

# Defining & Measuring UX Research Impact

	Level	Description	Examples
OUTCOME	User Experience	To what extent is UX research impacting the user experience?	<ul style="list-style-type: none"><li>• Task success rate</li><li>• User engagement (e.g. time on page)</li><li>• User satisfaction</li></ul>
	Business	To what extent is UX research impacting the business?	<ul style="list-style-type: none"><li>• # return visitors</li><li>• # transactions</li><li>• Customer satisfaction</li></ul>
ORGANISATION	Organisational learning	To what extent is UX research impacting strategy & product portfolio?	<ul style="list-style-type: none"><li>• # product changes based on research</li><li>• # portfolio changes based on research</li><li>• # references to research insights</li></ul>
	Engagement	To what extent are different roles in the organisation involved in research?	<ul style="list-style-type: none"><li>• # research requests</li><li>• # observers at a UX research study</li><li>• Stakeholder satisfaction</li></ul>
UX RESEARCH	Structure	To what extent is research formalised within the organisation?	<ul style="list-style-type: none"><li>• # dedicated researchers per team</li><li>• Acceptance of research procedures</li><li>• Use of research templates</li></ul>
	Reach	To what extent are UX research activities applied in the organisation?	<ul style="list-style-type: none"><li>• # studies per year</li><li>• Ratio discovery/evaluative research</li></ul>