Seven Steps to Nailing Your Key Usage Metrics

To be filled out at the end of the process
Our primary usage metric(s):

7 steps to identifying your key usage metrics

Step 1 - Brainstorm

Hypothesize: what signifies getting value in your product?

Put your team in a room and spend at least 10 minutes on this. Your goal is to come up with a **list of activities in your product that best capture getting value**. Think about your users' needs, preferences, and pain points. What indicates that users are using your product in a way that benefits them?

Add your ideas here:

Step 2 - Top 5

Take your ideas from Step 1 and come up with a top 5.

Our top 5 candidates:

1. _____

2. _____

3. _____

4. _____

5. _____

Step 3 - Define behaviors

For each of the candidates above, what are the behaviors that represent a user completing that activity?

Candidate 1:	**Candidate 2:**	**Candidate 3:**
_____	_____	_____
Behavior:	Behavior:	Behavior:
_____	_____	_____
_____	_____	_____

Candidate 4:	**Candidate 5:**
_____	_____
Behavior:	Behavior:
_____	_____
_____	_____

Heap

Step 4 - Figure out frequency and persona
Ask yourself who needs to do what, and how often.

How *frequently* should users be doing these activities?

(By the minute, hour, day, week, month, year etc.)

Which *type* of user should be doing this?

(Casual, frequent, power, executive, etc.)

This user:	Should perform this event:	This often:

Step 5 - Analyze your options

Use your analytics tool to see which are most meaningful.

Take each metric and group them by customer type.

- *What do current customers do?*
- *What did churned customers do?*
- *What do your <u>best</u> customers do?*
- *What do the <u>worst</u> ones do?*

Look at the rate and frequency of all of these behaviors within a selected period of time.

Then create your *engagement matrix* to visualize the results.

Higher use **Fewer users**	**Higher use** **More users**
Lower use **Fewer users**	**Lower use** **More users**

Step 6 - Analyze your options

Decide on the ONE metric that is your primary usage metric.

If the data points you to a clear answer, great.

If not, decide as a group.

(Remember, users will do other things too! But this is what's MOST important.)

The key metric we will use to determine whether people are getting value or not:

_____

Step 7 - Share

Get a consensus. Ask outside your team.

Trust the data, and your gut—AND get those second opinions, too.

We will share with these individuals or teams:

☐ _____

☐ _____

☐ _____

☐ _____

☐ _____