Describe:

The daily steps tracking feature offers users an effortless way to monitor their physical activity. It gives users insights into their daily mobility, potentially encouraging them to move more. The feature also allows Apple Health to understand a user's physical activity patterns better, enhancing the app's ability to offer personalized health suggestions.

Apple Health Landscape:

The global market for health apps was valued at $56.26 billion in 2022 and is projected to reach $861.40 billion by 2030, a CAGR of 40.2% from 2023 to 2030. North America has the largest share of the global market at 30.48%. The market is expanding due to the introduction of telehealth and remote monitoring.

Future Goals:

High level goals :

1. Improve Public Health Outcomes.
2. Enhance User Trust and Privacy.
3. Drive Long-Term Engagement and Retention.

Low level goals:

1. Improve User Interface and Experience.
2. Personalise Health Insights and Recommendations.
3. Enhance Data Visualization and Reporting.

Success matrix:

1.Feature Discovery and User Retention

How many users are actually downloading and signing up for the app?

- **User Acquisition rate(UAR)**: some text
  - Number of new users acquired over a period of time.
  - Number of unique active users already having the step tracking widget.

- **Churn Rate**: Number of inactive users after downloading?some text
  - DAU who are disabling the step tracking feature and/or notifications
  - Percentage of Apple users using other 3rd party apps to track daily steps

- **User Engagement :**some text
  - Percentage of users for who are updated to OS version with step tracking
  - Percentage of users who have Step progress notifications enabled from the entire pool of users with OS version having step tracking
  - Percentage of users who have step tracking widget on their home or lock screen on phone or watch

- **Adoption by Device (Phone vs Watch)** some text
  - Percentage of iPhone users without Apple watch using Step tracking feature
  - Percentage of Apple watch users using Step tracking feature

2.User Adoption and Engagement

How many users are actively engaging with the new feature?

- **Daily Active Users (DAU) & Monthly Active Users (MAU)**: Check the number of users actively using the feature daily / monthly.some text
  - DAU & MAU bifurcated by device (iPhone, Apple Watch)

- DAU & MAU for whom step tracking notifications are enabled
- Daily and monthly open rate for Insights notification sent from Step tracking feature
- Daily and monthly open rate for notifications by device type

- **Task Completion Rate**: some text
  - Daily and monthly percentage of users not completing the target steps.
  - Percentage of users who have step tracking widget on their home or lock screen on phone or watch
  - Open rate for notifications by device type.

- **User Behaviour Analysis:**some text
  - Use tools to track user behaviour within the feature, identifying pain points and areas for improvement.
- **User Feedback:** some text
  - Collect qualitative feedback through surveys, interviews, or app store reviews to understand user perceptions and preferences.
- **A/B Testing:** some text
  - Experiment with different feature variations and notification messages to optimise engagement.
- **Cohort Analysis:**some text
  - Analyse user behaviour over time to identify trends and patterns.

3.User Satisfaction

Is the feature meeting user satisfaction levels?

- **Customer Satisfaction Score (CSS)** : Is the feature meeting the goal of increasing physical activity of customers?some text
  - Step count increase percentage for users who are actively using step tracking widget and notifications vs who are not actively using
- **Customer Effort Score (CES)**: Gauges the ease of use of the new feature from customer perspective.

- **Net Promoter Score/ Virality**: Whether the user will recommend the new feature to others?
- **Competitor Analysis:** What are competitors' moves?some text
    - Compare your feature performance to similar offerings in the market.
- **User Testing:** Ask feedback through user testingsome text
    - Conduct usability tests to identify areas for improvement.
- **A/B Testing:** some text
    - Experiment with different feature variations to optimise user satisfaction.

4.Growth Metrics

Is the feature being used as intended?

- **User acquisition cost**: Measures the total expense of acquiring a new customer.
- **Feature Growth Rate**: What is the change in metric of growth over monthly or quarterly basis?
- **Feature Adoption Rate:** What is the percentage of users who have used the feature at least once.
- **Feature Stickiness:** What is the percentage of users who continue to use the feature after initial adoption.
- **Viral Coefficient:** Measures how many new users are brought in by existing users through the feature.
- **Conversion Rate:** How effectively does the feature convert users into paying customers or higher-tier users?
- **Customer Lifetime Value (LTV):** Does the feature increase the overall value of a customer?

5.Revenue and monetization

Is the revenue generated according to the set target?

- **Average Revenue per user(ARPS):** Average revenue shows you how much revenue will be produced either monthly or annually. ARPS is calculated for both new and existing customers.

- **Monthly Recurring Revenue(MRR):**Monthly recurring revenue is the expected total revenue generated in a month.

- **Customer lifetime value (CLV):** What revenue can we expect from a single customer over the course of their relationship.

- **Pricing Optimization:** Experiment with different pricing models to maximise revenue.

- **Upselling and Cross-selling:** Evaluate the effectiveness of these strategies in increasing revenue.

- **Revenue Attribution:** Determine which marketing channels contribute most to revenue.

Exclusion

1. **Revenue & Monetisation**

Reason:

1. **User Trust and Privacy:** Health-related data is extremely sensitive, and users need to trust that their data is being handled responsibly. Aggressive monetization strategies could lead to privacy concerns and erode user trust.

2. **User Experience and Value:** The primary goal of a health app should be to provide value to the user by helping them manage their health effectively. Prioritising revenue can lead to decisions that degrade the user experience, such as intrusive ads or paywalls for essential features.

By prioritising user engagement, retention, and trust, Apple can ensure the long-term success of the Health app and its broader health initiatives, creating a more sustainable and ethical path to revenue.