

ZURB

# Gravity Score Best Practices

JUNE 2022

---

[INTRODUCTION TO THE METHOD](#)

[GRAVITY SCORE PROPERTIES](#)

[SETTING UP THE GRAVITY SCORE TEST](#)

[GRAVITY SCORE TEMPLATE](#)

[INTERPRETING GRAVITY SCORE TEST RESULTS](#)

[EXAMPLES OF THE METHOD](#)

[SELLING IT TO YOUR TEAM](#)

---

## INTRODUCTION TO THE METHOD

Everyone knows  $E=MC^2$ . You know it. We know it. Einstein's Theory of Relativity. But he has other theories, including [one on gravity](#). That gravity isn't a force, but the product of the curvature of mass and energy. Well, you can use gravity in a way to test out your theories about your target audience. It's what we like to call a Gravity Score.



Your audience is both mass and energy for your product. What they do (or don't do) dictates the gravity of what you're offering. It's only as strong as the intent that your participants bring to the equation.

---

# GRAVITY SCORE PROPERTIES

A Gravity Score study is made up of multiple components:

- Audience
- Visuals
- Directives
- Questionnaire
- Data Collection & Analysis

## Audiences

The most relevant user reactions come from an audience that is likely to interact with your company's products. [Helio](#) provides over 50 ready-made audiences that you can tap into and get feedback in a matter of minutes. Check out our [Audiences page](#) to see what professional and consumer participants you can test with.

## Visuals

Focus your Gravity Score survey on a single page with multiple actions or a clear flow of screens to reach a goal. A homepage or landing page with multiple interactive features works well, or a sequence of screens, such as an onboarding flow or purchasing process. Your visuals will be uploaded as a jpg or png to Helio, and then you start providing directives for your participants.

## Directives

Use Helio's click test questions to give participants directives on your visual designs. The click test allows you to see where participants will click first on a page to complete an action you've outlined.

The data output will be a click-map showing each individual click on the page. From there, you can click-and-drag over specific clusters to highlight the percentages in a certain area.

For the purposes of a Helio Gravity Score survey, these directives are simply used to provide participants context of how your product works and what they can do with it.

## Questionnaire

Follow up your click directives with 10 questions that gauge participants' reactions to the usability of your designs.

Each question is a likert scale that provides 5 answer choices on a scale from Strongly Disagree to Strongly Agree. The purpose is to present positive and negative statements about the experience to your participants and see which of those statements they agree with. These agree/disagree responses will form the foundation of your data set that produces a Helio Gravity Score.

## Data Collection & Analysis

Once the reactions are collected from participants, the data is collected into the Helio Gravity Score spreadsheet. This is where the data is segmented and interrogated to produce a Helio Gravity Score.

Each reaction on the questionnaire is given a score from 1-5 based on whether they are positive or negative. For example, strong positive reactions receive a 5 while strong negative reactions produce a 1.

All reactions to a single question are then averaged. The sum of all 10 averages is multiplied by 2.5 (a SUS method standard) to create your Helio Gravity Score.



Your Helio Gravity Scores will likely fall within the range of 60 to 80 points. Scores are read with the same guiding principles as a [SUS study](#).

A score of 68 is considered average, while anything below indicates significant issues needing to be resolved in your web experience.

---

# SETTING UP THE GRAVITY SCORE TEST

1. Select audience
2. Provide click directives
3. Set up agreement questions
4. Get remote survey feedback through Helio

## Select an Audience

Once you have identified who you want to test with, Helio has your audience just 1 click away. A Business or Enterprise subscription gives you access to our Advanced Audiences, targeted by professional and consumer behaviors.

Once your audience is selected, you can begin setting up your survey.

## Provide Click Directives

Helio's click test question type is used to see where participants click when given a specific directive. Instead of asking participants where they would click, give them a purpose on the page.

You don't want to lead participants towards the correct answer. Therefore, directives should not use any labels or common words associated with the feature. They should provide a goal that the participant is attempting to achieve.

For instance, if the action is to input an email for your company's newsletter, your directive would be:

"Click where you would go if you want to get monthly messages and promotions from this company."

Provide as many click directives in the survey as it takes to convey the idea of how your platform works. Ask participants to interact with different elements on a single page, or bring them through a flow of screens that reach an ending place.

## Set Up Agreement Questions

Following your directives, you'll need to set up 10 likert scale questions. These ask participants whether they agree or disagree with a statement about the designs they just interacted with.

The SUS method guidelines provide 10 specific questions to use, which are also repurposed for our Gravity Score testing:

1. "I think that I would like to use this platform frequently."
2. "I found this platform unnecessarily complex."
3. "I thought this platform was easy to use."
4. "I think that I would need the support of a technical person to use this platform."
5. "I found the various functions in this platform were well integrated."
6. "I thought there was too much inconsistency on this platform."
7. "I would imagine that most people would learn to use this platform very quickly."
8. "I found this platform cumbersome to use."
9. "I felt very confident using this platform."
10. "I need to learn a lot of things before I could start using this platform."

The questions alternate between negative and positive statements. This accounts for any skewing of the results.

## Get Remote Survey Feedback

You can send a Gravity Score survey to hundreds of participants and start getting feedback in a matter of minutes. [Helio](#)'s remote survey tools, like click tests and prototype directives, let your participants interact and react to your designs as soon as you create them. [Reach out to our team](#) (or use the chat bubble on our site) to see what audiences you can start sending surveys to!

---

# GRAVITY SCORE TEMPLATE

This template includes 3 rounds of usability testing across 4 sections of an app.

The spreadsheet includes conditional formatting, so you can clear the input fields and enter your own data to get an instant read-out of your Gravity Score.

[<View the Template>](#)

Helio   Advent Gravity Score									
A summary view of all the Gravity Scores									
Aggregate Helio Scores						Scoring KEY			
DESIGN TYPE	Campaign Creation	Analytics	Audience	Map View	Aggregate	< 68	Below Average Usability Score		
GRAVITY SCORES	68	66	69	67	68	68	Average Usability Score		
						> 68	Above Average Usability Score		
Campaign Creation									
AUDIENCE	Marketers & Advertisers								
<a href="#">Round 1</a>	66								
<a href="#">Round 2</a>	69								
<a href="#">Round 3</a>	68								



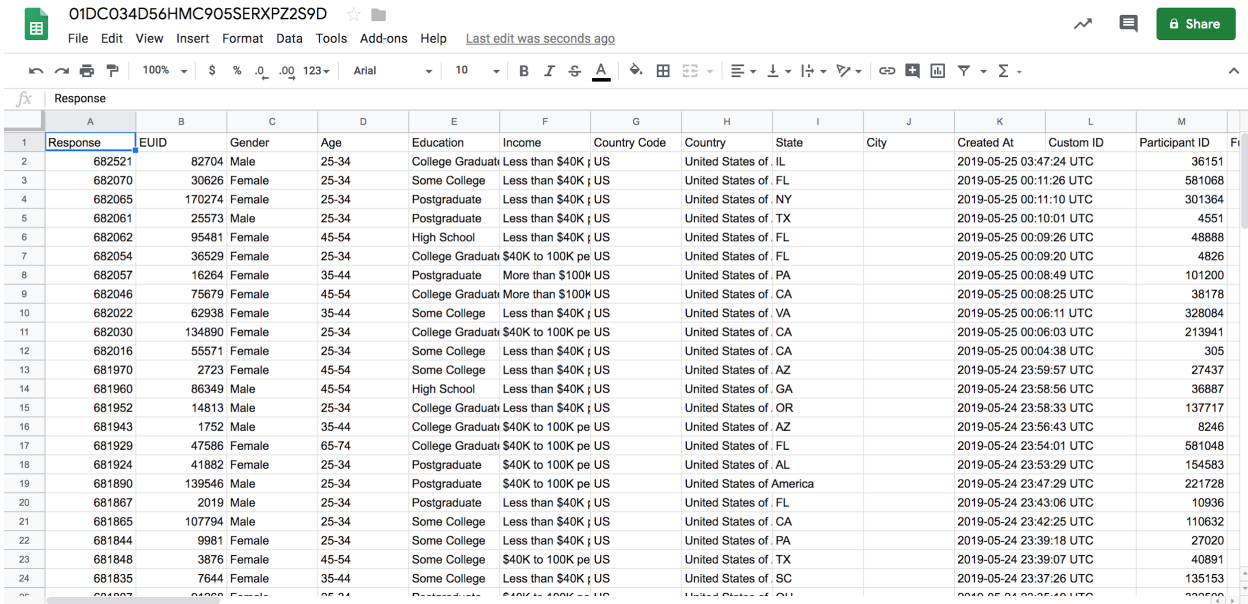
# INTERPRETING GRAVITY SCORE TEST RESULTS

Synthesizing a gravity score survey follows the same approach as a [SUS Report Test](#). Before you can calculate the score, you should **download the csv version of your test results from Helio**.

Once done, follow these steps to synthesize:

## STEP 1

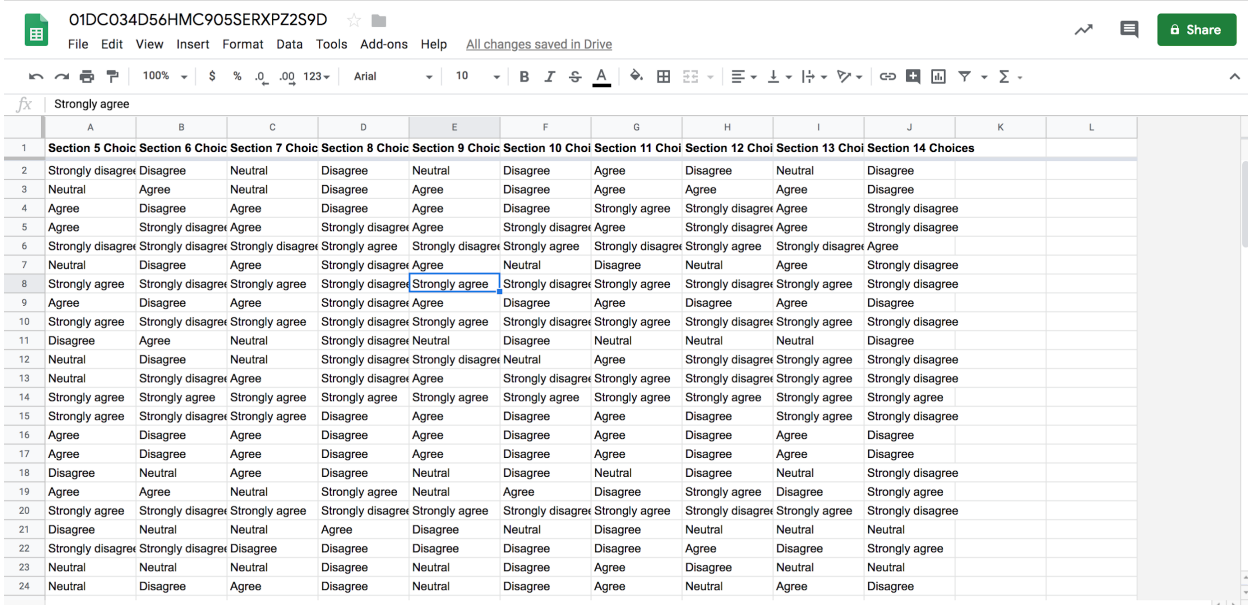
**Open your Helio data into a spreadsheet format.** It should look something like this:



Response	EUID	Gender	Age	Education	Income	Country Code	Country	State	City	Created At	Custom ID	Participant ID	Fr
682521	82704	Male	25-34	College Graduate	Less than \$40K ; US		United States of	IL		2019-05-25 03:47:24 UTC		36151	
682070	30626	Female	25-34	Some College	Less than \$40K ; US		United States of	FL		2019-05-25 00:11:26 UTC		581068	
682065	170274	Female	25-34	Postgraduate	Less than \$40K ; US		United States of	NY		2019-05-25 00:11:10 UTC		301364	
682061	25573	Male	25-34	Postgraduate	Less than \$40K ; US		United States of	TX		2019-05-25 00:10:01 UTC		4551	
682062	95481	Female	45-54	High School	Less than \$40K ; US		United States of	FL		2019-05-25 00:09:26 UTC		46888	
682054	36529	Female	25-34	College Graduate	\$40K to 100K pe US		United States of	FL		2019-05-25 00:09:20 UTC		4826	
682057	16264	Female	35-44	Postgraduate	More than \$100K US		United States of	PA		2019-05-25 00:08:49 UTC		101200	
682046	75679	Female	45-54	College Graduate	More than \$100K US		United States of	CA		2019-05-25 00:08:25 UTC		38178	
682022	62938	Female	35-44	Some College	Less than \$40K ; US		United States of	VA		2019-05-25 00:06:11 UTC		328084	
682030	134890	Female	25-34	College Graduate	\$40K to 100K pe US		United States of	CA		2019-05-25 00:06:03 UTC		213941	
682016	55571	Female	25-34	Some College	Less than \$40K ; US		United States of	CA		2019-05-25 00:04:38 UTC		305	
681970	2723	Female	45-54	Some College	Less than \$40K ; US		United States of	AZ		2019-05-24 23:59:57 UTC		27437	
681960	86349	Male	45-54	High School	Less than \$40K ; US		United States of	GA		2019-05-24 23:58:56 UTC		36887	
681952	14813	Male	25-34	College Graduate	Less than \$40K ; US		United States of	OR		2019-05-24 23:58:33 UTC		137717	
681943	1752	Male	35-44	College Graduate	\$40K to 100K pe US		United States of	AZ		2019-05-24 23:56:43 UTC		8246	
681929	47586	Female	65-74	College Graduate	\$40K to 100K pe US		United States of	FL		2019-05-24 23:54:01 UTC		581048	
681924	41882	Female	25-34	Postgraduate	\$40K to 100K pe US		United States of	AL		2019-05-24 23:53:29 UTC		154583	
681890	139546	Male	25-34	Postgraduate	\$40K to 100K pe US		United States of	America		2019-05-24 23:47:29 UTC		221728	
681867	2019	Male	25-34	Postgraduate	Less than \$40K ; US		United States of	FL		2019-05-24 23:43:06 UTC		10936	
681865	107794	Male	25-34	Some College	Less than \$40K ; US		United States of	CA		2019-05-24 23:42:25 UTC		110632	
681844	9981	Female	25-34	Some College	Less than \$40K ; US		United States of	PA		2019-05-24 23:39:18 UTC		27020	
681848	3876	Female	45-54	Some College	\$40K to 100K pe US		United States of	TX		2019-05-24 23:39:07 UTC		40891	
681835	7644	Female	35-44	Some College	Less than \$40K ; US		United States of	SC		2019-05-24 23:37:26 UTC		135153	

## STEP 2

**Clear out all columns except for the Likert choices.** It should then look something like this:



Section 5 Choic	Section 6 Choic	Section 7 Choic	Section 8 Choic	Section 9 Choic	Section 10 Choic	Section 11 Choic	Section 12 Choic	Section 13 Choic	Section 14 Choices
Strongly disagree	Disagree	Neutral	Disagree	Neutral	Disagree	Agree	Disagree	Neutral	Disagree
Neutral	Agree	Neutral	Disagree	Agree	Disagree	Agree	Agree	Agree	Disagree
Agree	Disagree	Agree	Disagree	Agree	Disagree	Strongly agree	Strongly disagree	Agree	Strongly disagree
Agree	Strongly disagree	Agree	Strongly disagree	Agree	Strongly disagree	Agree	Strongly disagree	Agree	Strongly disagree
Strongly disagree	Strongly disagree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree	Agree
Neutral	Disagree	Agree	Strongly disagree	Agree	Neutral	Disagree	Neutral	Agree	Strongly disagree
Strongly agree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree
Agree	Disagree	Agree	Strongly disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Strongly agree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree
Disagree	Agree	Neutral	Strongly disagree	Neutral	Disagree	Neutral	Neutral	Neutral	Disagree
Neutral	Disagree	Neutral	Strongly disagree	Strongly disagree	Neutral	Agree	Strongly disagree	Strongly agree	Strongly disagree
Neutral	Strongly disagree	Agree	Strongly disagree	Agree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree
Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree	Strongly agree
Strongly agree	Strongly disagree	Strongly agree	Disagree	Agree	Disagree	Agree	Disagree	Strongly agree	Strongly disagree
Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree	Agree	Disagree
Disagree	Neutral	Agree	Disagree	Neutral	Disagree	Neutral	Disagree	Neutral	Strongly disagree
Agree	Agree	Neutral	Strongly agree	Neutral	Agree	Disagree	Strongly agree	Disagree	Strongly agree
Strongly agree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree	Strongly agree	Strongly disagree
Disagree	Neutral	Neutral	Agree	Disagree	Neutral	Disagree	Neutral	Neutral	Neutral
Strongly disagree	Strongly disagree	Disagree	Disagree	Disagree	Disagree	Disagree	Agree	Disagree	Strongly agree
Neutral	Neutral	Neutral	Disagree	Neutral	Disagree	Agree	Disagree	Neutral	Neutral
Neutral	Disagree	Agree	Disagree	Neutral	Disagree	Agree	Neutral	Agree	Disagree



### STEP 3

**Begin converting the likert responses to their corresponding score designations.** The correlations listed below are based on the negative or positive inflection of the question. In a standard SUS, these questions alternate.

#### Negative Tone Question Answer Scores

Strongly Disagree	4
Disagree	3
Neutral	2
Agree	1
Strongly Agree	0

#### Positive Tone Question Answer Scores

Strongly Disagree	0
Disagree	1
Neutral	2
Agree	3
Strongly Agree	4

### RECOMMENDED:

The ‘Ctrl+F’ hotkey for spreadsheets allows for quick replacement and can be done column by column.

Notice the ‘Neutral’ answer is universally valued at ‘2’. This can be a global replacement. However, since every other score is based on the inflection of the question, the rest must be done on a column by column basis.

01DC034D56HMC905SERXPZ2S9D

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

100% \$ % .0 .00 123 Arial 10 B I A

fx Strongly disagree

	A	B	C	D
1	Section 5 Choic	Section 6 Choic	Section 7 Choic	Section 8 Choic
2	Strongly disagre	Disagree	Neutral	Disagree
3	Neutral	Agree	Neutral	Disagree
4	Agree	Disagree	Agree	Disagree
5	Agree	Strongly disagre	Agree	Strongly disagre
6	Strongly disagre	Strongly disagre	Strongly disagre	Strongly agree
7	Neutral	Disagree	Agree	Strongly disagre
8	Strongly agree	Strongly disagre	Strongly agree	Strongly disagre
9	Agree	Disagree	Agree	Strongly disagre
10	Strongly agree	Strongly disagre	Strongly agree	Strongly disagre
11	Disagree	Agree	Neutral	Strongly disagre
12	Neutral	Disagree	Neutral	Strongly disagre
13	Neutral	Strongly disagre	Agree	Strongly disagre
14	Strongly agree	Strongly agree	Strongly agree	Strongly agree
15	Strongly agree	Strongly disagre	Strongly agree	Disagree
16	Agree	Disagree	Agree	Disagree
17	Agree	Disagree	Agree	Disagree
18	Disagree	Neutral	Agree	Disagree
19	Agree	Agree	Neutral	Strongly agree
20	Strongly agree	Strongly disagre	Strongly agree	Strongly disagre
21	Disagree	Neutral	Neutral	Agree
22	Strongly disagre	Strongly disagre	Disagree	Disagree
23	Neutral	Neutral	Neutral	Disagree
24	Neutral	Disagree	Agree	Disagree

Find and replace

Find Neutral

Replace with 2

Search All sheets

☐ Match case

☐ Match entire cell contents

☐ Search using regular expressions

☐ Also search within formulas

Find Replace Replace all Done

	J	K	L
ction 14 Choices			
agree			
agree			
ongly disagree			
ongly disagree			
'ee			
ongly disagree			
ongly disagree			
ongly disagree			
agree			
ongly disagree			
agree			
ongly disagree			
ongly disagree			
ongly disagree			
ongly agree			
ongly disagree			
agree			
agree			
ongly disagree			
ongly agree			
ongly disagree			
utral			
Strongly agree			
Neutral			
Disagree			

**Transfer the score breakdowns to your main synthesis document as a designated tab for the test.**

## STEP 5

[illegible]

## STEP 6

**Calculate the gravity score of the test.** Don't forget to provide the link to the raw test data in [Helio](#)! The Gravity Score is the total of all averages, multiplied by 2.5. This takes the total of your averages and gives it a score somewhere between 0-100.

The screenshot shows a Google Sheet with the following content:

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	<b>Campaign Creation Version</b>												
2	A table that updates credits based on tests and responses												
3				<a href="https://my.helio...CTNR57STT0YWV">https://my.helio...CTNR57STT0YWV</a>									
4		<b>GRAVITY SCORE</b>		66	<a href="https://my.helio.app/report/01DBG9K7Y2W6FCCTNR57STT0YWV">https://my.helio.app/report/01DBG9K7Y2W6FCCTNR57STT0YWV</a>								
5													
6													
7	<b>Current Designs</b>												
8	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8	Question 9	Question 10			
9		2	2	2	1	2	1	0	1	2	1		

## EXAMPLES OF THE METHOD

The Gravity Score can be used across different platforms to produce a measurement of usability. The method is most effective with higher fidelity screens, though this interaction testing can also be done on low-fidelity wireframes.

### [B2B example](#)

This example represents a complex business application for creating ad campaigns on an advertising platform. Participants were Advertisers and Marketers.

### [B2C example](#)

This example represents a consumer travel planning app. Participants were Constant Travelers and Business Travelers.

### [E-commerce example](#)

This example represents a men's online clothing retailer. Participants were male consumers who shop online.

## **SELLING IT TO YOUR TEAM**

It is easier selling the Gravity Score method to your team when your data is backed by a tried-and-true testing practice like the SUS method.

With the same data outputs as the SUS method, this ensures that hard-nosed traditional researchers on your team can feel confident in the findings, while new data heads can enjoy the breadth of testing in the Helio Gravity Score method.