Usability Test Metrics

Objective Metrics

Metrics that you can measure without relying on subjective interpretation:

- **Time on task:** *How long did it take the participant to complete the task.*

- **Effort:** *E.g. count no of clicks necessary to complete the task.*

- **No. of confusions:** *Count the number of times the participants express confusion or doubt.*

- **No. of errors:** *Count the no of times the participant makes an incorrect action when trying to complete their task.*

- **Success rate:** *Count how many users were able to complete a task.*

- **Failure rate:** *Count how many users where not able to complete a task.*

- **Partial success:** *Measure if users are able to complete subsets of the task.*

Subjective Metrics

Metrics that rely on subjective interpretation of the test participant or on the test participant's subjective rating of the interface.

During the test:

- **Stress responses:** *Note when the user appears stressed.*

- **Confusions:** *Note when the user appears confused or expresses confusion.*

After the test:

Ask the participants to rate:
- Subjective Satisfaction
- Perceived effort or difficulty
- How the interface looks

Interview the participants about:
- Thoughts and opinions
- Confusions
- Did the interface meet their expectations