



Abstract

There are thousands of principles and methods to measure the usability of digital products, including qualitative and quantitative tests. Usually, to test online digital products, it will be a laborious process.

As for published products, there are millions of data generated every day. If these naturally occurring data can be well used to test the UX, it will save a lot of time and manpower for design teams.

User feedback seems to be a breakthrough to kick off the UX analysis.



Cooperation with Lark

Lark Bitable is a next generation database platform featuring integrated online collaboration.

Implementation

RQ1 What indicators are suitable to measure the UX status of a tooling product in the large scale of online data?

Effectiveness	Efficiency	Learnability
Accuracy	Time	Time to learn
Error rates	Task Completion Time	Questionnaires
Binary task completion	Time in until event
Recall	Use Frequency	
Quality of outcome understanding	Information Accessed	
.....	

RQ2 What UX evaluation methods are used frequently in the companies?

Interviewers	Team size	Product Type	Methods
Liu	20 UXers	Tooling	User feedback Usability Test
Zhao	16 UXers	DiDi Driver	User feedback Satisfaction Q Usability Test
Qiao	10 UXers	OCR	User feedback A/B test
Shi	8 UXers	Delivery	User feedback Satisfaction Q User Survey
Wu	6 UXers	Tooling	User feedback A/B test
Ye	5 UXers	Sheet	User Feedback Usability Test

RQ3 How to process these online user data?

User Feedback indicators

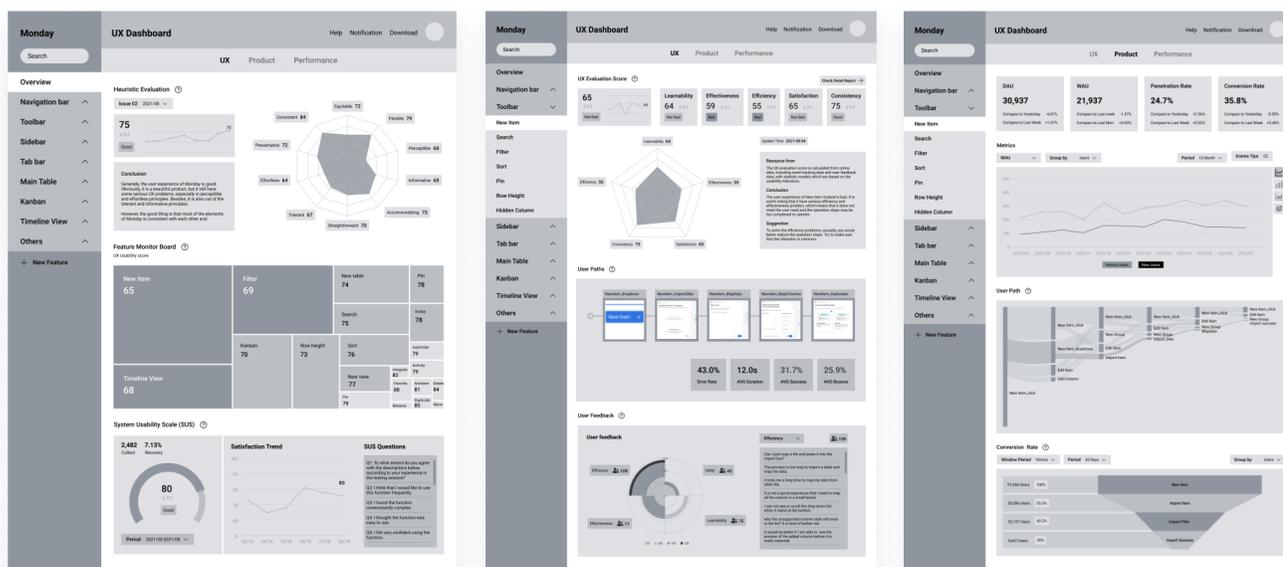
Amount

Severity Ratings (S/A/B/C)

Challenges

- a. Difficult to make the definition of these indicators
- b. Large event trackings will impact performance

Design



UX Overview of product

UX data of features

Product data of features

Target Users

UX Designers

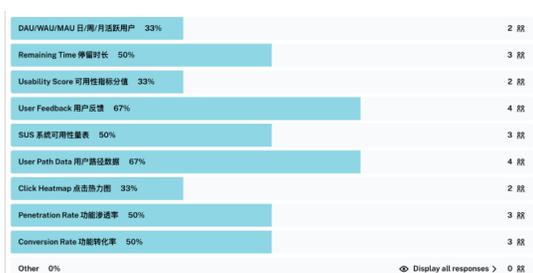
Goals

Help designers find product insights conveniently through the online user data to improve the user experience of it.

Conclusion

Evaluation

What is your most concerned data of the product?



To what extent do you think this UX Analytic Platform is useful?



Although using the Event tracking to monitor the UX metric is tricky for teams, technically, it still can be achieved.

Before that, building a user feedback evaluation methods based on the UX metrics is a better way to carry out in the teams.

If it work well, maybe team leaders will be willing to put effort into the data building of UX metrics.