

# KingdomQuest Success Metrics & Analytics Strategy

## North Star Metric

### Weekly Active Family Faith Quests Completed

**Definition:** The number of family units that complete at least one faith-building activity together within a 7-day period.

**Why This Metric:**

- Captures multi-generational engagement (core to KingdomQuest's mission)
- Measures meaningful spiritual activity, not just app opens
- Indicates successful family bonding through faith
- Correlates with long-term retention and spiritual growth
- Differentiates from individual engagement metrics

**Target:** 70% of active family accounts complete at least 1 quest weekly

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## Input Metrics (Leading Indicators)

### 1. Daily Family Prayer Streak Participation

**Definition:** Percentage of family accounts where 2+ members engage in prayer activities on the same day

- **Target:** 45% of family accounts daily
- **Why:** Prayer is the foundation of Christian faith; family prayer indicates deep engagement
- **Measurement:** Track when multiple family members log prayers within 24-hour window

## 2. Scripture Discovery Rate per Age Group

**Definition:** Average number of Bible verses/stories explored per active user, segmented by age

- **Kids (4-12):** 5 stories/week
- **Teens (13-17):** 3 deeper studies/week
- **Adults (18+):** 4 scripture explorations/week
- **Why:** Measures depth of biblical engagement across generations
- **Measurement:** Track story\_play\_started, story\_completed events by age cohort

## 3. Community Connection Index

**Definition:** Percentage of users who engage with others through sharing, prayer requests, or community features

- **Target:** 35% of active users monthly
  - **Why:** Christian faith is inherently communal; isolation indicates disengagement
  - **Measurement:** Track verse\_shared, prayer\_logged, community\_interactions
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# Success Metrics Framework

## Engagement Metrics

### Faith Engagement

- Scripture engagement time (minutes/session)
- Prayer logging frequency
- Quiz completion rate by difficulty
- Story replay rate (indicates resonance)
- Verse memorization attempts

### Family Bonding

- Multi-member family sessions
- Family altar streak days
- Cross-generational content sharing
- Family discussion prompts completed

## Community Health

- Prayer request response rate
- Testimony sharing frequency
- Content reports (safety metric)
- Language/accessibility preference usage

## Retention Metrics

### **D1/D7/D30 Retention** (segmented by age group)

- Day 1: 80% (kids), 65% (teens), 70% (adults)
- Day 7: 45% (kids), 35% (teens), 50% (adults)
- Day 30: 25% (kids), 20% (teens), 35% (adults)

### **Family Unit Retention**

- Percentage of families with 2+ active members after 30 days
- Target: 60%

## Growth Metrics

### **User Acquisition**

- Organic vs. paid acquisition by demographic
- Family referral rate (families inviting other families)
- Church/school partnership sign-ups

### **Monetization** (if applicable)

- Subscription conversion rate
  - Premium feature adoption
  - Church/education license uptake
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## Age-Specific Success Indicators

### **Children (4-12)**

- **Story completion rate:** >85%
- **Return within 3 days:** >60%

- **Parent co-engagement:** >70% of sessions
- **Safe content interaction:** 100% (zero inappropriate content access)

## Teens (13-17)

- **Deep dive content engagement:** >40%
- **Question/doubt discussion participation:** >25%
- **Peer sharing activity:** >30%
- **Faith milestone acknowledgment:** Track baptism, confirmation inputs

## Adults (18+)

- **Leadership content consumption:** >35%
- **Family spiritual leadership activities:** >50%
- **Community prayer participation:** >40%
- **Scripture study plan completion:** >25%

## Multi-generational Families

- **Simultaneous family sessions:** >2 per week
  - **Cross-age content sharing:** >1 per week
  - **Family spiritual goal setting:** >80% have active goals
  - **Family milestone celebrations:** Track and celebrate together
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# Conversion Funnel Analysis

## Faith Journey Funnel

Discovery → First Story → First Week → Family Invitation →  
Community Participation → Sustained Engagement → Faith Milestone

### Key Conversion Points:

1. **Discovery to First Story:** 75%
2. **First Story to First Week:** 55%
3. **First Week to Family Invitation:** 40%
4. **Family Invitation to Community Participation:** 35%
5. **Community Participation to Sustained Engagement:** 65%
6. **Sustained Engagement to Faith Milestone:** 20%

## Drop-off Analysis

- Monitor where families disengage
  - Age-specific drop-off patterns
  - Content difficulty vs. engagement correlation
  - Technical vs. content-related abandonment
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# Privacy & Ethics Metrics

## Privacy Health Indicators

- **Data consent rate:** >95% informed consent
- **COPPA compliance score:** 100% for under-13 users
- **Parental control engagement:** >80% of families set controls
- **Data deletion requests fulfilled:** <48 hours average

## Content Safety Metrics

- **Content report response time:** <2 hours
- **False positive content blocks:** <1%
- **Age-inappropriate content exposure:** 0%
- **Bullying/harassment incidents:** Track and respond <1 hour

## Accessibility Success

- **Screen reader compatibility usage:** Track and optimize
  - **Large text preference adoption:** Monitor usage patterns
  - **Audio description engagement:** Track for visual content
  - **Multi-language content consumption:** Track language preferences
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## Seasonal & Special Event Metrics

### Holiday Engagement Tracking

- **Christmas/Easter content engagement:** Expect 3x normal usage
- **Vacation Bible School integration:** Track summer spikes
- **Back-to-school faith prep:** August/September engagement
- **Lenten journey participation:** Track 40-day engagement patterns

### Church Partnership Success

- **Sermon tie-in content usage:** Track weekly alignment
  - **Sunday school curriculum correlation:** Monitor educational integration
  - **Youth group event participation:** Track teen engagement spikes
  - **Family ministry program adoption:** Measure church-wide family engagement
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# Success Metric Reporting Cadence

## Daily Monitoring

- North Star Metric (Weekly Active Family Quests)
- Safety and privacy metrics
- Technical performance indicators
- Real-time content engagement

## Weekly Review

- Input metrics analysis
- Age cohort performance
- Family engagement trends
- Community health indicators

## Monthly Deep Dive

- Retention analysis by segment
- Content performance evaluation
- Privacy compliance audit
- A/B testing results review

## Quarterly Strategic Review

- Long-term faith impact assessment
  - Partnership effectiveness evaluation
  - Product roadmap alignment with metrics
  - Competitive analysis and market positioning
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# Success Metric Evolution

## Phase 1: Foundation (0-6 months)

- Focus on basic engagement and safety
- Establish baseline metrics
- Optimize for family unit formation

## Phase 2: Growth (6-18 months)

- Emphasize community building
- Deepen spiritual engagement metrics
- Expand age-appropriate content success

## Phase 3: Maturity (18+ months)

- Faith impact and life transformation metrics
  - Church and educational partnership success
  - Long-term spiritual growth indicators
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# Critical Success Factors

## Must-Have Indicators

1. **Zero tolerance metrics:** Safety violations, inappropriate content exposure
2. **Regulatory compliance:** 100% COPPA, GDPR, accessibility standards
3. **Family satisfaction:** >4.5/5.0 family experience rating
4. **Spiritual growth evidence:** Trackable faith milestones and testimonies
5. **Community health:** Positive, supportive interaction patterns



## **Growth Accelerators**

- Church partnership integration success
- Multi-generational content resonance
- Organic family-to-family referrals
- Educational institution adoption
- Positive app store ratings (>4.7/5.0)

"Train up a child in the way he should go; even when he is old he will not depart from it." - Proverbs 22:6