

SEEING THE BIG PICTURE:

The development of an
experience scorecard





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About the UXC



Introduction

- Clients often **focus on design preferences or usability performance** on a few key tasks
- Clients have more **difficulty seeing the big picture** of the overall experience – **NPS and CSAT are not enough!**
- Clients **don't have a tool to see the big picture** 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?

Our motivations and requirements





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)
- **Lean** - time efficient data collection and low cost

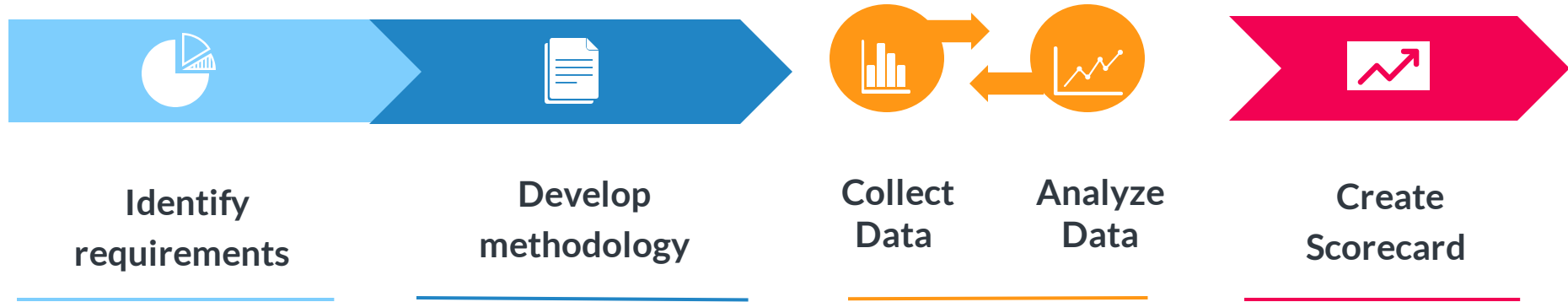
The Bentley Experience Scorecard

-  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 and compared to competition

Developing the Scorecard

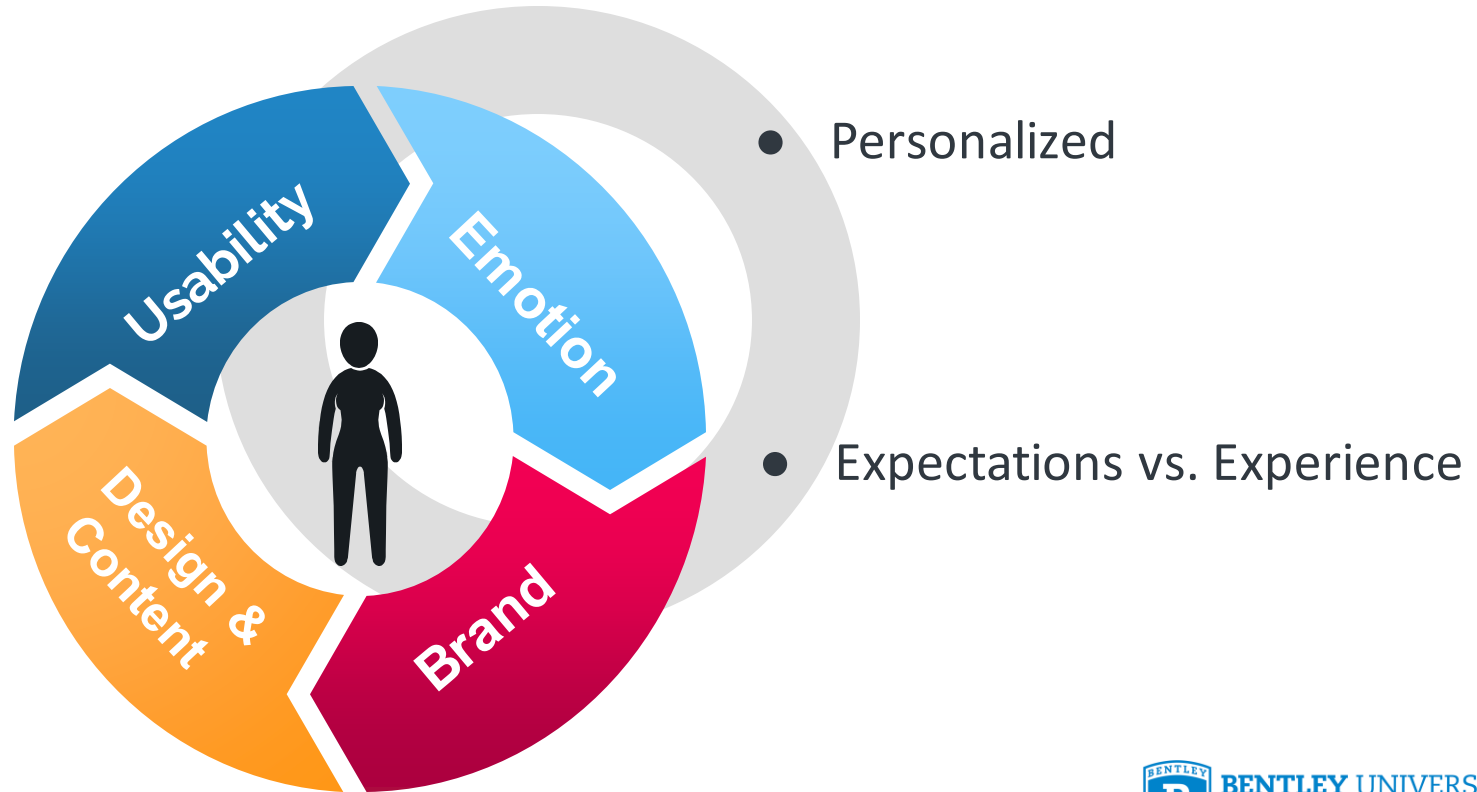


Our development process



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

Overview of experience

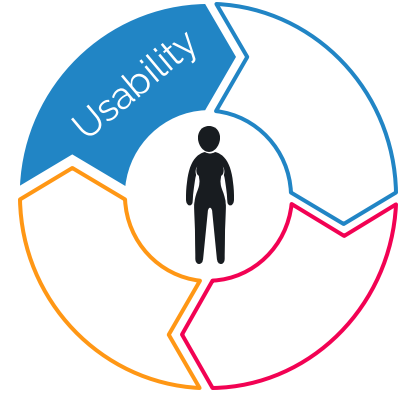


Four critical aspects of experience

Usability

How easy is it to complete tasks, learn the website, and the amount of effort needed to complete those tasks

- Ease of navigation
- Organization of site
- Ease of use
- Usefulness

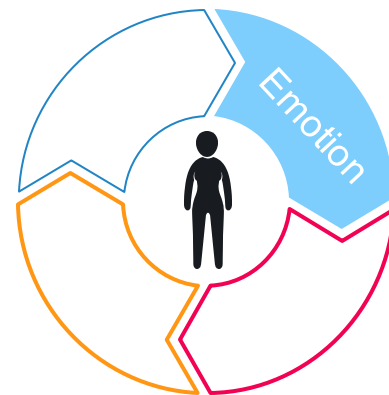


Four critical aspects of experience

Emotion

How someone feels when using the website

- Frustration
- Confidence
- Engagement
- Stress

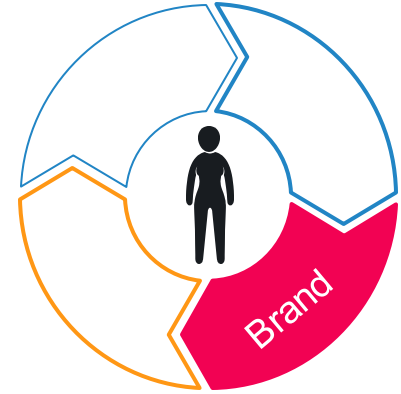


Four critical aspects of experience

Brand

How a company is perceived, such as trustworthiness, value of the products/services, and likelihood of using the website in the future

- Interest in products/services offered
- Positivity about the Brand
- Desire to use the site in the future
- Trust in the company

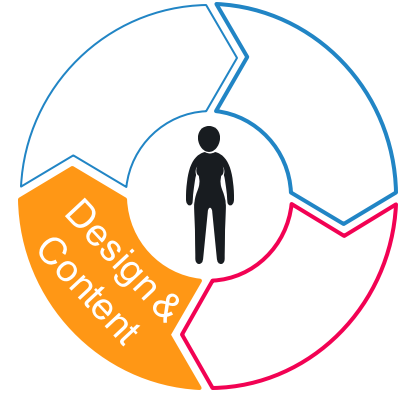


Four critical aspects of experience

Design & Content

The design and content of the website, as well as the usefulness of the information and images.

- Visual attractiveness
- Usefulness of graphics and images
- Understandability of the content/language
- Usefulness of information



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

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Desire to use the site in the
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Stress



Trust in the company

Usefulness of information

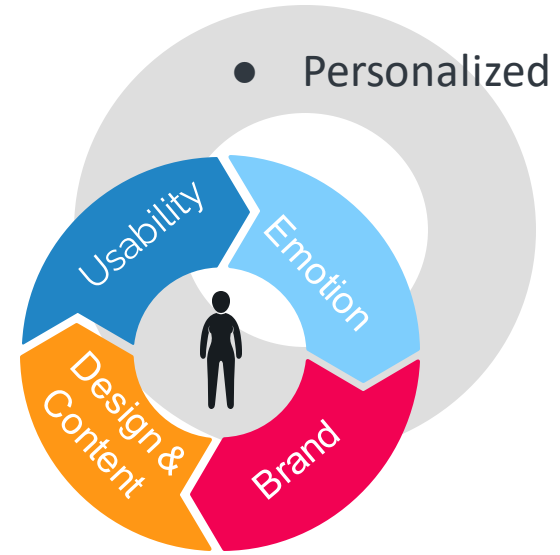
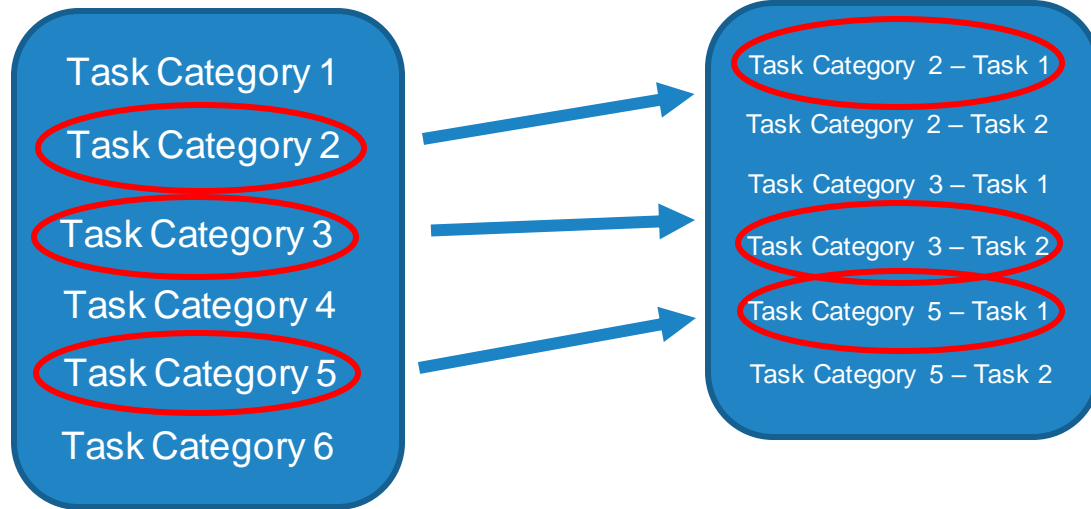
Personalized Experience Score



Personalized Experience Scores

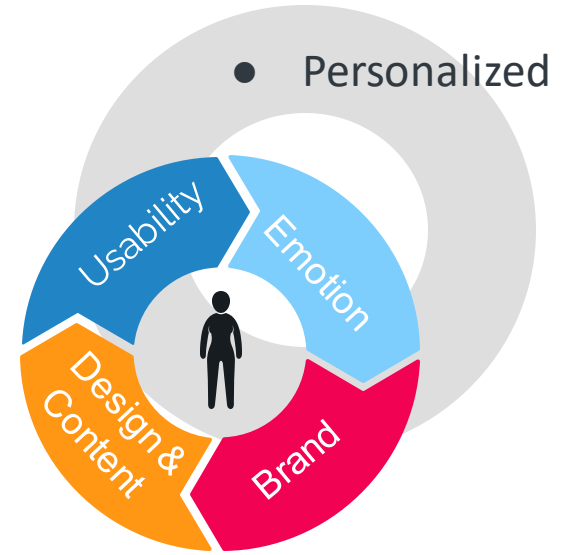
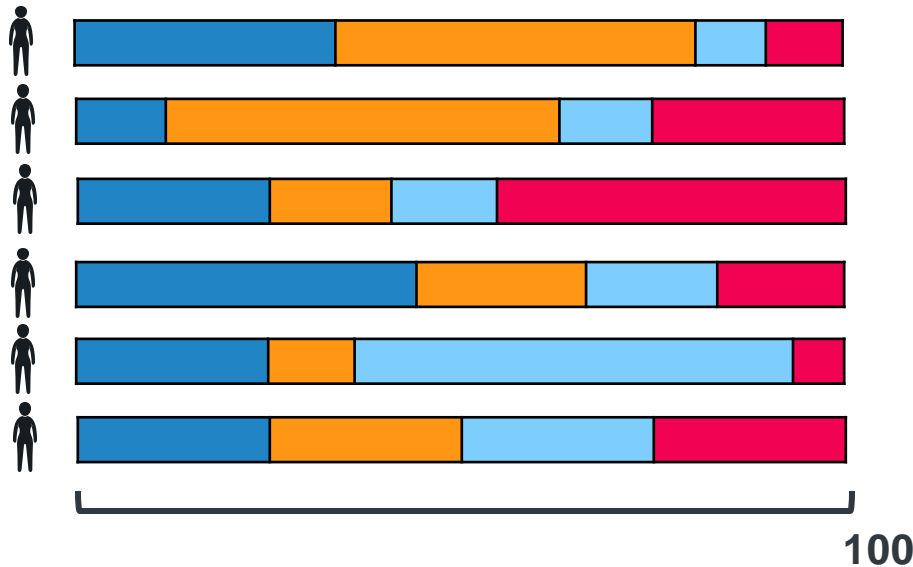
-  Experience is based on tasks that are relevant to participants
-  Experience is based on what aspects participants care about the most

Self-Selecting Tasks

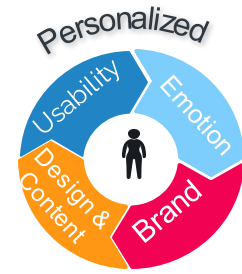
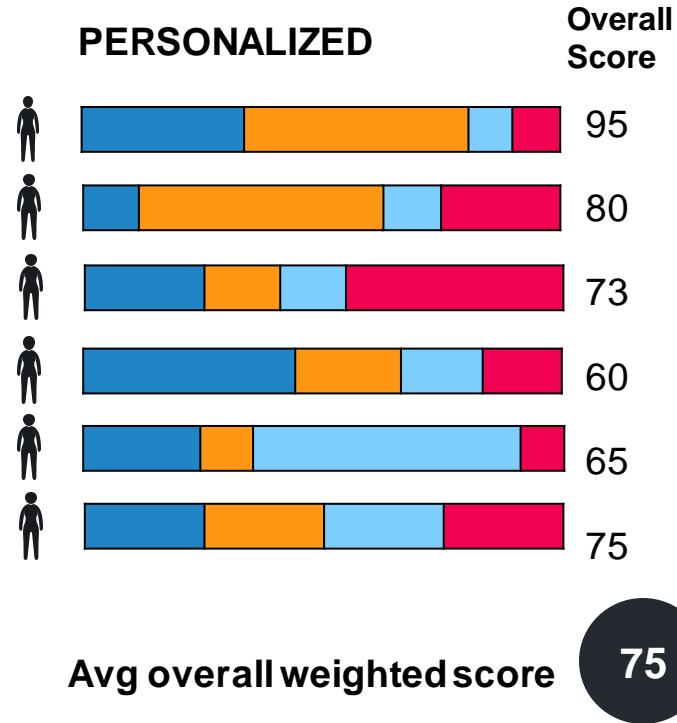
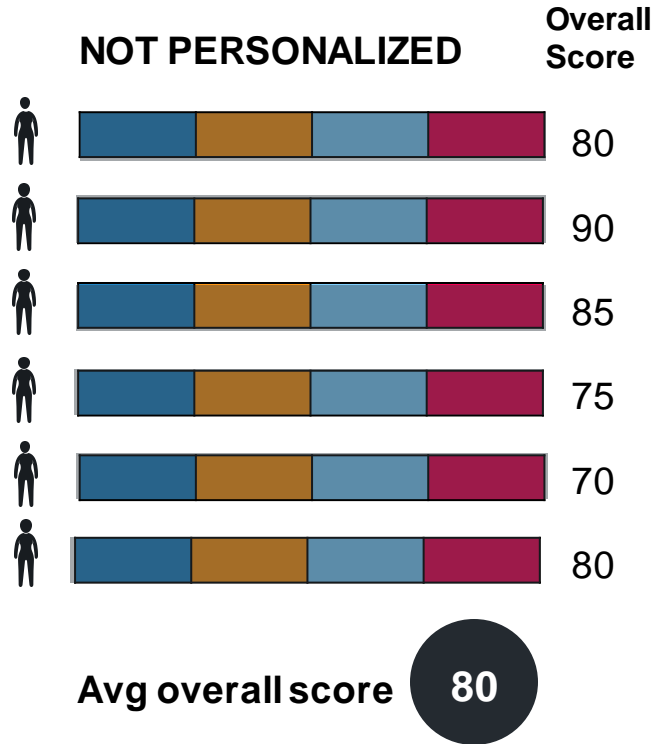


Personalization

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







Personalization



Data Collection Strategy



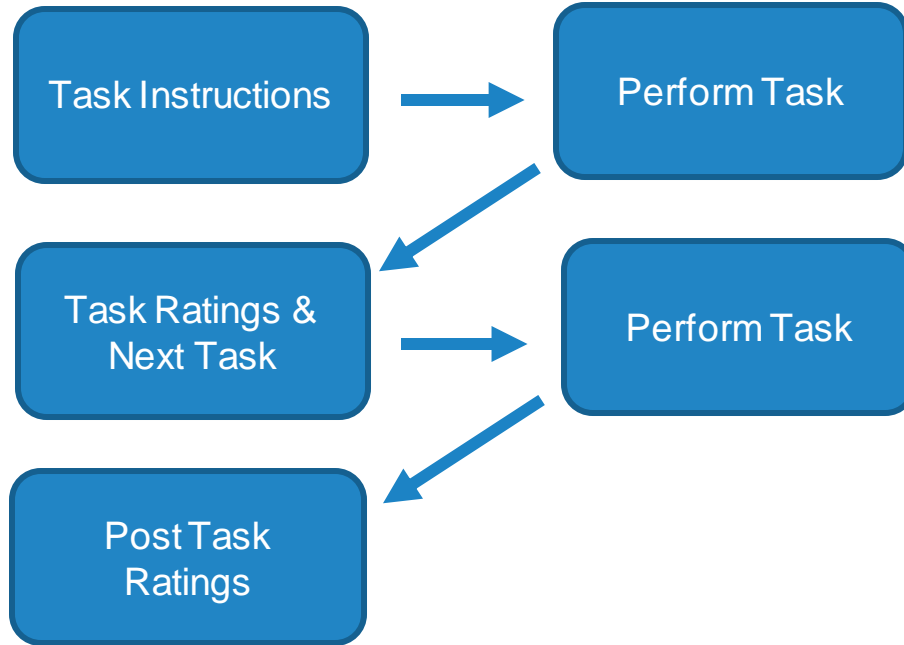
Technology Challenge

-  Budget friendly technology solution
-  Ease of use (set-up and end-user)
-  Capture feedback (self-reported)
-  Capture behavior (performance)

Our (simple) technical solution

Qualtrics Survey

Website

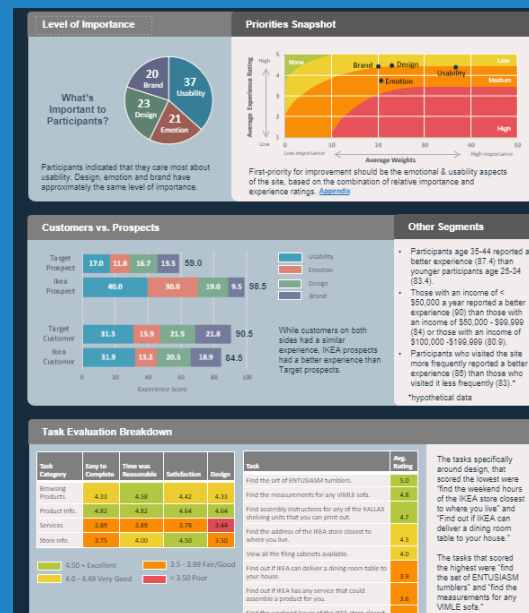
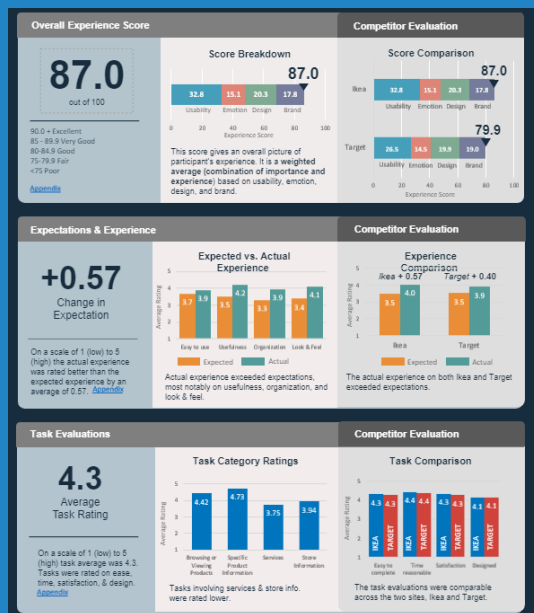


- Budget friendly
- Easy (but not perfect)
- Limited

Pilot Test

- Four tasks (same on each site)
- Comparing Ikea and Target websites
- Small and non-representative sample (between-subjects)
- 10-15 minutes to complete

The Scorecard



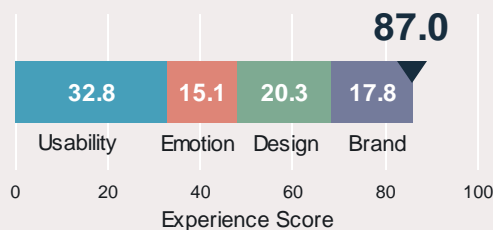
Overall Experience Score

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

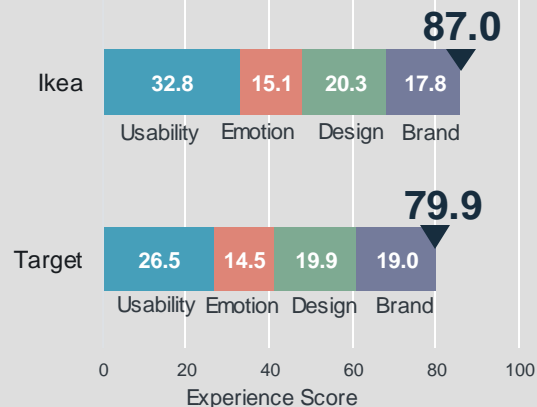
Score Breakdown



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.

Competitor Evaluation

Score Comparison

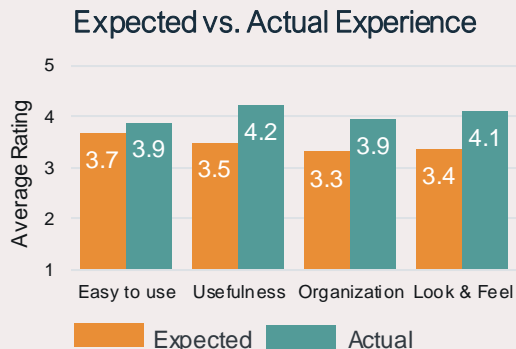


Expectations & Experience

+0.57

Change in
Expectation

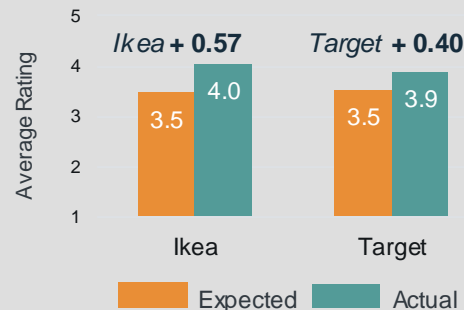
On a scale of 1 (low) to 5 (high) the actual experience was rated better than the expected experience by an average of 0.57.



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.

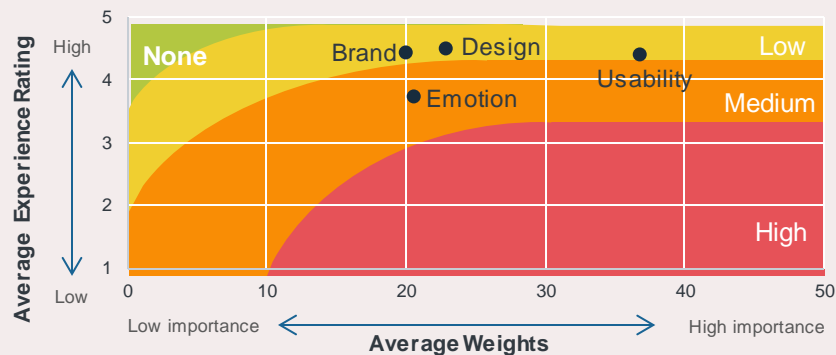
Level of Importance

What's Important to Participants?



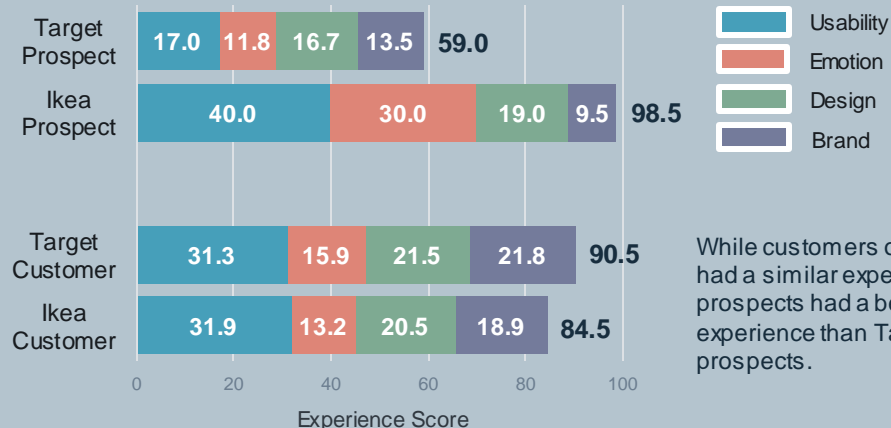
Participants indicated that they care most about usability. Design, emotion and brand have approximately the same level of importance.

Priorities Snapshot



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

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).*

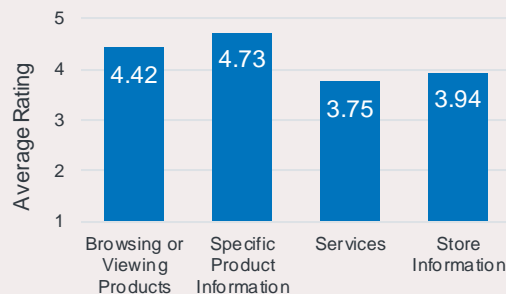
*hypothetical data

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 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.”

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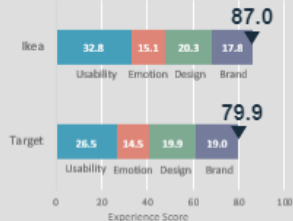
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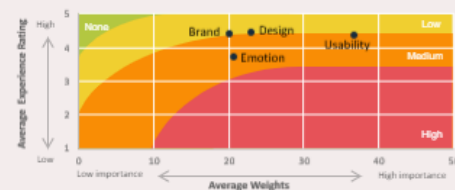
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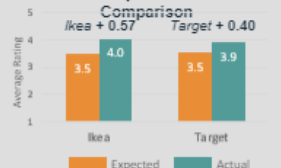
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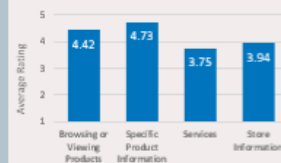
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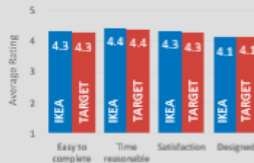
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Next Steps

-  Collect additional data and iterate scorecard
-  Validate scorecard
-  Build normative data

**Would you like an
experience scorecard
for your organization ?**

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www.bentley.edu/uxc

Thanks!

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