



PRODUCT METRICS

Electing metrics based on a framework

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I'm a Product Manager that's building a VPN product that helps users protect their privacy and hide their physical location.

Using the HEART framework, give me examples of metrics I should be tracking & optimizing for.



Using the HEART framework, the metrics you should be tracking and optimizing for are:

- Happiness: User satisfaction and overall experience with the VPN product.
- Engagement: Number of users who actively use the VPN, frequency of usage, and duration of usage.
- Adoption: Number of users who sign up for the VPN and how many of those users are active.
- Retention: Number of users who continue to use the VPN over time.
- Task success: Number of users who successfully use the VPN to hide their physical location.

It's important to track these metrics to understand how well the VPN product is meeting the needs of its users and where improvements can be made.