

## KPI File – DocRoadMap Beta Phase

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A KPI (Key Performance Indicator) is a numerical measure that tells us whether a goal has been achieved.

It is an essential tool for assessing the effectiveness of a project, product, or process.

Why use KPIs?

- Measure the actual progress of the project
- Drive priorities based on facts
- Identify what is working and what needs improvement
- Convince stakeholders (jury, funders, partners) that the project is solid

These must be as SMART as possible, meaning:

S – Specific: measures a precise aspect

M – Measurable: expressed in numbers, %, time...

A – Achievable: realistic to track

R – Relevant: linked to a strategic goal

T – Time-bound: measured within a defined time frame

KPIs allow us to know whether:

- Testers like the application
- Features are stable
- The tool is understandable, fast, accessible
- Users would genuinely want to use it

Our DocRoadMap team began by defining KPI categories corresponding to key project challenges such as adoption and usage, technical performance, user experience, accessibility, beta tester engagement, marketing aspects, etc. in accordance with the jury's requests.

For each category, we then identified a list of SMART indicators directly related to our Beta Test Plan and the strategic objectives of the application.

This work allowed us to build a solid foundation for this structured and reasoned KPI analysis report that we present here.

We decided to focus on two strategic KPIs, which reflect our short- and long-term product vision: building a community of users and improving the user experience, alongside other engagement metrics.

## 1. Develop and retain a community of users

Objective: Create a solid base of adopters, gather regular feedback, and kick-start positive word-of-mouth.

Key indicators (check on dashboard in the same folder made thanks to dataset):

- Active users/testers activity rate
- Day+7 retention rate
- NPS (Net Promoter Score)
- Average number of sessions per tester
- % of testers with more than 2 sessions

## 2. Work on user experience (UX/UI)

Objective: Streamline user journeys, identify blocking points, and optimize interface understanding.

Key indicators (check on dashboard in the same folder made thanks to dataset)

- Average time to complete a task
- Abandonment rate per step
- CSAT (Customer Satisfaction)
- Friction score (UX)

## Next Steps

At the end of this beta-testing phase, our priority is to capitalize on concrete user feedback to finalize a stable, completed version ready for wider deployment.

The following steps have been planned:

- Product consolidation

→ Integrate user feedback into the backlog, resolve identified bugs, and improve navigation flow.

- UX/UI optimization

→ Adjust interfaces and journeys according to reported friction points, with particular focus on accessibility and ergonomics.

- Functional evolution based on actual usage

→ Gradual deployment of the most requested features by beta testers

- Public launch preparation (v2)

→ Build multiple launch roadmaps, improve targeted communication strategies, implement onboarding and content/action rollouts, and expand the tester base

Thanks to these KPIs, we have been able to strengthen our product by incorporating user feedback to design a solution that is both useful, accessible, and truly used.

This feedback helped us identify friction points, preferences, and overall user sentiment. It played a key role in building a base of engaged users composed entirely of targeted individuals external to our personal circle: no family members, only contacts acquired through word-of-mouth, concerned with the quality and purpose of the project.

This rigorous selection enabled us to obtain relevant and constructive feedback and to understand precisely where to focus our efforts: which features to prioritize, which elements to redesign, and how to improve ergonomics and the overall user experience.

These improvements triggered a virtuous cycle: users are more inclined to share their

experience verbally, giving us hope for growing and sustained word-of-mouth. Some already see themselves using the solution long-term, especially due to its strengths in terms of accessibility: appropriate contrasts, smooth navigation between sites, centralized mobile access all particularly useful for people with disabilities.