Metrics & Evaluation

Lettie Y. Conrad, Product Research and Development
Maverick Publishing Specialists
Hello!

About me

- Professional / academic publishing
- Digital content / product
- UX + R&D specialty
- Southern California!

Agenda

- Types of data
- Measuring usability
- Converting business models

Lettie Y. Conrad, Maverick Publishing Specialists
But first!

No rocket science (required)

- You’re already doing it!
- Evidence-based decision-making
- Working smarter, not harder

Lettie Y. Conrad, Maverick Publishing Specialists
Data smorgasbord

**Internal**
- Customer service records
- Sales reports, customer data
- Market research findings
- Product testing & user studies

**External**
- Product usage & web analytics
- End-user discovery pathways
- Customer / sales journey
- Competitor analysis
Types of data

Qualitative

Quantitative

Lettie Y. Conrad, Maverick Publishing Specialists
Measuring usability

Accessibility
• User testing (qual)
• W3C tools (quant)
• Compliance roadmap (mixed)

Discoverability
• Heuristic analysis (qual)
• Web analytics (quant)
• Channel KPIs (mixed)
User journey mapping
Converting business models

- Cost per use
- Price per user
- Feature usage / trends
- Competitive intelligence

Lettie Y. Conrad, Maverick Publishing Specialists
Thank you!

Lettie Y. Conrad, Product Research & Development
Maverick Publishing Specialists @lyconrad