Make Confident Decisions on Every Iteration

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INTRODUCTION

Progressive Design fosters an effective tool that helps businesses make decisions with confidence; **the Interaction Matrix.** Collecting feedback from your audience can be cumbersome but interpreting the data in an insightful and actionable way can be an even more daunting task. By understanding your audience's behaviors and how they interact with each iteration of your design, you can pinpoint exactly where your designs have opportunity for improvement, where they need it, and why. The **Interaction Matrix** can provide a vehicle for making this feedback documented and actionable:

- Use key directives to inform how usable an area of your design experience is.
- Your audience's ability to complete these key directives will inform where your designs opportunities lay.
- Surface actionable recommendations alongside each directive to drive the next iteration or round in a confident way.

Why is this important? Selling a vision of why your design is the best way to elicit the highest level of engagement from users can be difficult. The Interaction Matrix gives you a way forward and clear documented trail of how you arrived.

	Dashboard			
	PRIMARY CTA	PRIMARY CTA	SECONDARY CTA	TERTIARY CTA
	Search for Food Options	Explore the App's Features	Change the Location for Search	Update Profile Preferences
Round 1	64%	47%	**56%**	70%
Round 2	**73%**	**83%**	47%	**87%**
Round 3				
RECOMMENDATIONS	1. Apply visuals.	2. Apply visuals.	3. Bring the location selector into the search interaction more, instead of separating it.	4. Re-test with no dropdown menu present.
	The first card shown on the dashboard is acounting for the ~25% gap in success.	The new navigation menu and additional callout within the Dashboard cards for exploring are easily identifiable by users.	Users are expecting the location to be a part of the search action itself. A majority of users are clicking on the search field for this directive and missing the location link entirely.	The current iteration may have yielded higher results due to leading UI. We will need to retest.

PROPERTIES

An interaction matrix is built of multiple components: an audience(s), key area(s) of the experience, directive(s), and recommendation(s). By analyzing the measurement of what you determine as a successful pathway across variations, you have the ability to directly evaluate if the decision is improving from a comprehension and usability perspective. **The key is to test, analyze, and iterate.** Having a benchmark of where your original decision starts is the first step of measuring the current state of your decision and a baseline to use when updating designs.

The audience is the first component that needs to be identified. Is it one audience or are there multiple audiences? Considering the target audience before all else is essential in understanding the perspective of the population of which the feedback is being collected from. If there are multiple audiences, the direct comparison between actions that each group takes can make for a compelling insight.

Arguably the most powerful input in this framework are the directives you give your audience. On your website or mobile application, what is your primary, secondary, and tertiary calls to action? **This Interaction matrix helps measure where the user will click and which pathways they will navigate towards on your platform.** Determining where you want your user to click would contribute to what we have identified as the success rate. For example, your site has "Shop Now", "Pre-Order Now", and "Sign in to Save". All of these could be considered successful if the goal is to have a user browse product options. However, if we direct a user to click where they would sign in to view promotional discounts, there is a clear primary call to action. The Interaction Matrix is a tool that can concisely measure how these call to actions are comprehended through testing in multiples, iterations, and against different call to actions.

HOW TESTING COMES INTO PLAY

Once you identify your audience, the key design areas you need to address, and user directives, it is time to gather user feedback! There are various ways in which you can test to see how your designs are received, comprehended, and overall impression but we recommend getting a high volume of participants for each round through Helio. Keep in mind that the questions you ask are key! There are numerous ways in which you can ask a question, but knowing the question types, when to use them, and why you use them, are important factors to consider before sending these to your audience.

The Click Test is the primary test type that the Interaction Matrix focuses on. With this type of test, you can see where a users will click on first exposure, their response time, and qualitative feedback as to why a user acted in that way. The image below lays out how responses are visualized in Helio. You have the ability to see where users responded, and the best part is that you can watch the responses be collected in real-time.
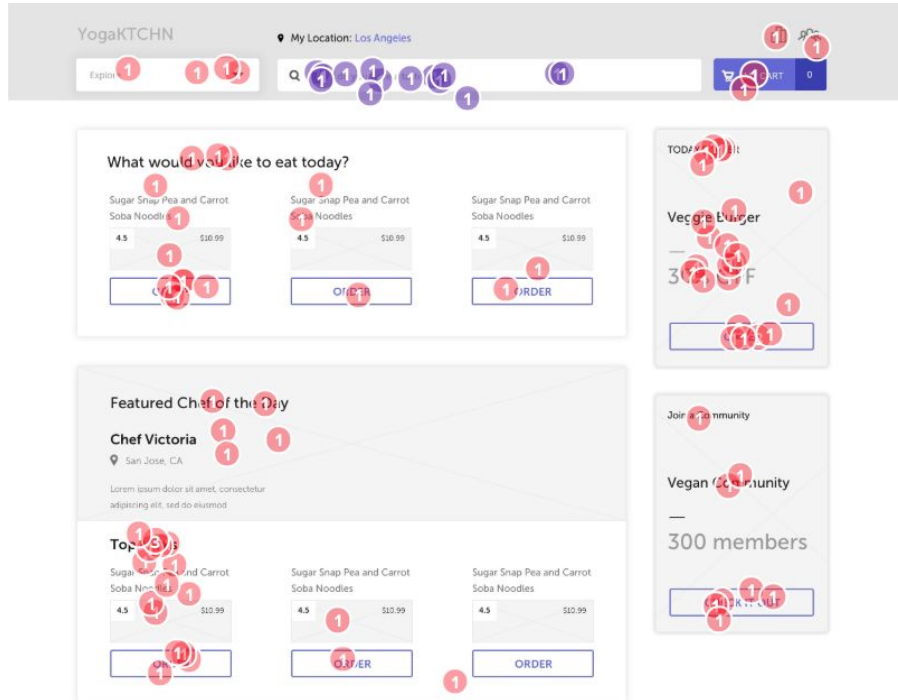
CONCLUSION

Comparison data like this isn't actionable without qualitative responses and knowing the reasoning behind your audiences' actions. [Helio](#) affords you the capability to filter through responses and gain insight into the why. Are there better words that can be used for your call to action? Are there changes that need to be applied to your audience? How is your overall message being received? **The Interaction Matrix is polished and completed with recommendations by our Customer Advocate team at ZURB.** These are short recommendations that our experts have identified as the changes or modifications needed in order to provide the best user experience.

Not only do you receive deliverables from our specialized Customer Advocates, but they are able to synthesize data that scales across multiple variations of designs as well as audiences, and they can teach your team to do the same. Multiple variations can impact the Interaction Matrix itself by multiplying the number of matrices. It captures direct comparisons of how each audience reacts to variations of a design, and it's all packaged into a truly compelling outlook.

The Interaction Matrix is a visual screenshot of data which helps you see if your iterations of design work are improving, how they are being received across multiple audiences, and packaged into actionable recommendations.