiple items
- Going back and forth
- Repeated clicks

- What else?

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
- What else?

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
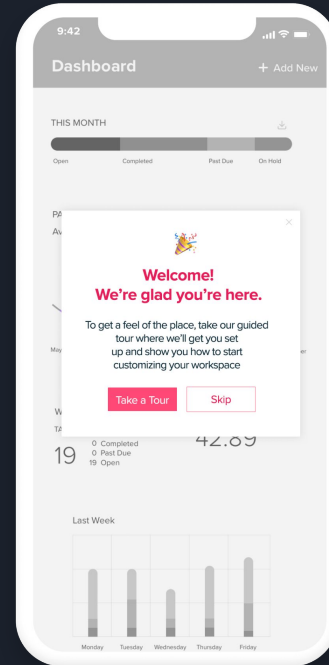
- Who struggles more often

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

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