

S.M.A.R.T. goals for UX

SMART is an acronym giving criteria to guide in the setting to objectives. In UX design SMART goals enable to clarify ideas, focus efforts and estimate time and resources efficiently.

Examples

Specific

With the new design we are planning on increasing lead conversion by 20% by the end of the next quarter.

Measurable

We can measure the increase of conversions by tracking the number of page views and unique visitors versus the clicks on the primary CTA.

Actionable

Because the goal is specific, we can define what combination of content, functionality and visual hierarchy will enhance UX and drive conversion.

Relevant

This specific goal is relevant to a higher business objective: increase total sales revenue and drive users adoption.

Trackable

We can track the conversion rate and overall number of sales over an extended period of time.