

# SLICE-B Methodology Experience Evaluation



Description of user:	Goal(s) user is trying to accomplish:	Key brand attributes:

Rating the experience	+2: Definitely Yes There are no obstacles to completing goal	+1: Mostly Yes There are negligible obstacles to completing goal	-1: Somewhat Yes There are minor obstacles to completing goal	-2: Somewhat No There are significant obstacles to completing goal	-3: Definitely No Obstacles may make goal unachievable
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1) <b>Welcoming:</b> Is it immediately obvious that you will be able to accomplish the goal?	
2) <b>Beginning:</b> Is there a clear path(s) to begin the process?	
<b>START subtotal</b>	
3) <b>Findable:</b> Is it easy to find what you need?	
4) <b>Available:</b> Is all of the information available where and when you need it?	
<b>LOCATE subtotal</b>	
5) <b>Easy to use:</b> Is it easy to do what you want to do?	
6) <b>Understandable:</b> Is it easy to understand the information provided?	
<b>INTERACT subtotal</b>	
7) <b>Success:</b> Can you accomplish what you wanted to do?	
8) <b>Feedback:</b> Did you get clear feedback that you've succeeded?	
<b>COMPLETE subtotal</b>	
9) <b>Next steps:</b> Is it clear what to do next; even across channels?	
10) <b>Emotion:</b> Do you feel good about the interaction?	
<b>END subtotal</b>	
11) <b>Brand values:</b> Are the company's brand values reinforced throughout the experience?	
12) <b>Brand consistency:</b> Are branding elements consistent throughout all experiences?	
<b>BRAND COHERENCE subtotal</b>	
<b>OVERALL SCORE</b>	

Evaluating the results	Subtotals:	Overall Score:
	<1 Poor 1 or 2 Okay 3 or 4 Good	<0 Very poor experience 0 to 5 Poor experience 6 to 11 Mediocre experience 12 to 17 Good experience 18 to 24 Excellent experience