

HW 13-Team: Metrics

Instructions/Template

Team number and name: Group 16 - Smart Subscription

Names of students who actively worked on this assignment:

- **Student 1:** Newzy Sharma
- **Student 2:** Saloni Somaiya
- **Student 3:** Shuai Shao
- **Student 4:** Astha Sharma
- **Student 5:** Soumya Somal

Review materials in “Metrics” folder and:

A. Write the three core user actions for your product:

1. Adding a subscription service.
2. Linking user bank accounts.
3. Customer providing feedback about the service.

B. Each team member writes the three metrics that would be important to measure for your product. List them below.

1. Number of active users after sign up.
2. Number of existing subscribers upgrading to a premium subscription.
3. Number of subscribers satisfied with our product.
4. Number of users downloaded the app.
5. Average time users spend on the app.
6. Average revenue per user.
7. Average subscription services each user adds.
8. Average rating of the product.
9. Number of users downloading our app per day.
10. Comparison of the number of users using autopay vs manual payment.
11. Number of queries solved via chatbot and customer support.
12. Conversion rate of our app: number of users downloading our app after visiting it.
13. Average time to convert a user from a trial to a paying user.
14. Visibility of the app in app store search results.
15. Rate of users who abandon your app specifically before signing up or beginning to use it.

C. As a team, discuss all suggested metrics and select Top Three:

1. Number of active users after sign up.

2. Number of subscribers satisfied with our product.
3. Conversion rate of our app: number of users downloading our app after visiting it.

D. Which one is the most important metric and why?

“Number of subscribers satisfied with our product” is the most important metric because it will help us in understanding if we are meeting customer requirements. We can evaluate customers’ feedback and use it constructively and constantly to improve our app.