

4.3.6.3 Attitude / Satisfaction Metrics

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About

Usability Metrics are generally done through standardized questions designed to capture a the user's sentiments about the [application](#), product or system. The survey's pose questions to the users and provide a scale of acceptability the user chooses in assessing a particular attribute. The most common scale is based on the Likert Scales originally proposed in 1032 ¹⁾.

Figure 1 gives a few of the Scales that Lickert defined. There are more available [here](#):

Scale	Attitude / Sentiment				
Agreement	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Frequency	Never	Rarely	Sometimes	Often	Always
Importance	Unimportant	Slightly Important	Moderately Important	Important	Very Important
Quality	Very Poor	Poor	Fair	Good	Excellent
Likelihood	Almost Never True	Usually Not True	Occasionally True	Usually True	Almost Always True
Score	1	3	3	4	5

Figure 1: The Lickert Scale

There are two ways that user satisfaction can be measured:

- **Task Level Satisfaction** - The Task Level Satisfaction is made at the end of each task attempted by the user. Note, a task may be attempted but it may not be completed. Therefore, it is important to record not just the attitude or sentiment about the task, but also the status of the task when the user takes the survey.
- **Test Level Satisfaction** - Similar to the **Task Level Satisfaction**, Test Level Satisfaction is conducted at the end of a Test which can be comprised of multiple tasks. Therefore, in order to properly assess the Test Level, an evaluation of the Task assessments also needs to be made. For example, a test assessment might be low because some of the tasks were assessed as poor.

ISO also provides some guidance in how to assess User Satisfaction. See:

- [ISO 10001:2018 Quality management — Customer satisfaction — Guidelines for codes of conduct for organizations](#)
- [ISO 10002:2018 Quality management — Customer satisfaction — Guidelines for complaints handling in organizations](#)
- [ISO 10003:2018 Quality management — Customer satisfaction — Guidelines for dispute resolution](#)

external to organizations

- ISO 10004:2018 Quality management — Customer satisfaction — Guidelines for monitoring and measuring
- **Note:** For more information, see:
<https://blog.ansi.org/2018/07/customer-satisfaction-iso-10002-quality/#gref>

DIDO Specifics

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To be added/expanded in future revisions of the DIDO RA

1)
Saul McLeod, Likert Scale Definition, Examples and Analysis, Simply Psychology, 2019, Accessed 20 November 2020, <https://www.simplypsychology.org/likert-scale.html>

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