UpTop

Essential KPIs

Contents

03 Time on Task

06 Navigation vs Search

08 Errors in Form Design

10 Drop Off Rates

13 Conversion Rate Optimization (CRO)

16 System Usability Scale (SUS)

20 Net Promoter Score (NPS)

22 Usability Heuristics

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

Time on Task

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

A Guide To:

Measuring Time on Task

Understanding how long a user takes to complete a specific task (efficiency) and whether or not they were able to complete the task (effectiveness) is important in measuring the success of your product or tool.

When to Use

- When assessing usability of a system
- When measuring usability improvements over time
- Before and/or after a product is launched

Helps to Answer

- Moderated or unmoderated usability test
- Setup predefined tasks to ask participants
- 4-5 users

What to Measure

Average Task Completion Time: Only users who completed task successfully
Average Time to Failure: Time it took users to incorrectly complete a task or give up
Average Time on Task: Total duration time all users spent on the task

For more information on how to report on task times:
https://measuringu.com/task-times/

Need more quantitative evidence with a larger sample size?
Consider using a resource like UserZoom to run an unmoderated usability test with a large sample size to get a more statistically significant result.

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

Worksheet

Measuring Time on Task

Use the table provided below to help calculate each metric listed.

Average Task Completion Time:
[total duration of **Success** times] / [# of users who successfully completed task]

Average Time to Failure:
[total duration of **Partial** + **Failure** times] / [# of users who did not complete task]

Average Time on Task:
[total duration of all user times] / [# of users]

Example

User Name	Task 1		Task 2		Task 3		Task 4		Task 5	
John Smith	S	3 : 45	S	1 : 25	P	4 : 06	F	5 : 31	S	0 : 27

Score: S = Success, P = Partial, F = Fail

User Name	Task 1		Task 2		Task 3		Task 4		Task 5	
		:		:		:		:		:
		:		:		:		:		:
		:		:		:		:		:
		:		:		:		:		:
		:		:		:		:		:

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

Navigation vs Search

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

A Guide To:

Navigation vs Search

How much should your organization invest in improving your navigation versus search in your digital experience?

Where to Begin?

- Ask yourself, what is the purpose of my site? Do users primarily navigate to content or use search to accomplish their tasks?
- What does the data tell you? Can you find out how often Search is used compared to traditional navigation? Be careful, this only tells part of the story. If your Search is intentionally de-emphasized or it's not that functional, this doesn't mean it's not important to your users.
- Interview your users to understand their behaviors. Find out which approach they'd take and why. How do they navigate on other sites?

Recommendations

Unless your business is a search engine, both navigation and search will be important to your users. Do a little research to find out which should be prioritized. For each approach, look for quick wins vs larger initiatives. Here are some ideas for each:

Navigation (Quick Wins):

- **Adjust hierarchy** – Adjust navigation order based on what users are looking for.
- **Improve taxonomy** – Use language that users use, not what your organization uses internally.

Navigation (Larger Iniatives):

- **Information architecture** – Have a UX expert perform nav related research to gather data and insights, then propose an optimized nav schema to test.
- **Card sorting** – Understand your users' mental model of how they view your nav items.
- **Tree testing** – Users complete tasks to validate the new nav schema.

Search (Quick Wins):

- **UX best practices** – Turn on out-of-the-box features such as filters, query completion / autocomplete, relevancy ranking, or predictive recommendations. Also, look at best practices for laying out your search results by removing any information that's unecessary and prioritizing what is.

Search (Larger Iniatives):

- **Tagging** – Improve tagging of content
- **Federated / unified search** – Consolidate multiple search functions into one to simplify the experience for users.
- **Personalized results** – Display results based on information about the user.

For more information on use of Navigation vs Search:
https://www.nngroup.com/videos/search-box-vs-navigation/

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

Errors in Form Design

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

A Guide To:

Errors in Form Design

How you treat errors in form design is critical to the success of users accomplishing their tasks.

Core Principles

- Display error messages in plain sight and make them easy to understand.
- Make the field(s) in error easy to locate on the screen.
- Keep instructions simple and concise for fixing an error.

Design Guidelines

1. Use inline validation when possible
2. Indicate successful entry for complex fields (Fig. 1)
3. Keep error messages next to fields
4. Use color to differentiate errors from normal field states
5. Add icons or subtle animation for easy scanning
6. Use modals or confirmation dialogs sparingly
7. Don't validate fields before user input is complete
8. Don't use validation summaries as the only indication of an error (Fig. 2)
9. Don't use tooltips to indicate errors
10. Ensure consistency, when possible, across your digital ecosystem as systems and technologies vary

Fig. 1

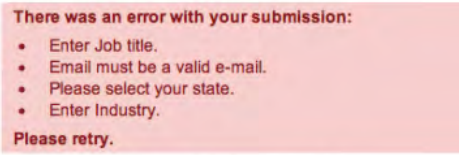

Fig. 2

Recommendations

Review your analytics to determine if repeated errors are happening. If they are, it's likely an indication that your form design still needs improvement. Pay special attention to the messaging of your errors. Make sure they are tested and understood by your actual users.

If problems still persist, consider having a UX expert review your form.

Reference:

https://www.nngroup.com/articles/errors-forms-design-guidelines/

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

Drop Off Rates

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

A Guide To:

Measuring Drop Off Rates

Before trying to identify what might be wrong on pages with high drop off rates, let's isolate those pages first and prioritize them.

Prioritize Pages

In Google Analytics, navigate to **Behavior** > **Site Content** > **All Pages**. Click the **Bounce Rate** column to sort the data. From the **Sort Type** drop down menu, choose **Weighted**, so that you view the pages that have substantive visits. Now, in this list, narrow down the pages that map to your business goals or KPIs. Prioritize those pages against these and start there.

Identify Issues

As you investigate each page trying to identify issues, ask yourself these questions:

- How are users getting to this page?
- Are these the right kind of users?
- Is there enough content for a new or existing user to take an action?
- Is the messaging tailored to your user?
- What actions do you want the user to take? Is it clear?
- Is there a clear hierarchy on the page?
- Are there any distractions on the page (too much information, irrelevant content or links)?
- Does the page look professional and feel trustworthy (imagery, design, etc.)?
- Does the page load slowly or are there any broken images or links present?
- What does the page experience look like on mobile? Go through the questions above

Explore Next Steps

Have you identified some problems?
Great, now try out your solutions with A/B testing or get adventurous with multivariate testing, where you test multiple variables in a design.

Need to dig deeper?
- Do a usability test with real users to gather qualitative data and elimate the guesswork
- Have a UX designer do an expert evaluation
- Find out how the page fits into the broader picture by doing a Journey Mapping exercise

For more information on how to report on task times:
https://www.boostability.com/content/see-where-your-customers-drop-off-with-google-analytics

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

Worksheet

KPI Tracker

KPI:	As Measured By:

Example

Week: **0**	Value: **208 clicks**	Change (%): **NA**	Product Changes: **NA**
Week: **1**	Value: **500 clicks**	Change (%): **240.4**	Product Changes: **Button color change from black to red**

Week:	Value:	Change (%):	Product Changes:
Week:	Value:	Change (%):	Product Changes:
Week:	Value:	Change (%):	Product Changes:
Week:	Value:	Change (%):	Product Changes:
Week:	Value:	Change (%):	Product Changes:

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

Conversion Rate Optimization (CRO)

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

A Guide To:

Conversion Rate Optimization (CRO)

Improving some form of conversion rate is top priority for most organizations. Whether it is signing up users for a service, purchasing a product, or getting users to sign up for a newsletter, there are a range of desired actions to consider.

Best Practices

- Identify and align on your business goal and KPI from the start
- Create hierarchy around that goal as best as you can. Eg. If signing up for a service is the primary desired action on the page, don't add any other competing buttons or links that could distract users.
- Make your primary call-to-action button/link prominent (strong color, good contrast, clear labeling)
- Consider placing your call-to-action 'above the fold', making it sticky, or at the top and bottom of a longer page
- Display useful information that supports the primary goal on the same page and avoid linking out. An exception is if a global CTA is present
- Write messaging and content that is tailored to your audience (clear, concise, appropriate reading level) and use a sense of urgency in the labeling
- Use testimonials or social proof if applicable
- Use progressive disclosure to simplify the experience for the user; Remember less is more
- Establish trust with users (eg. cost transparency, accurate descriptions, third party reviews, security badges)
- Don't forget to optimize your experience for mobile as well

Note: Each company is different with unique goals, audience, challenges, marketing, regulations and the like. These best practices may not have the same effect from company to company.

Explore Next Steps

Need to dig deeper?

- Perform usability testing often with real users to gather qualitative data and elimate the guesswork
- Integrate user behavior monitoring tools like FullStory to see what users are actually doing
- Have a UX designer do an expert evaluation
- Gather additional user data from surveys, A/B testing
- Find out how the page fits into the broader picture by doing a Journey Mapping exercise

Conversion Rate Calculator:
conversion rate = [conversions] / [total # of visitors] * 100

For more information on how to optimize conversion rates:
https://moz.com/learn/seo/conversion-rate-optimization
https://www.hotjar.com/conversion-rate-optimization/

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

Worksheet

KPI Tracker

KPI:	As Measured By:

Example

Week: **0**	Value: **208 clicks**	Change (%): **NA**	Product Changes: **NA**
Week: **1**	Value: **500 clicks**	Change (%): **240.4**	Product Changes: **Button color change from black to red**

Week:	Value:	Change (%):	Product Changes:
Week:	Value:	Change (%):	Product Changes:
Week:	Value:	Change (%):	Product Changes:
Week:	Value:	Change (%):	Product Changes:
Week:	Value:	Change (%):	Product Changes:

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

System Usability Scale (SUS)

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

A Guide To:

Measuring SUS

System Usability Scale (SUS) is an industry standard for quickly and effectively measuring if a system is generally usable.

When to Use

To measure and quantify the usability of your system

How to Collect and Calculate

- Create a survey, using a tool like Survey Monkey, and base it on the included SUS Test Template.
- Interpret the scores using the included SUS Score Analyzer

Explore Next Steps

If you get a score of 80.3 or higher, you're in great shape. If it's under 51, you need to look at ways to improve the usability. Consult a UX expert to do an audit to find out what could be going wrong.

Analysis has shown a strong correlation between SUS and NPS. Gather data for each to get a clearer picture.

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

Test Template

SUS Questions

1. I think that I would like to use the system frequently	Completely Disagree	1	2	3	4	5	Completely Agree
2. I found the system unnecessarily complex	Completely Disagree	1	2	3	4	5	Completely Agree
3. I thought the system was easy to use	Completely Disagree	1	2	3	4	5	Completely Agree
4. I think I would need the support of the technical person to be able to use this system	Completely Disagree	1	2	3	4	5	Completely Agree
5. I found the various functions in the system were well integrated	Completely Disagree	1	2	3	4	5	Completely Agree
6. I thought there was too much inconsistency in the system	Completely Disagree	1	2	3	4	5	Completely Agree
7. I would imagine that most people would learn to use the system very quickly	Completely Disagree	1	2	3	4	5	Completely Agree
8. I found the system very cumbersome to use	Completely Disagree	1	2	3	4	5	Completely Agree
9. I felt very confident using the system	Completely Disagree	1	2	3	4	5	Completely Agree
10. I needed to learn a lot of things before I could get going with this system	Completely Disagree	1	2	3	4	5	Completely Agree

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

Score Analyzer

SUS Calculator

	Score
1. I think that I would like to use the system frequently	Answer - 1 =
2. I found the system unnecessarily complex	5 - Answer =
3. I thought the system was easy to use	Answer - 1 =
4. I think I would need the support of the technical person to be able to use this system	5 - Answer =
5. I found the various functions in the system were well integrated	Answer - 1 =
6. I thought there was too much inconsistency in the system	5 - Answer =
7. I would imagine that most people would learn to use the system very quickly	Answer - 1 =
8. I found the system very cumbersome to use	5 - Answer =
9. I felt very confident using the system	Answer - 1 =
10. I needed to learn a lot of things before I could get going with this system	5 - Answer =
Score Subtotal (add all scores together)	
SUS Score (multiply the subtotal by 2.5)	

< 51 = F (Poor) **51 - 80.3** (Your system can be improved) **> 80.3 = A** (Excellent)

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

Net Promoter Score (NPS)

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

A Guide To:

Measuring NPS

Net Promoter Score (NPS) is a widespread metric for measuring customer satisfaction and loyalty. The NPS system is designed to gauge a customer's willingness to recommend the company to others.

When to Use

- To measure how customers feel about your product(s) or service(s)
- To benchmark your product(s) or service(s) against the competition

How to Collect and Calculate

- Create a survey, using a tool like Survey Monkey, that asks one question: '**How likely are you to recommend our products and services to a friend or colleague?**'
- Calculate your NPS score by using the formula and scale below.

Formula:
[# of Promoters - # of Detractors] / [# of Respondents] x 100

Scale:
0–6 range (Detractors)
7–8 range (Passives)
9–10 range (Promoters)

Note: Negative NPS results are possible. NPS results are typically low even for top performing companies. Benchmark your results against your competitors or compare to them to the Fortune 500 companies.

Explore Next Steps

Consider interviewing your 'Promoters' and 'Detractors' to get qualitative data on what they like or don't like about your product(s) or service(s).

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

Usability Heuristics

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop

A Guide To:

Jakob Nielsen's 10 Usability Heuristics

1. **Visibility of system status**
   The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

2. **Match between system and the real world**
   The design should speak the users' language. Use words, phrases, and concepts familiar to the user, rather than internal jargon. Follow real-world conventions, making information appear in a natural and logical order.

3. **User control and freedom**
   Users often perform actions by mistake. They need a clearly marked "emergency exit" to leave the unwanted action without having to go through an extended process.

4. **Consistency and standards**
   Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

5. **Error prevention**
   Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. Either eliminate error-prone conditions, or check for them and present users with a confirmation option before they commit to the action.

6. **Recognition rather than recall**
   Minimize the user's memory load by making elements, actions, and options visible. The user should not have to remember information from one part of the interface to another. Information required to use the design (e.g. field labels or menu items) should be visible or easily retrievable when needed.

7. **Flexibility and efficiency of use**
   Shortcuts — hidden from novice users — may speed up the interaction for the expert user such that the design can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

8. **Visibility of system status**
   The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

9. **Help users recognize, diagnose, and recover from errors**
   Error messages should be expressed in plain language (no error codes), precisely indicate the problem, and constructively suggest a solution.

10. **Help and documentation**
    It's best if the system doesn't need any additional explanation. However, it may be necessary to provide documentation to help users understand how to complete their tasks.

Source:
https://www.nngroup.com/articles/ten-usability-heuristics/

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com

UpTop is a UX design and development agency. We design and engineer friction-less experiences for mobile and web applications, transactional websites, business intelligence solutions, and more.
www.uptopcorp.com

(206) 521-5700
info@uptopcorp.com
255 S. King Street Suite 800
Seattle, WA 98104

© 2022 UpTop Corp. All Rights Reserved. www.uptopcorp.com