**Key Performance Indicator (KPI) Proof of Concept for GranHub.**

**Objective**

To measure the effectiveness and impact of GrandHub in reducing loneliness among grandparents, enhancing their quality of life, and fostering a supportive community.

**KPIs Definition**

1. **User Engagement**
   * **Daily Active Users (DAU):** Number of unique users engaging with the platform daily.
   * **Weekly Active Users (WAU):** Number of unique users engaging with the platform weekly.
   * **Monthly Active Users (MAU):** Number of unique users engaging with the platform monthly.
   * **Average Session Duration:** Average time users spend on the platform per session.
2. **User Retention**
   * **1-Week Retention Rate:** Percentage of new users who return to the platform after one week.
   * **1-Month Retention Rate:** Percentage of new users who return to the platform after one month.
   * **Churn Rate:** Percentage of users who stop using the platform over a specific period.
3. **Community Growth**
   * **New Registrations:** Number of new users registering on the platform daily, weekly, and monthly.
   * **Total Registered Users:** Total number of users registered on the platform.
4. **Content Engagement**
   * **Forum Participation:** Number of posts, comments, and likes in community forums.
   * **Event Participation Rate:** Number of users attending virtual events and meetups.
   * **Workshop Participation Rate:** Number of users attending creative workshops and classes.
5. **User Satisfaction**
   * **Net Promoter Score (NPS):** Measure of user satisfaction and likelihood of recommending GrandHub to others.
   * **User Feedback Score:** Average rating from user feedback surveys.
   * **Support Response Time:** Average time taken to respond to user inquiries and support requests.
6. **Health and Wellness Impact**
   * **Wellness Resource Usage:** Number of articles, videos, and resources accessed related to mental and emotional well-being.
   * **Buddy System Participation Rate:** Number of users participating in the one-on-one buddy system.
   * **Reported Improvement in Well-being:** Percentage of users reporting improved mental and emotional well-being after joining the platform.

**Data Collection Methods**

* **Analytics Tools:** Implement tools such as Google Analytics, Mixpanel, or similar to track user engagement metrics.
* **User Surveys:** Conduct regular surveys to gather user satisfaction data, NPS scores, and self-reported improvements in well-being.
* **Event and Workshop Tracking:** Use event management tools to monitor participation rates.
* **Support Ticket System:** Implement a system to track support response times and resolutions.

**Reporting**

* **Dashboard:** Create a real-time dashboard to display KPIs for continuous monitoring.
* **Weekly Reports:** Generate weekly reports to summarize key metrics and identify trends.
* **Monthly Review:** Conduct monthly reviews to evaluate overall performance and make data-driven decisions.

**Implementation Plan**

1. **Set Up Analytics Tools**
   * Integrate Google Analytics, Mixpanel, or similar tools for tracking user engagement and retention metrics.
2. **Develop Survey Mechanism**
   * Design and deploy user surveys to collect feedback, NPS scores, and self-reported well-being improvements.
3. **Event and Workshop Management**
   * Implement a system for tracking participation in virtual events and workshops.
4. **Support Ticket System**
   * Establish a support ticket system to track user inquiries and support response times.
5. **Dashboard Creation**
   * Develop a user-friendly dashboard to visualize key performance metrics.
6. **Initial Testing Phase**
   * Conduct an initial testing phase to ensure data accuracy and refine data collection methods.
7. **Launch and Monitor**
   * Officially launch the KPI tracking system and continuously monitor performance.

**Evaluation and Adjustment**

* **Quarterly Evaluation:** Review the collected data quarterly to assess the effectiveness of the platform and identify areas for improvement.
* **Adjust Strategies:** Make necessary adjustments to features, content, and support services based on KPI performance and user feedback.

**Conclusion**

The KPI PoC for GrandHub will provide valuable insights into user engagement, community growth, content engagement, user satisfaction, and the overall impact on health and wellness. Continuous monitoring and evaluation will ensure that GrandHub meets its objectives and provides a supportive, engaging environment for grandparents.

Feel free to adjust the KPIs and implementation plan based on specific goals and available resources.