

Measuring Usability

Units of effort (UE) is a way to estimate the usability of an experience as a substitute for running a usability test. Each action a user takes, both mentally and physically, is documented.

This way, we have a model to measure how much effort it takes to complete a particular task. It also removes subjectivity (ex. more steps/clicks/time are/is worse than fewer steps/clicks/time) from the evaluation.

ACTION	UNITS
1 click or tap	1.00
1 scroll movement	2.00
1 second of recognition	1.00
1 second of recall	3.00
1 second of looking	3.00
1 second of cursor movement	1.00
1 second of waiting	1.00
1 second of typing	2.00

TradeKing: 2 screens, 30 EU

Annotations for TradeKing Sign In screen:

- 3 Looking for sign in, one second
- 3 Recall, one second
- 6 Looking for other sign in, two seconds
- 2 Move cursor, one second
- 3 Recall username, one second
- 1 Click, username field
- 2 Type username, one second
- 3 Recall if they want to save username, one second
- 1 Click CTA

24 EU

Annotations for TradeKing password entry screen:

- 3 Recall password, one second
- 2 Typing, one second
- 1 Click link

6 EU

Wealthfront: 2 screens, 13 EU

Annotations for Wealthfront landing page:

- 3 Recall location, one second
- 2 Move cursor, one second
- 1 Click link

6 EU

Annotations for Wealthfront login form:

- 3 Recall email used, one second
- 2 Typing, one second
- 1 Click next box
- 3 Recall password used, one second
- 2 Type password, one second
- 1 Click CTA

12 EU

Measuring Experience

MOOD	MULTIPLIER
Joyful	0.50x
Serene	0.75x
Surprised (Delighted)	0.80x
Neutral	1.00x
Distracted	1.10x
Bored	1.25x
Annoyed	1.75x
Angry	2.00x

A person's mood has an effect on their experience. By introducing multipliers, we can better predict a users experience.

AWARENESS	MULTIPLIER
Lifetime Client	0.50x
Loyal Client	0.75x
Customer	0.80x
Aware	0.90x
Not Aware	1.10x
Negative Impression	1.25x
Former Customer (Circumstance)	0.75x - 1.50x
Former Customer (Dissatisfaction)	2.00x

A person's awareness of a brand, product, or service has an effect on their experience. By introducing multipliers, we can better predict a users experience.

TradeKing: 2 screens, 30 EU

TradeKing: 30 EU x 2.00 Angry = **60 EU**

TradeKing: 30 EU x 0.50 Joyful = **15 EU**

Mood has a significant impact on how a user perceives the experience.

TradeKing: 30 EU x 1.25 Negative Impression = **37.5 EU**

TradeKing: 30 EU x 0.80 Customer = **24 EU**

Customers are predisposed to stay consistent with their behavior.

TradeKing: 30 EU x 1.75 Annoyed x 1.25 Negative Impression = **65.6 EU**

TradeKing: 30 EU x 1.10 Distracted x 1.10 Not Aware = **36.3 EU**

TradeKing: 30 EU x 0.80 Delighted x 0.75 Loyal Client = **18 EU**

Being distracted and unaware is the most common frame of mind for a user to be in.