How to measure design?

Why is it important to measure the Return on Investment of design?

- Business needs to know the real value of investments in design.
- Design managers and leaders are often asked to provide evidence of success.
- Design is often utilized to meet business objectives and designers should know the impact of their designs on those objectives.

1. Designing for Grabbing Visitor Attention

Analytics tools will tell you how many times you failed to grab the attention of your users. Exit rates will tell you how many people left the website through a particular page, while bounce rates tell you how many people left the website without visiting a second page.

2. Designing for Raising Visitor Interest

How many people click the Play button for a video, or check the other product images of a certain product. Web analysts call these interactions and events micro conversions. The more such micro conversions happen, the larger the number of people that will eventually engage in buying, signing up (macro conversions).

Eye tracking – the process of measuring either the point of gaze (where one is looking) or the motion of an eye relative to the head. An eye tracker is a device for measuring eye positions and eye movement. Eye tracking results are Heatmaps.

3. Designing for Increasing Desire and Taking Action

A/B split testing – a software application splits the traffic between two or more variants of the same web page, measuring whether there is a difference in the effectiveness of that page in achieving the website's goals (example: Google Website Optimizer).

Multivariate testing –   it uses the same core mechanism as A/B testing, but compares a higher number of variables, and reveals more information about how these variables interact with one another.

4. Designing for Visitor Satisfaction

The two roles of design:

- The first role is making the conversion process as easy as possible.
- The other role of design is making sure that any question a user might have about the process is answered right