# 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

## 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

## 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

## 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

## 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

## 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

## 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

## 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

## 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

## 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*