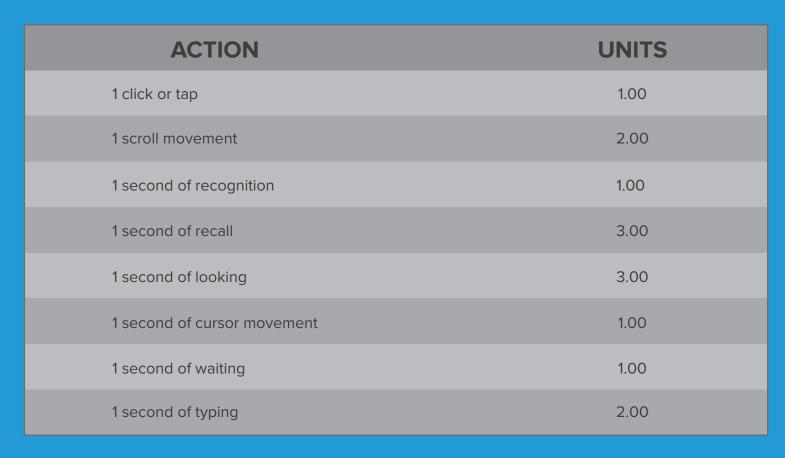
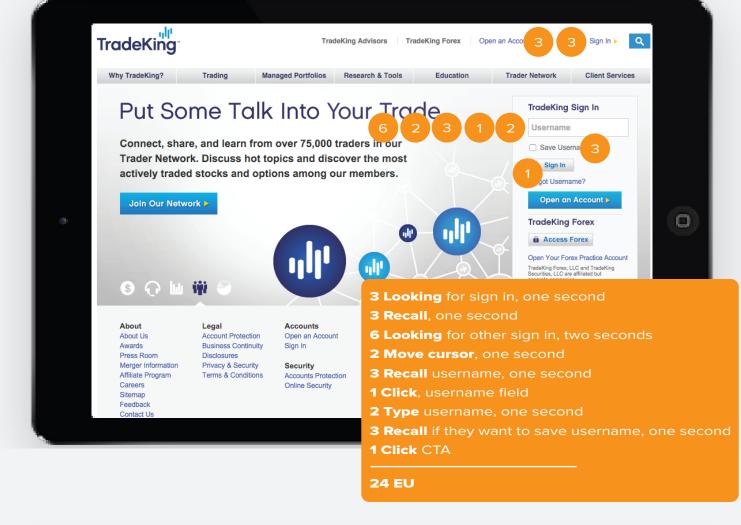
Measuring Usability

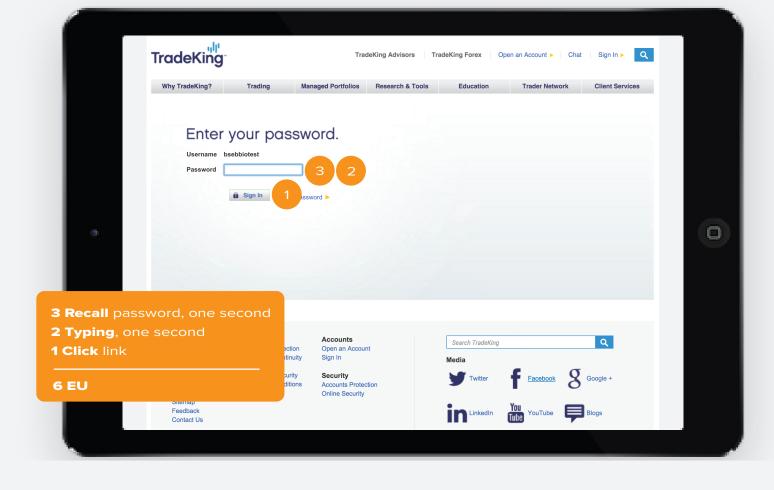
Units of effort (UE) is a way to estimate the usability of an experience as a substitute for running a usability test. Each action a user takes, both mentally and physically, is documented.

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.



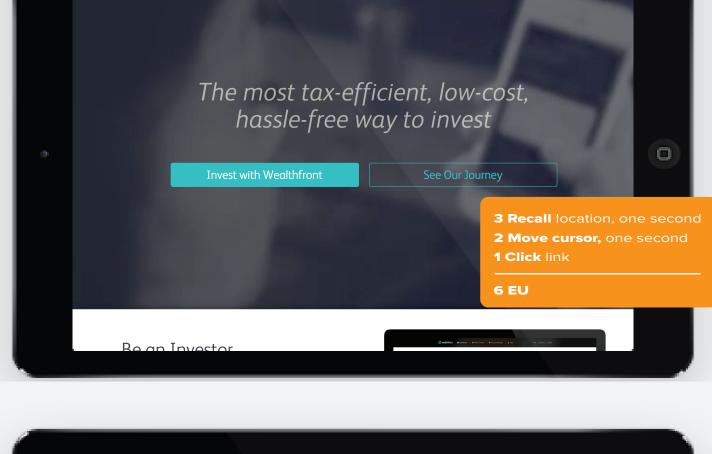
TradeKing: 2 screens, 30 EU



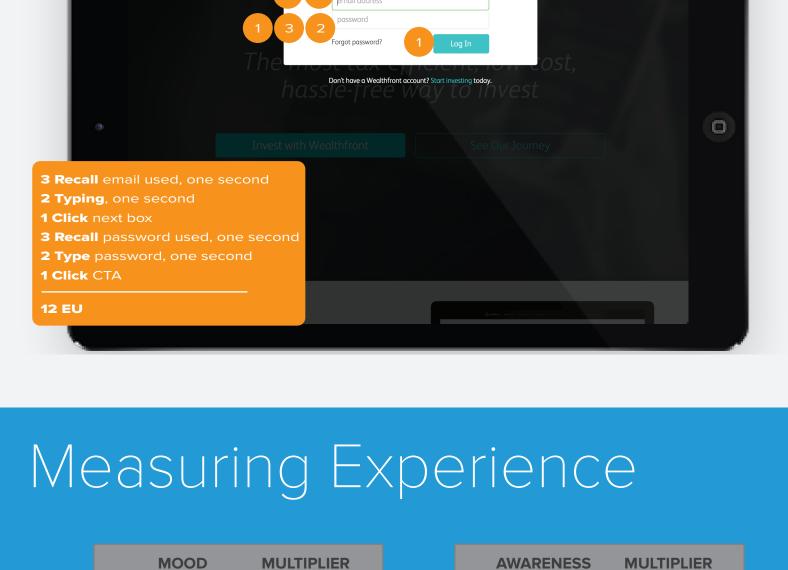


wealthfront WHY WEALTHFRONT

Wealthfront: 2 screens, 18 EU



LOG IN



Neutral 1.00x Aware Distracted 1.10x Not Aware

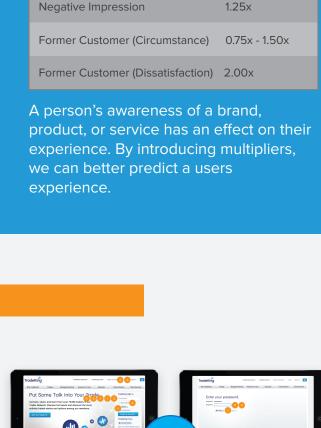
0.50x

0.75x

0.80x

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.	
ng: 2 screens, 30 EU	
Signature territorio della constitución della const	Doddorg



0.50x

0.75x

0.80x

0.90x

1.10x

Lifetime Client

Loyal Client

Customer

60 EU

30 EU

TradeKing:

x 2.00 Angry

Joyful

Serene

Bored

TradeKi

Surprised (Delighted)



TradeKing:
30 EU
x 1.25 Negative Impression

37.5 EU



TradeKing:

x 0.50 Joyful

TradeKing: 30 EU____

24 EU

x 0.80 Customer

30 EU

ustomers are predisposed to stay consistent with their behavi



65.6 EU





x 0.80 Delighted

18 EU

x 0.75 Loyal Client

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