

User feedback and analytics

“Quantitative measurements are really good at telling you what people are doing. It will not, however, give you any insight into motivations, feelings, rationalizations and desires of a user.” Philipp Sackl, Lead Designer at Firefox

To better understand your users, it is essential to measure their experience a quantitative and qualitative way, the first says what and the second Why. We invite you to discover our list of good practices to analyze these two elements together.

Use your analytics

- Set measurable objectives with specific actions (e.g. number of pages views, created accounts, downloads of a file, etc.).
- Make assumptions about your journey (e.g. only one source of traffic is responsible for the wrong conversion rate, users under 25 years old do not come back to my website) that you can confirm or deny with the analytics.
- Identify the unfulfilled goal or invalidated hypothesis from your analytics and conduct a user test to understand why this underperforms.

Complementarity of analytics and user research

- Identify the profiles of your users (age, gender, interests) in order to choose the right target during your user test.
- Distinguish smartphones, tablets and browsers from your users to define the scope of your user test.
- Use segmentation in your analytics reports to find out which feature or part of your website should be tested first with users.
- Look at the quantitative results of your marketing campaigns and landing pages to know which ones to improve in priority thanks to a user test.
- Re-think the results of your analytics through user tests. The reason for a high bounce rate or time spent per page that decreases can sometimes be positive.