

Heart Framework AI Recipe Test							
An example comparison using Helio to create complete the Heart framework							
	Goals	Signals	Metrics	VARIATION A: Chat GPT	VARIATION B: Google Bard		
	Goals are tasks performed by users or problems they may encounter.	Signals that will tell you if the goal is accomplished	Metrics transform signals into measurement scales based on user behavior	CONTEXT OF EVALUATION	RESULT	CONTEXT OF EVALUATION	RESULT
Happiness	Ensure users feel satisfied with the payment process, minimizing frustration and confusion. User understands what they are paying for, how much they are paying.	Positive user feedback, low bounce rates, high completion rates.	User satisfaction ratings (e.g., surveys, NPS scores), time spent on page, bounce rate.	<b>Impressions</b>		<b>Impressions</b>	
				<b>Net Positive Alignment [1]</b> 142%		<b>Net Positive Alignment [2]</b> 189%	
				Detailed	63%	Detailed	62%
				Helpful	71%	Helpful	73%
				Innovative	12%	Innovative	30%
Fun	30%	Fun	49%				
Long	19%	Long	8%				
Confusing	3%	Confusing	5%				
Overwhelming	9%	Overwhelming	9%				
Unnecessary	3%	Unnecessary	3%				
			NPS	<b>NET PROMOTER SCORE</b> 21.57	<b>NET PROMOTER SCORE</b> 36.63		
Engagement	We want users to engage with the command bar and suggestions rather than asking for help.	Bard AI's more expansive list of category suggestions provides an engaging feature for more users to interact with.	First click interaction with the tool.	<b>Interest - First click</b>		<b>Interest - First click</b>	
				New Chat	22%	New Chat	1%
				Command Bar	59%	Command Bar	60%
				Command Suggestions	12%	Command Suggestions	39%
Adoption	Ideally, users first act will be to use the provided recipe, or interact with the tool more.	Chat GPT produces twice as many participants who want to type in a new command, indicating dissatisfaction with the current results.	Action mapping users' decisions after using the tool.	<b>User next steps</b>		<b>User next steps</b>	
				Regenerate new response	36%	Regenerate new response	34%
				Type in a new command	20%	Type in a new command	10%
				Try a different AI tool	11%	Try a different AI tool	7%
				Save and use recipe	67%	Save and use recipe	83%
Other	4%	Other	7%				
Retention	We want to move users out of neutrality and towards feeling like they will use the tool again.	Over 10% of users believe they are unlikely to use Chat GPT to find a recipe again, compared to only 3% of Bard users.	Understand likelihood for participants to re-engaged with the tool after first use.	<b>Likelihood to use again</b>		<b>Likelihood to use again</b>	
				Very Likely	44%	Very Likely	52%
				Somewhat Likely	32%	Somewhat Likely	33%
				Neutral	14%	Neutral	12%
				Somewhat Unlikely	7%	Somewhat Unlikely	2%
Very Unlikely	4%	Very Unlikely	1%				
Task Success	Users should have success using the command bar and the suggested commands.	Bard's suggested commands provide more places for successful interaction.	Gauge amount of users successful when given a goal/directive.	<b>Type in command</b>		<b>Type in command</b>	
				Success	65%	Success	81%
				<a href="https://my.helio.app/report/01HE1J6XXV1959DKWVG">https://my.helio.app/report/01HE1J6XXV1959DKWVG</a>		<a href="https://my.helio.app/report/01HE1JCFZ3JTKMSY05DZ">https://my.helio.app/report/01HE1JCFZ3JTKMSY05DZ</a>	

Heart Framework (AD)							
	Goals	Signals	Metrics	VARIATION A: Chat GPT		VARIATION B: Google Bard	
	Цели - это задачи, выполняемые пользователями или проблемы, с которыми они могут столкнуться.	Сигналы, которые будут говорить вам, если цель достигнута	Метрики преобразуют сигналы в измерительные шкалы, основанные на поведении	CONTEXT OF EVALUATION	RESULT	CONTEXT OF EVALUATION	RESULT
Happiness	Быть уверенным в том что пользователи удовлетворены процессом оформления заказа. Пользователь легко взаимодействует с процессом и проходит все этапы	Положительные отзывы пользователей, низкие коэффициенты вылетов, высокие показатели завершения.	User satisfaction ratings (e.g., surveys, NPS scores), time spent on page, bounce rate.	<b>Impressions</b>		<b>Impressions</b>	
				<b>Net Positive Alignment [3]</b>	<b>142%</b>	<b>Net Positive Alignment [4]</b>	<b>189%</b>
				Detailed	63%	Detailed	62%
Engagement	Мы хотим чтобы пользователи без труда использовали весь функционал процесса оформления заказа без обращения в службу поддержки.	Пользователи могут без труда выбрать выгодные для себя условия и завершить процесс оформления заказа	First click interaction with the tool.	<b>Interest - First click</b>		<b>Interest - First click</b>	
				New Chat	22%	New Chat	1%
				Command Bar	<b>59%</b>	Command Bar	<b>60%</b>
Adoption	Ideally, users first act will be to use the provided recipe, or interact with the tool more.	Chat GPT produces twice as many participants who want to type in a new command, indicating dissatisfaction with the current results.	Action mapping users' decisions after using the tool.	<b>User next steps</b>		<b>User next steps</b>	
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				<a href="https://my.helio.app/report/01HE1J6XXV1959DKWVG">https://my.helio.app/report/01HE1J6XXV1959DKWVG</a>		<a href="https://my.helio.app/report/01HE1JCFZ3TKMSY05DZ">https://my.helio.app/report/01HE1JCFZ3TKMSY05DZ</a>	

**LoanSense Heart Framework**

	Goals	Signals	Metrics
	Goals are tasks performed by users or problems they may encounter.	Signals that will tell you if the goal is accomplished	Metrics transform signals into measurement scales based on user behavior
<b>Happiness</b>	Ensure users feel satisfied with the payment process, minimizing frustration and confusion. User understands what they are paying for, how much they are paying.	Positive user feedback, low bounce rates, high completion rates.	Overall user satisfaction ratings: 4.5/5. Survey results positive NPS doubled
<b>Engagement</b>	Streamline user experience to reduce time spent on the page and minimize user inquiries to customer support.	Reduced average session duration, decreased number of support tickets.	Average session duration: Decreased from 3 minutes to 20 seconds. Support ticket volume: Decreased from 10 tickets per month to 1 tickets per month.
<b>Adoption</b>	Increase the number of users completing the payment process.	Higher completion rates for payment transactions	Task completion rate: 95% of users completing payment Dropout rate: 15%
<b>Retention</b>	Encourage repeat usage	High retention rates	Conversion rate by 2x
<b>Task Success</b>	Ensure users successfully complete payment without errors and successfully attending scheduled appointments initiated from the payment page.	Low error rates, minimal support tickets, and appointment attendance.	Task completion rate: 97% of users successfully completing payments without errors Error rate: 3% Appointment attendance rate: Increased from 40% to 90%.



[1] Calculated by Positive Emotional reactions subtracted by Negative Emotional reactions. This achieves a simple and single metric to measure the reaction by.

[2] Calculated by Positive Emotional reactions subtracted by Negative Emotional reactions. This achieves a simple and single metric to measure the reaction by.

[3] Calculated by Positive Emotional reactions subtracted by Negative Emotional reactions. This achieves a simple and single metric to measure the reaction by.

[4] Calculated by Positive Emotional reactions subtracted by Negative Emotional reactions. This achieves a simple and single metric to measure the reaction by.

[5] Calculated by Positive Emotional reactions subtracted by Negative Emotional reactions. This achieves a simple and single metric to measure the reaction by.

[6] Calculated by Positive Emotional reactions subtracted by Negative Emotional reactions. This achieves a simple and single metric to measure the reaction by.