

Benchmarking the User Experience

Benchmarking a website, app, or product is a valuable research method for understanding how design changes may or may not improve the user experience. Benchmarking is a critical step in quantifying the user experience and requires careful planning in the selection of metrics, tasks and study design to ensure you are optimizing around reliable data.

This course will teach you best practices of UX benchmarking, common mistakes to avoid, logistics for desktop and mobile benchmarking, and provide guided practice for designing and analyzing a UX benchmarking study.

Participants will design their own UX benchmarking study and get practice analyzing benchmark data from an unmoderated remote testing platform (MUIQ).

Course Objectives

After this course, students will be able to:

- Understand when and how to benchmark the user experience of a website or product
- The pros and cons of different benchmark studies, including moderated and unmoderated, retrospective versus task-based, and standalone vs. competitive
- Understand what metrics to collect at the task and study level
- How to develop repeatable and reliable benchmarking studies
- Knowing how to compute the ideal sample sizes based on math and budgets
- Ability to analyze and present benchmark results

Course Methodology

- Four 90-minute online lectures on Thursdays at 2PM PST: October 5, 12, 19, and 26.
- Weekly assignments and readings
- This course will be conducted only in English

Price

- Students: \$100
- UXPA Members: \$400
- Non-members: \$700

Course Contents

Lecture 1: Introduction to Benchmarking

- Understanding the benefits of benchmarking
- Examples of Benchmarking Studies on desktop and mobile
- Pros and Cons of different benchmark studies, including moderated and unmoderated, retrospective versus task-based and standalone vs. competitive
- Core UX Benchmark Metrics
- Assignment: Identify a website to benchmark, think about users, tasks and metrics

Lecture 2: Designing a Benchmark Study

- Identifying and recruiting target participants
- Defining tasks and study questions
- Writing good tasks scenarios for moderated and unmoderated benchmarks
- Determining the optimal sample size
- Assignment: Design a benchmark study using the test plan template

Lecture 3: Collecting & Analyzing Benchmark Data

- Techniques for cleaning and organizing data
- How to summarize study and task-level metrics
- Identify patterns and themes to provide explanations behind the metrics
- Assignment: Clean and analyze benchmark data using appropriate statistical tests

Lecture 4: Analyzing, Interpreting & Reporting Benchmark Data

- Using Confidence Intervals for UX Metrics
- Making Appropriate Statistical Comparisons (without needing a statistician)
- Cross-Tabbing and summarizing findings into a cohesive report
- Assignment: Compile data into a benchmark report using the template

Presenter

Jeff Sauro, Founding Principal, MeasuringU



Jeff Sauro is the founding principal of MeasuringU, a UX research firm specializing in moderated and unmoderated UX measurement, including benchmark studies on desktop and mobile. He is a Six-Sigma trained statistical analyst and pioneer in quantifying the user experience. Jeff is the author of five books, including *Customer Analytics for Dummies* and *Quantifying the User Experience*.

Jeff has published over twenty peer-reviewed research articles and presents tutorials and papers regularly at the leading Human Computer Interaction conferences: CHI, UXPA, HCII and HFES. He has worked for Oracle, PeopleSoft, Intuit and General Electric. He is an adjunct

professor at the University of Denver and leads an annual UX Boot Camp focusing on UX Methods and Metrics.

Jeff received his PhD in Research Methods & Statistics at the University of Denver. He received his Master's in Learning, Design and Technology from Stanford University with a concentration in statistical concepts. Prior to Stanford, he received his B.S. in Information Management & Technology and B.S. in Television, Radio and Film from Syracuse University.