

# Metrics-Based User Experience Design

When user experience experts are faced with prioritizing where their efforts can make the most impact, metrics can be used to determine where to focus. In addition, metrics are critical for measuring success and validating site enhancements. Metrics can be gathered by various means including:

- **Web-log analysis**
- **User testing**
- **User surveys**
- **Business process analysis**

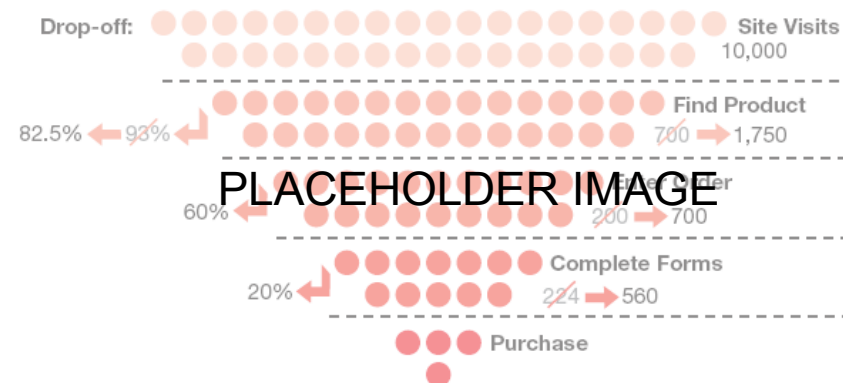
## Typical Metrics

- Customer satisfaction
- Search vs. browse
- Enrollment
- **Checkout conversion**
- Average order size
- Cart abandonment
- Time of task
- Merchandising/Promotion click-through
- Registration
- Cross-sell
- Browse/Find
- Call center reduction
- Customer satisfaction
- Repeat users

## Metrics Analysis through User Flow Modeling

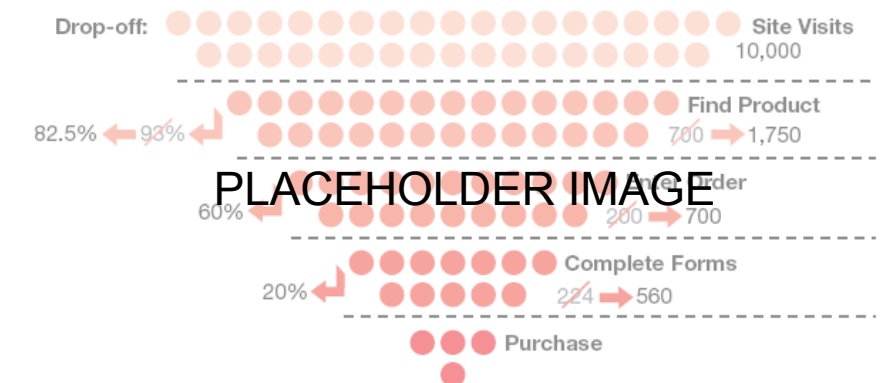
Modeling usage data of a typical user flow to a funnel structure provides an easy means to visualize metrics and understand their impact.

### Retail E-Commerce Purchase Funnel (Before Site Enhancements)



Shoppers enter the purchase funnel as they perform tasks, such as searching for and evaluating products, adding items to their shopping carts, determining shipping fees, etc. In the example above, where usage data was captured and modeled to the funnel, you can see that the current weakest point in the purchase process is checkout conversion.

### Retail E-Commerce Purchase Funnel (After Site Enhancements)



Following the launch of site enhancements with a goal to increase conversion rate, usage data will serve to measure the success of efforts as well as capture the return on investment