

Metrics for Skeptics

Or how I stopped worrying and learned to love metrics

Presented by Yossi Nachemi

Thanks for attending today. Here are the key points we covered:

- Metrics are simply counting the stuff that counts
 - This is data used to understand if we're achieving our goals
 - Who are the skeptics?
 - We are! But we don't need to be. Including data into our work can help showcase how UXW improves your product.
-

REMEMBER - Metrics help people understand your awesomeness.

Types of metrics you can use:

- **Company-focused**
 - These are what your company uses to judge how it's doing.
 - **Writing-focused**
 - These are metrics that your team can use to judge if you're meeting your writing goals. For example: Readability can give you an understanding about your writing.
-

Where to find metrics:

- **UX Research**
 - They take lots of information
 - **Company goals**
 - It creates sympathy and shows that you're flexible in your thinking.
 - **User feedback**
 - Check with customer support, social media, app store, etc.
 - **Experimentation**
 - Try to design any copy experiments so it meets your goals
 - **Make 'em up!**
 - Create the way to get the data, not the data itself.
-

What to do with the metrics?

- **Tell everyone!**
 - Letting people know about what we do and how we do it will showcase your awesomeness.

Questions? Find me on [LinkedIn](#)