

**Publisher**<http://jssidoi.org/esc/home>**MEASURING AND EVALUATING USER EXPERIENCE FOR MARKETING PURPOSES****Margarita Išoraitė^{1*}, Vitalija Karaciejūtė²**^{1*,2} Vilniaus kolegija / University of Applied Sciences, Saltoniškių Str. 58, Vilnius, LithuaniaE-mails:^{1*} m.isoraitė@vvf.viko.lt (Corresponding author); ² v.karaciejute@vvf.viko.lt

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Abstract. In today's rapidly changing market, user experience is becoming one of the most important factors that determines the success of a product or service. Consumers increasingly value not only the functionality of the product, but also the satisfaction they derive from it and how all information is communicated. Correct customer segmentation can significantly impact the success of product sales, as well as the effectiveness of communication with the customer. Does the customer remain satisfied when communicating with a service specialist who is empathetic and honest, which encourages them to revisit the online store? Therefore, understanding consumer needs and behaviour becomes a big challenge for an entrepreneur to satisfy customer desires. The article aims to evaluate and measure user experience for marketing purposes. Scientific literature and case studies have demonstrated that customer experience is one of the key factors influencing a company's success. To ensure customer loyalty and repeat business, it is essential to ensure that customers remain satisfied with the product or service. Companies need to analyse their customers and provide high-quality service. A company must maintain the strongest possible relationships with consumers so that they choose its products, giving the company an advantage over its competitors. Loyal and trusting consumers bring companies steady income, and retaining them costs less than attracting new consumers. User experience is crucial for every company, as a positive customer experience ensures loyalty and repeat purchases, which in turn increases trust in the company and its profits. Therefore, companies must pay attention not only to the quality of their services or goods, but also to maintaining customer relationships, resolving problems quickly, and implementing loyalty programs.

Keywords: user experience; user experience evaluation indicators; case study; marketing**Reference** to this paper should be made as follows: Išoraitė, M., Karaciejūtė, V. 2026. Measuring and evaluating user experience for marketing purposes. *Entrepreneurship and Sustainability Issues*, 13(3), 85-96. <http://doi.org/10.9770/k2636292935>**JEL Classifications:** M30, M31**Additional disciplines:** sociology**1. Introduction**

User experience is the user's perception and interaction with a product or service. Experiential marketing aims to establish a strong emotional connection with consumers through memorable and meaningful experiences that foster loyalty and a positive perception of the product or service. This experiential marketing seeks more than just sales or service provision. It aims to maintain a good relationship with consumers during the period, creating unique experiences and evaluating their feedback. A concept that is important not only to attract as quickly as possible, but also to allow them to experience unreal experiences with products or services. These elements of experiential marketing include unique features of products or services, creative and engaging communication channels, and various forms of interaction with consumers. These can be tours, interactive programs, personal experience stories, or even social media campaigns that create an emotional connection with the audience. It is essential to integrate these elements to create a consistent and memorable user experience and to evaluate and measure the user experience. The evaluation of the consumer experience is a multifaceted process that begins

with the first contact with the product brand and continues after the consumption itself. Various aspects, including consumer needs, psychology, and perception, determine the kind of experience users will have when using products or services. Evaluating the consumer experience and its various aspects opens up new strategic and marketing opportunities. It is inseparable from the characteristics of the product or service, how consumers feel, and how they perceive the emotions they create with the products or services, as well as how they evaluate them.

Objectives of the research are:

- to analyse user experience;
- to choose the user experience evaluation indicators;
- to analyse case studies.

The article employs a theoretical analysis and quantitative research method, specifically the case study approach. The novelty of the results is revealed through the criteria proposed by Morville (2010) for evaluating the user experience of brands, such as the New York Times app, Fitbit, and Jambb, in terms of usefulness, ease of use, attractiveness, accessibility, relevance, trustworthiness, and value. These brands are analysed because their user experience (UX) is the foundation of every successful digital product, shaping how users interact with and perceive a system, service, or application. The New York Times app, Fitbit, and Jambb experiences are not only usable and accessible but also engaging and satisfying. To achieve this, it is necessary to have a deep understanding of users' needs, behaviours, and motivations—insights that are revealed through extensive user research and the creation of detailed user personas.

2. User experience concept, user experience evaluation and measuring theoretical aspects

2.1. User experience

User experiences are among the most crucial factors in determining a company's success and operational efficiency. When it is desired to ensure consumer loyalty and their repeated purchases, it is necessary to ensure that consumers remain satisfied with the product or service. Companies need to analyse their consumers and provide high-quality products or services. The company must maintain the strongest possible relationship with consumers so that they choose its products, giving the company an advantage over its competitors. Loyal and trusting consumers bring companies a steady income, and it costs less to retain them than to attract new consumers. User experience is often used in e-commerce to describe how a person perceives and evaluates their interaction with specific systems, applications, or websites (Elrabbat et al., 2025; Knight, 2025). This term is also relevant to maintaining a positive user experience. A well-designed website is easy to use and has clear functions that naturally guide users to perform the desired actions.

Sari et al. (2023) argue that user experience is related to the feelings each contact has with a company. A great user experience is the foundation of any strong and successful company, which differentiates it from its competitors and promotes customer loyalty. As a result, the company's profits and consumer demand increase. Customer satisfaction is defined as the impression that consumers have when they feel that their expectations have been met. The user experience encompasses the entire interaction with a company, from the initial impression to the physical action taken in the store or on the website. This experience depends not only on the company's efforts, but also on the consumer's own emotions, goals, previous experiences and broader context. It consists of many interrelated elements – cognitive, emotional, physical, sensory and social – that are formed during the consumer's direct or indirect contact with the company. User experience is the subjective perception of a customer that arises from all of their interactions with a company's services, products, or employees throughout the relationship. User experience is a complex phenomenon that encompasses both functional (e.g., how a product or service operates) and emotional (e.g., feelings evoked by interactions with company representatives) aspects. User experience encompasses a broader picture, ranging from the initial contact with a brand to long-term loyalty and even recommendations ((Albert & Tullis, 2022; Ghali, 2025).

According to Hassenzahl (2008), the definition of user experience should have two parts: one should explain what user experience (UX) is, and the second – how it is created. Hassenzahl (2008) proposes the following full definition: user experience (UX) is a short-term, mainly evaluative feeling (good-bad), experienced when

interacting with a product or service. A good user experience is the result of a process where the interaction with a product or service satisfies a person's autonomous, competence, stimulation (self-oriented), closeness and popularity (other-oriented) needs, also known as hedonistic. Meanwhile, pragmatic needs help to realise basic existential goals (Hassenzahl, 2008).

Experiential marketing encompasses five main dimensions of experiences: sense, feel, think, act, and relate (e.g., Hou, 2025):

Sense – stimulates the senses (sight, hearing, smell, taste and touch) to create a pleasant and memorable experience.

Feel – stimulates consumers' emotions to create an emotional connection with the brand.

Think – encourages cognitive engagement and creative thinking, often through innovative and unexpected solutions.

Act – encourages behavioural change, physical engagement or a specific action, such as social interaction or active participation.

Relate – seeks to connect the consumer with others, often through communities or identities, to achieve a stronger emotional connection.

Today, experiential marketing is essential because the consumer is directly engaged in the brand experience, and the relationship between companies and customers shifts from monologues to dialogues (Kalyoncuoğlu, 2025; Xiao & Kim, 2025; Vukethwele, Fihla, & Chinomona, 2025). By integrating the aforementioned experiential elements into their marketing strategies, companies create effective interactions between the consumer and the brand. For example, according to Kalyoncuoğlu (2025), one of the most successful examples of implementing sensory experiences is the “Starbucks” coffee chain, which places great emphasis on personalisation of customer choices – customers can customise their coffee according to their exact preferences. Cognitive experiences are encouraged by “Apple” through its slogan “Think Different” and innovative products such as the *iPhone*, *iPad*, *Mac*, and *Apple Watch*. In shaping behavioural changes, “Starbucks” has offered customers “plugged-in” workspaces and comfortable seating areas, promoting the idea that work can be done not only in offices.

To summarise, a company can create an emotional connection through a unique customer service experience or by organising special events that align with the consumer's values. Table 1 presents different definitions of user experience.

Table 1. User experience concept

Author	Highlights
Ntoa et al. (2021)	User experience emphasises aspects such as visual appeal, platform technology, infrastructure, service response time, business communication, marketing, daily operations, functionality, ease of use, usefulness, sensory experience, enjoyment/fun, emotional feel, reliability, and aesthetics.
Berni & Borgianni (2021)	User experience can be classified into two groups: the main interaction elements (user, system, context) and the experience typologies (ergonomic, cognitive and emotional). They are used in the design of the system.
Zarour & Alharbi (2017)	UX can be considered a different aspect from usability. Usability emphasises objective measurements, while user experience emphasises subjective ones. This differentiation is based on the use of measurement methods.
Law et al. (2009).	UX is studied from various perspectives, including pragmatism, emotion, affect, experience, value, pleasure, beauty, and hedonic quality.
Ding & Soikun (2023)	The essence of the UX dimension remains the same: the highest ideal is to provide users with high-quality products or satisfactory services.
Bordegoni et al. (2023)	UX design is focused on creating meaningful and valuable experiences for users. The stages of the user experience design process are: specifying the user and usage context, identifying user requirements, developing design solutions, and evaluating the design. It emphasises the importance of user participation throughout the design process and highlights the various qualitative and quantitative methods employed at each stage.
Feng & Wei (2019)	UX metrics provide quantitative data that can help measure and track user experience. Popular UX metrics used in research include usability scale (USS), customer satisfaction score (CSAT), net promoter score (NPS), and conversion rate. UX researchers can select from a range of other UX metrics, depending on their specific goals.

Díaz-Oreiro et al. (2019)	UX determines the perception of a system or product's usability. Among the methods for evaluating UX are standardised questionnaires in which end users describe their perceptions of aspects such as whether the product is easy to use, clear, confusing, original, etc.
Pardini et al. (2022)	Systematic research into user experience and ease of use is crucial for understanding and improving the implementation of hardware components (e.g., head-mounted displays) and the design of virtual environments.
Syahrozad & Subriadi (2024)	User experience can be interpreted as the extent to which people interact with a product to achieve their goals; a mobile app refers to the psychological feelings of users that are created during the process of using the app's resources and services. It is influenced by usage, information sources, user environment, website platform, and other factors (culture).
Bascur & Rusu (2020)	User experience is one of the most important factors determining a company's competitive advantage over its competitors. Users have greater power and influence over companies and have the means to endorse them, including through websites or social networks.

To summarise the opinion of scientists, the consumer experience is not limited to the use of a product. It also includes the emotional connection with the brand or business. This connection is formed when consumers interact with a brand and purchase its products or services. That is, how people feel and perceive the brand through their interaction with it. This is a crucial element in creating unique and unforgettable experiences. Such experiences are also evolving – technologies, such as artificial intelligence and virtual reality, are transforming the perception and understanding of consumers. They are used to enhance the consumer experience and provide a more seamless connection with products or services.

2.2. User experience marketing evaluation indicators

User experience emphasises that when evaluating user experience, it is essential to decide what kind of experience we want to embed in the subconscious of consumers. Organisations need to uphold brand values and communicate them effectively and creatively, both through the physical environment and digital channels, where every interaction with the brand becomes part of the overall user experience. These techniques are integral to modern marketing and customer service strategies. They help companies not only improve their offerings but also encourage consumer loyalty, contributing to the creation of long-term and profitable relationships with consumers.

Measuring user experience is very important. Morville (2010) created seven criteria based on which to evaluate user experience:

1. Usefulness. Is the website necessary for users? What benefits will it provide?
2. Usability. Is it easy to navigate? Is it convenient to find information?
3. Attractiveness. Does the website design, brand, and visual identity evoke positive emotions?
4. Accessibility. Is the website generally findable? Is it easy to navigate and find specific content or products?
5. Availability. Is the content suitable for people with disabilities? Can the website be used on different devices (e.g., phones, tablets)?
6. Trustworthiness. Do users trust the search results, the website design, and the content to look professional?
7. Value. Do the website, its products, and services meet the organisation's main goals and mission?

Customer experience indicators enable companies to evaluate the quality of services or products they deliver to their customers and the overall customer experience. These metrics measure various aspects, including emotional and cognitive experiences, as well as functional and practical elements of user interactions. The following indicators measure customer experience (see Figure 1).

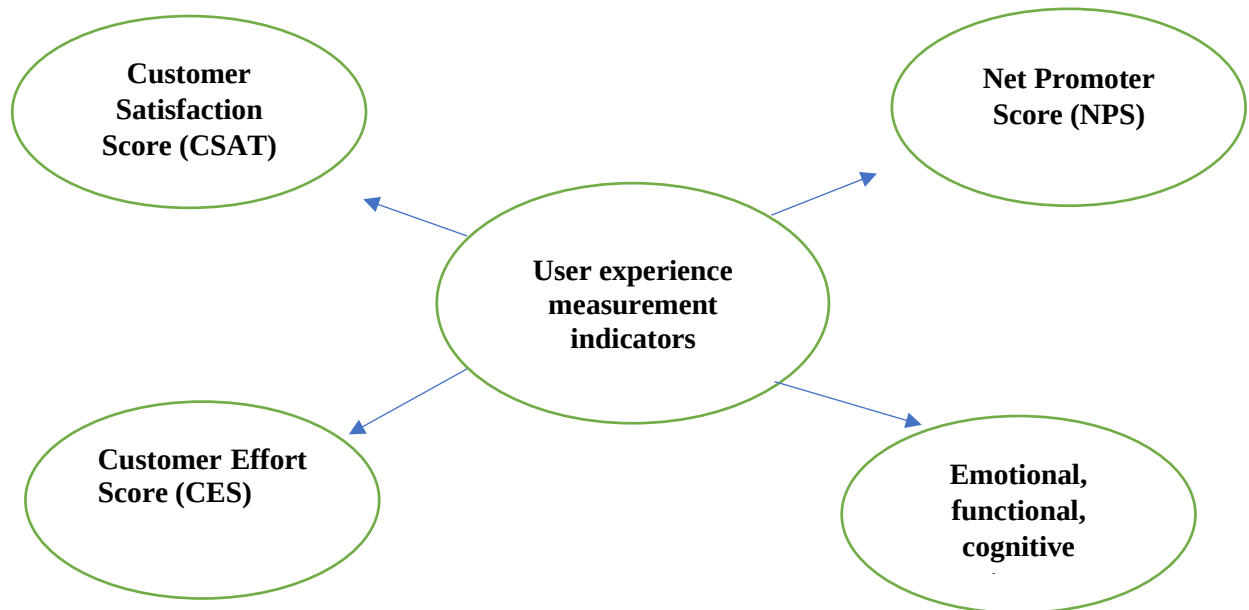


Figure 1. User experience measurement indicators

Source: the authors

Customer Satisfaction Score (CSAT). This metric measures customer satisfaction with a specific interaction or purchase process (Wirtz et al., 2016). It is most commonly used to measure immediate customer satisfaction after a particular touchpoint, such as a purchase, technical support, or customer support contact. The question is often asked: How would you rate your experience with our company? CSAT is also used to identify problems and understand where the quality of a service or product could be improved.

Net Promoter Score (NPS). This metric was developed by Fred Reichheld in 2003. NPS measures how likely customers are to recommend a company or its product to others. This indicator is measured by asking a simple question: How likely are you to recommend our product or service to a friend or colleague? (Reichheld, 2003). NPS is calculated as the difference between the percentage of promoters and detractors, and the result can range from -100 to 100. The NPS indicator enables companies to gauge the loyalty and satisfaction of their customers, as well as the power of their recommendations (Reichheld, 2003).

Customer Effort Score (CES)

The Customer Effort Score (CES) measures how much effort a customer had to put in to solve a problem or use a service. CES focuses less on satisfaction than on the convenience and ease with which customers can interact with a company. It is essential in cases where companies are looking to optimise customer service processes or resolve customer problems with as little disruption and effort as possible on the customer's part (Dixon et al., 2010). Studies have shown that less effort is directly related to greater customer satisfaction and loyalty. In other words, consumers are more likely to remain loyal to a brand if they do not have to exert a lot of effort to achieve the desired results (Dixon et al., 2010).

Emotional, functional, cognitive indicators. The following indicators can be used to measure the consumer experience:

- Emotional indicators measure how consumers feel after interacting with a brand or service, what emotional reaction consumers have when interacting with a company, and how this affects their loyalty.
- Functional indicators measure the experience related to the technical usefulness of a product or service, such as product functionality, quality, and ease of use.
- Cognitive indicators involve consumers' perceptions and decision-making regarding brand trustworthiness, value for money, and company reputation.

Customer experience indicators include various measurements designed to assess how consumers perceive and experience a particular product or service. To measure this experience, companies use key indicators, including the first contact resolution rate (FCR), customer satisfaction index (CSAT), and customer effort score (CES). These indicators enable businesses to understand consumer needs better and more effectively adapt to their expectations and preferences.

Various researchers support the FCR indicator. This measurement focuses on how effectively customer problems are solved. FCR is associated with customer satisfaction and reducing operational costs. This obliges businesses to understand how to reduce problem resolution time in the first interaction to optimise the customer experience and increase operational efficiency.

The CSAT indicator, which shows everything firmly, is customer satisfaction with a product or service. Companies use this indicator to track how many customers will recommend a product or service to their loved ones.

The CES indicator measures the time customers spend resolving issues. Harvard Business Review analyses that customers who have had a good experience are motivated to come back again. CES indicator after shopping.

Using these indicators: FCR, CSAT, CES. Strengthens business quality, improves customer experience. These indicators show consumer behaviour and their needs. Companies seeking to improve their business or better meet customer needs should utilise these indicators.

These indicators will not only help companies prosper for a long time, but they will also confirm the expectations desired by customers. It is also essential not to neglect these indicators and continually improve them to effectively monitor the ever-changing needs of customers and maintain the success of your business.

These metrics have been extensively researched and validated by industry leaders such as “Bain and Company”, “Harvard Business Review”, and others, highlighting their significance. Their in-depth research and analysis of these metrics highlights their role in aligning business strategies, improving customer service, and driving long-term success.

In addition, in-depth research and analysis of FCR, CSAT, and CES metrics reflect the opinions of other experts, who position these metrics as indispensable tools for businesses to achieve sustainable growth, improved customer satisfaction, and a competitive advantage in today's market environment. These metrics are the foundation for informed decision-making and customer-centricity in today's business world.

In addition, a thorough study of these metrics reveals deep insights into consumer behaviour, preferences, and their direct impact on business success. Businesses need to leverage these metrics to create tailored strategies, strengthen customer relationships, and continuously improve to meet the ever-changing needs and expectations of their customers.

Effective use of these metrics not only strengthens business resilience but also improves the overall customer experience. In this way, it enhances business success and ensures a strong market position. The ever-changing nature of customer expectations necessitates a continuous commitment to improving these metrics, ensuring that they reflect not only statistical data but also the genuine customer experience. Constant monitoring and improvement of these metrics is essential to survive and adapt to changing customer needs and expectations.

These metrics are not just numerical estimates; they summarise the essence of customer experiences, preferences, and interactions. They act as compasses that guide businesses through the sea of customer expectations, allowing them to achieve success and long-term resilience in an ever-changing market.

In conclusion, a holistic approach and intelligent use of CES, CSAT, and FCR metrics capture the essence of user experience, creating a customer-centric business that meets the needs of its audience and ensures long-term success and resilience in a changing market environment.

3. Research methodology

The analysis of scientific literature helps to become acquainted with the works of predecessors, research methods, and to find material that confirms or contradicts the study's facts, as well as to plan the work. Analysing scientific literature is a crucial process that facilitates understanding of previous research, methods, and informs planning of future work (Kardelis, 2017; Bitinas et al., 2007). The analysis of scientific literature was carried out by examining user experience and its evaluation indicators. The method of scientific literature review and case study analysis was chosen to assess user experience when using mobile applications. A scientific literature review was conducted to examine articles published in the last 5 years. The search strategy for 30 articles involved creating research questions and searching for keywords relevant to the topic. The purpose of this literature review is to investigate user experience and explore why users with experience in mobile applications are more likely to continue using them. This literature review is designed to identify, evaluate and define relevant research on this topic by answering several research questions. The main conclusions of this literature review are the factors that influence user experience and the benefits of measuring user experience.

A *case study* is a qualitative research method that aims to analyse a real, complex phenomenon in its natural context. In this method, the researcher examines a specific case in detail to understand its characteristics, causes, consequences, and potential solutions. This type of research is widely used in various fields of knowledge.

3. Case studies' results and discussion

Seawright & Gerring (2008) stated that the case selection procedures under consideration focus on typical, diverse, extreme, deviant, influential, most similar, and most different cases. Based on the criteria proposed by Morville (2010) for evaluating user experience, 11 cases were selected, of which 3 cases were analysed, encompassing user experience (UX) as a successful digital product that shapes how users interact with and perceive a system, service, or application. New York Times app, Fitbit, and Jambb UX case studies are selected based on a clear problem definition, a human-centred approach, and a measurable impact of the solution. The selected cases are unique in that they demonstrate the designer's user-centred thinking process from initial problem identification and research to final testing and results. Case selection is based on a specific, clearly defined problem that is important to the user experience. The New York Times app, Fitbit, and Jambb case studies are selected because they demonstrate a human-centred approach, detailing the needs, challenges, and goals of end-users. The New York Times app, Fitbit, and Jambb cases are selected because they can demonstrate a measurable impact, such as improved engagement, sales, or accessibility with specific results. Criteria proposed by Morville (2010) for evaluating the user experience of brands such as the New York Times app, Fitbit, and Jambb explain how the problem was solved, what solutions were adopted, and what their impact was.

New York Times App

The New York Times app offers a variety of features to help you stay informed, including: 1. Original Reporting: Access in-depth articles and research from our team of reporters. 2. Breaking News: Get live news reports and the latest on current events. 3. Podcasts: Listen to news and culture podcasts, as well as articles with voiceovers for a more engaging experience. 4. Video Content: Watch news videos that provide context for the most important stories.

Using a creative illustration website, the designers proposed a landing page feature called Timely that could solve the problems of the NYT app. The main issues were excessive irrelevant content, low usability, and excessive coverage of unwanted content. Timely's goal was to enhance user engagement, foster long-term loyalty, and increase reading. The app design roadmap included: problem definition, understanding audience needs, schema development, design, and prototyping. The result was an app that could help readers get

notifications about news that interested them at a convenient time (over breakfast, before bed). This encouraged interaction and improved readability when writing short articles (UXCEL, n.d.).

Fitbit

Fitbit is a line of wireless wearable technology, including fitness monitors, activity trackers, smartwatches, pedometers, and devices that track heart rate, sleep, and stair climbing, as well as related software. Fitbit, Inc. originally owned the Fitbit brand. In January 2021, the company was acquired by Google and integrated into the company's hardware division.

UX case studies for redesign include the FitBit redesign, which began with understanding personas and what users expect from a fitness tracker. Guerrilla usability testing was conducted to assess the issues. These issues were ranked based on their importance to users and to the app's performance. They were addressed in the following ways: emphasising essential parts and features of the app; replacing easily missed icons with more recognisable icons; redesigning tracking options to make it easier for users to understand how to use it (for more information on how Fitbit devices influence user adoption and physical activity motivation, see: Jang & Kim, 2025; for a study on older adults, their engagement, and satisfaction with a Fitbit-integrated intervention, see: Alley et al., 2023; on Fitbit use among students and how it affects their behavior, see: Wang, Lizardo & Hachen, 2022).

Jambb

Jambb is a digital comedy collectables startup with a mission to serve collectors by unlocking the value of new content and empowering consumers to own cultural moments with the utility and exclusivity of physical collectables. Jambb enables fans to purchase and share epic moments in the form of their favorite jokes, episodes, scenes, specials, and memorabilia, while also allowing the comedians to reach new types of fans, create additional revenue streams from their content, and tap into open secondary markets—a mechanism unique to NFTs that is rarely, if ever, found in the entertainment world (JAMBB, n.d.).

This UX case study about a social platform addresses a common problem with existing platforms. It explores the issue of identifying non-monetary user engagement to help developers identify their user base. The case study examines a problem statement and sets out a design process (schematics and prototyping) as well as user testing. The result is the creation of Discover pages that include engaging mockups and animated interactions to enhance usability (for more on user engagement in a multi-platform social environment, see: Jha & Verma, 2023) (UXCEL, n.d.).

Table 2. The case study: user experience marketing measurement

User experience measurement case Study	New York Times App	Fitbit	Jambb
Evaluation year	2025	2025	2025
Problem	The main problems were excessive irrelevant content, low usability, and excessive unwanted content coverage.	These issues were ranked based on their importance to users and to the app's performance. They were addressed in the following ways: Emphasising essential parts and features of the app Replacing easily missed icons with more recognisable icons Redesigning tracking options to make it easier for users to understand how to use them	A social platform addresses a common problem with existing platforms. It explores the issue of identifying non-monetary user engagement to help developers identify their user base.
Tools	Using a creative illustration website, the designers proposed a landing page feature called Timely that could solve the problems of the NYT app.	Guerrilla usability testing was conducted to assess the issues.	It explores the issue of identifying non-monetary user engagement to help developers identify their user base.

Key lessons	It transitions from a simple description of the problem to a discussion of a project that could address these issues without altering the content that customers already love.	The prototype has been successfully tested; however, problematic factors have not been identified based on research-based statistics, which means that key factors may have been overlooked.	The UX case studies discussed above serve as a good example of a well-structured UX design case study that should be included in every UX portfolio, along with dos and don'ts.
Usefulness. Is the website necessary for users? What benefits will it provide?	Timely's goal was to enhance user incentives, foster long-term loyalty, and promote reading.	Guerrilla usability testing was employed to identify problem areas during the development of use cases and personas. Creating new features and user experiences was an integral part of the redesign process, ensuring that innovative solutions met user needs.	The app is helpful for users.
Usability. Is it easy to navigate? Is it convenient to find information?	The app design roadmap included: problem identification understanding audience needs schematic development design and prototyping The final result was an app that could help readers receive notifications about news of interest at a convenient time (during breakfast, before bed).	The prototype has been successfully tested; however, the problem factors were not identified based on research-based statistics so that key factors may have been overlooked.	The app is easy to navigate. It is convenient to find information
Attractiveness. Does the website design, brand, and visual identity evoke positive emotions?	The app is attractive and evokes positive emotions.	Visual identity evokes positive emotions.	The app is evoking positive emotions.
Accessibility. Is the website generally findable? Is it easy to navigate and find specific content or products?	Easy to navigate and find specific content or products.	The app and the website are generally easy to find.	It is easy to navigate and find specific content or products.
Availability. Can the website be used on different devices (e.g., phones, tablets)	The app is adapted for mobile devices.	The app is adapted for mobile devices.	The app is adapted for mobile devices.
Trustworthiness. Do users trust the search results, the website design, and the content to look professional	Users trust search results, website design, and professional-looking content.	The content looks professional	The app content looks professional
Value. Do the website, its products, and services meet the organisation's main goals and mission?	The app development team made every effort to ensure that the app meets the needs and expectations of users. This encouraged interaction and improved readability when writing short articles.	The problem areas were sorted by their importance to users and the app's performance. They were addressed by: Emphasising the app's essential parts and features Replacing easily missed icons with more recognisable icons Revising tracking options to help users better understand how to use it	The app meets the organisation's main goals and mission

Sources: UXCEL (n.d)

The user experience is shaped by a complex chain of different areas, ranging from advertising and recommendations from friends to website usage, interactions with staff, and even relationships with other customers. All of these elements work together to influence how a person feels, what they think, and ultimately, what decision they make. Knowing this, we can better understand why a user reacts in a particular situation in

one way or another and how a company can manage various touchpoints to achieve greater customer value and loyalty.

The cases were analysed using a proposed metrics system that included problem identification, understanding audience needs, schema development, design, and prototyping. The result was an app that could help readers receive notifications about news of interest at a convenient time. The prototypes were successfully tested. The app is easy to navigate. It is convenient to find information. The app is attractive and evokes positive emotions. The app development team made every effort to ensure that the app met the needs and expectations of users. This encouraged interaction and improved readability when writing short articles.

Conclusions

User experience assessment and management are becoming integral to modern marketing strategy, and the ability to create a positive user experience is one of the key conditions for retaining existing customers, attracting new ones, and strengthening competitive advantage in a dynamic and global market.

The user experience is formed through the interaction between customers and the service provider, and experiential marketing focuses on creating both emotional and rational experiences. These experiences have a direct impact on customer satisfaction, as good user experiences promote positive feelings and loyalty, while unfavourable experiences can lead to dissatisfaction and customer loss. Thus, user experience is an essential factor in shaping overall customer satisfaction and the long-term foundation of a company's success.

Unlike other metrics, such as those that measure physical attributes like distance or speed. User experience metrics focus on the interaction between the user and the product. These metrics aim to capture different aspects of the user experience, such as how easy it is for the user to use a particular product, how well it meets the user's needs and expectations, and how well it balances ease of use and difficulty. To be useful, user experience metrics must be based on a consistent and reliable measurement system. Only in this way can the results of different studies or evaluations be compared.

Based on case studies, the most critical factors for creating a more effective user experience are a fast search engine, convenient navigation, high-quality customer service, and a properly adapted website design for mobile devices, as these aspects strongly contribute to user satisfaction and encourage their purchase intentions.

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