Using the Google HEART Framework to Set UX Goals

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Step 1: Set Goals
Choose 2-3 goals to focus on.
Stuck? Try asking yourself: What do I want users to tweet after using my app?

Customer Tweet:

Customer Tweet:

Customer Tweet:
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Step 2: Define Signals
What user behaviors would indicate your goals are being met?

Behavior 1:

Behavior 2:

Behavior 3:
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**Step 3: Choose Metrics**
Focus on metrics that will help you make UX decisions. And remember: ratios, percentages, and averages per user are more informative than raw numbers.

**Metric 1:**

**Metric 2:**

**Metric 3:**