

UX Measurement tools for prioritizing product focus

Unlock prioritization that have positive, direct impact on end-users

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Topics:

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[SHOP-CMS](#)

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[PRIORITIZATION](#)

[UX-TOOLS](#)

[UX](#)

Every industry has a system of measurement that ensures a level of quality or compliance. Some offer insight into complexity while others focus on accessibility. Within the experience design space, there are several types of measurements used: **accessibility** (A11y, [Section 508](#)), engagement (Google Analytics), and even customer service (NetPromoter, Nielsen Ratings, etc.). A **heuristic evaluation** is one tool the [ShopCMS](#) team chose to measure the user experience while redesigning the product.

A **heuristic evaluation** (Figure 1) enables a team to assess friction points within a product. Not to be confused with **usability studies**, a heuristic evaluation helps validate and inform studies by providing quantifiable data, ranked on a scale. This scale is used to rally a team around the most concerning usability issues and ensure they are addressed first.

ShopCMS, an online marketplace where CMS employees can request equipment, is a good example of how measuring experience should influence priority. In November 2019, a couple of months into development, ShopCMS performed its first heuristic evaluation. The goal was to understand what parts of the experience needed the most improvement. The evaluation uncovered issues relating to **learnability**, accessibility, etc, which caused the team to shift focus early and prioritize fixing the most pressing issues first.

Over the next six months, the team worked to fix the issues identified. In May 2020, ShopCMS is getting ready for release and the team decides to perform a second heuristic evaluation. They did this to answer two questions; Did the user experience baseline improve? And if so, is there tangible evidence to support that claim? Fortunately, the answer to both questions was yes.

The most significant issues identified in the first evaluation saw some of the largest percentage increases. In fact, all metrics in the second evaluation showed an increase in usability (Figure 2). This data validates that the ShopCMS project met a primary **objective-key-result (OKR)** relating to **human-centered design** (significantly improve the customer experience of CMS tech support).

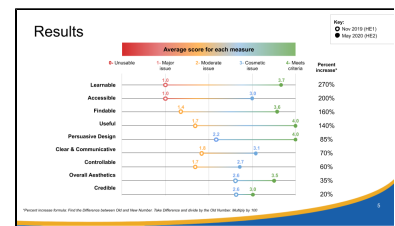
By using a tool that measures experience, product teams unlock the kind of prioritization that has a positive, direct impact on end-users. This process enables a team to rally around issues relating to the **end-user**, while also unleashing a team's ability to deliver a better, easier, and more performant product.

Dying to know how you can use a heuristic evaluation in your project?

Learn more about [heuristic evaluations](#) and check out [this helpful tutorial page](#), complete with instructions and pre-filled formulas!

Figure 1 - Jakob Nielsen from Nielsen Norman Group explaining the heuristic evaluation method in 3 minutes.

Figure 2 - Results comparing heuristic evaluations conducted in Nov 2019 and May 2020.



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