

# Where is Your UX Compass Pointing?



A Case Study of a New Experience Scorecard  
to Measure Overall Product Sentiment

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[www.bentley.edu/uxc](http://www.bentley.edu/uxc) | @BentleyUXC



**BENTLEY UNIVERSITY**  
User Experience Center

# UX challenges

- **Difficulty seeing the big picture** of the overall experience, potentially missing what is important
- **Tools and methods are limited**, often time-consuming, expensive, or too high-level
- **Need to prioritize UX projects** based on KPI's and UX metrics

# UX compass







# Clients often ask...

 **How are we doing?**

 **How do we compare?**

 **What do we need to improve?**

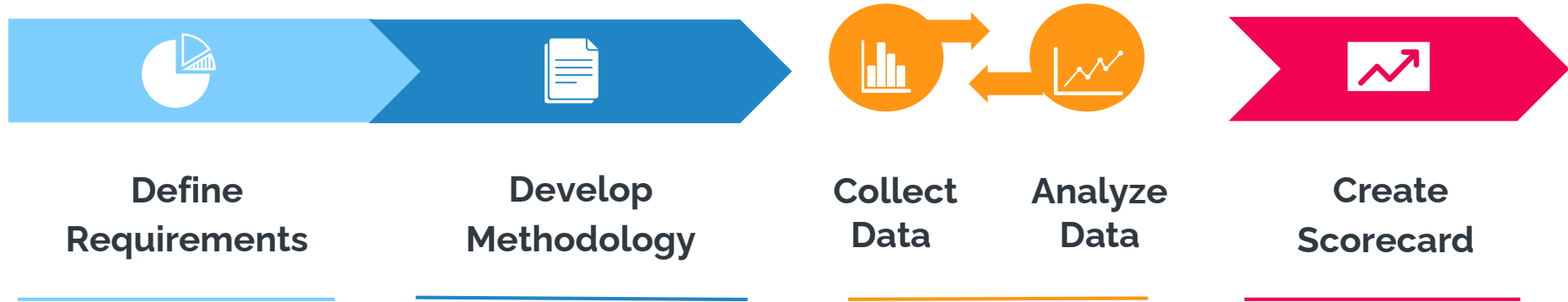
# Experience scorecard requirements

-  **Broad suite of metrics** representing a holistic experience
-  Provide a **clear picture (score)** of the overall experience in a single dashboard view
-  **Identify and Prioritize** specific UX Issues
-  **Lean and budget friendly**

# Developing the Scorecard



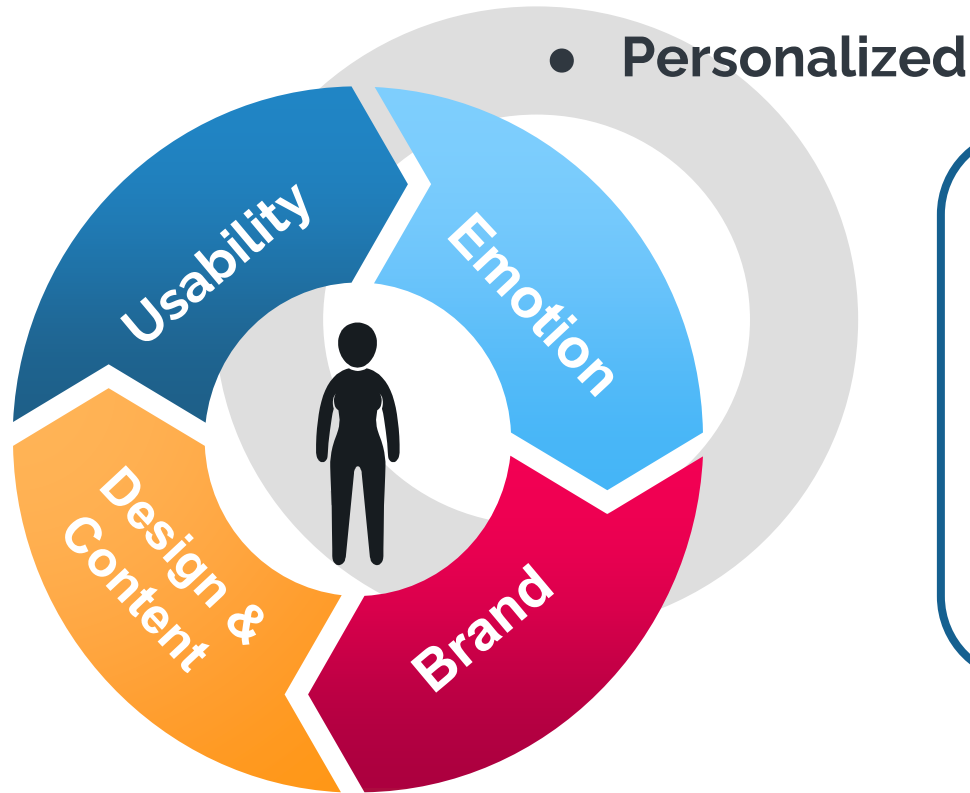
# Our development process



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



# Overview of experience



Experience is always personal, based on what you care about the most, and relative to your expectations

# Overview of experience



## USABILITY

## EMOTION

## BRAND

## DESIGN & CONTENT

Ease of navigation

Happy

Interest in  
products/services offered

Visual attractiveness

Organization of site

Confidence

Positivity about the Brand

Usefulness of graphics and  
images

Ease of use

Relaxed

Desire to use the site in  
the future

Understandability of the  
content/language

Usefulness

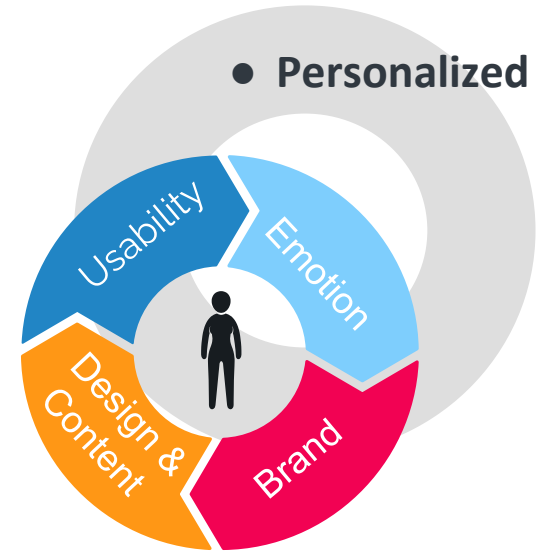
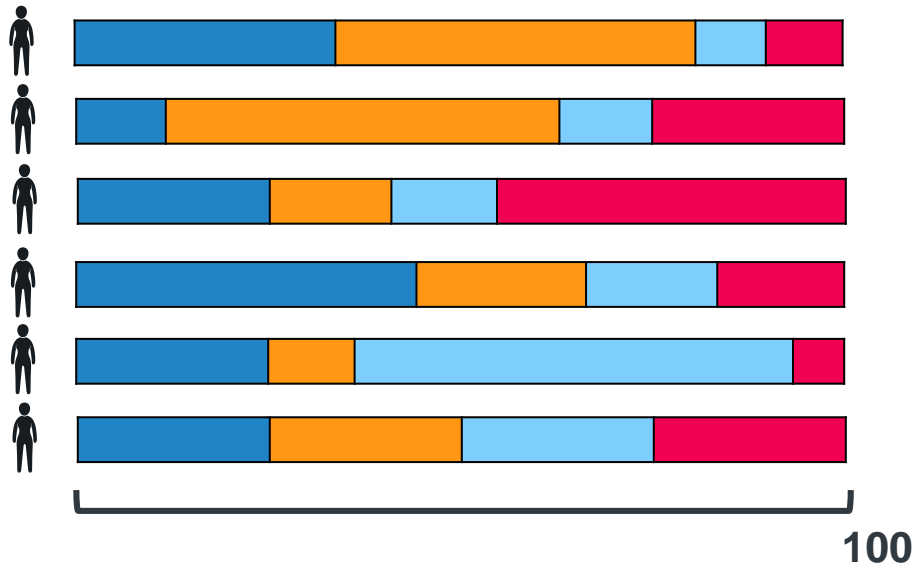
Controlled

Trust in the company

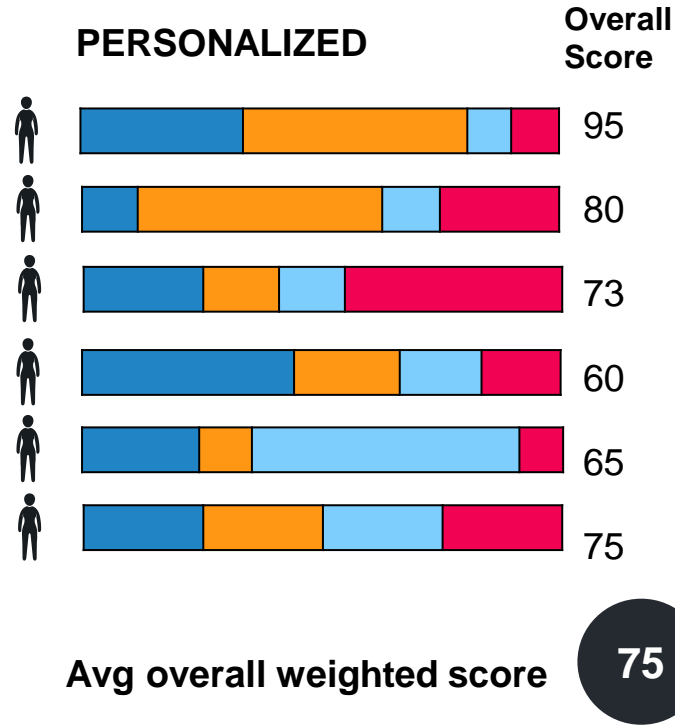
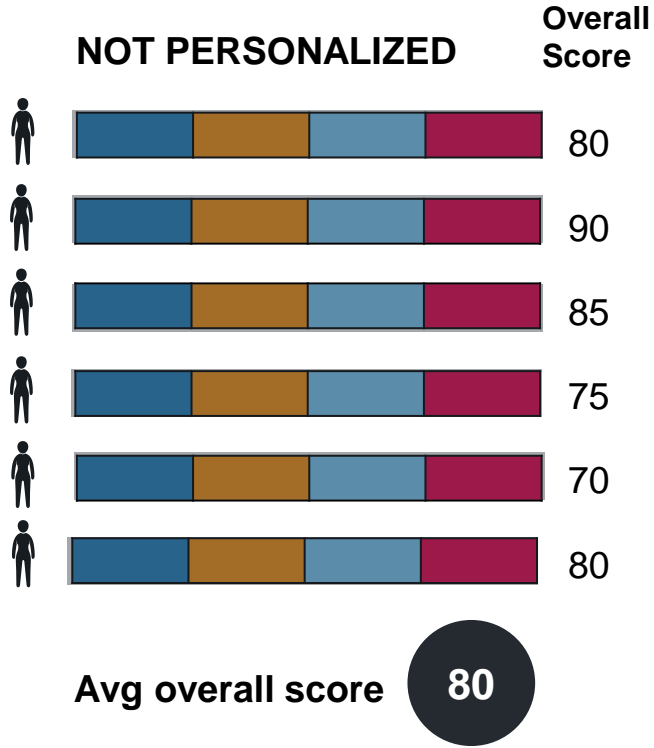
Usefulness of information

# Personalized metrics

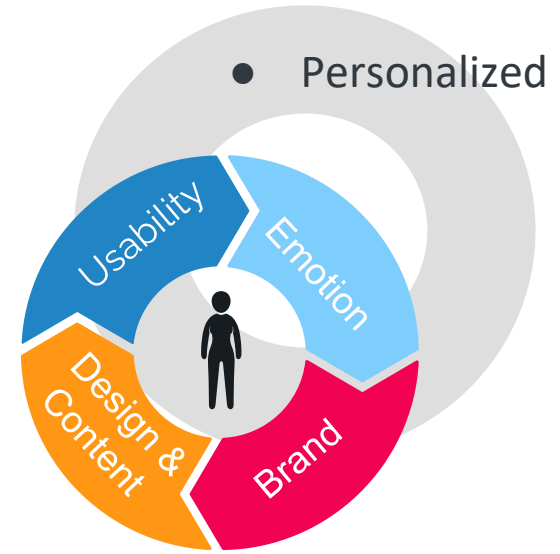
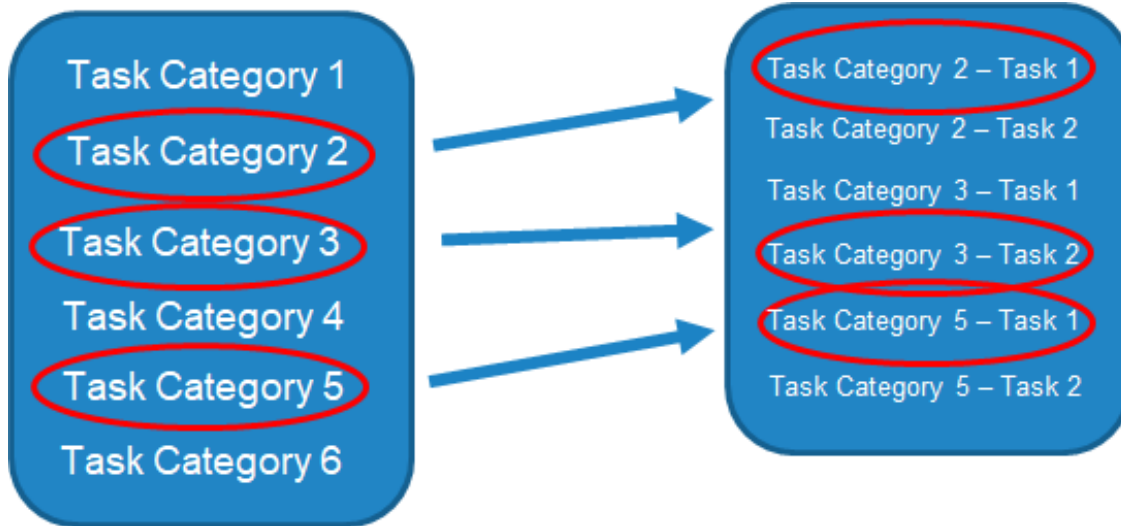
Participants distributed 100 points across these four areas based on the importance to them personally



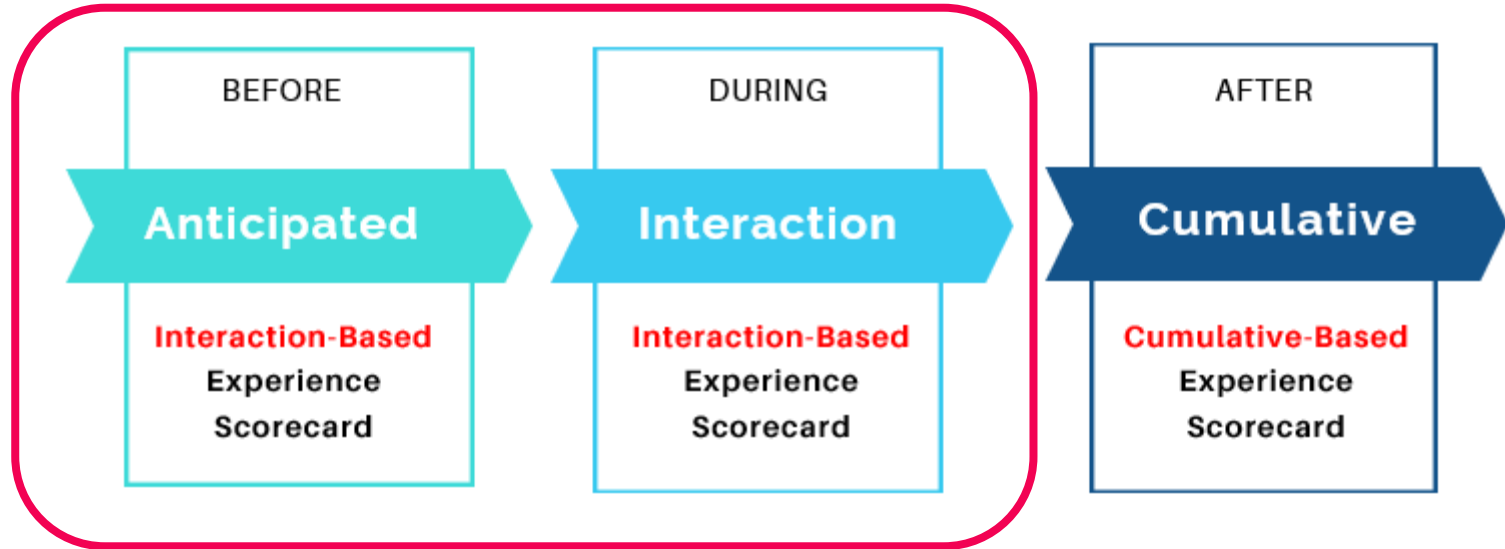
# Personalized metrics



# Task relevance



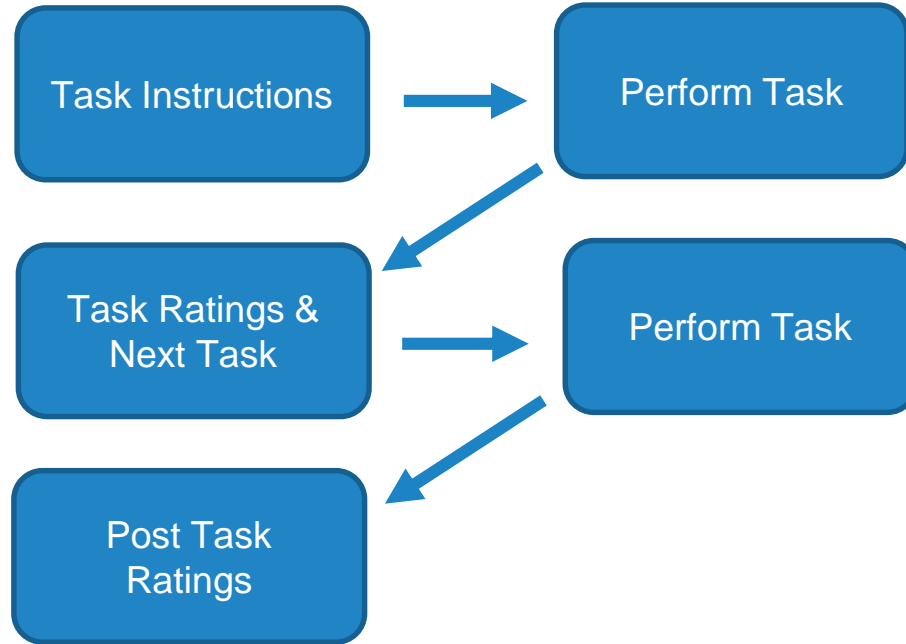
# Experience scorecards



# Our (simple) technical solution

## Qualtrics Survey

## Website



- Works for products with easy access
- Budget friendly
- Little clunky (moving between survey and website)
- Cannot monitor or measure web behavior

### Level of Importance

**What's Important to Participants?**

Participants indicated that they care most about stability. 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. [Learn More](#)

### Customers vs. Prospects

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

### Other Segments

- Participants age 35-44 reported better experience (37.4) than younger participants age 25-34 (33.4).
- Those with an income of < \$50,000 a year reported a better experience (50) than those with an income of \$50,000 - \$99,999 (84) or those with an income of \$100,000 - \$199,999 (50.6).
- Participants who visited the site more frequently reported a better experience (38) than those who visited it less frequently (33.4).

*\*Hypothetical data*

### Task Evaluation Breakdown

Task	Easy to Complete	Time was Reasonable	Satisfaction	Design	Task	Avg. Rating
Browsing Products	4.33	4.58	4.42	4.33	Find the set of iVXEGRAM numbers.	5.0
Product Info.	4.42	4.82	4.64	4.44	Find the measurements for any VMLE sofa.	4.8
Services	3.88	3.99	3.79	3.84	Find assembly instructions for any of the KALLAS shelving units that you can print out.	4.7
Store Info.	3.75	4.00	4.30	3.90	Find the address of the iVXEA store closest to where you live.	4.3
					View all the filing cabinets available.	4.0
					Find out if iVXEA can deliver a dining room table to your house.	3.9
					Find out if iVXEA has any service that could assemble a product for you.	3.6
					Find the assembled brown leather iVXEA ottoman.	3.4

4.50 - Excellent
3.5 - 3.99 Fair/Good
3.0 - 2.49 Very Good
1.0 - 0.49 Poor



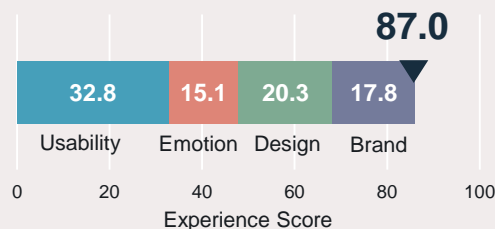
## Overall Experience Score

# 87.0

out of 100

90.0 + Excellent  
**80.0 - 89.9 Very Good**  
 70.0 - 79.9 Good  
 60.0 - 69.9 Fair  
 <60 Poor

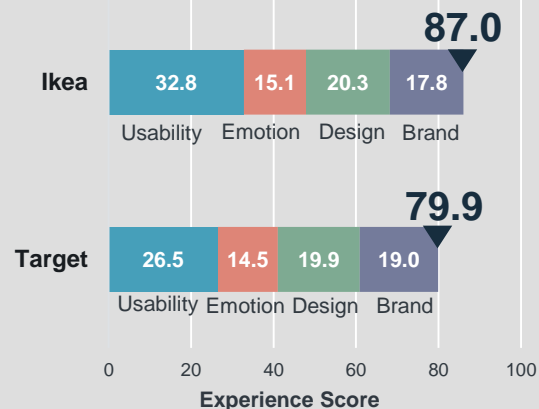
## Score Breakdown



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



## Task Category Ratings



Tasks involving services & store info. were rated lower.

## Task Comparison



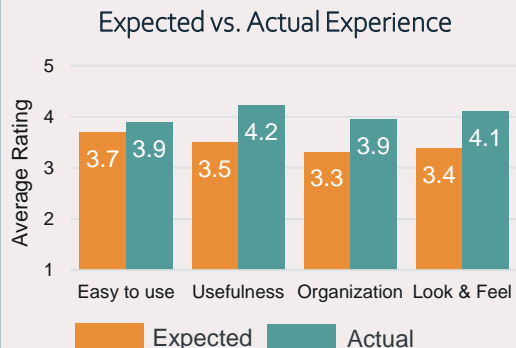
The task evaluations were comparable across the two sites, Ikea and Target.

## Expectations & Experience

# +0.57

Change in  
Expectation

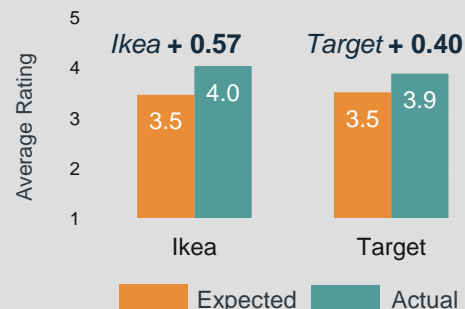
On a scale of 1 (low) to 5 (high) the actual experience was rated better than the expected experience by an average of 0.57.



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

## Competitor Evaluation

### Experience Comparison



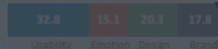
The actual experience on both Ikea and Target exceeded expectations.

## Overall Experience Score

87.0

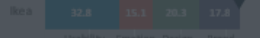
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## Score Breakdown



## Competitor Evaluation

### Score Comparison

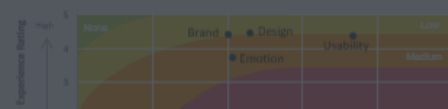


## Level of Importance

What's Important to



## Priorities Snapshot

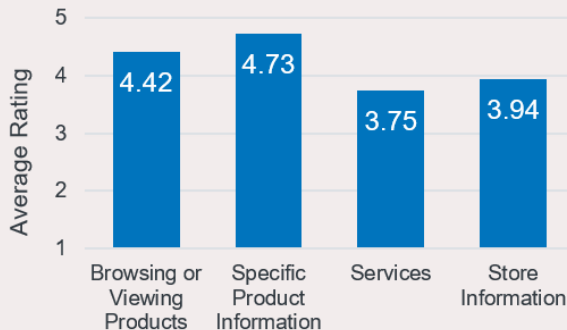


## Task Evaluations

**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

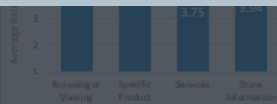
## Task Comparison



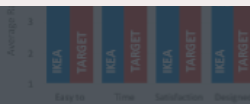
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## Task Rating

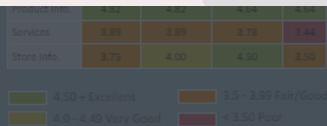
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Tasks involving services & store info. were rated lower.



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



Find the address of the IKEA store closest to where you live.  
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

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.  
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## Overall Experience Score

87.0

## Competitor Evaluation

## Score Breakdown

87.0

## Score Comparison

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## 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.

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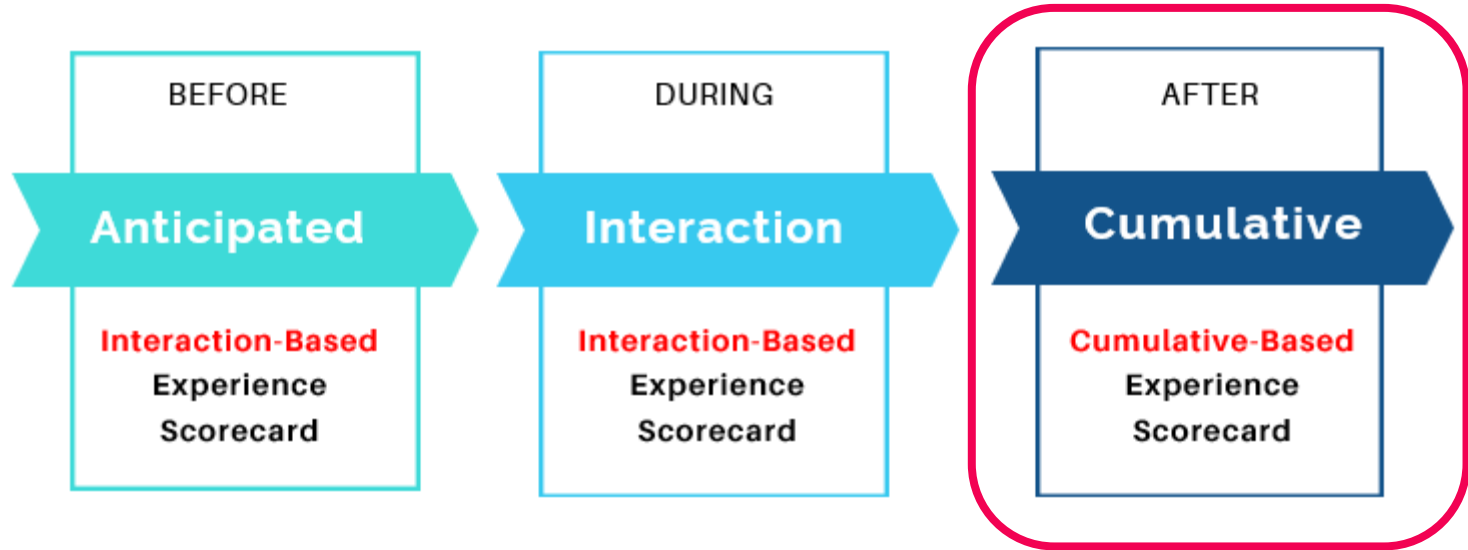
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4.50 + Excellent      3.5 - 3.99 Fair/Good  
4.0 - 4.49 Very Good      < 3.50 Poor

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.”

# Experience scorecards



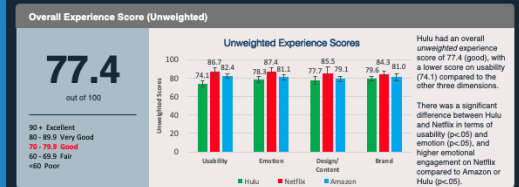
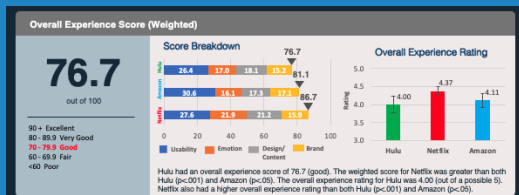
# A simple setup

## Qualtrics Survey



- Works well for products and services that have regular (or somewhat frequent use)
- Very easy set up in any survey platform, no confusion, quick to administer
- Harder to pinpoint precise issues with tasks, only know which tasks are more problematic (pointing in the right direction)

# Cumulative-Based Experience Scorecard



**Task Evaluation Breakdown**

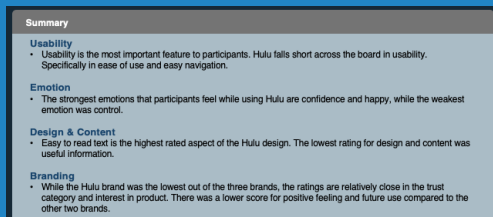
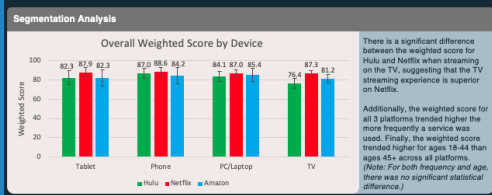
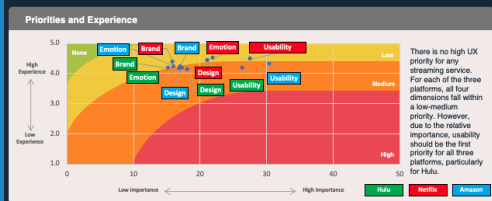
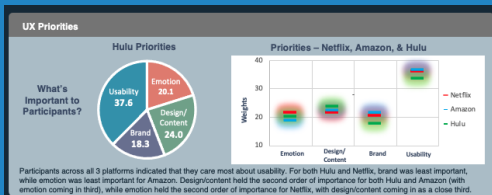
Streaming Service	Search for Content	Find Recommendations	Change Account Info	Download Content
Netflix	4.28	4.12	4.35	4.00
Amazon	4.33	4.04	4.25	4.46
Hulu	4.07	3.93	3.30	3.79

Streaming Service	Change Settings	Change Plan Level	Create a Watch List	Browse Categories
Netflix	4.36	4.15	4.23	4.16
Amazon	3.96	4.19	4.27	4.28
Hulu	4.06	3.39	4.08	3.89

Legend: 4.00+ Excellent, 3.5-4.09 Very Good, 3.0-3.49 Good, 2.5-2.99 Fair, <2.50 Poor

Hulu's task 3, Account Management, and task 6, Manage Plans, were rated the lowest. Task 4 of download was rated as fair, and the remaining tasks were rated as good.



Overall Experience Score (Weighted)

76.7

out of 100

90+ Excellent  
80 - 89.9 Very Good  
70 - 79.9 Good  
60 - 69.9 Fair  
<60 Poor

Overall Experience Score

77.4

out of 100

90+ Excellent  
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Task Evaluation Breakdown

Streaming Service

Netflix

Amazon

Hulu

Streaming Service

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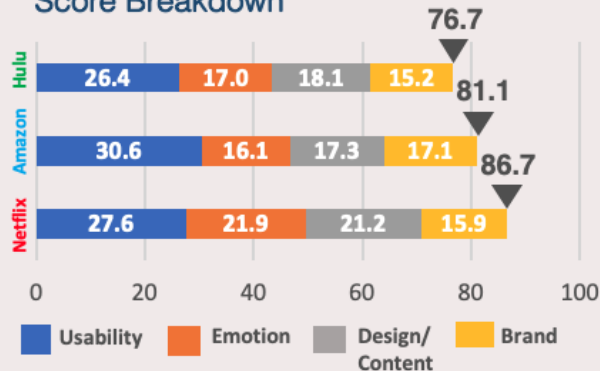
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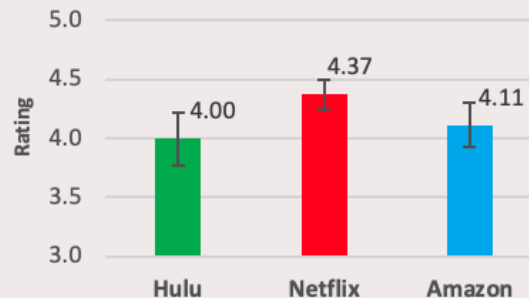
UX Priorities

Summary

## Score Breakdown



## Overall Experience Rating



Hulu had an overall experience score of 76.7 (good). The weighted score for Netflix was greater than both Hulu ( $p < .001$ ) and Amazon ( $p < .05$ ). The overall experience rating for Hulu was 4.00 (out of a possible 5). Netflix also had a higher overall experience rating than both Hulu ( $p < .001$ ) and Amazon ( $p < .05$ ).

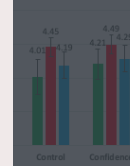
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ratings





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Streaming Service  
Netflix  
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Hulu

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## Overall Experience Score (Unweighted)

77.4

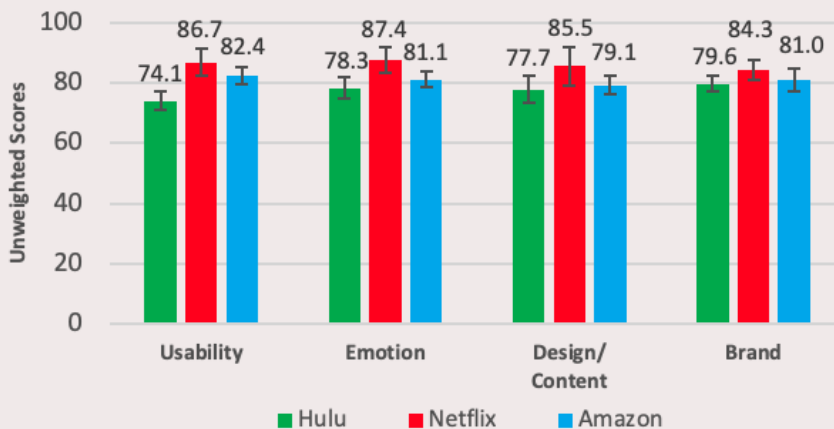
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UX Priorities

Summary

## Unweighted Experience Scores



Hulu had an overall *unweighted* experience score of 77.4 (good), with a lower score on usability (74.1) compared to the other three dimensions.

There was a significant difference between Hulu and Netflix in terms of usability ( $p<.05$ ) and emotion ( $p<.05$ ), and higher emotional engagement on Netflix compared to Amazon or Hulu ( $p<.05$ ).

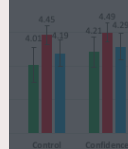
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Ratings



Hulu Netflix Amazon

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Task Evaluation Breakdown

Streaming Service

Netflix  
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Hulu

Streaming Service

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UX Priorities

Summary

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4.40 +  
Excellent



4.1 - 4.39  
Very Good



3.8 - 4.09  
Good



3.5 - 3.79  
Fair



< 3.50  
Poor

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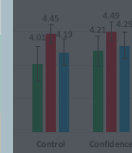
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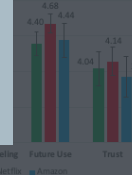
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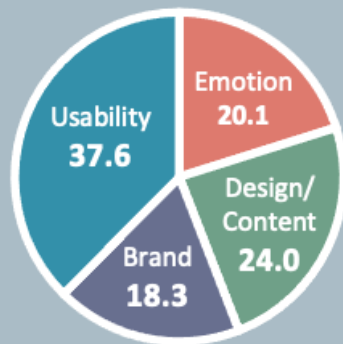


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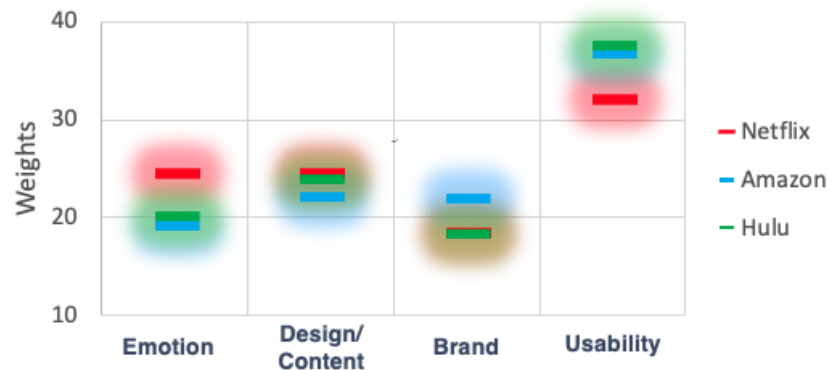
## UX Priorities

### Hulu Priorities



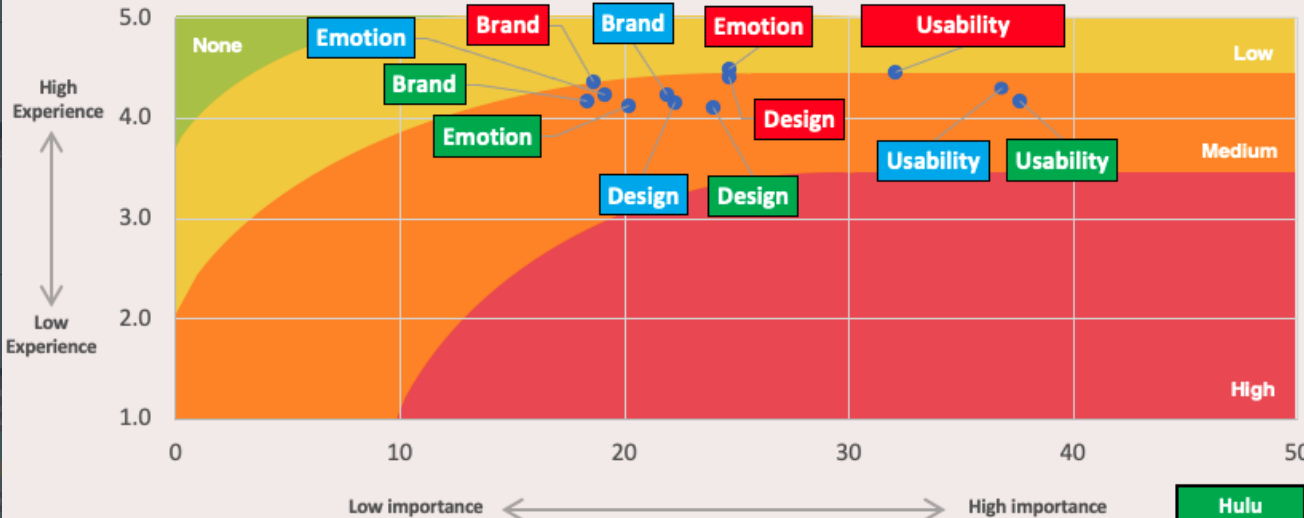
What's  
Important to  
Participants?

### Priorities – Netflix, Amazon, & Hulu



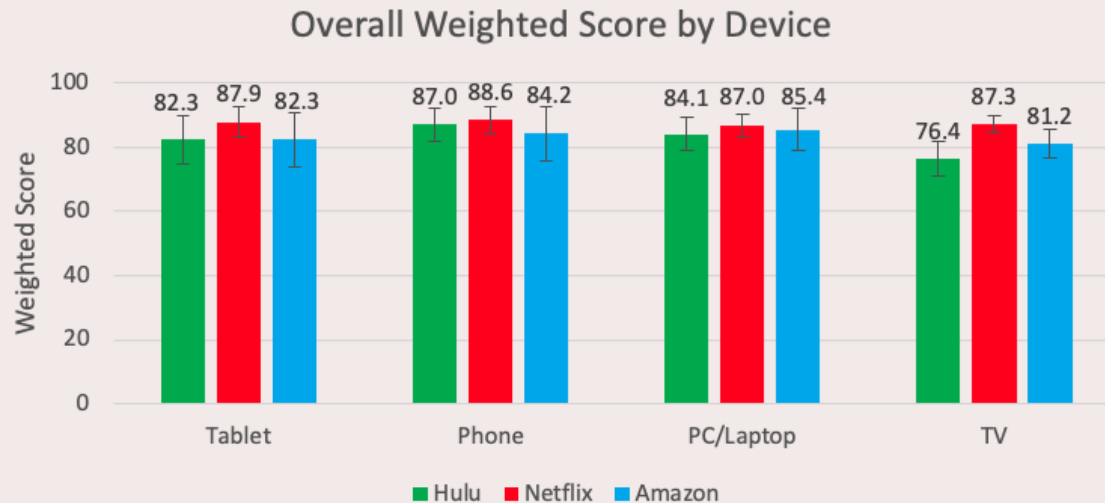
Participants across all 3 platforms indicated that they care most about usability. For both Hulu and Netflix, brand was least important, while emotion was least important for Amazon. Design/content held the second order of importance for both Hulu and Amazon (with emotion coming in third), while emotion held the second order of importance for Netflix, with design/content coming in as a close third.

## Priorities and Experience



There is no high UX priority for any streaming service. For each of the three platforms, all four dimensions fall within a low-medium priority. However, due to the relative importance, usability should be the first priority for all three platforms, particularly for Hulu.

## Segmentation Analysis

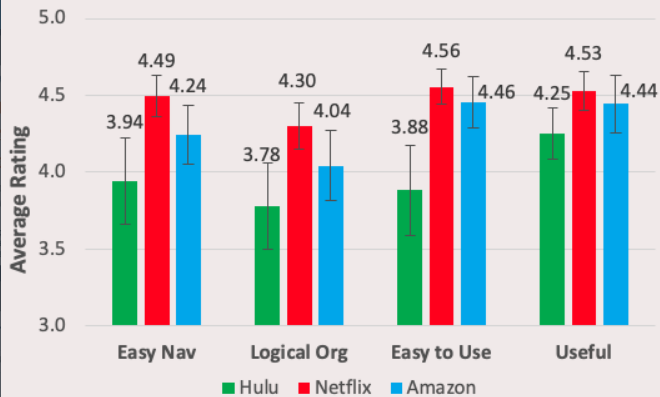


There is a significant difference between the weighted score for Hulu and Netflix when streaming on the TV, suggesting that the TV streaming experience is superior on Netflix.

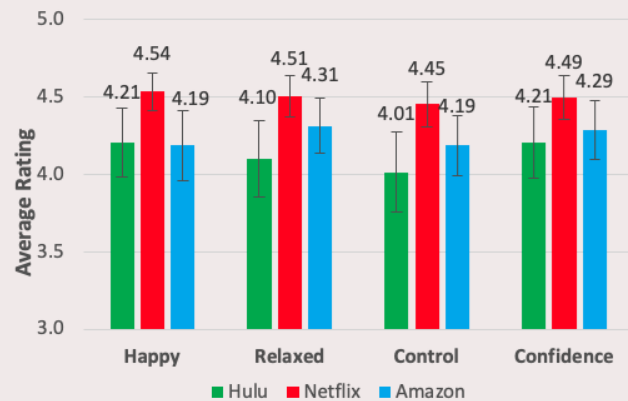
Additionally, the weighted score for all 3 platforms trended higher the more frequently a service was used. Finally, the weighted score trended higher for ages 18-44 than ages 45+ across all platforms. (Note: For both frequency and age, there was no significant statistical difference.)

## Ratings Breakdown

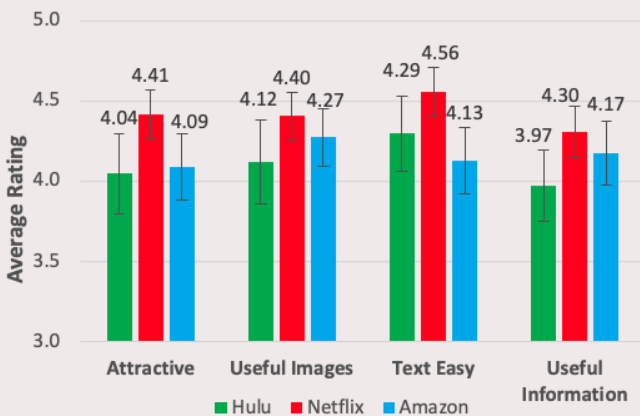
### Usability Ratings



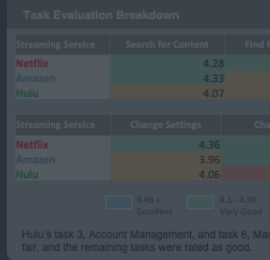
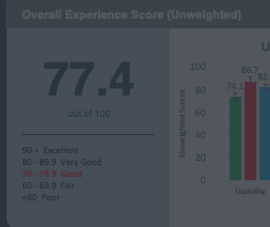
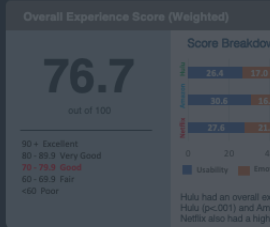
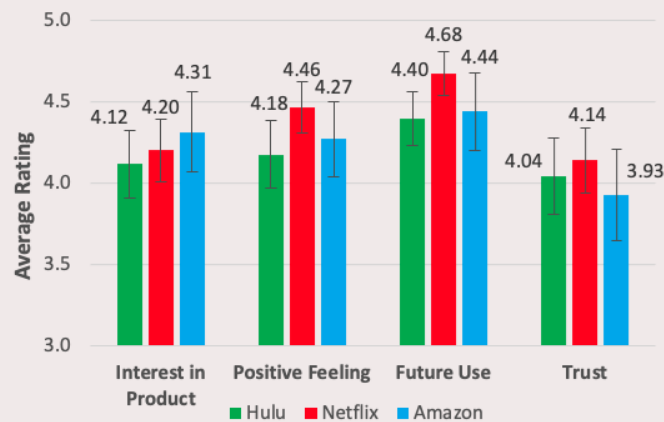
### Emotion Ratings



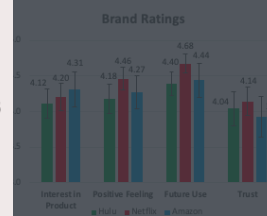
### Design/Content Ratings



### Brand Ratings



Hulu falls short across the board in usability. Hulu are confidence and happy, while the weakest design. The lowest rating for design and content was 62.9. Overall, the ratings are relatively close in the trust for positive feeling and future use compared to the



# Answering the three basic questions

## **How are we doing?**

Overall, the experience of Hulu is good (76.7/100 and 4.0/5.0). The usability of Hulu scored lower than other aspects of the experience.

## **How do we compare?**

Hulu scored significantly lower than Netflix and Amazon for the overall experience, particularly around usability, and tasks focused on changing account info and plan levels.

## **What do we need to improve?**

The priority is to improve the experience around changing account information and plan level and possibly the TV platform. In addition, overall usability needs to be improved across the site, particularly related to the organization of the website/app and navigation.

# Next steps

- Continue implementing both versions of the experience scorecard with our clients, and refining as needed
- Consider ways to integrate both versions of the scorecard to gain insight into specific interactions and overall sentiment
- Go through formal validation process, specifically around the various metrics that represent the broader experience



# Thank you!

Would you like an experience  
scorecard for your organization ?