[m]asterclass

Designing product metrics

How do we measure the behavior of digital products and their users?

During this masterclass, you will learn how to define metrics that are customized to fit specific products, allowing you to make better design and business decisions. The training is conducted using the proprietary [ation] center canvas for designing metrics, tested on hundreds of product specialists and dozens of products.

Masterclass is a 4-hour, intensive online workshop that is a deep dive into a specific issue related to creating digital products. It is designed for professionals already working in the field who want to expand their skills.

After the masterclass, the participants will:

- learn how to correctly formulate research questions and hypotheses about the product
- understand when quantitative research is the best solution and when another method would be better
- practice formulating research problems that address current business needs
- discover a proven method for creating metrics tailored to a specific product
- learn how to identify and discard non-functioning metrics before they start measuring them

Trainer

Michał Witkowski

Psychologist and data analyst. One of the pioneers of product analytics, working in the field since 2014. He combines mathematical skills with psychological knowledge. He has built analytical teams in three product companies, managed a team of product analysts at Zendesk, and designed and implemented from scratch a survey system for measuring user satisfaction at Onet. Consulting analytics solutions for many companies, including Canal+, Booksy, and ING. Lectures at universities and speaks at conferences, teaching how to use quantitative data to create better digital products.

[DPM] Designing product metrics

Training program

Duration: 4 hours (online, live)

- Formulating research questions and hypotheses
- Identifying research questions and hypotheses suitable for quantitative research
- Semantic analysis of research questions and hypotheses
- Creating your own product metrics
- Theoretical validation of product metrics
- Examples and case studies

Who is it for?

- Product Managers - will learn how to design metrics that enable quick and effective tracking of changes in their products.
- Data Analysts - will understand how to create better product metrics and how to talk about them within the organization.
- C-level Executives - will learn which quantitative data should be used to manage the product and product organization.
- UX Researchers - will expand their skills by defining metrics for quantitative research.

Contact us!

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