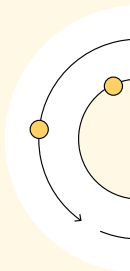# Conversion Rate

A UX metric for growth and business impact

Definition

% of users who complete a desired action (e.g., signup, purchase, donate)

Goal Connection

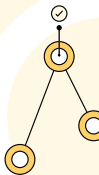Directly drives revenue, customer acquisition, and growth

Research Methods

- Analytics
- A/B or multivariate testing
- Cohort analysis

NN/G

Completion Rate

A UX metric for efficiency and success

📖 **Definition**

% of users who finish a task they started by following a defined path

◎ **Goal Connection**

Higher completion lowers dropoffs in self-service flows which reduces reliance on costly human support
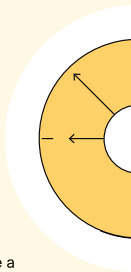
🔍 **Research Methods**

- Analytics (funnels, event tracking)
- A/B or multivariate testing
- Cohort analysis

NN/G

Time on Task

A UX metric for speed and productivity

Definition
Average time it takes to complete a task or activity

Goal Connection
Shorter completion times simplify processes and save costs

Research Methods
- Quantitative usability testing
- Analytics
- Benchmark studies

NN/G

Success Rate

A UX metric for
effectiveness
and reliability

Definition

% of users who achieve a task's
intended outcome, no matter which
path they take

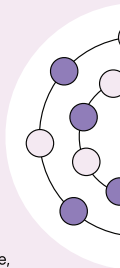## Goal Connection

Higher success reduces costly
support and rework

Research Methods

- Quantitative usability testing
  with pass/fail criteria

NN/G

System Usability Scale (SUS)

A UX metric for perceived usability

📖 **Definition**
Standardized 10-item questionnaire, scored 0–100

◎ **Goal Connection**
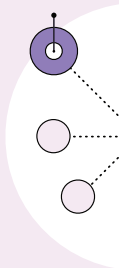Validates usability improvements and benchmarks over time

🔍 **Research Methods**
- Post-test survey at the end of usability-testing session
- Benchmarking instrument for comparing across versions and with competitors

NN/G

Satisfaction Rate

A UX metric for
experience quality

📖 Definition
Users' experience ratings
(e.g., 1–5 scale)

◎ Goal Connection
Builds loyalty and repeat use

🔍 Research Methods
- Customer-feedback surveys
- Post-task surveys in usability sessions
- Post-interaction feedback

NN/G

Confidence Rate

A UX metric for
trust and certainty

📖 **Definition**
Users' self-reported confidence in
completing a task correctly

◎ **Goal Connection**
Higher confidence reduces
uncertainty and frustration
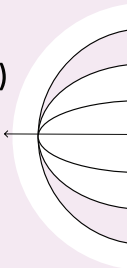
🔍 **Research Methods**
- Post-task rating (e.g., On a scale
  of 1 to 5, how confident are you
  that you did this correctly?)
- Added to surveys alongside
  satisfaction items

NN/G

True or False

(Knowledge Checks)

A UX metric for comprehension and accuracy

📖 **Definition**
Simple test of whether users understand content or instructions

◎ **Goal Connection**
Ensures accuracy, compliance, and safety

🔍 **Research Methods**
- Post-task or usability testing session questions
- Post-training or onboarding quizzes
- Surveys with comprehension checks

NN/G