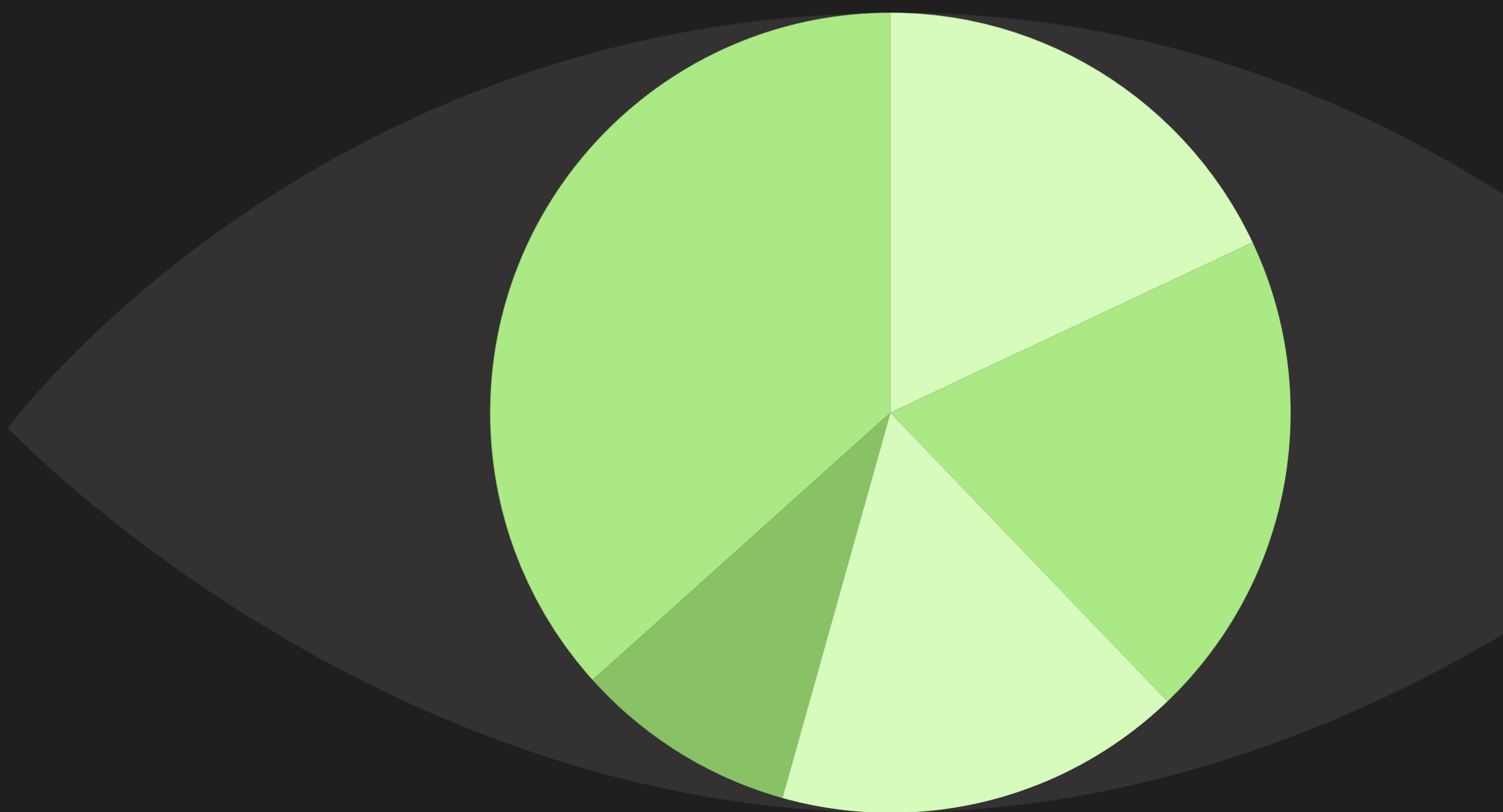


KORU

GUIDE

20 Probing Questions to
**Measure User
Experience Across
All Business
Scenarios**



Four Essential Factors to Benchmark Your Approach Prior to Measurement

1 How to Collect Feedback

Here are five key approaches to gather feedback and drive iterative improvements.

Feedback Collection: Implement easy-to-use feedback mechanisms within your product to gather valuable insights directly from users.

User Suggestions: Encourage users to share ideas and suggestions on how to improve the product through a dedicated forum.

Bug Reporting: Establish a streamlined process for users to report bugs and technical issues, ensuring prompt resolution and a smooth user experience.

Active Listening: Regularly review and analyze user feedback, attentively listening to their suggestions, concerns, and bug reports.

Iterative Improvements: Utilize collected feedback to drive continuous product enhancements, incorporating user suggestions and addressing reported bugs in future updates.

2 How to approach measuring UX?

Outcomes are the desired result or impact of a product, while outputs are the features or deliverables produced by the product team.

Focusing solely on outputs can result in wasted effort and failed products. Here's a better way to approach this:



Define the problem and the user behavior around the problem first.



Next focus on what you can do to change this behavior to drive desired results.

3 When is the right time to measure your product's UX?

Take the continuous discovery approach

Continuous discovery is a product development methodology that emphasizes ongoing learning and iteration through user feedback and data analysis.

It involves gathering insights continuously to inform the design and development process.

4 What to focus on while measuring?

KPIs Vs. UX metrics

While both KPIs and UX metrics are important for measuring product success, measuring KPIs alone can sometimes become too output-driven.

Over-reliance on KPIs will only help you achieve short-term revenue goals.

While ignoring KPIs may lead to a lack of focus on business goals.

To overcome this









You need to regularly evaluate both KPIs and UX metrics.

Identify areas of overlap and adjust strategies as needed.

20 Must-Ask Questions for Assessing The UX Of Your Enterprise Products

Objective 1 Alignment with Business Goals

Questions To Ask	Metrics to Measure
<p>Question 1</p> <p>Can users complete their tasks accurately?</p>	<p>To identify this, you need to measure three things</p> <p>Task efficiency: Measure the time taken by users to complete critical tasks within the system. It reflects hidden issues among the workflows and potential areas of improvement.</p> <p>Error Rates: Track the frequency and severity of user errors within the system. Lower error rates indicate improved usability and reduced frustration.</p> <p>Support Requests: Monitor the volume and nature of support requests related to the system. A decrease in support requests can indicate improved UX.</p>
<p>Question 2</p> <p>How does UX impact my product's user adoption and engagement?</p>	<p>To identify this, you need to measure</p> <p>User Adoption Rate: Measure the rate at which users adopt your product and actively engage with it. Higher adoption rates demonstrate the system's ability to meet user needs.</p> <p>User Retention: Track the percentage of users who continue to use the system over time. Higher retention rates indicate a positive user experience that provides value.</p>
<p>Question 3</p> <p>Does your product's UX provide you a competitive advantage?</p>	<p>To determine this, you can conduct</p> <p>Differentiation assessment: It involves conducting user interviews or surveys specifically focused on perceived differences, strengths, and weaknesses compared to your competitors.</p> <p>Feature Comparison: Evaluate the features and functionalities of your application against competitors' offering.</p> <p>Market Share: Track your market share and assess your competitive position relative to other players in the industry.</p>
<p>Question 4</p> <p>Is your UX aligned with your target users' needs and preferences?</p>	<p>This can be measured by tracking metrics such as</p> <p>User Segmentation: Analyze how users are segmented based on demographics, behaviors, or preferences to enable personalization.</p> <p>Personalization Effectiveness: Measure user engagement, satisfaction, or conversion rates for this personalization.</p>

Questions To Ask	Metrics to Measure
<p>Question 1</p> <p>Can users accomplish the tasks they set out to do?</p>	<p>Define and identify</p> <p>Task success rate: It represents the percentage of participants who were able to complete a specific task successfully.</p> <p>To calculate the task success rate, you can divide the number of successful attempts by the total number of attempts and multiply by 100.</p>
<p>Question 2</p> <p>How quickly can users accomplish key tasks?</p>	<p>Determine the task completion time through</p> <p>Average Completion Time: Calculate the average time it takes for users who successfully complete a task.</p> <p>Mean Time to Failure: Calculates the average time it takes for users to give up or complete a task incorrectly.</p> <p>Average Time on Task: Calculate the total average time that all users spend on a task, regardless of whether they complete it successfully or not. It will help identify tasks that take too long to complete, causing frustration or confusion among users.</p>
<p>Question 3</p> <p>What are the most common user pain points?</p>	<p>Calculate the error rate: This can be measured by dividing the total number of errors made by users by the total number of attempts made.</p> <p>A high error rate is an indicator of usability problems.</p>
<p>Question 4</p> <p>Do users struggle to find what they need?</p> <p>How can we optimize navigation for a better user experience?</p> <p>Are there any features or functionalities that users find challenging to use?</p>	<p>Evaluate your product's navigation and ease of use through Heuristic evaluation.</p> <p>It is a method of assessing the usability by applying a set of established usability principles or heuristics. Each heuristic is typically rated on a scale of 0 to 4, with 0 indicating a severe usability problem and 4 indicating excellent usability</p> <p>Rate the product or service based on how well it adheres to the following heuristics.</p> <ul style="list-style-type: none">  Visibility of system status  Match between system and the real world  User control and freedom  Consistency and standards  Error prevention  Recognition rather than recall  Flexibility and efficiency of use  Aesthetic and minimalist design

Objective 3 Engagement Metrics

Questions To Ask	Metrics to Measure
<p>Question 1</p> <p>How hooked users are with your digital product?</p>	<p>To assess this, you need to measure</p> <p>Bounce Rate: Measure the percentage of users who leave the application after visiting only one page or without taking any further action.</p> <ul style="list-style-type: none">• A high bounce rate suggests a disconnect or lack of engagement.• Identify the causes of high bounce rates and implement strategies to reduce them. <p>Drop-off Rate: Analyze the percentage of users who abandon specific stages or tasks within the application.</p> <ul style="list-style-type: none">• This helps identify pain points and areas that need improvement to reduce user drop-off. <p>Click-through rates: Measure the percentage of users who click on specific elements within the application.</p> <ul style="list-style-type: none">• This helps assess the effectiveness of design and user interface elements. <p>System Utilization: Assess the frequency and depth of system usage. Higher utilization rates indicate strong alignment with user needs and business goals.</p> <ul style="list-style-type: none">• You can track metrics like the number of logins, feature usage, or time spent within the system.
<p>Question 2</p> <p>Which user segments are more engaged than others?</p>	<p>Analyze user behaviors, demographics, or user patterns, to identify specific user segments that show higher engagement.</p>
<p>Question 3</p> <p>Are there any barriers in the user journey?</p>	<p>This can be done through</p> <ul style="list-style-type: none">• Analyzing user feedback, analytics, or usability testing.• Measure the user task abandonment rate. High abandonment rates may indicate UX issues, frustration, or lack of alignment with user needs.
<p>Question 4</p> <p>What are the most popular user paths?</p>	<p>Determine the most common user paths or workflows within the application.</p> <p>Analyze how users navigate and interact with different features.</p> <p>Optimize user paths and streamline workflows, based on the findings.</p>

Objective 4 Adoption

Questions To Ask	Metrics to Measure
<p>Question 1</p> <p>How often users are using my product?</p>	<p>To determine this, you can measure multiple metrics, including</p> <ul style="list-style-type: none">Seven-day Active Users: Measure the number of unique users who actively engage with the application within a seven-day period.Usage Frequency: Measure how often users are utilizing your product.Product Access: Monitor the number of users accessing the product within a specified time frame.Average Time Spent with Product: Calculate the average amount of time users spend actively using the application during each session.
<p>Question 2</p> <p>How is the Onboarding Experience?</p>	<p>To accurately gauge your product's onboarding experience, you can measure</p> <ul style="list-style-type: none">Activation Rate: Measure the percentage of users who successfully complete the activation process and start using the application.Drop-off Rate: Track the percentage of users who abandon the onboarding or registration process before completing it.
<p>Question 3</p> <p>Which features are users using?</p>	<p>To identify this, you can measure the following metrics</p> <ul style="list-style-type: none">Feature Adoption: Monitor the adoption rate of new features or updates within your product. If users quickly embrace and actively use new features, it suggests that they are hooked and eager to explore what your product offers.Feature Adoption Rate: Determine the rate at which users adopt and utilize specific features within the application.
<p>Question 4</p> <p>How are they Utilizing Specific Features?</p>	<p>Evaluate your popular features' interaction rates. Gain an understanding of how users are utilizing specific features.</p> <p>This metric helps identify user workflows, behaviors, and patterns within your application, which can inform usability improvements and feature enhancements.</p>

Questions To Ask	Metrics to Measure
<p>Question 1</p> <p>How many users keep using your product?</p>	<p>Define what actions and activity levels constitute product use and measure the user retention rate through</p> <p>Tracking and monitoring user activity: Determine whether users are actively using your product or not.</p> <p>Number of users: How many users return to your product, and how often they return.</p>
<p>Question 2</p> <p>What is your customer lifetime value (CLV)?</p>	<p>You'll need to determine a customer's life cycle with your product/company.</p> <p>To determine this, use the AARRR Framework, by Dave McClure, a Silicon Valley investor. It will help you track</p> <ul style="list-style-type: none"> A Acquisition: What channels do new users come to a product from? A Activation: What percentage of new users have a satisfying initial experience? R Retention: Do users continue to come back over time? R Referral: Do users like the product enough to recommend it to their friends? R Revenue: Can user behavior be monetized? <p>There is also a variation of the AARRR Framework called RARRA, which prioritizes Retention over Acquisition.</p>
<p>Question 3</p> <p>Where do you stand in terms of customer satisfaction and loyalty?</p>	<p>It can be tracked in various ways.</p> <p>Satisfaction surveys: Surveys allow companies to ask customers questions that gauge their happiness levels.</p> <p>CSAT (Customer Satisfaction Score): At the end of surveys, many companies obtain this score by asking users to rate their overall satisfaction on a scale from 1-5.</p> <p>CES (Customer Effort Score): CES is found by asking users to rate their effort levels.</p>
<p>Question 4</p> <p>How likely are users to recommend your products?</p>	<p>NPS (Net Promoter Score): NPS is calculated by asking users how likely they are to recommend you on a scale from 1-10.</p> <p>System Usability Scale (SUS): Comprised of a ten-item questionnaire, with five response options for respondents (ranging from Strongly Agree to Strongly Disagree), you can use SUS to gather subjective information which NPS cannot provide.</p> <p>Interpreting SUS scores is a bit complex. The participant's scores for each question are converted to a new number, added together, and then multiplied by 2.5 to convert the original scores of 0-40 to 0-100. This is then used to produce a percentile ranking.</p> <ul style="list-style-type: none"> • SUS score above 68 is considered above average • Anything below 68 is below average.

Fostering a UX-Centric Culture for Continuous Improvement and Revenue Generation

Building a UX-centric culture is an ongoing effort that requires continuous dedication. When measuring UX metrics becomes a part of your organization's DNA, it fosters a user-centric mindset among your teams. Everyone becomes more attuned to user needs, more responsive to feedback, and more committed to delivering exceptional experiences.

Measuring UX metrics continuously and fostering a user-centric culture in your organization bring significant business benefits, including

Data-Driven Insights: Continuous measurement enables you to make informed decisions and prioritize improvements that have a direct impact on user satisfaction.

Iterative Optimization: Regularly measuring UX metrics allows you to identify areas for improvement and track the impact of changes over time.

Proactive Issue Resolution: Continuous measurement helps you address issues early on, preventing them from becoming major problems.

Remember, designing frequent measurement cycles ensures continuous improvement and drives revenue generation through enhanced user experiences.

Did we miss anything?

What are some metrics or frameworks that you use to measure the user experience of your enterprise products?

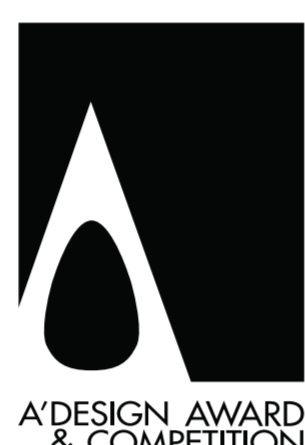
Let us know via email or through our social media channels. Your feedback is essential in helping us improve and refine our approach to measuring UX metrics.

About Koru UX Design

We are an Enterprise UX design agency, focusing on creating a positive, powerful and pleasurable impact on workplaces.

Our services include UX Research and Strategy, UX and UI development, and Front-end Development on complex enterprise systems like ERP, EMR, CRM, and other SaaS applications across web and mobile platforms.

We're on a passion-driven quest to bring the finesse of consumer-grade UX to enterprise applications and transform the way the world works, making it delightful and efficient for all.



www.koruux.com

©2023 All rights reserved Koru UX Design

USA

Koru UX Inc.
859 Willard Street, Suite 400,
Quincy, MA 02169

India

Koru UX Design LLP.
6/8, Kumar City, Kalyaninagar,
Pune 411014