

Usability Assessment

base line, fix, then monitor

What is it?

Usability Assessment is a method that collects user experience feedback from 3 or more sources and triangulates the results to plot overall user experience and identify top user experience issues.

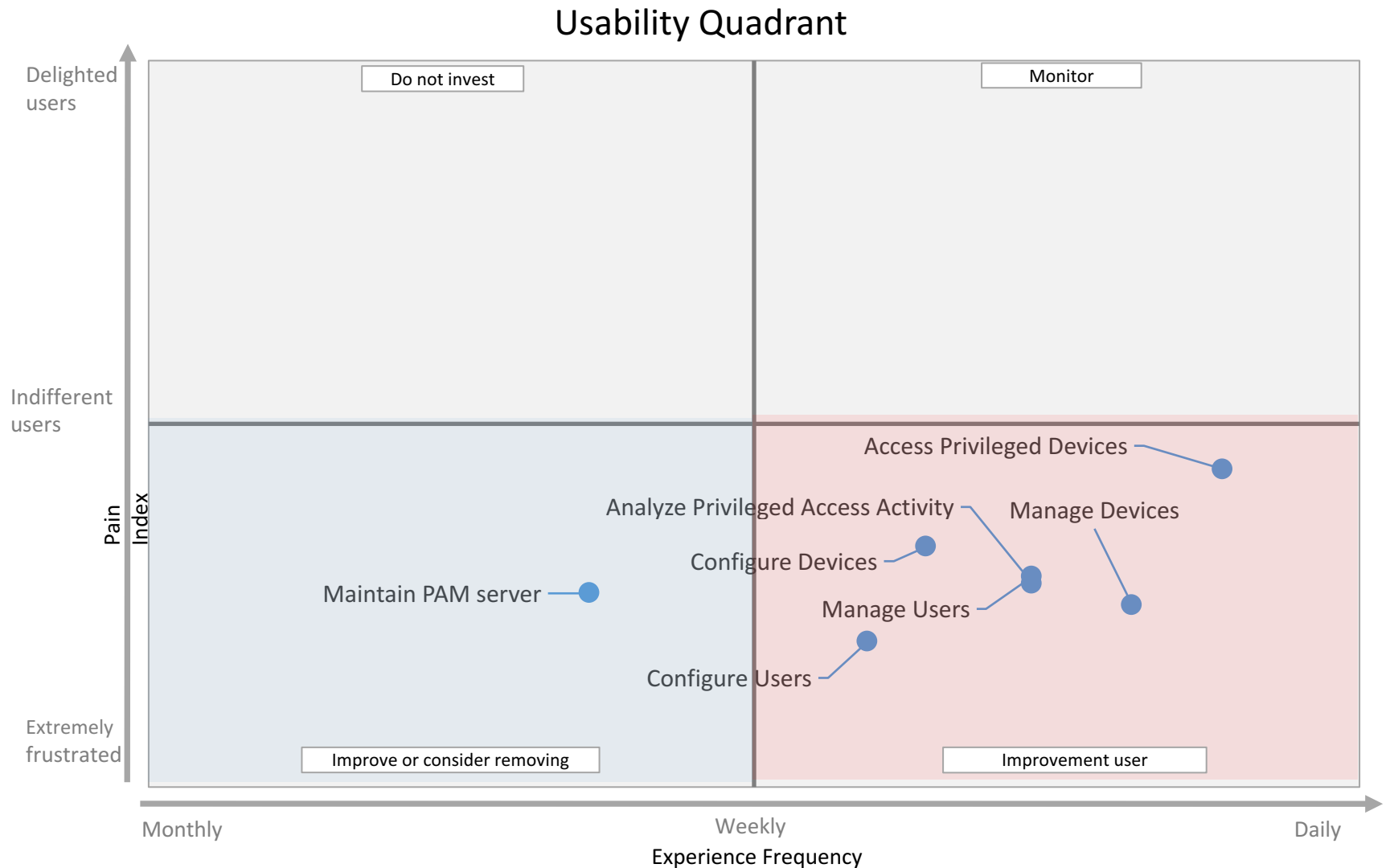
The goal is to evaluate the entire product experience, identify and prioritize user experience investments. Compare results against other products and monitor over time.

Problem Statements

- Most business units do not know the top ten user experience pain points for any given product
- Customer product enhancement requests are not prioritized based on frequency of use and impact of user experience
- Frequency of poor user experience and customer frustration level is not measured

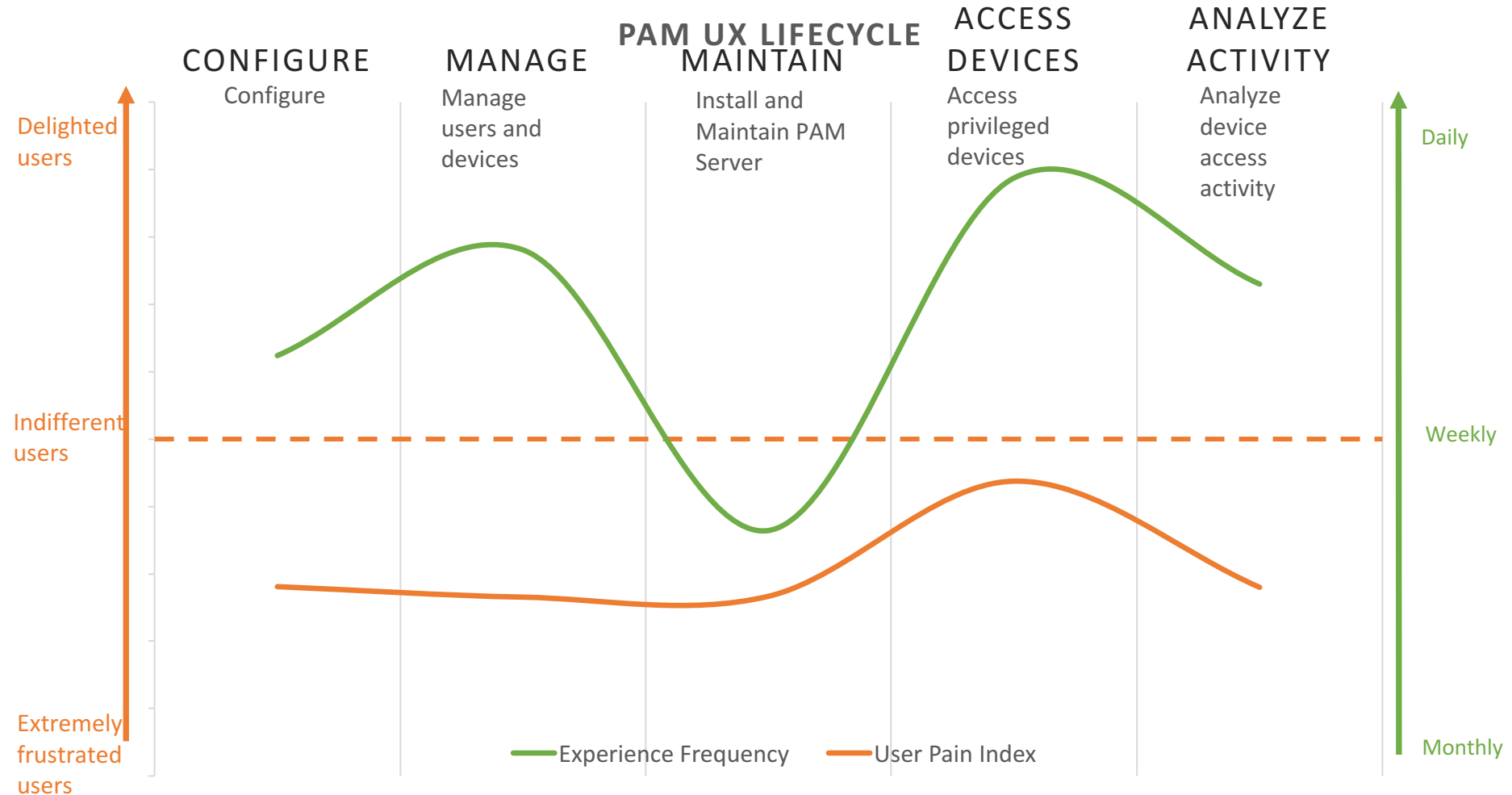
Usability Quadrant

- User goals plotted against frequency of use and expressed user pain
- Identifies opportunities for user experience improvements
- Identifies opportunities for feature sun setting
- Provides a baseline for overall user experience



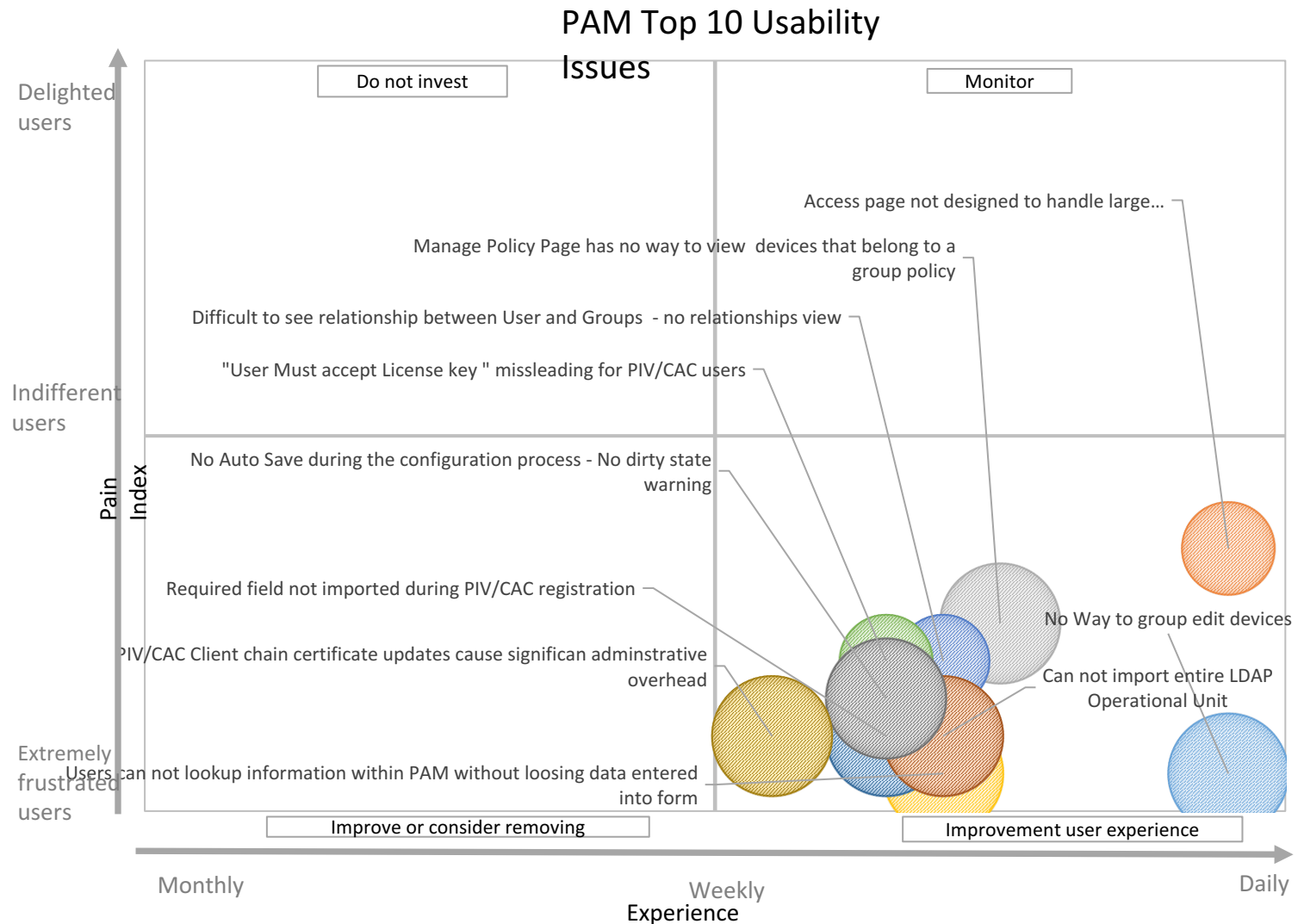
User Experience Lifecycle

- Illustrates user experience gaps across the lifecycle
- A large delta between frequency of use and user pain for each stage of the life cycle indicates a UX issue.



Top 10 Usability Issues

- Illustrates the top 10 user experience issues identified
- Plots pain and frequency of use
- Shows severity of impact when experiencing these issues (bubble size).



Note about these artifacts

The **Usability Quadrant** and **User Experience life cycle** are designed for executive consumption and are intended to provide a usability assessment snapshot across the business. Executives can use this as a metric to determine which products need more or less UX investment.

The **Top 10 usability issues** help product management prioritize work to be done. Backing up the top 10 usability issues are research notes and user study recordings to help inform development of the nuances to the usability issues.