Task Success

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About Task Success

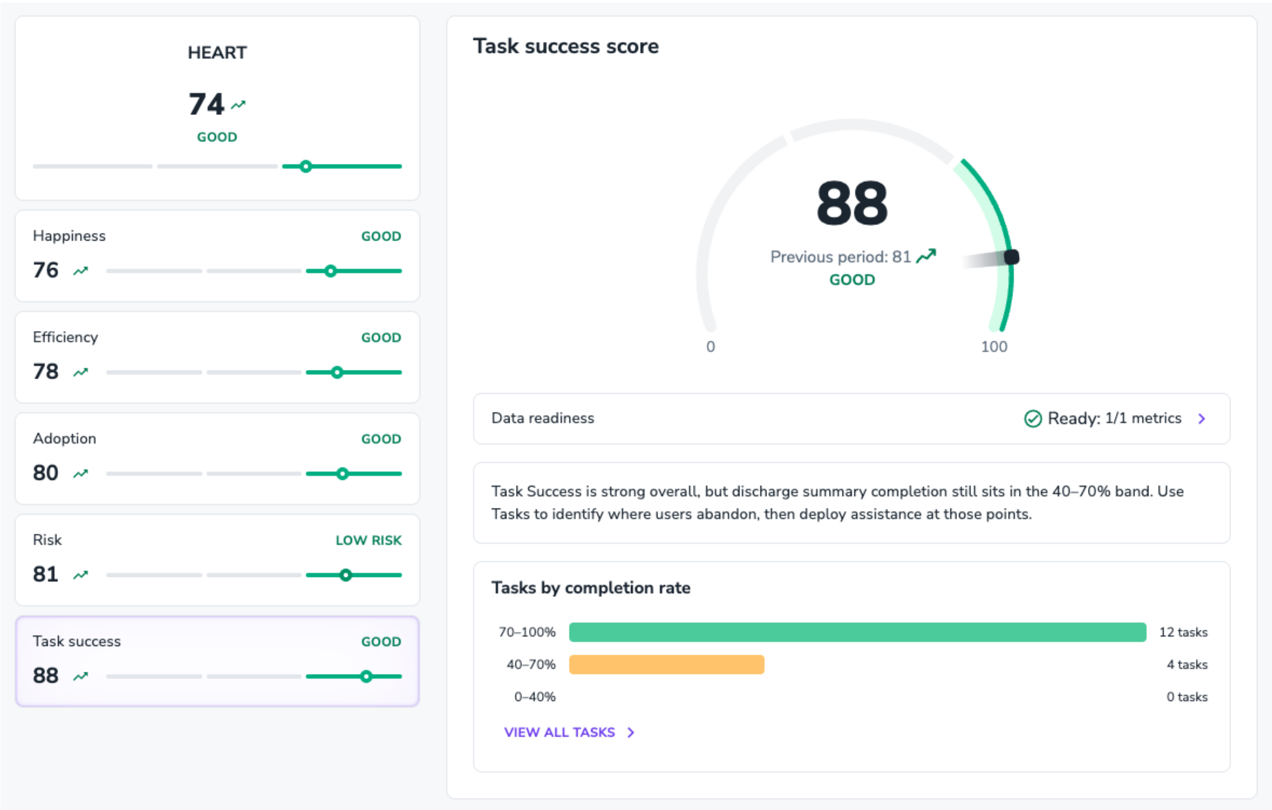
The Task Success dimension measures whether users complete the workflows you have defined in each application. It contributes 25% to the overall HEART Score.

Why use it

Task completion is the most direct signal of whether an application is working as intended. Users who start a process and do not finish it have encountered friction: a confusing step, missing guidance, or a point in the workflow where the application fails to support them.

A low Task Success score has direct business consequences. Incomplete processes create rework, increase support requests, and mean the application is not delivering the outcomes it was deployed for.

A high Task Success score indicates that users can move through critical workflows reliably from start to finish, delivering the process outcomes the application was deployed for. For complex applications, consistent task completion represents real operational and business value.



How is it calculated?

The Task Success score is the percentage of task starts that result in a completion, calculated as an aggregate across all tasks in the application. Tasks with higher completion volume have proportionally more influence on the score, which reflects their real weight in how the application is used.

Task Success requires Tasks to be set up in Userlane.

Data readiness

Status	Meaning
Input needed	No Tasks configured for this application
Calibrating	Tasks configured but data thresholds not yet met
Ready	All thresholds met

Best practices

1. Define Tasks for the workflows that matter most to your business: not every interaction, but the ones where successful completion directly translates to productivity, compliance, or reduced support load.
2. Choose a clear **start point for the Task**, such as when a modal or key element **loads** that suggest the Task is started, rather than when a user loads Home page or the page where users go to do multiple things.
3. Define **completion** by a true success indicator, for example, a **success message load** or **confirmation screen**, not just clicking "Save."
4. When Task Success is low, use the Tasks page to find where abandonment is highest. The biggest drop-off point is the most productive place to start: it often reveals a specific step that is confusing, broken, or not adequately guided.
5. Track Task Success over time alongside guidance deployment. If you publish a Guide or add a Tooltip targeting a high-abandonment step, the effect should be visible in subsequent scoring periods.

Troubleshooting low completion rates:

- If a Task has many starts but **zero completions**, check the **final action**. It might be something like a *cancel button* or an event that doesn't represent successful completion.
- When converting a **Guide to a Task**, ensure that the start and end action really reflect the start and end of the Task.
- If there's a big drop between the first and second step, the **start trigger may be too broad** (e.g. loading the homepage). Narrow it down to the first action that clearly indicates the user is beginning the task.