

UX Metrics Checklist for Startups

Engagement Metrics

- Time on Task
- Pages per Session
- Click-through Rate (CTR)
- User Session Length

Usability Metrics

- Task Success Rate
- Error Rate
- System Usability Scale (SUS) Score
- Time to First Action

Satisfaction Metrics

- Net Promoter Score (NPS)
- Customer Satisfaction Score (CSAT)
- Post-task Ratings
- Qualitative Feedback from Surveys

Behavioral Metrics

- Bounce Rate
- Drop-off Points in Funnels
- Scroll Depth
- Heatmaps (Clicks & Taps)

Retention & Conversion

- User Retention Rate
- Conversion Rate per Screen or Flow
- Churn Rate
- Returning Visitor Percentage