






Proctuct ABC | User Flow XYZ

Nutrition Facts	
3 Servings per Day	
Serving Size	Extra Small
Amount per Serving	
UX Calories	22
% Daily Value*	
Pages	1
Sections	3
Click Options	18
Happy Path Clicks	16
Other Clicks	2
Error Clicks	1
Total Actual Clicks	10,000
Daily Engaged Users	917
Daily Started Tasks	1,877
Daily Finished Tasks	1,782
Average Time to Completion	5 : 10
Conversion Rate	95%
Abandonment Rate w/ < 5 Clicks	4%

* The % Daily Value tells you how much a task contributes to a user's daily workload. 2000 calories is used for general nutrition advice and is calculated to fill an 8 hour work day.

 Happiness	 Impact	 Complexity	 Learnability	 Performance
80%	Low	11%	Medium	0.8s
Happiness is the overall satisfaction a user experiences when interacting with the product.	Impact is the degree to which customer relies on a task for the success of a business function.	Complexity is the ratio of extra clicks compared to the clicks needed for the main task.	Learnability is the ease with which users can understand and become proficient with the product.	Performance is the average time it takes to load the app page and all the content.
Source: Gathered through in-app customer satisfaction surveys (Pendo).	Source: Compiled via user interview & business operation experts.	Source: Quantified via a UI inventory & sequencing task steps.	Source: Tracked via Support tickets excluding bugs & technical errors (Internal tool).	Source: Application monitoring & diagnostic system (New Relic).
Formula: Satisfied customers / Total responses	Formula: # of Users + Operation + Revenue	Formula: Satisfied customers / Total responses	Formula: Non-bug Support Tickets threshold	Formula: Average load-time of pages + content

Calculator Values

If you'd like to use this tool, please make a copy of the file

Flow Name

Product ABC What is the **Product** area?

User Flow XYZ What is the name of the **flow**?

Layout

1 How many pages for this task?

3 How many sections exist?

Clicks

16 How many clicks are there in the ideal "happy path"?

2 How many click options are **possible outside** the ideal "happy path"?

1 How many average **error clicks** per task session?

10000 How many **actual user clicks** were there (average) per day?

Tasks

5 M 10 S What is the average time to **task completion**?

1877 How many total tasks were **started** (average) per day?

1782 How many total tasks were completed (Average) per day?

Engagement

917 How many daily users (average)?

3 How many times a day does a user complete this task?

82 How many unfinished task were abandonment with 5 or less total clicks?

Sentiment

4000 How many people are "satisfied" with this task flow?

5000 How many total participated in the CSAT survey?

10 How many non-bug support tickets (Daily average)?

Operations

Low What is the impact of this task on bisness operations? (When does the company want this done by?)

Low What is the customer revenue impact of this task?

Low How many people are directly effected by this?

Performance

0.1 s What is the average **load time** for the **page** or pages?

1.5 s What is the average load time for all the content or task queries?