

Revenue

Describe how your company makes money.

Key Revenue Metrics

(e.g; Total # of orders, AOV, Self-Serve Subscription Revenue, etc.)

Primary Usage Metric for your Product

What is the behavior or action a user takes that indicates they are getting value out of your product?

Active Usage Metrics for your Product

What are key steps on the way to your Primary Usage Metric, or actions often taken in conjunction with it?

Product area #1 (add as many of these as you need)

List a product area you own

Primary Usage Metric for this product area

What is the behavior or action a user takes that indicates to you they're getting value out of your product area?

Core metrics for this product area

Breadth (How many users have used this product area?)

Depth (Within a product area, how many features, sub-features, or workflows are users interacting with?)

Usability (What percentage of your new users are completing your activation flow?)

Frequency (How often do users engage with your product area?)

Sentiment (What qualitative data do you have for the product area?)

Product area #2 (add as many of these as you need)

List a product area you own

Primary Usage Metric for this product area

What is the behavior or action a user takes that indicates to you they're getting value out of your product area?

Core metrics for this product area

Breadth (How many users have used this product area?)

Depth (Within a product area, how many features, sub-features, or workflows are users interacting with?)

Usability (What percentage of your new users are completing your activation flow?)

Frequency (How often do users engage with your product area?)

Sentiment (What qualitative data do you have for the product area?)

Product area #3 (add as many of these as you need)

List a product area you own

Primary Usage Metric for this product area

What is the behavior or action a user takes that indicates to you they're getting value out of your product area?

Core metrics for this product area

Breadth (How many users have used this product area?)

Depth (Within a product area, how many features, sub-features, or workflows are users interacting with?)

Usability (What percentage of your new users are completing your activation flow?)

Frequency (How often do users engage with your product area?)

Sentiment (What qualitative data do you have for the product area?)