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 aways 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.

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