

SEEING THE BIG PICTURE:

The development of an
experience scorecard





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Introduction

- Clients often **focus on design details** or usability performance on a few key tasks
- Clients have more **difficulty seeing the big picture** of the overall experience
- Clients **seeking the bigger picture but don't have a tool to provide this information** or the process is lengthy and costly

Questions clients often ask



How are we doing?



What do we need to improve?



How do we compare?

Developing the Methodology



Our development process

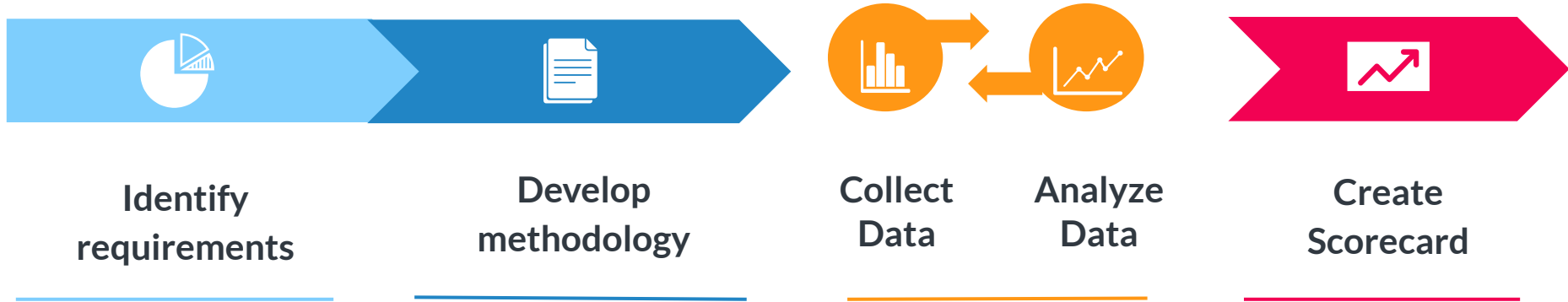
Motivation

- Help clients answer **three fundamental questions** and:
 - Make **data more accessible**
 - Foster cross team **buy-in**
 - Help clients get a better **understanding of the experience overall**
 - Help clients identify underperforming areas and **opportunities**
 - Drive **change**

Requirements





- **Multi-dimensional view** – beyond usability
- **Data about what users value** and how that affects their experience
- **Diagnostic** with 'at a glance' results
- **Comparative** (vs. competitors)
- **Repeatable** - time efficient data collection that will provide performance data over time

Our development process

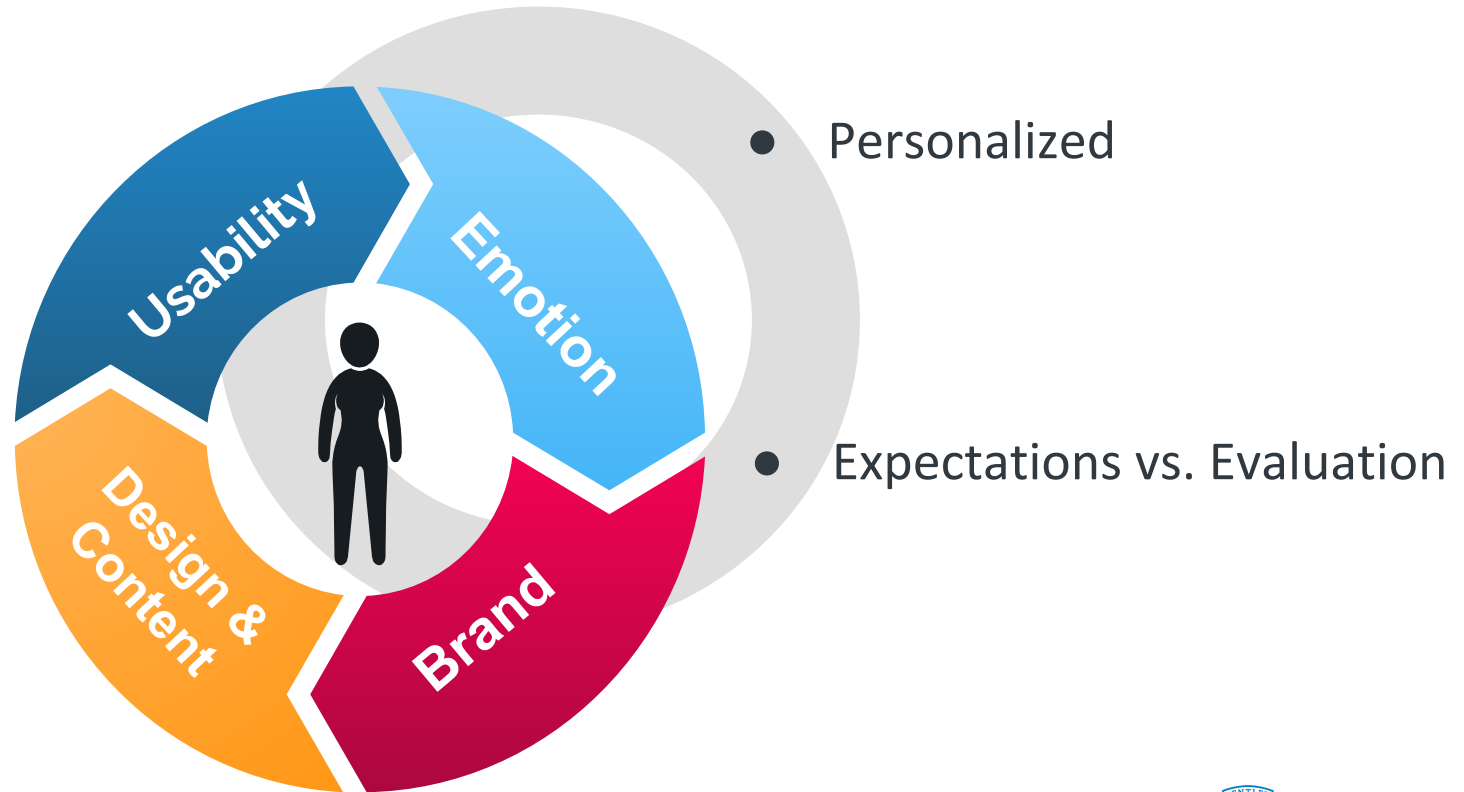


This is the initial process- we have not gone through validation yet

The Experience Scorecard

-  Provides clients with metrics across **critical aspects of experiences**
-  Provides a clear picture of the **overall experience**
-  **Lean** budget friendly
-  **Repeatable** - progress can be tracked over time

Overview of experience

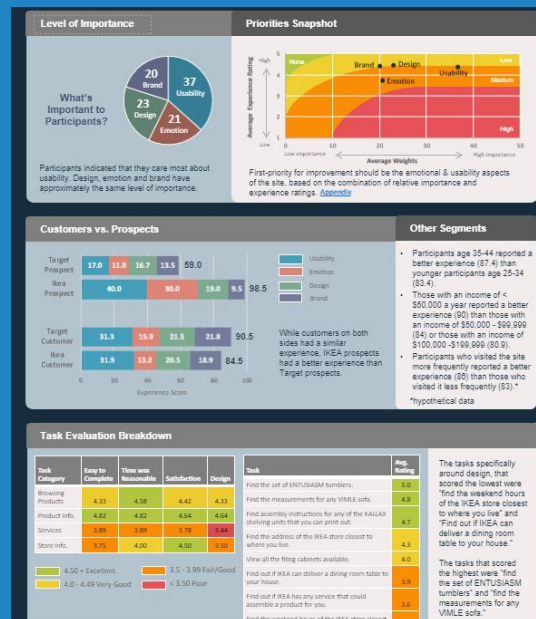
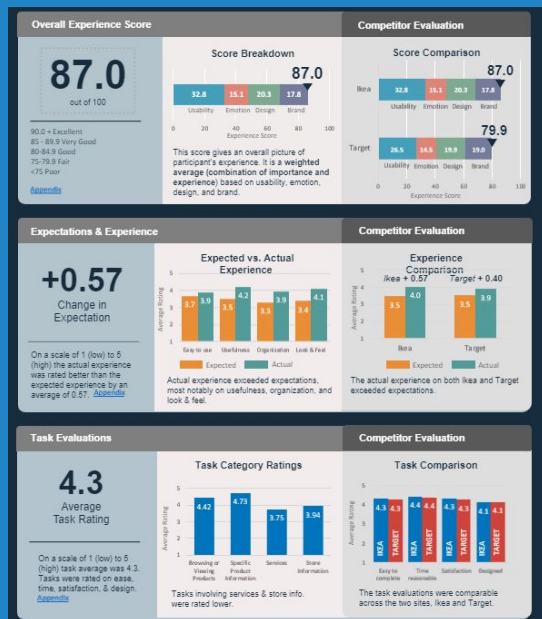


Overview of experience

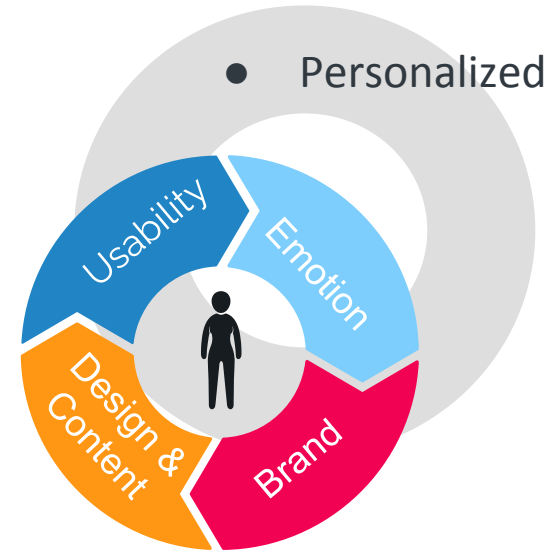
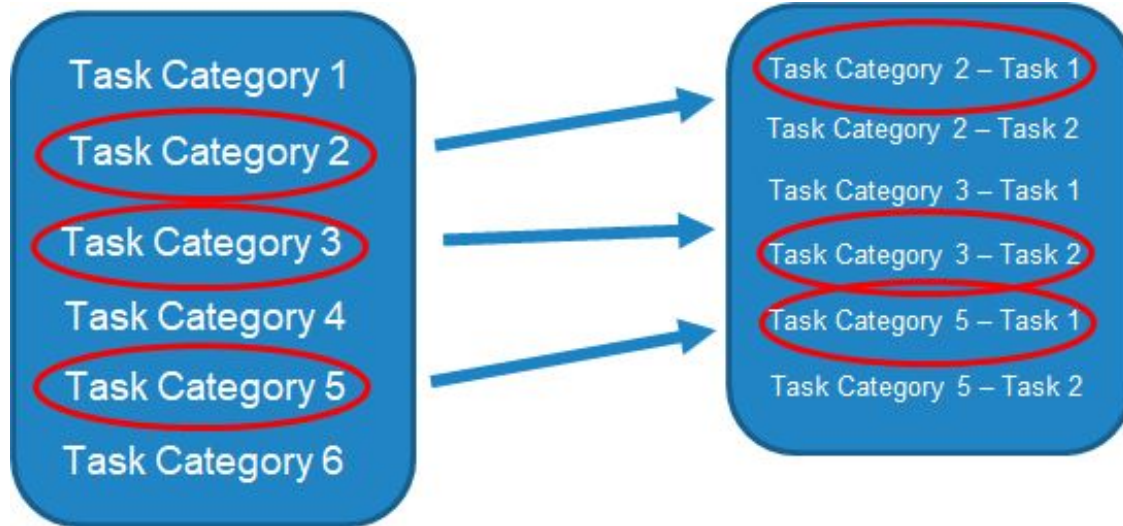


USABILITY	EMOTION	BRAND	DESIGN & CONTENT
Ease of navigation	Frustration	Interest in products/services offered	Visual attractiveness
Organization of site	Confidence	Positivity about the Brand	Usefulness of graphics and images
Ease of use	Engagement	Desire to use the site in the future	Understandability of the content/language
Usefulness	Stress	Trust in the company	Usefulness of information

The Scorecard

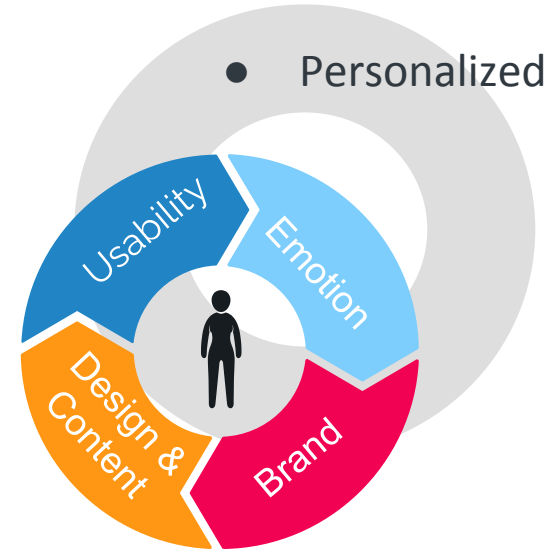
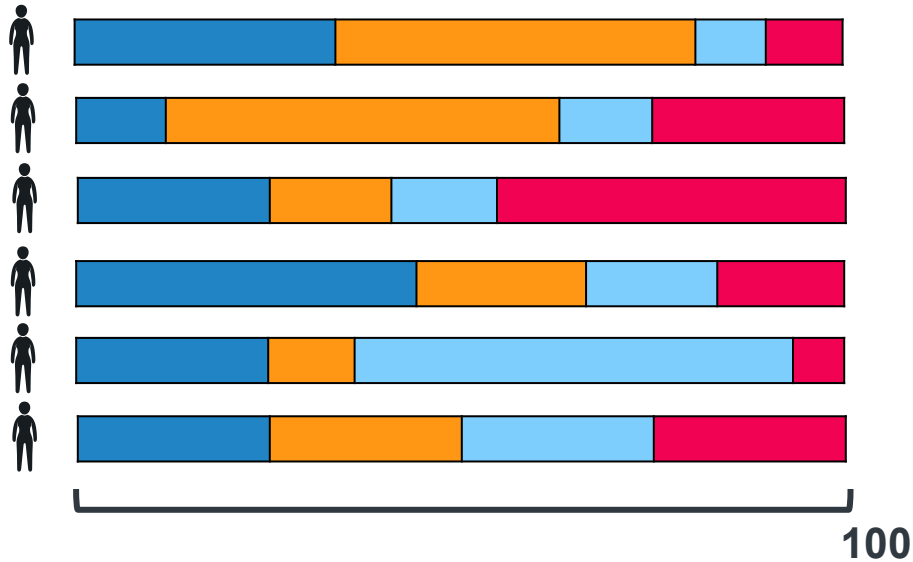


Personalized experience

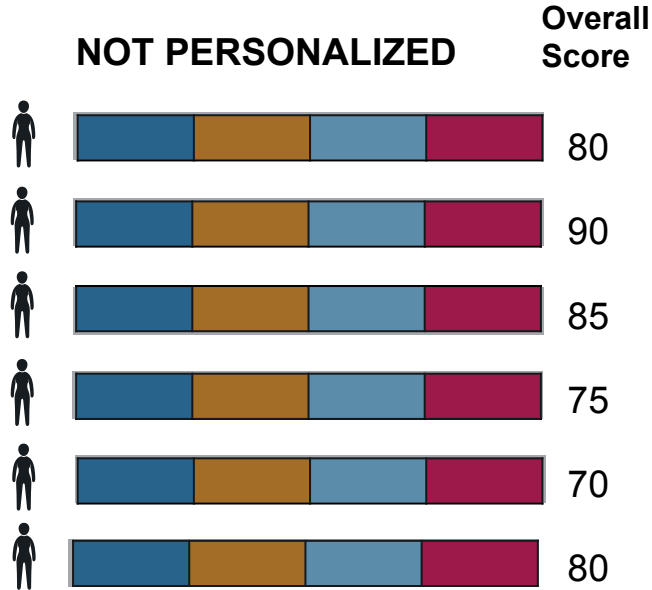
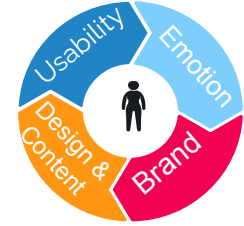


Personalized metrics

Participants distributed 100 points across these four areas based on the importance to them personally

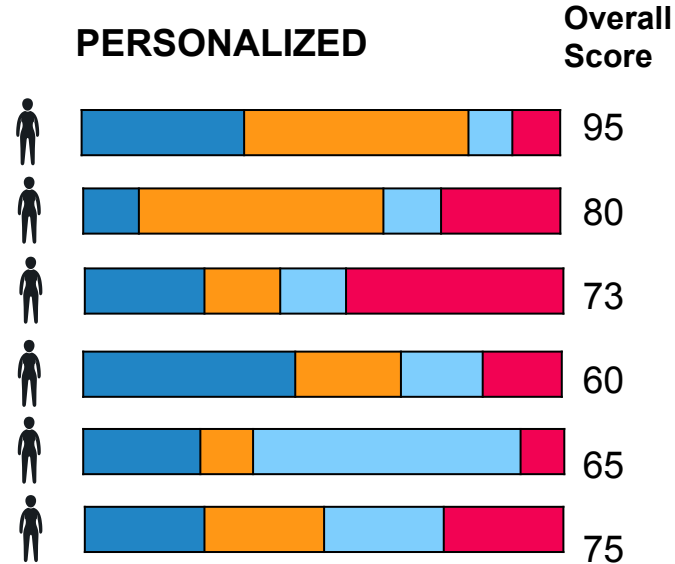


Personalized metrics



Avg overall score

80



Avg overall weighted score

75

Overall Experience Score

87.0

out of 100

Overall Experience Score

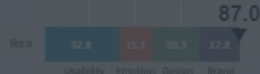
87.0

out of 100

90.0 + Excellent
85.0 - 89.9 Very Good
80.0 - 84.9 Good
75.0 - 79.9 Fair
<75 Poor

Competitor Evaluation

Score Breakdown



Score Breakdown



This score gives an overall picture of participant's experience. It is a weighted average (combination of importance and experience) based on usability, emotion, design, and brand.

Level of Importance

What's Important to Participants?

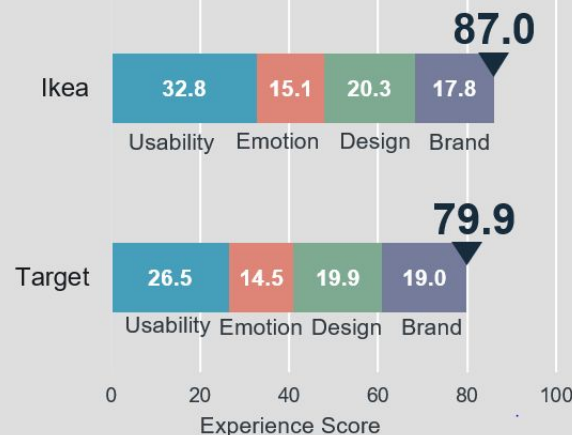


Priorities Snapshot



Competitor Evaluation

Score Comparison

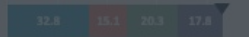


Overall Experience Score

87.0

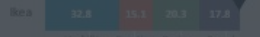
out of 100

Score Breakdown



Competitor Evaluation

Score Comparison



Level of Importance

Priorities Snapshot

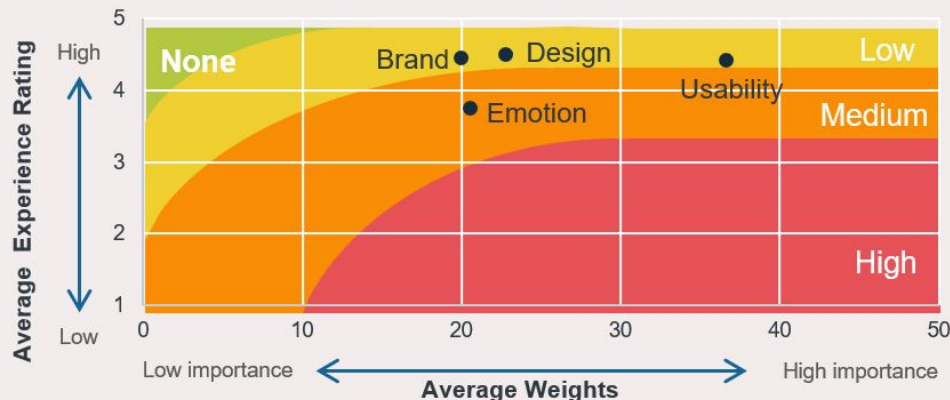
Level of Importance

Priorities Snapshot

What's Important to Participants?



Participants indicated that they care most about usability. Design, emotion and brand have approximately the same level of importance.



First-priority for improvement should be the emotional & usability aspects of the site, based on the combination of relative importance and experience ratings.

Task Rating

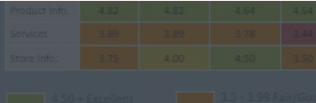
On a scale of 1 (low) to 5 (high) task average was 4.3 (high) task average was 4.3. Tasks were rated on ease, time, satisfaction, & design.



Tasks involving services & store info. were rated lower.



The task evaluations were comparable across the two sites, Ikea and Target.



Find assembly instructions for any of the table or shelving units that you can print out.
Find the address of the IKEA store closest to where you live.
View all the filing cabinets available.
Find out if IKEA can deliver a dining room table to your home.
Find out if IKEA has any service that could assemble a product for you.
Find the weekend hours of the IKEA store closest

to where you live" and "Find out if IKEA can deliver a dining room table to your house."
The tasks that scored the highest were "find the set of ENTUSIASM tumblers" and "find the measurements for any VMLE sofa."

Expectations & Experience

+0.57

Change in Expectation

On a scale of 1 (low) to 5 (high) the actual experience was rated better than the expected experience by an average of 0.57.

Expected vs. Actual Experience



Actual experience exceeded expectations, most notably on usefulness, organization, and look & feel.

Competitor Evaluation

Experience Comparison



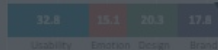
The actual experience on both Ikea and Target exceeded expectations.

Overall Experience Score

87.0

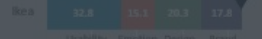
out of 100

Score Breakdown



Competitor Evaluation

Score Comparison

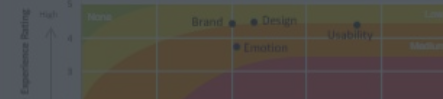


Level of Importance

What's Important to



Priorities Snapshot

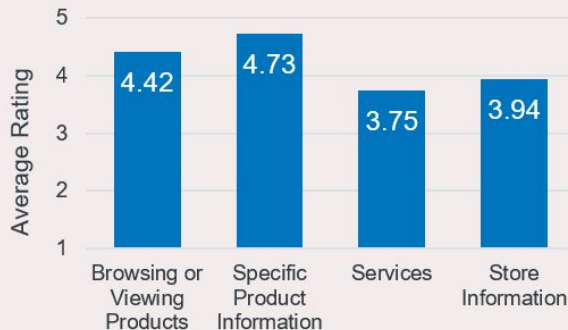


Task Evaluations

4.3
Average
Task Rating

On a scale of 1 (low) to 5 (high) task average was 4.3. Tasks were rated on ease, time, satisfaction, & design.

Task Category Ratings



Tasks involving services & store info. were rated lower.

Competitor Evaluation

Task Comparison



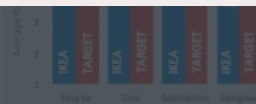
The task evaluations were comparable across the two sites, Ikea and Target.

Task Rating

On a scale of 1 (low) to 5 (high) task average was 4.3. Tasks were rated on ease, time, satisfaction, & design.



Tasks involving services & store info. were rated lower.



The task evaluations were comparable across the two sites, Ikea and Target.

Overall Experience Score

87.0

Competitor Evaluation

Score Breakdown

87.0

Score Comparison

87.0

Level of Importance

Priorities Snapshot

Task Evaluation Breakdown

Task Category	Easy to Complete	Time was Reasonable	Satisfaction	Design
Browsing Products	4.33	4.58	4.42	4.33
Product Info.	4.82	4.82	4.64	4.64
Services	3.89	3.89	3.78	3.44
Store Info.	3.75	4.00	4.50	3.50

4.50 + Excellent 3.5 - 3.99 Fair/Good

4.0 - 4.49 Very Good < 3.50 Poor

Task	Avg. Rating
Find the set of ENTUSIASM tumblers.	5.0
Find the measurements for any VIMLE sofa.	4.8
Find assembly instructions for any of the KALLAX shelving units that you can print out.	4.7
Find the address of the IKEA store closest to where you live.	4.3
View all the filing cabinets available.	4.0
Find out if IKEA can deliver a dining room table to your house.	3.9
Find out if IKEA has any service that could assemble a product for you.	3.6
Find the weekend hours of the IKEA store closest to where you live.	3.5

The tasks specifically around design, that scored the lowest were “find the weekend hours of the IKEA store closest to where you live” and “Find out if IKEA can deliver a dining room table to your house.”

The tasks that scored the highest were “find the set of ENTUSIASM tumblers” and “find the measurements for any VIMLE sofa.”

On a scale of 1 (low) to 5 (high) task average was 4.3. Tasks were rated on ease, time, satisfaction, & design.

Tasks involving services & store info. were rated lower.

The task evaluations were comparable across the two sites, Ikea and Target.

4.50 + Excellent 3.5 - 3.99 Fair/Good
4.0 - 4.49 Very Good < 3.50 Poor

View all the filing cabinets available.
Find out if IKEA can deliver a dining room table to your house.
Find out if IKEA has any service that could assemble a product for you.
Find the weekend hours of the IKEA store closest

The tasks that scored the highest were “find the set of ENTUSIASM tumblers” and “find the measurements for any VIMLE sofa.”

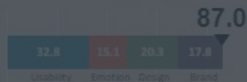
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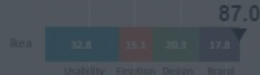
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Competitor Evaluation

Score Breakdown



Score Comparison



Level of Importance

What's Important to Participants?



Priorities Snapshot



Customers vs. Prospects



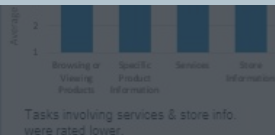
While customers on both sides had a similar experience, IKEA prospects had a better experience than Target prospects.

Other Segments

- Participants age 35-44 reported a better experience (87.4) than younger participants age 25-34 (83.4).
- Those with an income of < \$50,000 a year reported a better experience (90) than those with an income of \$50,000 - \$99,999 (84) or those with an income of \$100,000 - \$199,999 (80.9).
- Participants who visited the site more frequently reported a better experience (86) than those who visited it less frequently (83).*

*hypothetical data

On a scale of 1 (low) to 5 (high) task average was 4.3. Tasks were rated on ease, time, satisfaction, & design.



Services	3.85	3.85	3.85	3.85
Store info	3.75	4.00	4.50	3.50

Find the address of the IKEA store closest to where you live.	4.3
View all the filing cabinets available.	4.0
Find out if IKEA can deliver a dining room table to your home.	3.5
Find out if IKEA has any service that could assemble a product for you.	3.5
Find the weekend hours of the IKEA store closest	3.5

deliver a dining room table to your house.*

The tasks that scored the highest were "find the set of ENTUSIASM tumblers" and "find the measurements for any VMLE sofa."

Would you like an experience scorecard for your organization ?

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www.bentley.edu/uxc

Thank you!



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