

## 1. Booking Conversion Rate

- **Definition:** The percentage of users who complete a booking after visiting the reservation page.
- **Goal:** Achieve a booking conversion rate of 60% or higher.
- **Measurement:** Track the number of completed bookings divided by the number of visitors to the reservation page.
- **Importance:** A high conversion rate indicates that the system is user-friendly and effectively drives bookings.

## 2. System Uptime

- **Definition:** The percentage of time the ticket reservation system is fully operational and accessible to users.
- **Goal:** Aim for 99.9% uptime or better.
- **Measurement:** Use monitoring tools to track system availability.
- **Importance:** High availability is crucial for users to book tickets at any time.

## 3. Response Time

- **Definition:** The average time it takes for the system to respond to user requests (e.g., page load time, search results).
- **Goal:** Keep response times under 2 seconds for a smooth user experience.
- **Measurement:** Monitor page load times, search queries, and reservation submissions.
- **Importance:** Ensures that users do not experience delays, which can lead to frustration and abandonment.

## 4. User Adoption Rate

- **Definition:** The percentage of targeted users who register and actively use the system.
- **Goal:** Aim for 70% or more of targeted users.
- **Measurement:** Track the number of registered users compared to the total number of users exposed to the system.

- **Importance:** Indicates that users are finding value in the system and are likely to continue using it.

## 5. Booking Success Rate

- **Definition:** The percentage of successful bookings versus failed attempts.
- **Goal:** Achieve a success rate of 98% or higher.
- **Measurement:** Track the number of successful bookings divided by the total number of attempts.
- **Importance:** High success rates indicate a reliable and efficient booking process.

## 6. Customer Satisfaction

- **Definition:** A measure of how satisfied users are with the ticket reservation system.
- **Goal:** Achieve a customer satisfaction score of 85% or higher.
- **Measurement:** Use surveys or feedback forms after bookings to gauge user satisfaction.
- **Importance:** Happy users are more likely to return and recommend the system to others.

## 7. Abandonment Rate

- **Definition:** The percentage of users who abandon the booking process before completing it.
- **Goal:** Keep the abandonment rate below 20%.
- **Measurement:** Track when users drop off during the booking process (e.g., during payment or seat selection).
- **Importance:** A high abandonment rate can indicate issues in the booking flow or user experience.

## 8. Transaction Processing Time

- **Definition:** The average time it takes to process a booking transaction from start to finish.
- **Goal:** Ensure transactions are processed in under 5 seconds.
- **Measurement:** Monitor the time taken from user confirmation to payment and booking confirmation.

- **Importance:** Quick processing ensures users can complete their bookings without delays.

## 9. Mobile Usage Rate

- **Definition:** The percentage of users who make bookings through mobile devices versus desktop.
- **Goal:** At least 60% of bookings should come from mobile devices.
- **Measurement:** Track user device types for each booking.
- **Importance:** This reflects the mobile-friendliness of the system and helps ensure accessibility for users on various platforms.

## 10. Revenue per User (RPU)

- **Definition:** The average revenue generated from each user, taking into account all bookings and transactions.
- **Goal:** Increase RPU over time by offering additional services like premium seats or booking fees.
- **Measurement:** Track total revenue and divide it by the total number of users.
- **Importance:** Helps gauge the profitability of the system and potential for growth through upselling.

## 11. System Scalability

- **Definition:** The ability of the system to handle increased traffic, especially during peak booking times (e.g., holiday seasons).
- **Goal:** Ensure that the system can handle at least 1000 concurrent users without performance issues.
- **Measurement:** Load testing with varying user traffic scenarios.
- **Importance:** As the user base grows, the system must scale to handle more bookings efficiently.

## 12. Error Rate

- **Definition:** The percentage of errors (e.g., failed bookings, payment issues) encountered by users.
- **Goal:** Keep error rates below 2%.

- **Measurement:** Track the number of errors reported by users or logged by the system.
- **Importance:** A low error rate indicates system reliability and user trust in the platform