SEPTEMBER 2024

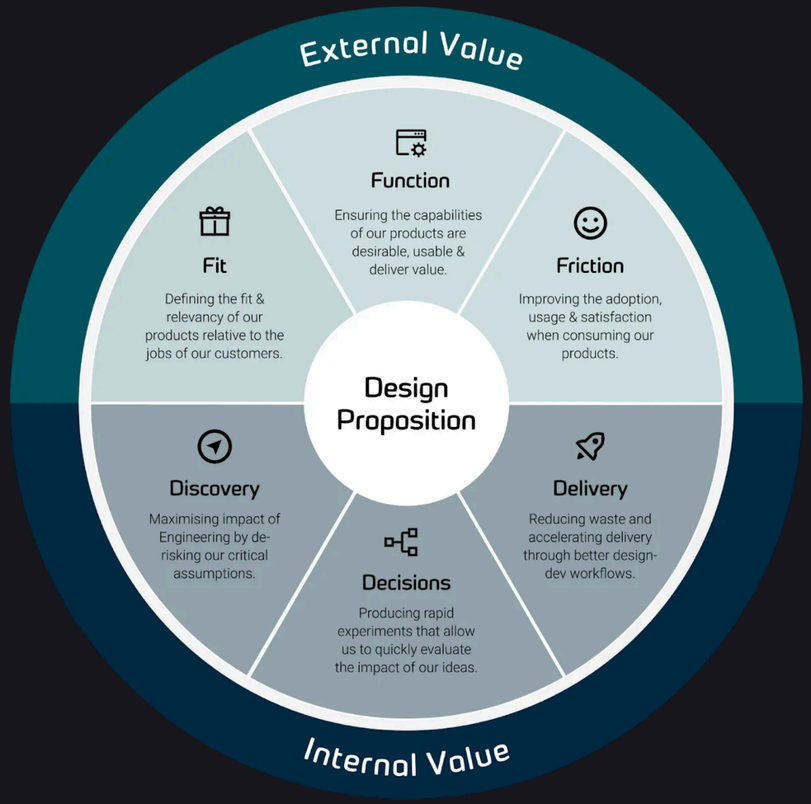
Design Success Metrics

Understanding design impacts

Design Success Metrics?

Design Success Metrics show the Value of Design

By identifying and measuring design-specific metrics we can clearly articulate the value that design provides to the user and the business.



BUSINESS

Behavioral Metrics

1. Click-through-rate (CTR)
2. Bounce Rate
3. Session Duration
4. Abandonment Rate

Diagnostic Metrics

1. Click Heatmaps
2. Performance Metrics
3. Accessibility Coverage
4. Rage Clicks

“Business” Metrics

1. Net Promoter Score (NPS)
2. Customer Satisfaction Score (CSAT)
3. Monthly/Annual Recurring Revenue (MRR/ARR)
4. Customer Lifetime Value (CLTV)
5. Cost per Acquisition (CPA)
6. Churn Rate

DESIGN

Behavioral Metrics

1. Task Success Rate
2. Time On Task
3. Error Rate
4. Error Recovery Rate
5. Time to First Success

Diagnostic Metrics

1. Click Heatmaps
2. Accessibility Coverage
3. Rage Clicks

Customer Attitude Metrics

1. System Usability Scale (SUS)
2. Customer Satisfaction Score (CSAT)
3. “Frustration” Score

Custom Metrics

1. Task Performance Indicator (TPI)
2. Frequency of help desk inquiries
3. Design system health score

Conflicting Metrics

Occasionally Design and Business metrics come into conflict. It’s important to understand how these metrics relate to each other and to clearly understand when a negative business metric is in fact a positive metric for design and the overall user experience.

Basic business metric understanding may record an increase in bounce rate or abandonment rate and trigger concern.

Design Metrics can indicate that this shift was caused by a change resulting in less time on task and increased task success rate

Metrics worth Measuring

METRICS WORTH MEASURING

Starting with a focus on three key metrics

1. Customer Satisfaction Score (CSAT)
2. System Usability Scale (SUS)
3. Task Performance Indicators (TPI)

METRICS WORTH MEASURING

Customer Satisfaction Score (CSAT)

Customer Satisfaction Scores help identify product strength and weaknesses in the eyes of your users.

CSAT or NPS?

CSAT differs in key ways from NPS. Where NPS measures a customers relationship and loyalty to a brand, CSAT measures how satisfied a customer is with a specific product, feature, or event. CSAT also provides more versatility in the types of questions that can be asked.

System Usability Scale (SUS)

System Usability Scales are widely used to provide a measure of a user’s understanding of how to use a product or system.

1. Indicates how usable and learnable a product or system is
2. Standard 10 item questionare
3. Can indicate problem areas to review
4. Highly reliable and confident

METRICS WORTH MEASURING

Task Performance Indicators (TPI)

Identify how quickly and successfully your users can complete specific tasks. The ongoing nature of TPIs provides a health-check on key tasks that may be affected by other changes to a product.

1. Stable, Reliable, Repeatable
2. Time on Task
3. Task Success Rate
4. Error Recovery Rate

Customer Satisfaction Score

CUSTOMER SATISFACTION SCORE (CSAT)

Measure how satisfied customers are with a specific interaction of experience by asking them to rate it on a scale

CSAT (%) = satisfied responses / total number of responses x 100

CSAT 24

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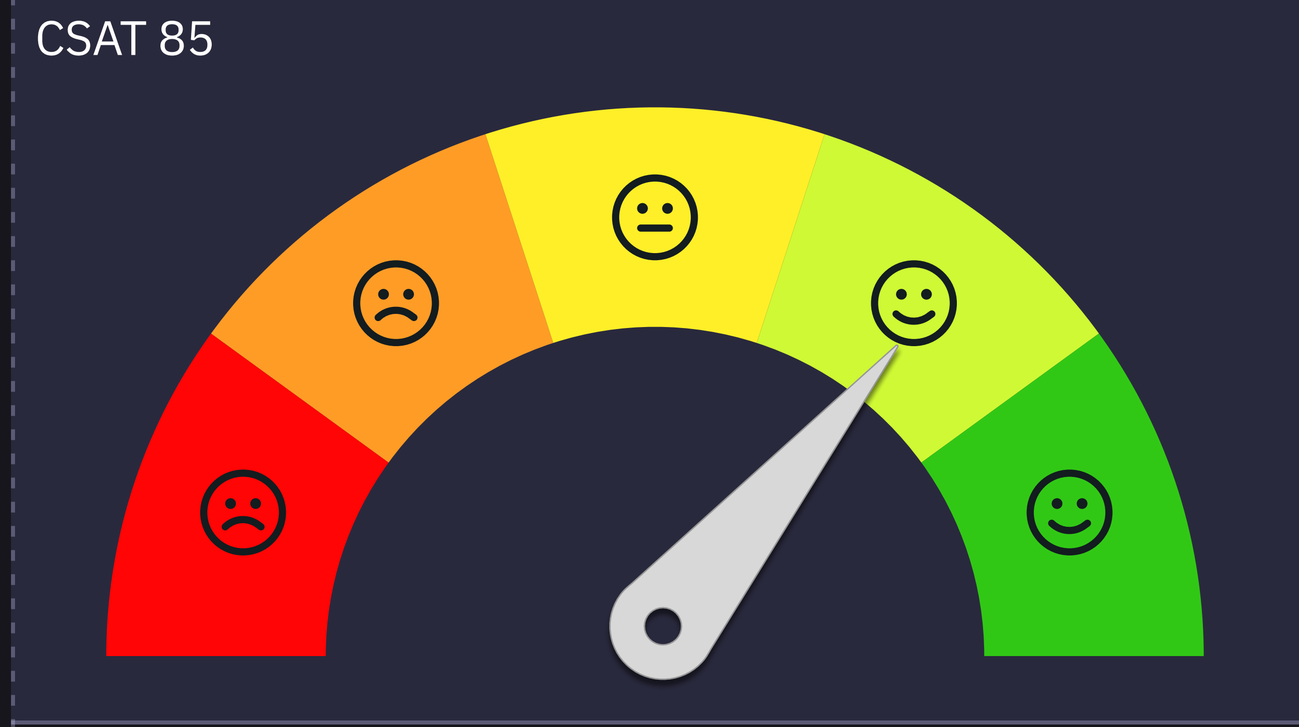
CSAT 24

MEASURING CUSTOMER SATISFACTION (CSAT)

CSAT (%) = satisfied responses / total number of responses x 100



Generally a CSAT above 70 is considered good, with 90+ considered excellent.

A CSAT below 50 is considered poor and needing immediate attention, since more than half the customers are not satisfied.

System Usability Scale

SYSTEM USABILITY SCALE (SUS)

A standardized way to assess a product’s overall user-friendliness and evaluate the usability of digital products

The 10 Questions

1. I think I would like to use this system frequently
2. I found the system unnecessarily complex
3. I thought the system was easy to use
4. I think that I would need the support of a technical person to be able to use this system
5. I found the various function in the system were well integrated
6. I thought there was too much inconsistency in this system
7. I would imagine that most people would learn to use this system very quickly
8. I found the system very cumbersome to use
9. I felt very consent using the system
10. I needed to learn a lot of things before I could get going with this system

BENEFITS OF SYSTEM USABILITY SCALE

Why choose SUS?

1. User-Centered Quantitative Data
2. Speed and Simplicity
3. Iterative Design and Collaboration
4. Resource Alignment

Task Performance Indicators

Task Performance Indicators are a suite of related metrics that measure the success of specific jobs or tasks

Top tasks are the most important tasks to a user

1. **Gather:** Collect a list of all customer tasks
2. **Refine:** Create a shortlist (100 or less)
3. **User Feedback:** Get real users to rank tasks
4. **Finalize:** Organize tasks by rank of user importance

Why TPIs are useful metrics

1. Stable

Why TPIs are useful metrics

1. **Stable**
2. **Reliable**

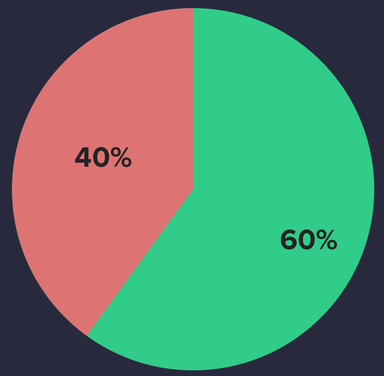
Why TPIs are useful metrics

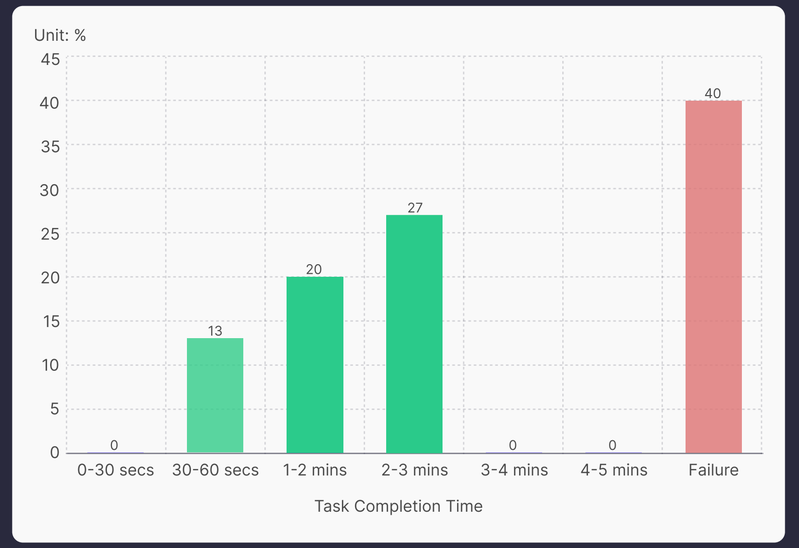
1. **Stable**
2. **Reliable**
3. **Repeatable**

Quantitative Indicators

Time to complete measures the amount of time a user takes to complete a specific task

Error Rate measures the comparative rate of failure to success.





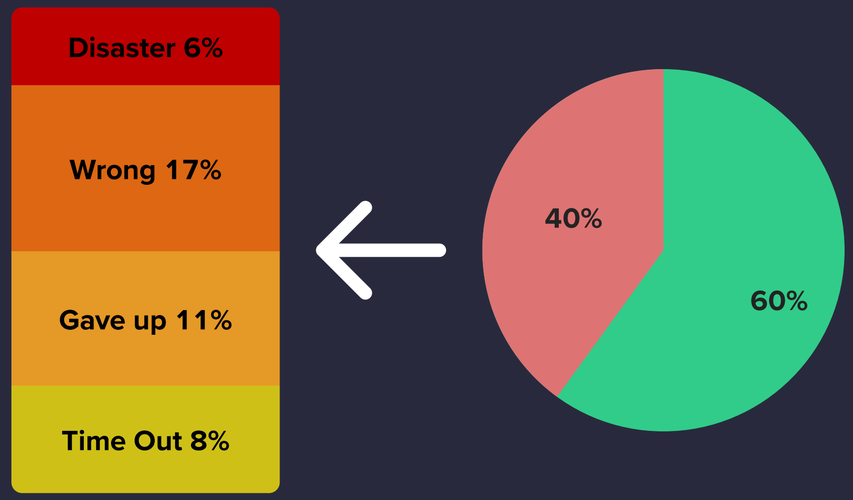
Set a maximum threshold for success, anything beyond that is a failure.

Document how and why users fail to complete the task

Qualitative Indicators

Monitoring the actions a user takes while trying to complete a task provides information on how understandable a product or task is

Collecting information on *why* users fail to complete a task provides insight into what sorts of improvements can be targeted



How confident are users that they have completed the task correctly?

Timed out: Took too long, but successfully completed task

Minor wrong answers, or detours on task completion

Disasters: High confidence in a wrong answer

Did they give up before timing out?

Other Useful Metrics

OTHER USEFUL METRICS

Service and Support Tickets

- The quantity of incoming support and service requests is an indication of whether an experience is improving or not
- The information within the tickets can provide qualitative insights into where users are regularly getting stuck using your product
- Support staff are an often overlooked resource; they interface directly with your customers, and often recognize issue patterns before others

Average Session Duration

- Session duration can be used across different experiences as a target metric for how easy, or compelling a product or experience is
- A short duration may be desirable for the primary goal is to quickly find information or resources
- An extended duration is likely desired when the goal of a product is either consumption or interaction, like an independent learning tool

Q&A