		ework					
	Goals	Signals	Metrics	VARIATION A: Chat	CPT	VARIATION B: Google	Bard
		Signals that will tell you if the goal is		VARIATION A: Chat	GPT	VARIATION B: GOOGIE	Baru
	or problems they may encounter.	accomplished	measurement scales based on user behavior	CONTEXT OF EVALUATION	RESULT	CONTEXT OF EVALUATION	RESULT
	Ensure users feel satisfied with	Positive user feedback, low	User satisfaction ratings (e.g.,	Impressions		Impressions	
	the payment process,		surveys, NPS scores), time	Net Positive Alignment [1]	142%	Net Positive Alignment [2]	189%
	minimizing frustration and confusion. User understands	rates.	spent on page, bounce rate.	Detailed	63%	Detailed	62%
	what they are paying for, how			Helpful	71%	Helpful	73%
	much they are paying.			Innovative	12%	Innovative	30%
- appiness				Fun	30%	Fun	49%
appiness				Long	19%	Long	8%
				Confusing	3%	Confusing	5%
				Overwhelming	9%	Overwhelming	9%
				Unnecessary	3%	Unnecessary	3%
			NPS	NET PROMOTER SCORE	21.57	NET PROMOTER SCORE	36.63
	We want users to engage with	Bard AI's more expansive list	First click interaction with the	Interest - First click		Interest - First click	
Engagement	the command bar and	of category suggestions	tool.	New Chat	22%	New Chat	1%
	suggestions rather than asking		-	Command Bar	59%		1% 60%
	for help.			Command Bar Command Suggestions	12%	Command Bar Command Suggestions	39%
				Command Suggestions	1270	Command Suggestions	5576
	Ideally, users first act will be to	Chat GPT produces twice as	Action mapping users'	User next steps		User next steps	
	use the provided recipe, or		decisions after using the tool.	Regenerate new response	36%	Regenerate new response	34%
a de la dela de la	interact with the tool more.	type in a new command,		Type in a new command	20%	Type in a new command	10%
Adoption		indicating dissatisfaction with the current results.				Try a different Al tool	7%
		are current results.		Save and use recipe	11% 67%	Save and use recipe	83%
				Other	4%	Other	7%
	We want to move users out of	Over 10% of users believe they	Understand likelihood for	Likelihood to use again		Likelihood to use again	
	neutrality and towards feeling	are unlikely to use Chat GPT to		Very Likely	44%	Very Likely	52%
	like they will use the tool	find a recipe again, comapred		Somewhat Likely	44% 32%	Somewhat Likely	33%
Retention	again.	to only 3% of Bard users.		Neutral	32%	Neutral	33%
						Somewhat Unlikely	12%
			Very Unlikely	2%			
				very Unlikely	4%	very Unlikely	1%
ask Success	Users should have success using the command bar and	Bard's suggested commands provide more places for	Gauge amount of users successful when given a	Type in command		Type in command	
	the suggested commands.	successful interaction.	goal/directive.	Success	65%	Success	81%

	Goals	Signals	Metrics	VARIATION A: Chat	GPT	VARIATION B: Google	Bard	
	Цели - это задачи, выполняемые пользователями или проблемы, с которыми они могут столкнуться.	пользователями или проблемы, с вам, если цель достигнута		CONTEXT OF EVALUATION	RESULT	CONTEXT OF EVALUATION	RESULT	
	Быть уверенным в том что	Положительные отзывы	User satisfaction ratings (e.g.,	Impressions		Impressions		
	пользователи	пользователей, низкие	surveys, NPS scores), time	Net Positive Alignment [3]	142%	-	189%	
	 удовлетворены процессом оформления заказа. 	коэффициенты вылетов,	spent on page, bounce rate.	Detailed				
Heart Framev Happiness Engagement Adoption	Пользователь легко	высокие показатели завершения.		Helpful				
	взаимодействует с			Innovative	TION RESULT CONTEXT OF EVALUATION RESULT Impressions Impressions Int [3] 142% Net Positive Alignment [4] 189% 63% Detailed 62% 1 71% Heipful 73% 1 12% Innovative 30% 1 12% Long 8% 1 3% Confusing 5% 9% 3% Confusing 5% 9% 3% Overwheiming 9% 3% Mercessary 3% 1 3% Interest - First click 1 1 22% New Chat 1% 9% Command Bar 60% 12% Command Suggestions 39% 12% Command Suggestions 39%			
Hanninoss	процессом и проходит все			Fun				
appiness	этапы			Long				
				Confusing				
				Overwhelming		*		
				Unnecessary		•		
					370	,	570	
			NPS	NET PROMOTER SCORE	21.57	NET PROMOTER SCORE	36.63	
	Мы хотим чтобы	Пользователи могут без	First click interaction with the	Interest - First click		Interest - First click		
Engagement	пользователи без труда	труда выбрать выгодные для себя условия и завершить	tool.	New Chat	22%	New Chat	1%	
	использовали весь			Command Bar				
Engagement	пользователи без труда использовати весь офрикционал процесса процесс офс оформления заказа без обращения в службу поддержки.	процесс оформления заказа		Command Suggestions			39%	
	обращения в службу							
	Ideally, users first act will be to	Chat GPT produces twice as	Action mapping users'	User next steps		Lisor port stops		
	use the provided recipe, or	many participants who want to	decisions after using the tool.		000/	•	0.49/	
	interact with the tool more.	type in a new command,	.	Regenerate new response				
Adoption		indicating dissatisfaction with		Type in a new command				
		the current results.		Try a different AI tool Save and use recipe		,		
				Other	EVALUATION RESULT CONTEXT OF EVALUATION RESULT Impressions Impressions Impressions Alignment [3] 142% Net Positive Alignment [4] 189% 63% Detailed 62% 71% Helpful 73% 12% Innovative 30% 30% Fun 49% 30% Fun 49% 30% Confusing 5% 9% Overwhelming 9% 3% Unnecessary 3% St click 2157 NET PROMOTER SCORE 36.63 st click 22% New Chat 1% 9% Command Bar 60% gestions 12% Command Bar 60% 9% Command Bar 60% 9% Other ent steps 34% 100 11% Type in a new command 10% 11% Other 7% ecipe 67% Save and use recipe 33% 100 11% Very Likely 33% 101 11% Other 7% 102% Somewhat Likely 33% 104 Very Likely 33% 11% Very Unikely </td			
				ouler	4%	Other	1%	
	We want to move users out of	Over 10% of users believe they		Likelihood to use again		Likelihood to use again		
	neutrality and towards feeling	are unlikely to use Chat GPT to		Very Likely	44%	Very Likely	52%	
Detention	like they will use the tool	find a recipe again, comapred	with the tool after first use.	Somewhat Likely	32%	Somewhat Likely	33%	
Recention	again.	to only 3% of Bard users.		Neutral	14%	Neutral	12%	
				Somewhat Unlikely	7%	Somewhat Unlikely	2%	
				Very Unlikely	4%	Very Unlikely	1%	
	Users should have success	Bard's suggested commands	Gauge amount of users	Type in command		Type in command		
Task Success	using the command bar and	provide more places for	successful when given a					
	the suggested commands.	successful interaction.	goal/directive.	Success	65%	Success	81%	
				https://my.helio.app/report/01HE1J6XX	V1959DKWVC	https://my.helio.app/report/01HE1JCF2	JTKMSY05D2	

LoanSonso Ho	eart Framework									
Loansense ne	ant Framework									
	Goals	Signals	Metrics							
		Signals that will tell you if the goal is								
	or problems they may encounter.	accomplished	measurement scales based on user behavior							
			Deney M							
	Ensure users feel satisfied with	h Positive user feedback, low	Overall user satisfaction							
	the payment process,	bounce rates, high completion	ratings: 4.5/5.							
Happiness	minimizing frustration and confusion. User understands	rates.	Survey results positive							
	what they are paying for, how		NPS							
	much they are paying.		doubled							
	Streamline user experience to reduce time spent on the	Reduced average session duration, decreased number of	Average session duration: Decreased from 3 minutes to							
	page and minimize user	support tickets.	20 seconds.							
Engagement	inquiries to customer support	L	Support ticket volume:							
5.5.			Support ticket volume: Decreased from 10 tickets per							
			month to 1 tickets per month.							
	Increase the number of users	Higher completion rates for	Task completion rate: 85% of							
	completing the payment	payment transactions	users completing payment							
Adaption	process.		Dropout							
Adoption			rate: 15%							
	-									
	Encourage repeat usage	High retention rates	Conversion rate by 2x							
Retention										
	-									
Task Success	Ensure users successfully complete payment without	support tickets, and	e. payments without errors							
ask Success	errors and successfully									
	attending scheduled		Error							
	appointments initiated from the payment page.		rate: 3%							
	page.		Appointment attendance rate:							
			Increased from 40% to 90%.							

The III	eart Framework						
	Goals	Signals	Metrics	Before		After	
	Goals are tasks performed by users or problems they may encounter.		 Metrics transform signals into measurement scales based on user 	CONTEXT OF EVALUATION	RESULT	CONTEXT OF EVALUATION	RESULT
	or process they may encounter.	accompanied	behavior	CONTEXT OF EVALUATION	RESULI	CONTEXTOPEVALUATION	RESULT
	Ensure users feel satisfied with	Positive user feedback, low	Overall user satisfaction	Impressions of blog		Impressions of blog	
		bounce rates, high completion	ratings: 4.5/5.		0%		0%
		rates.		Net Positive Alignment [5] Detailed	0.0	Net Positive Alignment [6] Detailed	0.0
	confusion. User understands what they are paying for, how		Payment results positive NPS:	Helpful		Helpful	
	much they are paying.		70%	Innovative		Innovative	
			· · · -	Fun		Fun	
opiness				Long		Long	
				Confusing		Confusing	
				Overwhelming		Overwhelming	
				Unnecessary		unnecessary	
			NPS	NET PROMOTER SCORE		NET PROMOTER SCORE	
	Streamline user experience to	Badurod suprasa corriga	Average session duration:	Interest - First click		Interest - First click	
	reduce time spent on the page	duration, decreased number of	f Decreased from 3 minutes to				
	and minimize user inquiries to	support tickets.	20 seconds.				
ngagement	customer support.		-				
ngagement			Support ticket volume:				
			Decreased from 10 tickets per week to 5 tickets per week.				
			week to 5 scheds per week.				
	Increase the number of users	Histor completion rates for	Adoption rate: 85% of users	User next steps		User next steps	
	completing the payment	payment transactions	completing payment				
	process.		Dropout	Regenerate new response		Regenerate new response	
doption			rate: 8%	Type in a new command Try a different Al tool		Type in a new command Try a different Al tool	
				Try a different Al tool Save and use recipe		Try a different Al tool Seve and use recipe	
							100 C
				Other		Other	
			Conversion rate: Increase from	Likelihood to use again		Likelihood to use again	
	referrals	referrals	60% to 80%.	Very Likely		Very Licely	
				Somewhat Likely		Somewhat Likely	
Retention				Neutral		Neutral	
				Somewhat Unlikely		Somewhat Unlikely	
				Very Unlikely		Very Unlikely	
	Ensure users successfully	Low error rates, minimal	Task completion rate: 97% of	Type in command		Get Halloween themed rec	
Task Success		support tickets, and	users successfully completing	type in command	-	Get manoween themed rec	pe
	errors and successfully	appointment attendance.	payments without errors	Success		Success	
	attending scheduled		Error				
	appointments initiated from the payment page.		rate: 3%				
	are payment page.		Appointment attendance rate:				
			Increased from 70% 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.