

# SEEING THE BIG PICTURE:



The development of an  
experience scorecard



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# Introduction

- Clients often focus on design details or usability performance on a few key tasks
- Clients have more difficulty seeing the big picture of the overall experience
- Clients seeking the bigger picture but don't have a tool to provide this information or the process is lengthy and costly

# The Experience Scorecard

-  Provides clients with metrics across critical aspects of experiences
-  Provides a clear picture of the overall experience
-  Lean budget friendly
-  Repeatable - progress can be tracked over time

# Questions clients often ask



**How are we doing?**



**What do we need to improve?**

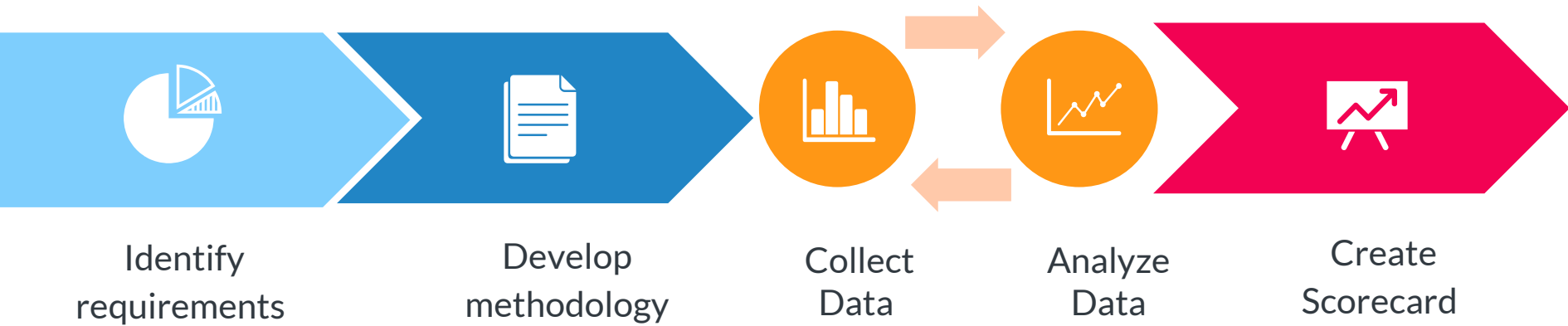


**How do we compare?**

# Our motivation

- Help clients answer their three fundamental questions and:
  - Make data more accessible
  - Foster cross team buy-in
  - Help clients get a better understanding of the experience overall
  - Help clients identify underperforming areas and opportunities
  - Drive change

# Our development process



This is the initial process- we have not gone through validation yet

# Our requirements for a new metric

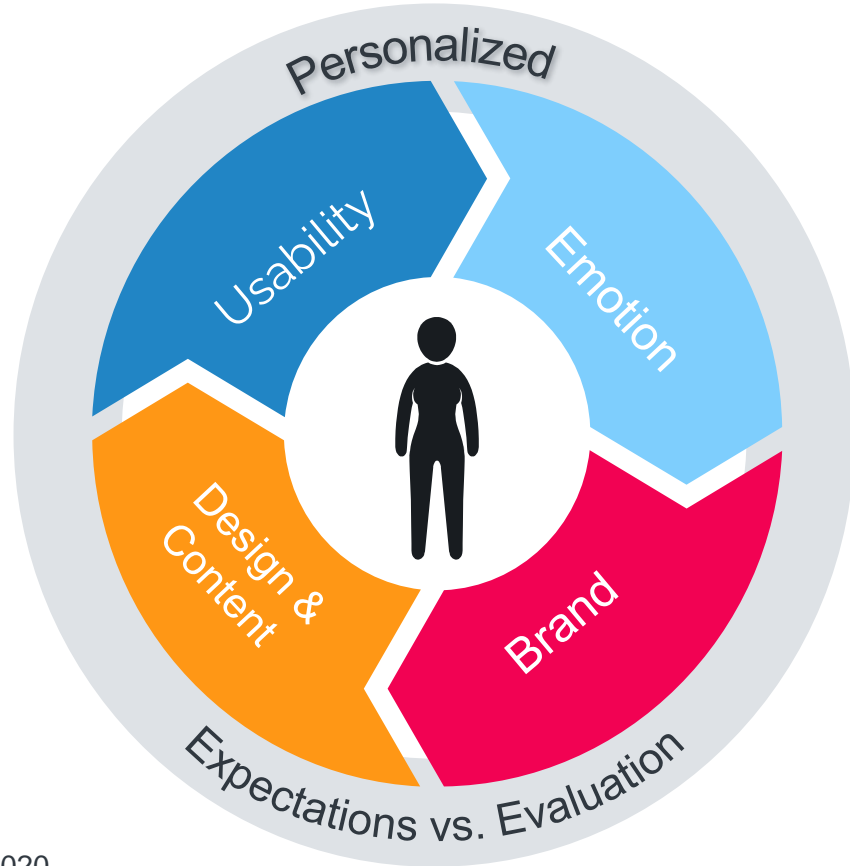
- Multi-dimensional view – beyond usability
- Data about what users value and how that affects their experience
- Diagnostic with 'at a glance' results
- Comparative (vs. competitors)
- Repeatable - time efficient data collection that will provide performance data over time



# Developing the Methodology



# Overview of experience

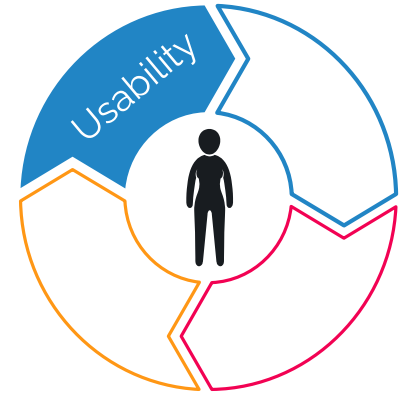


# Four critical aspects of experience

## Usability

How easy is it to complete tasks, learn the website, and the amount of effort needed to complete those tasks

- Ease of navigation
- Organization of site
- Ease of use
- Usefulness

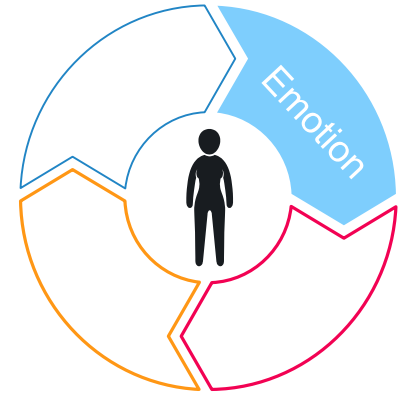


# Four critical aspects of experience

## Emotion

How someone feels when using the website

- Frustration
- Confidence
- Engagement
- Stress

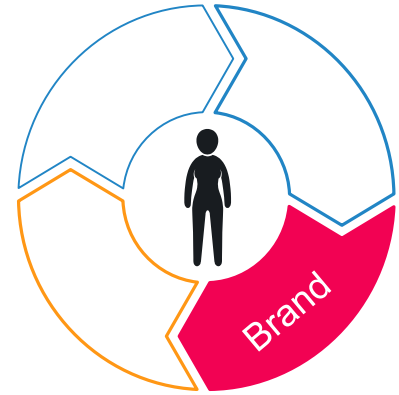


# Four critical aspects of experience

## Brand

How a company is perceived, such as trustworthiness, value of the products/services, and likelihood of using the website in the future

- Interest in products/services offered
- Positivity about the Brand
- Desire to use the site in the future
- Trust in the company

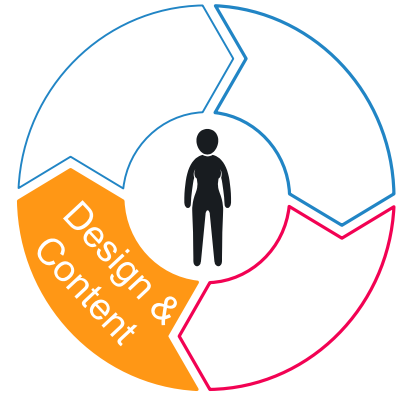


# Four critical aspects of experience

## Design & Content

The design and content of the website, as well as the usefulness of the information and images.

- Visual attractiveness
- Usefulness of graphics and images
- Understandability of the content/language
- Usefulness of information



# Overview of experience



## Usability

## Emotion

## Brand

## Design and Content

Ease of navigation

Frustration

Interest in products/services offered

Visual attractiveness

Organization of site

Confidence

Positivity about the Brand

Usefulness of graphics and images

Ease of use

Engagement

Desire to use the site in the future

Understandability of the content/language

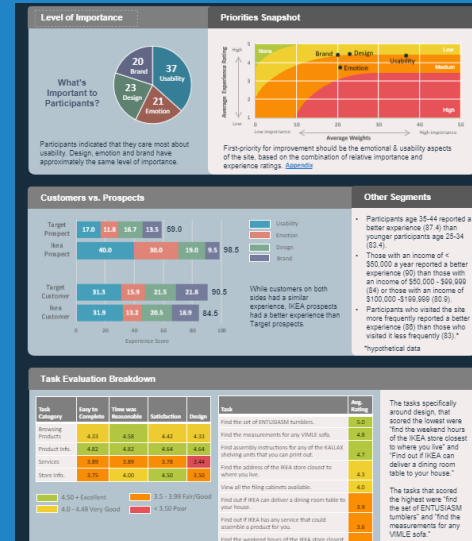
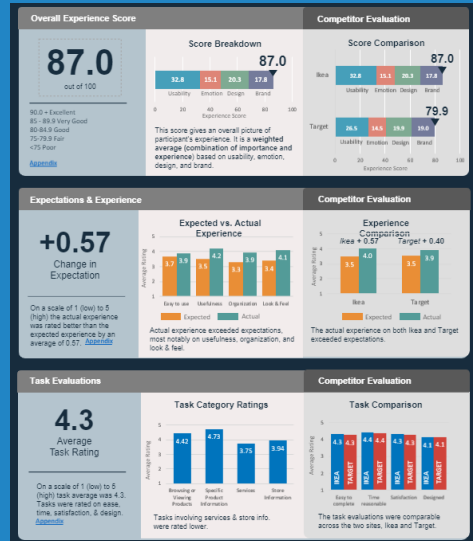
Usefulness

Stress

Trust in the company

Usefulness of information

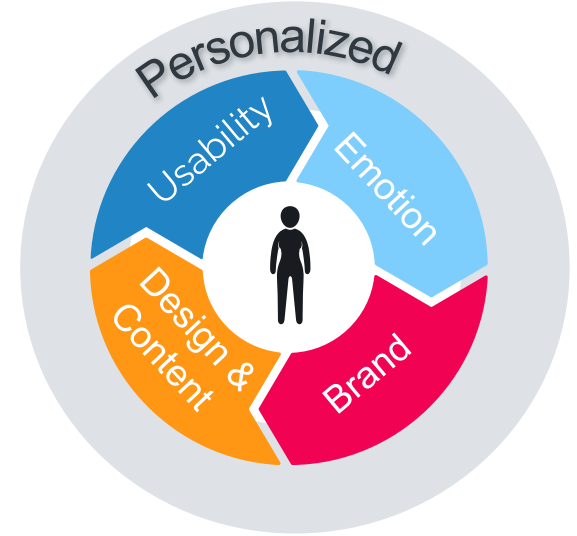
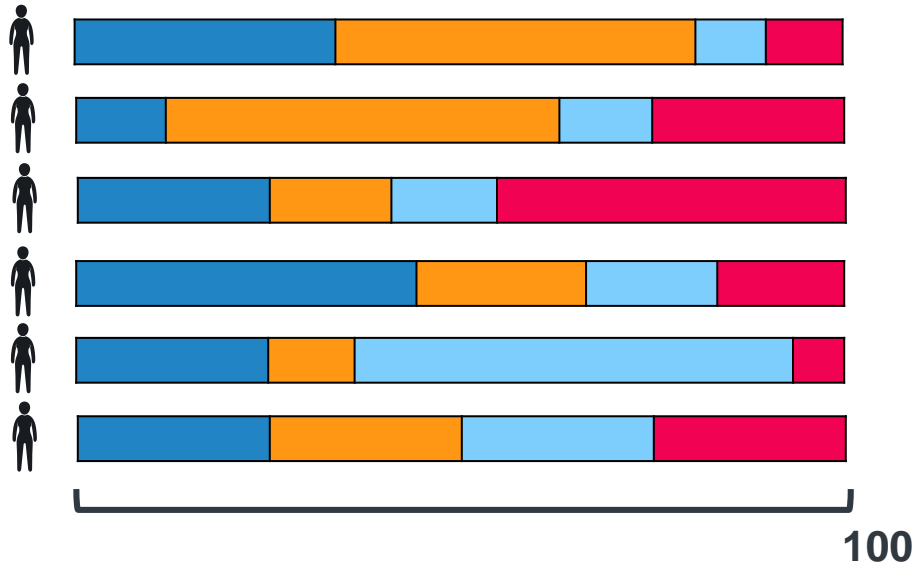
# The Scorecard



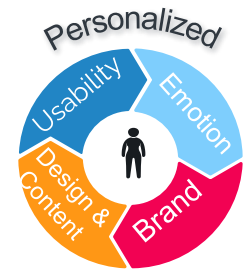


# Personalization

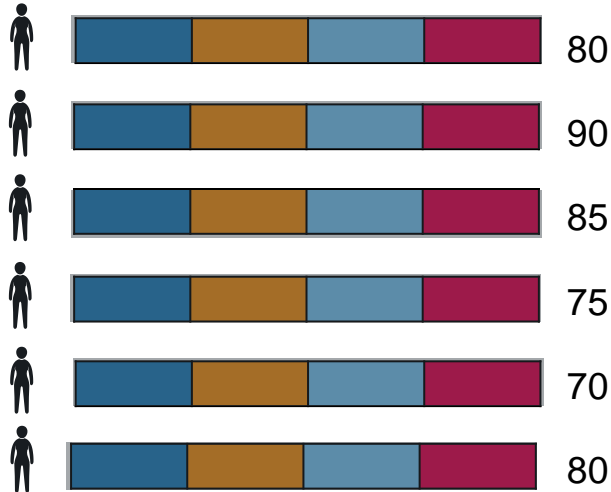
Participants distributed 100 points across these four areas based on the importance to them personally



# Personalization



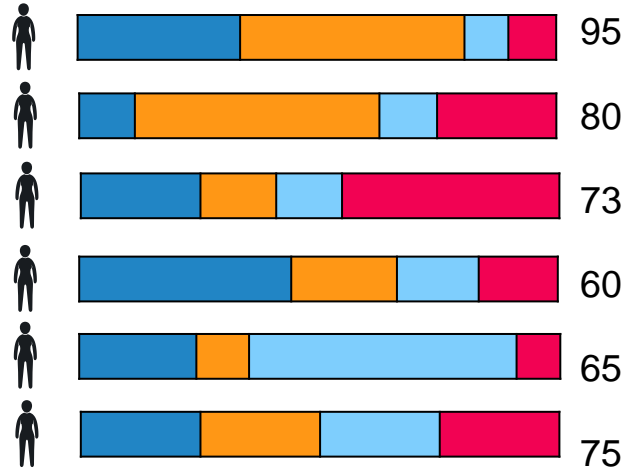
## NOT PERSONALIZED Overall Score



Avg overall score

**80**

## PERSONALIZED Overall Score



Avg overall weighted score

**75**

## Overall Experience Score

**87.0**

out of 100

90.0+ Excellent  
85 - 89.9 Very Good  
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[Appendix](#)

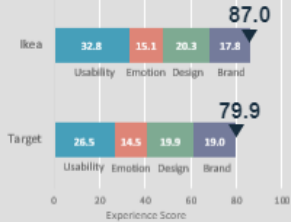
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## Competitor Evaluation

### Score Comparison



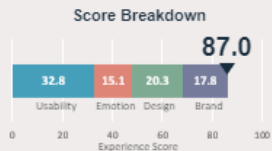
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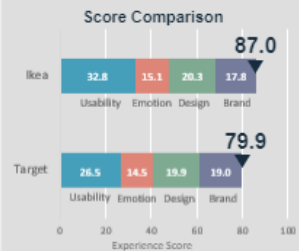
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## Competitor Evaluation



## Expectations & Experience

# +0.57

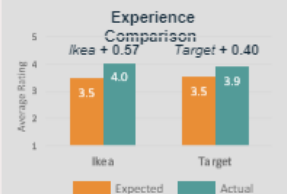
Change in Expectation

On a scale of 1 (low) to 5 (high) the actual experience was rated better than the expected experience by an average of 0.57. [Appendix](#)



Actual experience exceeded expectations, most notably on usefulness, organization, and look & feel.

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The actual experience on both Ikea and Target exceeded expectations.

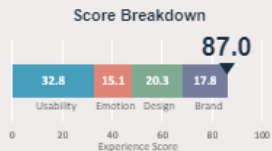
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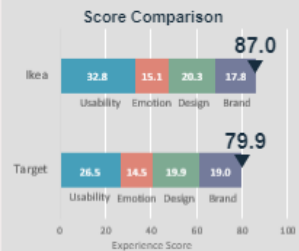
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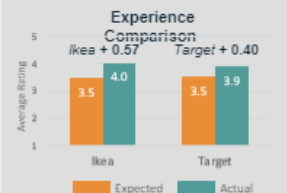
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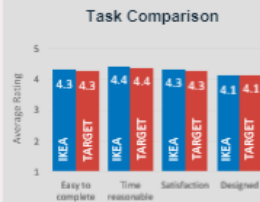
Average Task Rating

On a scale of 1 (low) to 5 (high) task average was 4.3. Tasks were rated on ease, time, satisfaction, & design. [Appendix](#)



Tasks involving services & store info. were rated lower.

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The task evaluations were comparable across the two sites, Ikea and Target.

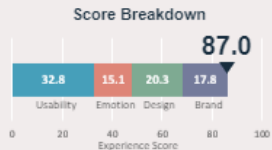
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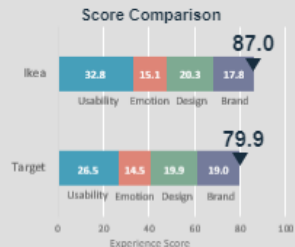
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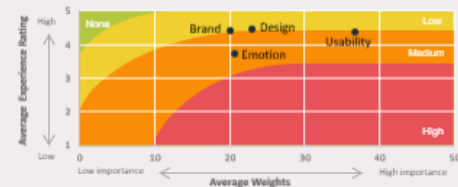
## Level of Importance

What's Important to Participants?



Participants indicated that they care most about usability. Design, emotion and brand have approximately the same level of importance.

## Priorities Snapshot



First-priority for improvement should be the emotional & usability aspects of the site, based on the combination of relative importance and experience ratings. [Appendix](#)

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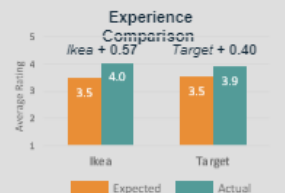
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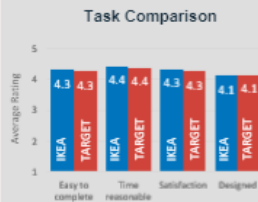
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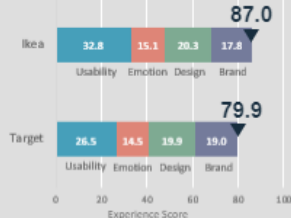
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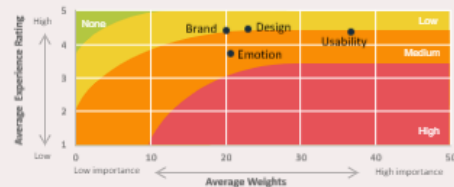
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### Expected vs. Actual Experience



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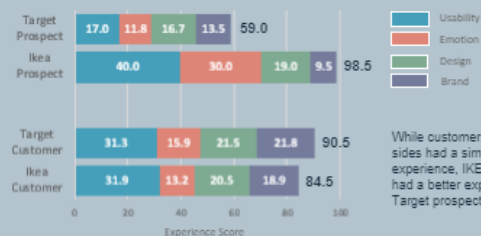
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## Customers vs. Prospects



While customers on both sides had a similar experience, IKEA prospects had a better experience than Target prospects.

## Other Segments

- Participants age 35-44 reported a better experience (87.4) than younger participants age 25-34 (83.4).
- Those with an income of < \$50,000 a year reported a better experience (90) than those with an income of \$50,000 - \$99,999 (84) or those with an income of \$100,000-\$199,999 (80.9).
- Participants who visited the site more frequently reported a better experience (86) than those who visited it less frequently (83).\*

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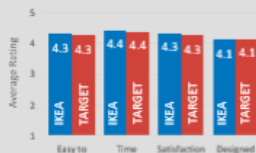
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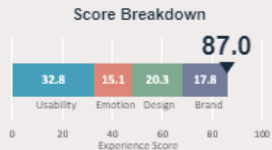
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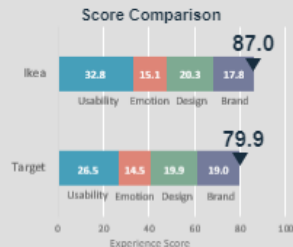
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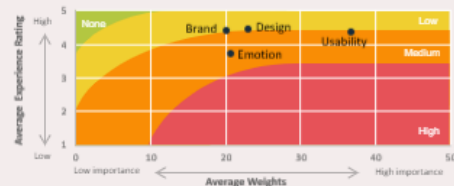
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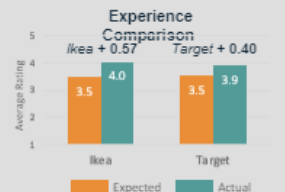
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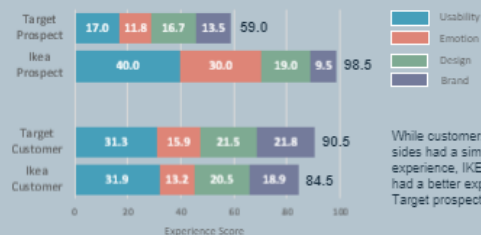
Actual experience exceeded expectations, most notably on usefulness, organization, and look & feel.

## Competitor Evaluation



The actual experience on both Ikea and Target exceeded expectations.

## Customers vs. Prospects



While customers on both sides had a similar experience, IKEA prospects had a better experience than Target prospects.

## Other Segments

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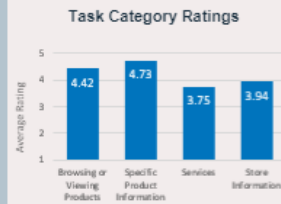
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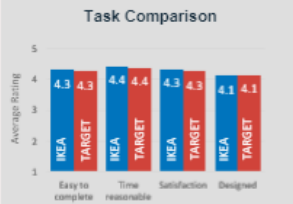
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Tasks involving services & store info. were rated lower.

## Competitor Evaluation



The task evaluations were comparable across the two sites, Ikea and Target.

## Task Evaluation Breakdown

Task Category	Easy to Complete	Time was Reasonable	Satisfaction	Design
Browsing Products	4.33	4.58	4.42	4.33
Product Info.	4.82	4.82	4.64	4.64
Services	3.89	3.89	3.78	3.44
Store Info.	3.75	4.00	4.50	3.50

4.50+ Excellent  
4.0 - 4.49 Very Good  
3.5 - 3.99 Fair/Good  
< 3.50 Poor

Task	Avg. Rating
Find the set of ENTUSIASM tumblers.	5.0
Find the measurements for any VIMLE sofa.	4.8
Find assembly instructions for any of the KALLAX shelving units that you can print out.	4.7
Find the address of the IKEA store closest to where you live.	4.3
View all the filing cabinets available.	4.0
Find out if IKEA can deliver a dining room table to your house.	3.9
Find out if IKEA has any service that could assemble a product for you.	3.6
Find the weekend hours of the IKEA store closest	3.5

The tasks specifically around design, that scored the lowest were "find the weekend hours of the IKEA store closest to where you live" and "Find out if IKEA can deliver a dining room table to your house."

The tasks that scored the highest were "find the set of ENTUSIASM tumblers" and "find the measurements for any VIMLE sofa."



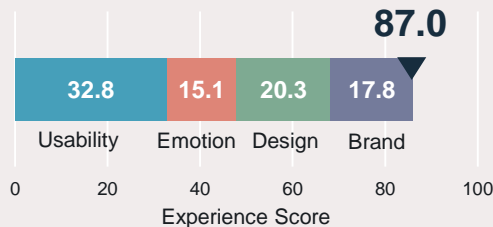
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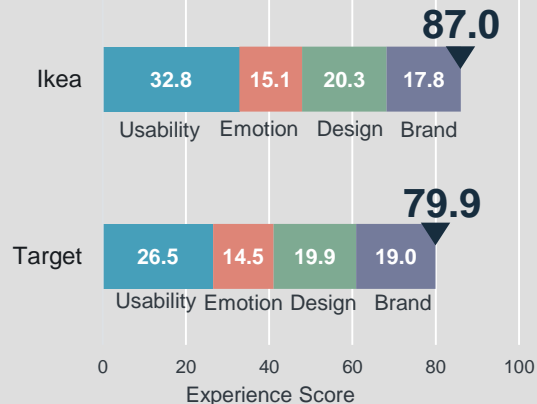
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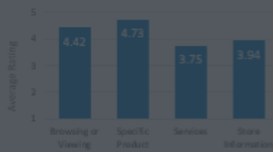
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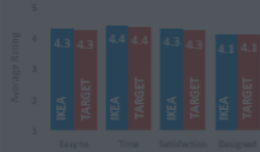


## Task Category Ratings



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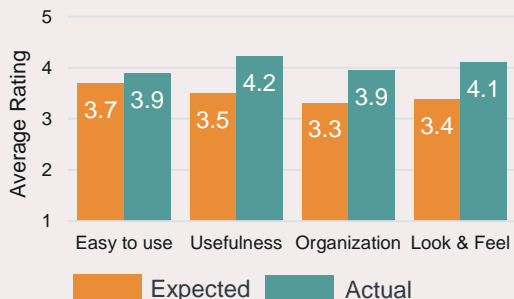
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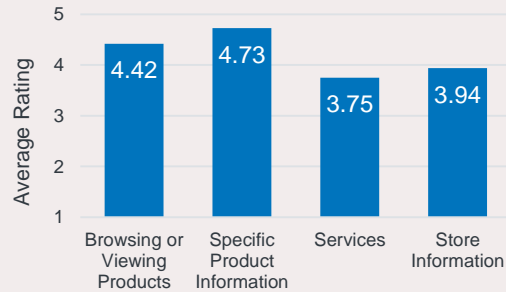
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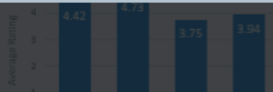
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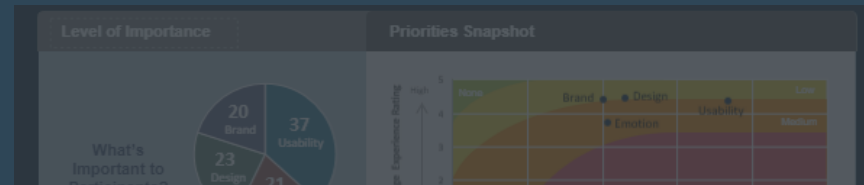
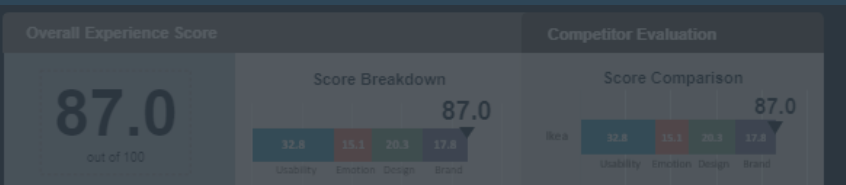
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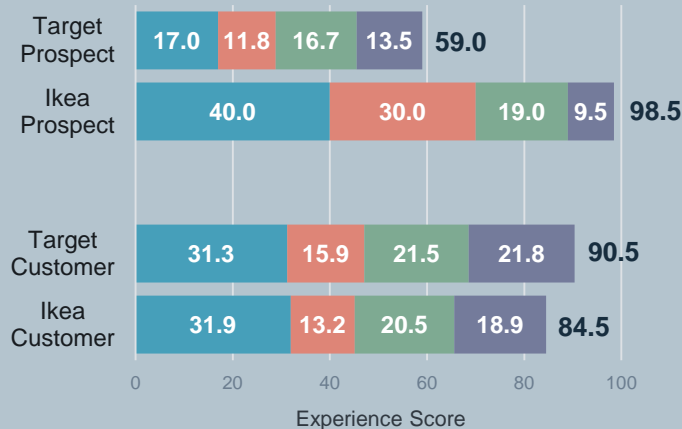
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## Task Evaluation Breakdown

Task Category	Easy to Complete	Time was Reasonable	Satisfaction	Design
Browsing Products	4.33	4.58	4.42	4.33
Product Info.	4.82	4.82	4.64	4.64
Services	3.89	3.89	3.78	3.44
Store Info.	3.75	4.00	4.50	3.50

<span style="background-color: #90EE90; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> 4.50 + Excellent	<span style="background-color: #FFA500; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> 3.5 - 3.99 Fair/Good
<span style="background-color: #FFFF00; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> 4.0 - 4.49 Very Good	<span style="background-color: #FF0000; border: 1px solid black; display: inline-block; width: 20px; height: 10px;"></span> < 3.50 Poor

Task	Avg. Rating
Find the set of ENTUSIASM tumblers.	5.0
Find the measurements for any VIMLE sofa.	4.8
Find assembly instructions for any of the KALLAX shelving units that you can print out.	4.7
Find the address of the IKEA store closest to where you live.	4.3
View all the filing cabinets available.	4.0
Find out if IKEA can deliver a dining room table to your house.	3.9
Find out if IKEA has any service that could assemble a product for you.	3.6
Find the weekend hours of the IKEA store closest to where you live.	3.5

The tasks specifically around design, that scored the lowest were “find the weekend hours of the IKEA store closest to where you live” and “Find out if IKEA can deliver a dining room table to your house.”

The tasks that scored the highest were “find the set of ENTUSIASM tumblers” and “find the measurements for any VIMLE sofa.”

Would you like an  
experience scorecard  
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# Thanks!



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