

Using the Google HEART Framework to Set UX Goals

	GOALS	SIGNALS	METRICS
Happiness			
Engagement			
Adoption			
Retention			
Task Success			

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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: