Metrics for Evaluating Usability

Effectiveness: The ability to complete the tasks
Task 1: Yes
Task 2: Yes
Task 3: Yes
Task 4: Yes
Task 5: Yes

Efficiency: How long it takes the user to complete the tasks

Task 1: 2 clicks / expected: 2 clicks
Task 2: 1 click / expected: 1 click
Task 3: 1 click / expected: 1 click
Task 4: 10 clicks / expected: 1 click
Task 5: 2 clicks / expected: 1 click

Error rate: The degree to which the interaction is smooth or involves making mistakes along the way toward completing the task and the ability to recover from errors.

Task 1: 0 count
Task 2: 0 count
Task 3: 0 count
Task 4: 9 count, 3 severity, Yes to recover
Task 5: 1 count, 1 severity, Yes to recover

Metrics for Evaluating User Experience

Satisfaction: 4, satisfied with the prototype concept.

Emotional engagement: Used think-out-loud method to share they liked certain features and that they would use this tool. Gave several recommendations on enhancements.

Social connectedness Used the think-out-loud method to share how they would use the tool to feel connected

Fit within the existing practice: Can see themselves using this tool in their everyday life.

UX problem instances (UPIs)

UPI identifier	Observation or data point	Why is this a UX Problem instance?
UPI1	Screen1-AboutMe Task 1: Once a user has clicked "Add new interest," the button goes away	The "Add new interest" button goes away. This is not what the user expected. This created confusion as the user looked for how they add a new interest
UPI2	Screen4-YourInterests Task 1: The user was exploring other ways to add new interests. When brought to the "Edit Your Interest," the user clicks the search back within the interface, which is not an active part of the screen. Then went to the global Slack search box.	By not having additional functionality in the prototype, the user became frustrated.
UPI3	Screen5-AboutMeSports Task 4: The user went to the Global Slack search box to find someone with a common interest instead of clicking on the "Sports" link	When finding someone with a common interest, the user did not stay within the app. This caused frustration as they looked to complete the task.
UPI4	Follow Up Opportunity The user recommended adding a synopsis of what the interest is intended for	The user did not know what the "Sports" interest entailed and wanted more details
UPI5	Follow Up Opportunity The user recommended having groups of people already a part of the interest versus directly messaging an individual	The user originally through the app was to find groups of people with the same interest as opposed to individuals.
UPI6	Follow Up Opportunity The user recommended having sub-groups to narrow down interests and be more specific	The user thought "Sports" interest was too broad
UPI7	Follow Up Opportunity The user recommended having a geographic component if individuals want to meet up	The user is still looking for that in-person connection
UPI8	Follow Up Opportunity The user recommended being able to search within their own team or expand their network search	The user is looking for different ways to connect

UX design problems (UDPs)

UDP identifier	Problem description	Based on which UPI's?	Severity	Suggested solution	Solution Cost (easy/moderate / difficult)	Make changes (yes/no)
UDP1	The "Add new interest" button goes away. This is not what the user expected. This created confusion as the user looked for how they add a new interest	1	Minor	Keep button persistent	Easy	Yes
UDP2	By not having additional functionality in the prototype, the user became frustrated.	2	Minor	Add functionality to the prototype	Easy	No
UDP3	The user went to the Global Slack search box to find someone with a common interest instead of clicking on the "Sports" link	3	Serious	Clarify how to search for users with a common interest	Easy	Yes
UDP4	The user did not know what the "Sports" interest entailed and wanted more details	4	Minor	Add in about the interest	Easy	Yes

UDP5	The app people search feature was not clear to search for individuals versus groups of people	5	Serious	Include a feature to join a group related to that interest	Moderate	Yes
UDP6	The user thought "Sports" interest was too broad and had sub interests	6	Minor	Create sub-interests and the ability for individuals to add new interests to the database	Severe	Yes
UDP7	The user was still looking for the in-person connection and recommended including a geographic component	7	Minor	Add into the user profile a place to indicate their geography	Easy	Yes
UDP8	The user recommended being able to search within their own team or expand their network search	8	Minor	Ability to search within teams and extended networks.	Moderate	Yes