



Unlocking Cross-Team Collaboration through Quantitative Metrics

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Let's hear from the audience...

**How does your team currently
measure User Experience (UX)?**

What are quantitative metrics?

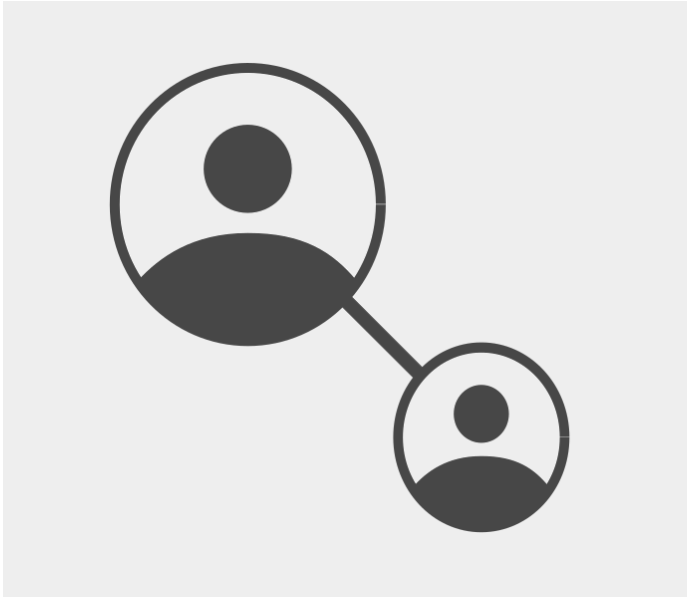
There is a blurred line between the labels “quantitative metric” & “qualitative ‘metric’...”

For purposes of this talk, quantitative metrics will refer to a **quantified measure of user experience data including behavioral** (e.g., user error rates) **& attitudinal** (e.g., user satisfaction ratings) **data**

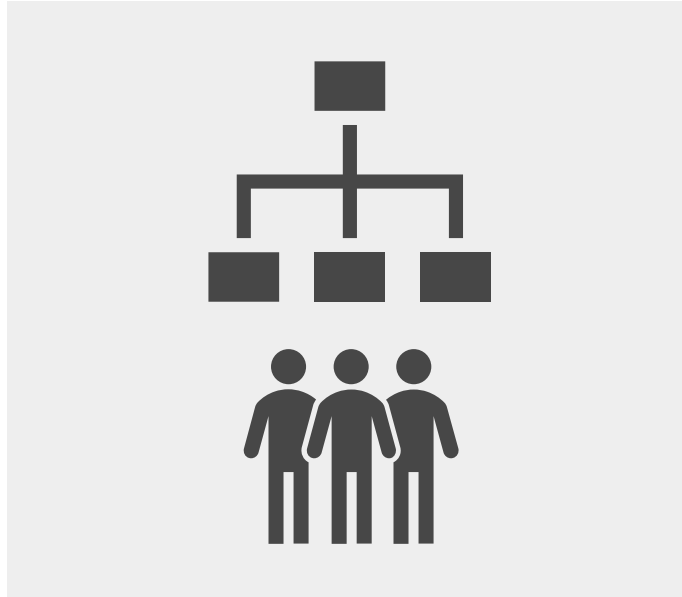
**“Numbers constitute the only
universal language.”**

-Nathanael West

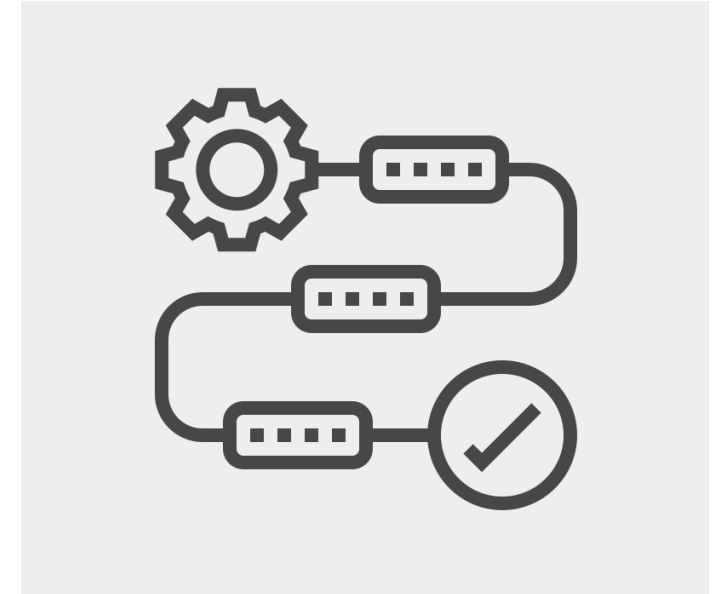
What you can expect to learn:



What a **shared quantitative** metric is & how it can foster collaboration



The **benefits of cross-team collaboration** through a shared quantitative metric



How to strategically **implement shared quantitative metrics**

UX Research in ESS

What is ESS?

Enterprise of Shared Services

(ESS) is a collection of digital tools and services used by internal CMS employees, contractors & vendors.

A **single ESS customer will use multiple ESS** products (e.g., HARP & Confluence)



Collaboration Tool



ADO Tool



File Management Tool



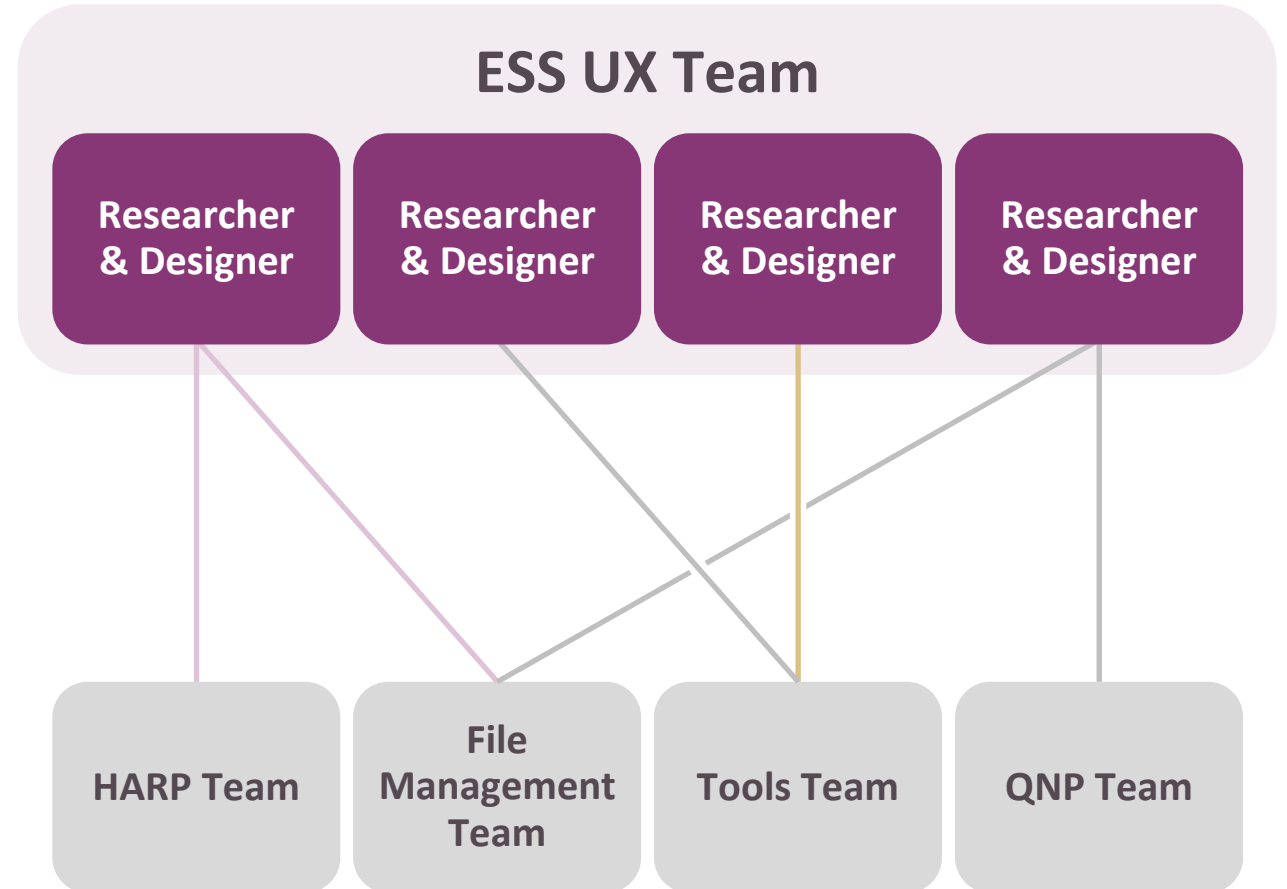
Collaboration Tool

The ESS User Experience Team

- ESS UX is a **shared services team**
- Researchers & designers are assigned to 1-2 products, but can support multiple services depending on product needs
- UX efforts are siloed by product



Hyper focus on a specific part of the user journey results in loss of the bigger picture.



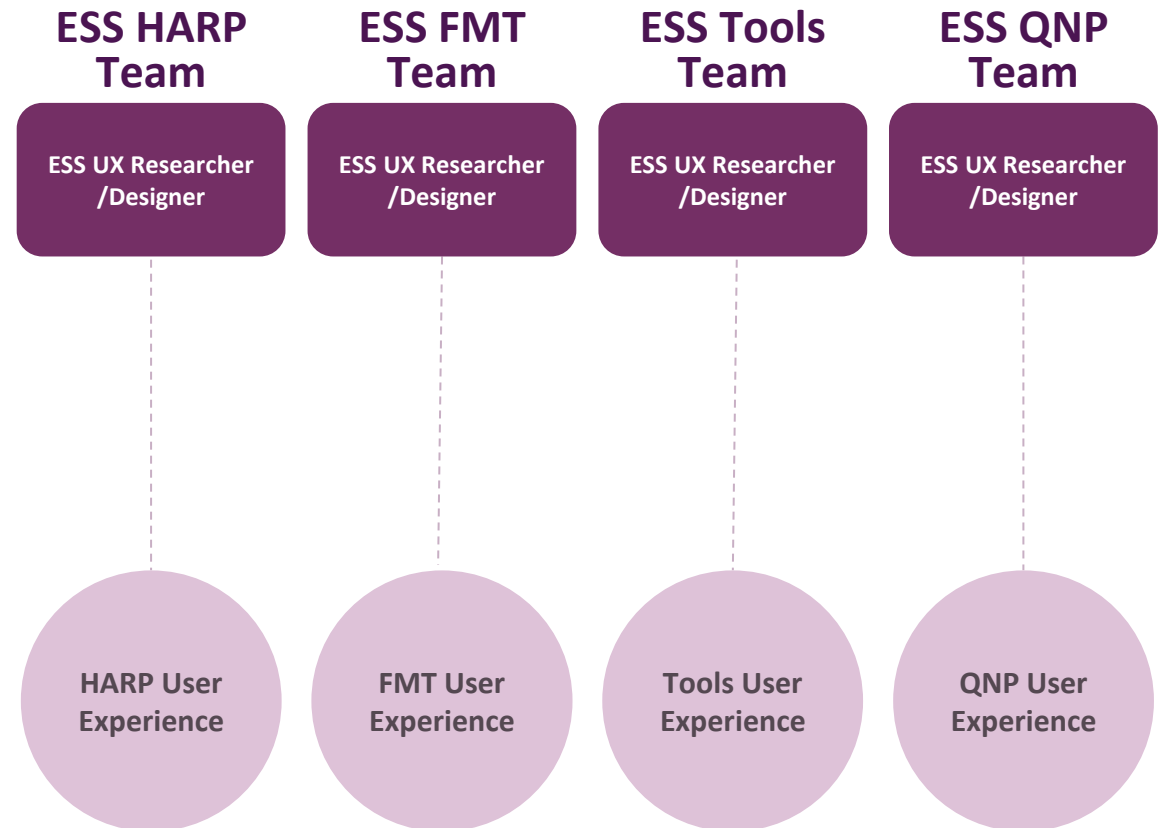
Siloed vs Collaborative Research Approaches

Siloed Research Approach

A **siloed research** approach is an approach where separate teams focus on separate pieces of the customer experience.

What are the downsfalls?

- Fragmented insights
- Duplicative research efforts
- Missed connections across products
- Research not widely shared

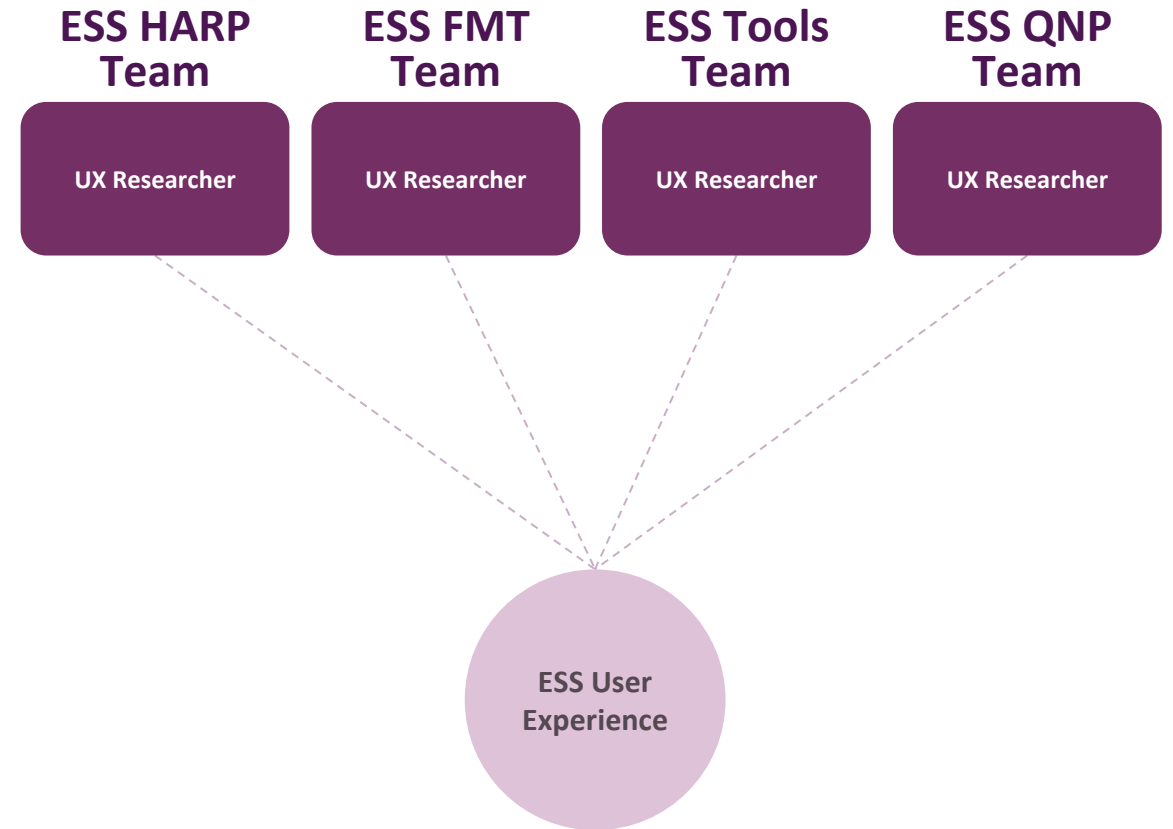


Collaborative Research Approach

A **collaborative research approach** is an approach where teams collaborate to capture the entire user experience.

What are the benefits?

- Holistic understanding
- Clearer connections across user's journey
- Different team perspectives
- Identify R&D opportunities with biggest ROI



Collaborative Research Approach

The benefits of this way of working extend to:

- **User**
- **Product Teams**
- **Program**
- **CMS Stakeholders**



Insight: collaboration leads to impact across multiple levels

**HARP
TEAM**

**FMT
TEAM**

**QNP
TEAM**

**QNOD
TEAM**

Collaboration... So Easy Everyone Can Do It?

Cross-product team collaboration is hard, and few organizations do it well, yet most agree they want to be better at it.

What mechanisms can we use to **encourage teams to share information** instead of solely relying on their own knowledge?

Collaboration done well leads to surfacing information and alignment.



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Achieving Collaboration through Quantitative Metrics

Quantitative Metrics

Quantitative metric: a quantified measure of user experience data including behavioral (e.g., user error rates) and attitudinal (e.g., user satisfaction ratings) data.

Examples:

- Number of page views (from clickstream data)
- User error rates (from usability testing)
- User satisfaction scores (from scaled response survey questions)

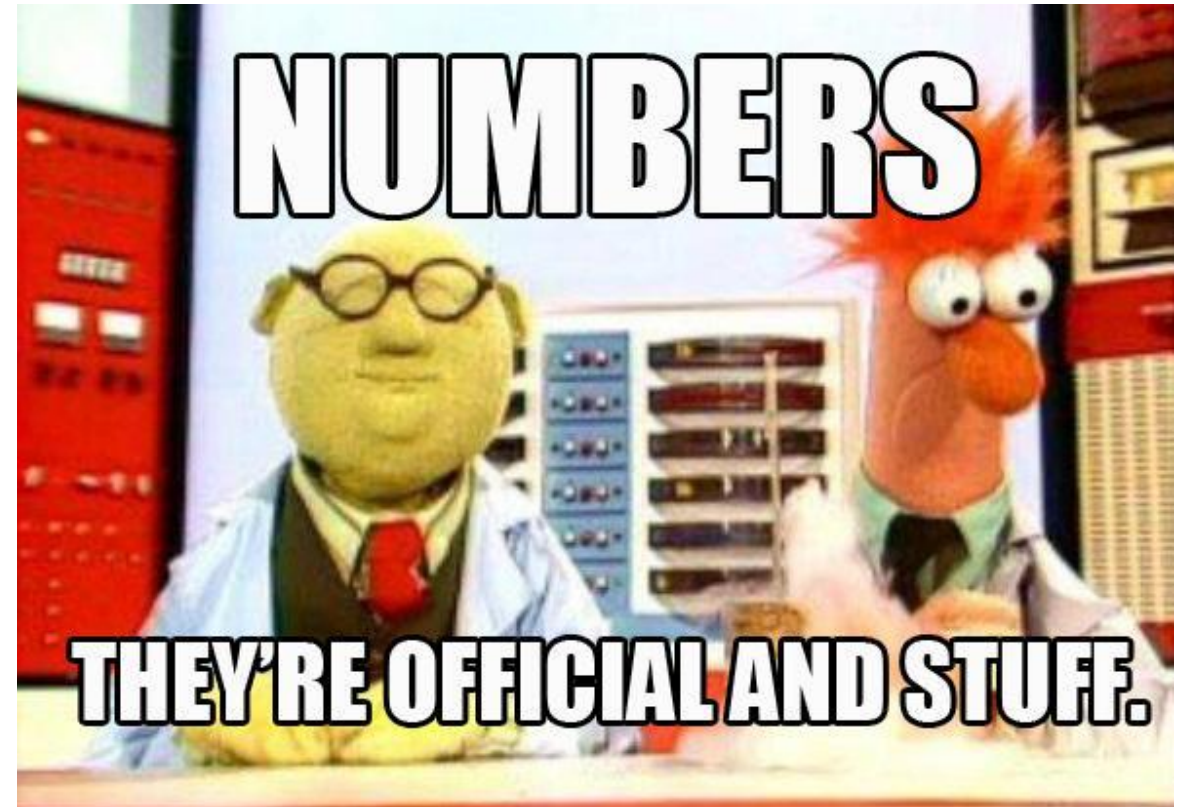
Note: Not every metric applies to your product!

Let's hear from the audience...

**Is your team currently using
quantitative metrics to
measure User Experience (UX)?**

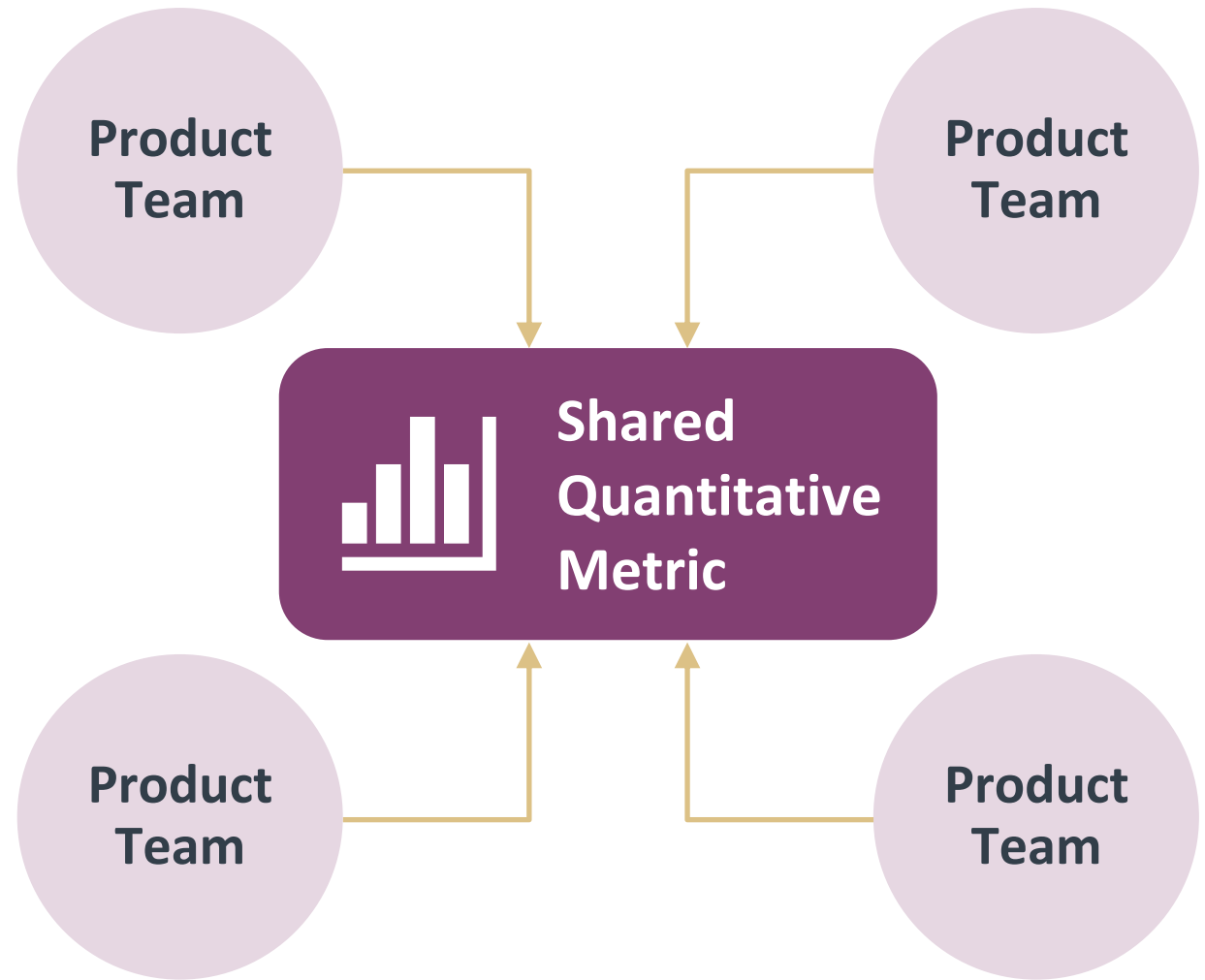
...but first, why a *quantitative* metric?

- Objective & measurable data
- Useful for monitoring changes
- Enables benchmarking of product performance
- Facilitates measuring return on investment (ROI)
- ...and stakeholders are especially fond of numbers



What is a *shared* quantitative metric?

A **shared quantitative** metric is a single quantitative metric (e.g., survey) used across multiple teams/products to assess the quality of experience that customers have with a company or brand



How can shared quantitative metrics foster collaboration?

Aligned Objectives

- Shared definition of "positive UX"
- Common goal to enhance UX

Clearer Communication

- Shared understanding of metric
- Alignment of terminology

Data consistency

- Same data components (e.g., scales)
- Facilitates performance comparisons

Accountability

- Shared responsibility
- Increased ownership

Maximizing the Potential of a Shared Quantitative Metric

Can't I just make a survey and call it a day?



Implementing a shared metric is a strategic process

- Requires cross-functional participation
- Grounded in a cohesive product vision, unified values & user-centered approach
- Driven by a commitment to ongoing enhancement & monitoring



How do we do that?

The path to a successful shared quantitative metric

DEFINE GOALS & OBJECTIVES

- Consider **user objectives**
- Consider **business goals**

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DEVELOP A SHARED METRIC

- Identify **key metrics**
- Create a **composite metric**
- **Standardize questions & response scales**
- **Keep it simple**

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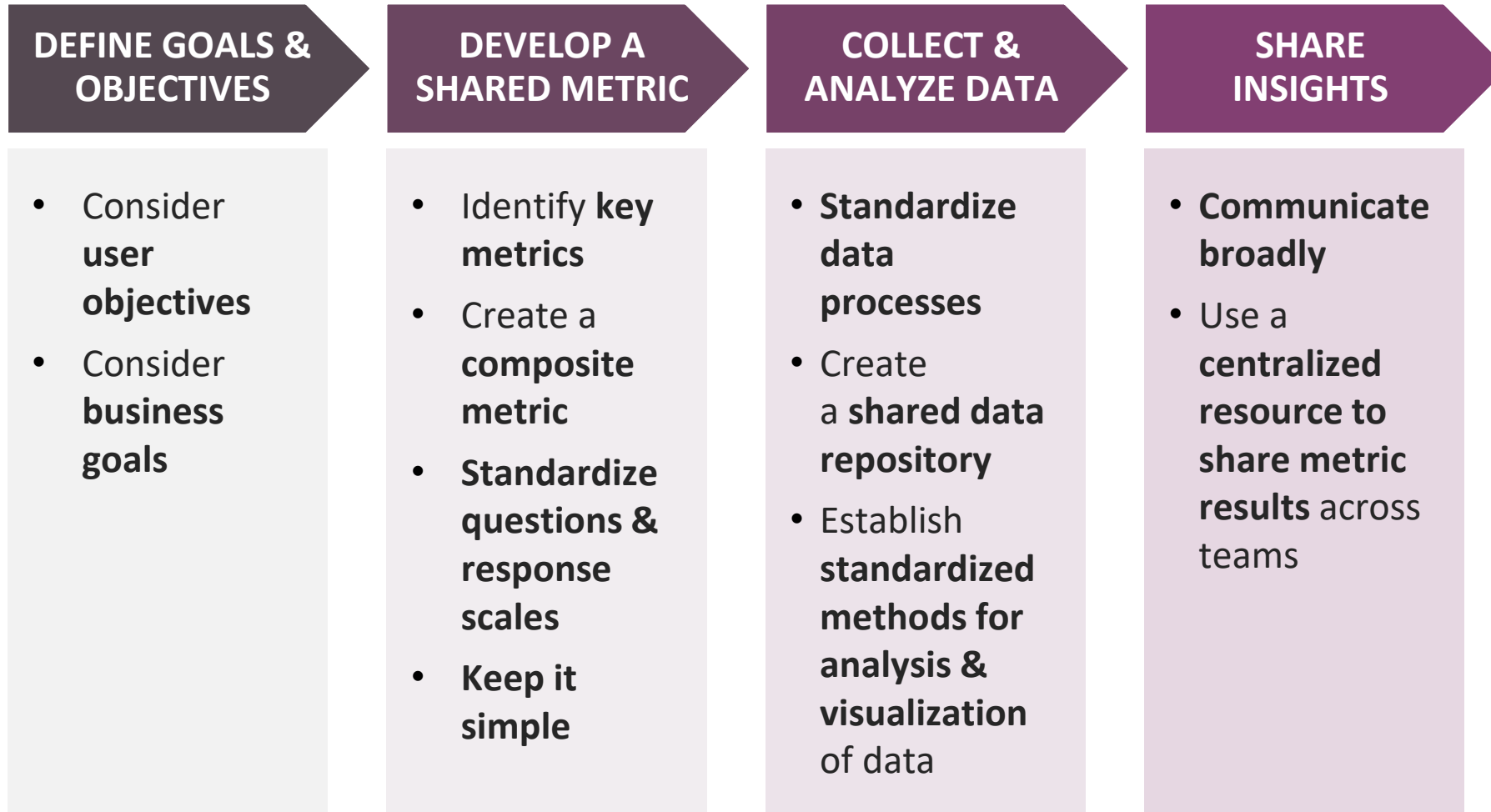
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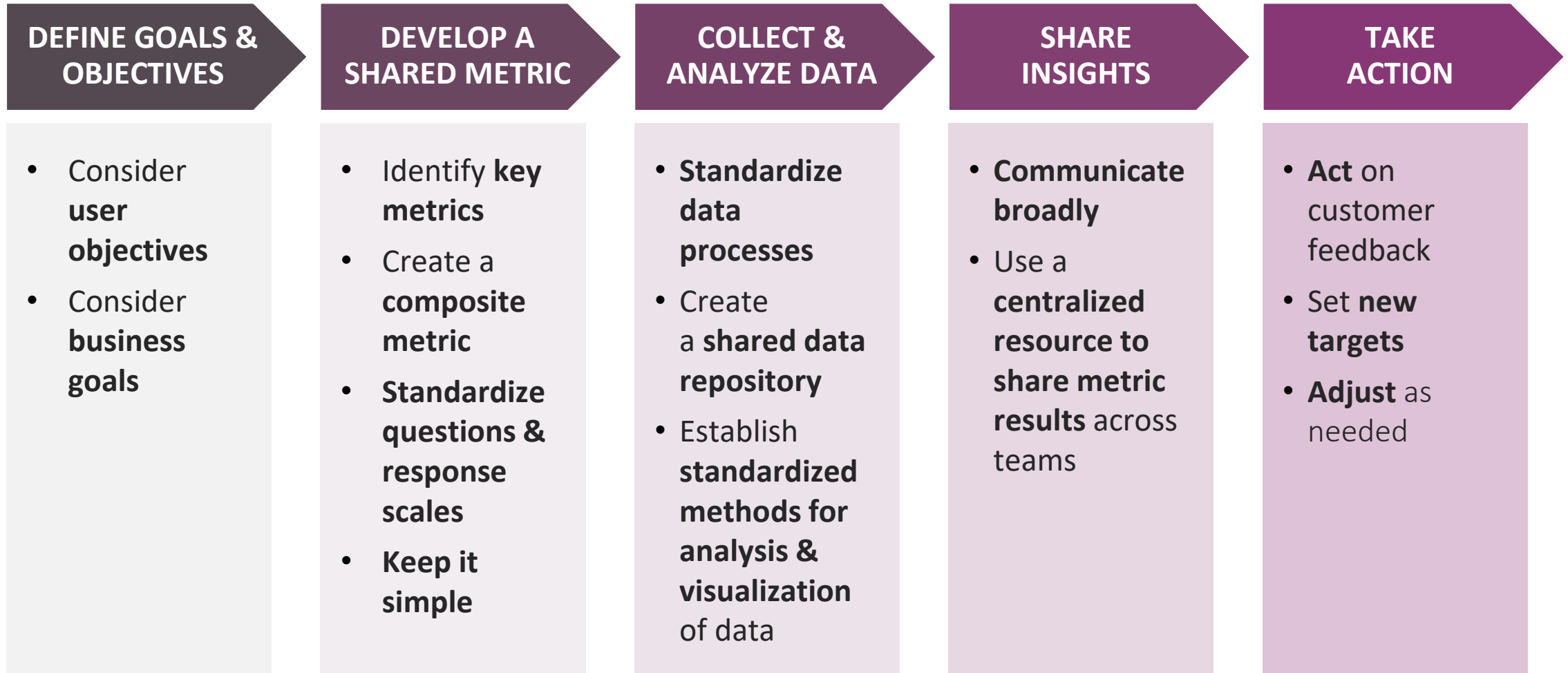
COLLECT & ANALYZE DATA

- **Standardize data processes**
- Create a **shared data repository**
- Establish **standardized methods for analysis & visualization of data**

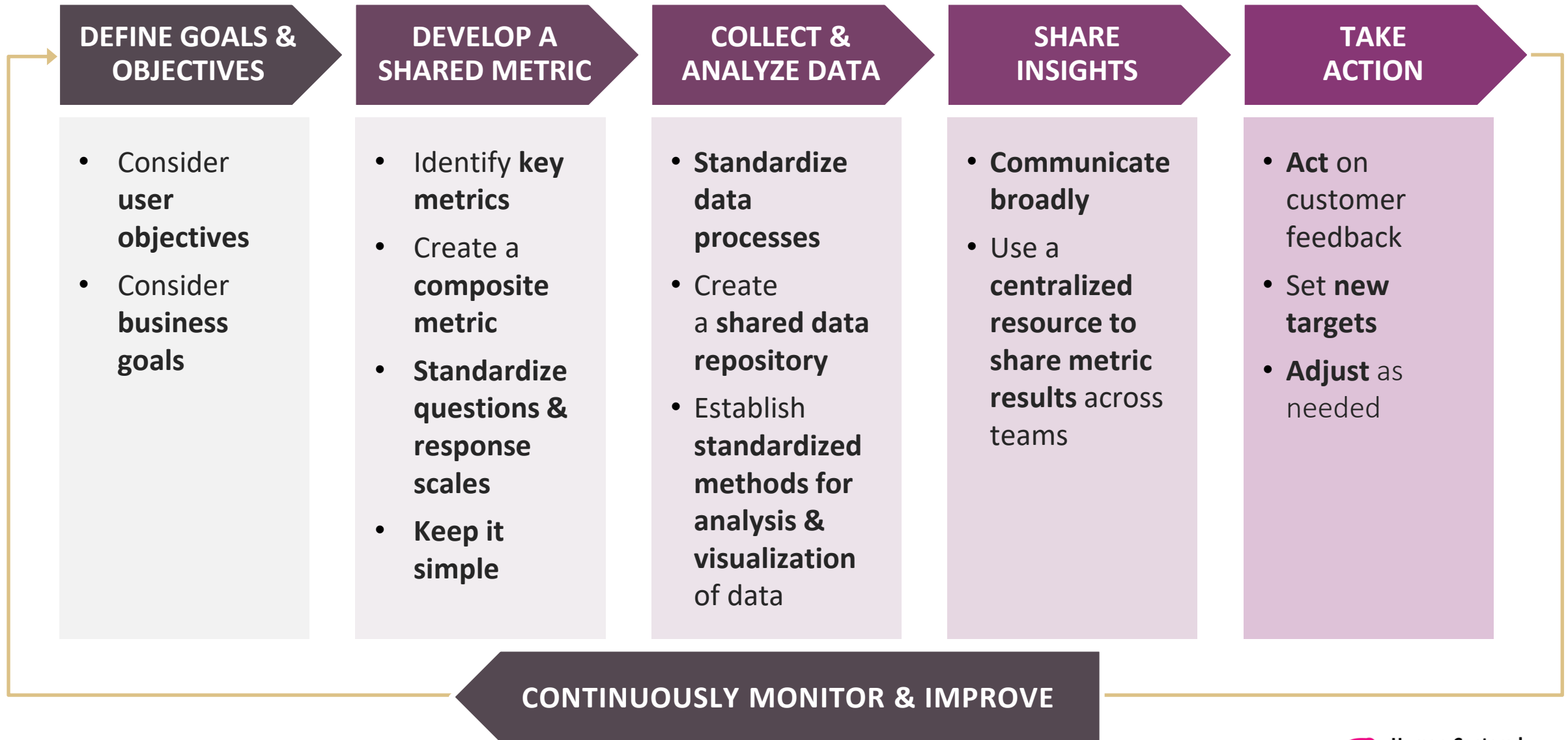
The path to a successful shared quantitative metric



The path to a successful shared quantitative metric



The path to a successful shared quantitative metric



Closing Thoughts

Takeaways

A **shared quantitative metric** is an objective measure of the user experience that is shared across teams to gather insights of the broader user journey

Having a shared quantitative metric enables **cross-team collaboration** that has impacts at the **user** (holistic understanding), **team** (diverse perspectives) & **stakeholder levels**

A shared quantitative metric can bring **multiple benefits** including aligned objectives, clearer communication, product consistency & enhanced accountability



Thank
you



Have questions? Email us at cramirez@ventera.com and mnichols@ventera.com