



2025-06-02 - The Best UX Metrics for AI-Based Functionality

Monday, June 2 - Led by Jared Spool

AI is a bit of a mystery. It's new. It's complicated. It's giving us an entirely new experience. When a product incorporates AI-based functionality, what is the best way to measure its effectiveness? How do we know if we've done a good job designing a product with AI?

We need to demystify AI to ensure our product works well. We should ensure that when the AI is installed and working, it's fulfilling our expectations. It's also crucial to decide how we will measure whether the AI functionality is making a delightful experience for our users.

- 👉 How will we measure whether the AI functionality is improving our product?
- 👉 What traps do we need to avoid when we're trying to measure how well the AI is working?
- 👉 How can we ensure that our product delivers a delightful user experience?

Join me as I explore the mysteries of measuring AI-based functionality. Discover how successful UX leaders measure AI-based functionality and design products that give their users a delightful experience.

Before the talk gets started:

- **How this discussion will go:**
 - We'll start with a short presentation on today's topic.
 - We'll spend the remainder of the time discussing your questions.
 - Please put your questions in the chat.
 - Please change your Zoom name to your actual name.
 - JyMae will collect the questions and pick the ones we'll answer today.
- **Things to keep in mind with Zoom:**
 - Feel free to open the chat window if the little Chat pop-ups get distracting.
 - Please put your microphone on mute.
 - If JyMae chooses your question, you can talk about it with me.
 - Zoom's *Speaker View* will let you keep me visible, and you'll see what I am presenting on the screen.
 - This session is closed captioned.

We will post the recording for this session within a day.



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Today's Notes

The Best UX Metrics for AI-Based Functionality

AI-based functionality *seems* different.

There's something about it that doesn't quite fit our existing processes.

There is considerable pressure from the senior management team to integrate AI into products and services.

Yet, it's not clear, from a UX and design standpoint, how it is supposed to be different.

Every new release of our products and services should improve the lives of our customers, users, and fellow employees.

Yet, when the push is to integrate AI and deliver new capabilities, this feels like it's being forgotten.

We need a way to ensure that AI efforts are making better experiences.

And when they don't, we need a way to demonstrate this to the key decision-makers.

That's where Metrics come in.

How do we measure UX?

Metrics tell a story of change.

They can tell our story of how our experiences are improving or not.

Definitions for UX measurement:

Measures: A change we can observe in the world.

Metrics: Measures we track.

KPIs: Important metrics.

Analytics: Measures that computers can track.

Analytics are a subset of all the measures we can track.

We want to measure the experiences that people are having.

This type of measurement differs from measuring what the product is doing.

We start by observing people's experiences.

We can track their experiences on a scale of *extreme frustration* to *extreme delight*.

We then look for the causes of frustrations.

And we can start to measure whether those causes are changing for people.

Sometimes we can do that with instrumentation.

Often, we need to use plain observations.

How does AI change things?

AI describes many things.

- Sophisticated algorithms that seem intelligent.
- Large Language Models (LLMs, aka Generative AI) like ChatGPT
- *"Artificial General Intelligence"*

Most AI discussions today are about LLMs or GenAI

We're setting high expectations for what AI can do.

Meeting those expectations will be difficult.

Today's LLM-based AI has issues that will prevent it from meeting the expectations we're setting:

- Not accurate enough (minimizing hallucinations and omissions)
- Not deterministic enough
- Process for reasoning isn't transparent enough
- Prompt language and interactions are too complicated for people to use
- LLM business models are currently being subsidized
- Too many issues with property rights
- Too much energy is required for model usage

How do we measure AI functionality?

The **Outcome-driven UX Metrics framework** has three classes of metrics:

Class I: **UX Success Metrics**

Define the precise moment when we've achieved our UX outcome.

Class II: **UX Progress Metrics**

Shows how we're getting closer to achieving our UX outcome.

Class III: **Problem-Value Metrics**

Shows the money the organization spends every day when it doesn't address the problems of Poor UX.

For AI functionality, we measure the experiences that people are having.

We identify what causes less-than-delightful experiences.

We then look to see if we're improving those experiences.

We can use problem-value metrics to measure the costs associated with poor AI functionality.

This becomes useful to establish goals for what should be delivered.



Our Programs

UX & Design in an AI World: Strategic Fundamentals



AI is changing everything, and it's currently impossible to imagine a world without it. The romantic viewpoint speaks to all the new things we'll do with it — how it'll make all our lives so much better.

Yet, there is still a lot of work that needs to be done to make AI live up to its full potential. UX and Design can (and should) play a substantial strategic role in how AI is infused into our organization's products and services.

How do we ensure that every new AI capability our organization delivers improves the lives of our users and customers?

We can't let AI be something that just happens to our products. It needs to be something intentionally designed, in a way that respects its limitations, while delivering exceptional experiences to the people we design for.

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Measure how every new release of your products and services improves your users' lives.


Outcome-driven UX metrics tell stories about the real-life improvements that users and customers see from better UX. Conventional UX metrics or customer satisfaction don't come close to having the same impact.

 [Workshop Details](#)



Bring to focus a clear vision of highly desirable experiences.

Craft a story about how much better the future your organization provides will be for your users, and then lead that vision — a vision that demonstrates how investing in great UX translates into benefits everyone can clearly see.

 [Workshop Details](#)



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