

Custom metrics

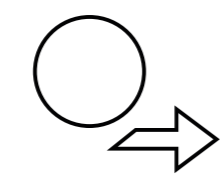
Date [] Project [] Author []

[1]



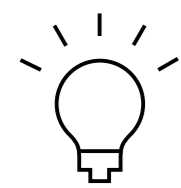
Research questions/hypotheses

What questions do you want to answer?
What assumptions do you want to verify?



Reason

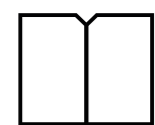
Why do you want to learn it?



TIPS

- Step 1. Generate a list of 1-6 questions/hypotheses for your product.
- Step 2. Think why you want to research these questions/hypotheses and generate a list of reasons. One reason can correspond to a few questions and vice-versa
- Step 3. Find out if questions and hypotheses are aligned with the reasons. If not - remove the questions/hypotheses that are not. Do not be afraid of deleting questions.
- Step 4. See if you can ask questions or formulate hypotheses that are better fit to the reason of your analysis.

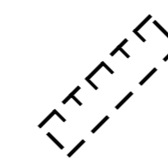
[2]



Definitions

Select a question/hypothesis. Split it into meaningful parts. Precisely define each meaningful part.
Iterate for every question/hypothesis.

[3]



Preliminary metrics

Using your definitions and reasons, invent preliminary set of metrics. Avoid criticism at this stage, think about it as a brainstorm.

1. Is it technically and legally possible to implement the metric?
2. Is high/low value of the metric always good/bad?
3. Is increase/decrease of the metric always good/bad?
4. Can you influence the metric or take meaningful actions based on it?

[4]



Final set of metrics

For each preliminary metric answer the 4 validation questions. If the answer to all four questions is YES, move the metric to this box.
Try to limit the final set of metrics to 10. Select 1-3 metrics as the key ones for your analysis.