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We know that [a good user experienc](#)e is a business imperative, but how can product leaders prove the value of UX to business stakeholders who are not in the day-to-day project work? According to a recently refreshed research report from Gartner, "Application leaders risk losing financial investment in UX since they rarely capture and communicate UX-correlated key performance indicators (KPIs) "for their digital products, leading to an attribution gap between UX and business objectives."

Figure 1. The Gartner UX Value Framework Is Composed of Four Categorized KPIs

Gartner developed the "UX Value Framework" to help product leaders and UX practitioners demonstrate the value of UX across four pillars: overall business value, brand value, customer value, and employee value. Each pillar has a specific KPI recommendation and a specific methodology to arrive at each KPI.

Get [complimentary access to this report](#), courtesy of Blink.

How to use the Gartner UX Value Framework

Follow these four steps to implement the Gartner UX Value Framework:

1. Determine your KPIs for each goal.
2. Establish a baseline for each KPI.

3. Track data on a monthly or quarterly basis.
4. Establish a correlation between the change in KPI and recent UX work.

"To get the most out of this framework," the report explains, "it is necessary to define and track KPIs that are specific to your product and the associated business model."

How to determine KPIs and connect them to UX

Gartner recommends asking yourself the following questions to determine each goal:

1. What is the business objective?
2. What problem does this business objective solve?
3. What is the KPI?
4. How does it correlate with UX?

Getting started with suggested KPIs

Gartner recommends tracking certain KPIs and metrics to demonstrate value in each pillar of the UX Value Framework as follows:

- "Prove the business value of UX through a strategic or financial KPI, such as gross revenue.
- Prove the brand value of UX through a perceptual KPI, such as Net Promoter Score (NPS). Prove the customer value of UX through an evaluative KPI, such as System Usability Scale (SUS).
- Prove the employee value of UX through a sentiment KPI, such as Pride in Product (PIP)."

Read the full report for step-by-step guides to measuring and reporting on each of the four recommended KPI categories. The report includes insights about gathering informational inputs from customers and employees and tracking KPIs back to user experience.