Developing a UX Measurement Plan

What is a UX Measurement Plan?

Measuring and improving the user experience of your product or service requires a plan and an understanding of who your users are. Whether your goal is to introduce guidance and processes for measuring user experience, or trying to scale UX in your organization, a well-devised plan will improve your chances of success. In addition, it can play a critical role in convincing stakeholders to invest in UX and make it an essential part of your product development process.

Key areas to consider when creating a User Experience measurement plan

Create a Communication Process

Schedule regular meetings with leadership across all teams involved in a product's development to align the team around the outcomes of the measurements. Additionally the UX research lead or manager and the product management team should meet regularly to discuss goals and outcomes for research projects as they relate to the overall business goals.

These regular meetings will have the following impact:

- Allow ongoing tracking and benchmarking of UX activities
- Improve communication between research and product teams, keeping them focused on the business goals
- Foster a human-centered culture

UX Key Performance Indicators (KPIs)

When working with KPIs, it's best to learn how each team within the organization measures success. Once you identify the KPIs you can associate UX measures to them. The following table provides some UX KPIs examples to help you get started.

Typical KPIs	Quantitative UX KPIs	Qualitative UX KPIs
- **Actual Behavior from Live Sites (Analytics)** - **Sales & Marketing** - **Financial Metrics** - **Customer Support Metrics**	- Task success rate - Time on task - Use of search vs. navigation - User error rate - System Usability Scale (SUS)	- Reported expectations and performance - Overall satisfaction

Benchmarking Results

Benchmarking provides key metrics to track and measure product performance over time, and is an integral part of the overall UX process. The steps for implementing this phase of UX measurement are as follows:

- Establish who on the team is responsible for tracking and communicating results
- Determine frequency of measurement
- Once you establish a timeline, track the results, making sure to note what UX research was conducted and what product changes were introduced between measuring each metrics.
- Incorporate sample user videos or insights before and after changes have been made to demonstrate the improvements

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HCD PROCESS

- Implement Phase

BOOKS

Benchmarking the User Experience

A Practical Guide To Measuring Usability

Quantifying The User Experience: Practical Statistics For User Research

Whitepaper: Proving the ROI of UX Research (UserTesting)

More Information

- Quick Resource Guide to UX Metrics
- Which UX Metrics Should You Be Tracking?
- Benchmarking the User Experience
- Google's HEART Framework for Measuring UX

RELATED METHODS

- Key Performance Indicators
- Feedback Loop
- Usability Testing

Once you have set up the process of benchmarking and tracking goals with your research, you can begin calculating your team's ROI.

Continuous Improvement

Using the Agile principle of continuous improvement, along with the demonstrated value of user research, will help improve your organization's UX maturity by infusing user research into your regular development cycles.

Each team's measurement plan may not be the same; the goal of this tip sheet is to get you started or to evaluate your current plan. Developing and improving your measurement plan will help you stay focused on improvement and promote the value of user research at the same time.

UX Measurement Plan Summary

Identify What KPIs are Needed	Understand how your program measures success to determine what KPI metrics are needed. For example, Cost Savings, Burden Reduction, lower help desk support, etc.
Benchmark UX Quality Perceptions & Determine if you can Collect the KPIs	You will need to have access and the ability to collect benchmarks, as well as measure the perception of quality with the user experience. Some examples of how you can measure UX quality and the perceptions thereof, include the System Usability Scale (SUS), SUPR-Q (Standardized User Experience Percentile Rank Questionnaire) and Technology Acceptance Model (TAM).
Associate UX Measures with the Identified KPIs	Associate the UX measures to the KPI's you have selected. For example, task completion rate with lower help desk support. *More Information:* Main UX KPIs & Usability Metrics
Track and Analyze Top Tasks	Track the top tasks: conduct a top task analysis to understand what tasks /functions are essential to your customers.
Benchmark the User Experience	Once you know the top tasks, you want to benchmark the user experience of the product and its functions by addressing the users' top tasks. The following checklist can help get you started.
Create an Improvement Plan	Now that you have an idea where things are in a user's experience, you will need an improvement plan. This is where traditional UX methods come into play.
Evaluate how the designs improved the KPIs	Understand how the changes in designs improved the KPIs, and compare these KPIs over time to see what changes have made an impact and where you need to make other improvements. *More Information:* Statistical tests and Calculators.
Calculate the ROI	Now that you have made the changes and tracked improvement of the user experience and KPIs, you now have qualitative reports to show the return on the investment.Thus demonstrating the impacts of your design changes on business value.
Conduct UX Audits	Conduct periodic UX Audits to ensure that your team incorporates any changes made during the development process and ensure the right methods and metrics are being collected. *More Information:* UX Audit Guide & 10 Usability Heuristics

Competitive UX Benchmarking
This webinar will explain the advantages of the 3 most recognized methods for measuring Usability & User Experience of a product or service: SUS (System Usability Scale), Supr -- Q and UX Score. (UserZoom, 3/14/14)

Statistical Significance in UX

An important component of measuring the User Experience of a website is to know exactly how it performs in comparison to its competitors and also to have the ability to monitor this performance over time. (UserZoom | 12/2/2014)