

# **CMPE 285 – Software Engineering Processes**

## **Lab 12: SPI / Process and Metrics**

### **Team Members:**

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### **Background**

Your startup group from Lab 1 got funded again! The second round of funding is 2 million USD to continue development of your flagship product:

GeoFood: A geotarget mobile application that will locate the cheapest restaurant around you with a certain type of food.

### **Questions**

Refine the roles of your team. Describe who is going to do what, etc.

Every quarter, you have to go to a board meeting to present your company/product results. Describe the project / process / product metrics that you are going to use. Explain your choice.

### **Solution:**

#### **Roles:**

Harish Marepalli – Developer

Tirumala Saiteja Goruganthu – Developer

Venkata Subramanya Sri Raviraj Indraganti – Architect

Phanith Dodda – Product Manager

Chiruhas Bobbadi – Test Engineer

1. **Acquisition** - Number of downloads in a given timeframe and where the users are coming from so that we know where to invest your marketing resources.
2. **Activation** - Percentage of downloads that launched the app. Many seemingly trivial factors can influence decline, from UI typos to lengthy user registrations, but this is the first drop off point you should examine.  
**Statistic:** For new apps, ratio of 1st time app launch to total app launches over a rolling 30-day period = 5% to 15%.
3. **Number of Uninstalls** - Tells us a net result of our app growth. And also, a more accurate forecast for growth and revenue.
4. **User Engagement** - how many hours does the typical user spend on our app? Is this number going up or down?
5. **Customer retention/churn rate** - the number of customers that we are able to retain on a monthly basis or a biweekly basis. How are our competitors doing? Is there something we can incorporate from our rivals?
6. **The average revenue per customer** - what is the revenue on average generated by each customer. Can we come up with ways to increase this revenue by offering certain premium features to highly active users.
7. **Reachability through promotions** - ability to connect with users via different channels is an important mobile app metric to track over time. Monitoring reachability per channel over time and comparing those trends to your daily app installs and activations, is critical to be able to engage your users and create sticky experiences.
8. **Retention** - The longer you keep users, the more valuable they are to your business. We track user retention metrics and identify exactly where in the user journey people are dropping off, so that we can work on that.

**Statistics:** 24% of apps are uninstalled (or not used again) after just one launch.