

**NORTHEASTERN UNIVERSITY**



**GROUP ASSIGNMENT**

**Metrics for Analysis**

PJM 6825 – Agile Lean Product Development

College of Professional Studies, Northeastern University

**Submitted To:**

Prof. Jim Hannon

**Submitted by:**

Abhinav Peter Chang, Tanvi Jain, Ishita Shah, Pradeep Yadav, Snehal Bhalegare

**Date:** November 27<sup>th</sup>, 2022

**Table of content**

Metrics to analyze if Job-It is fulfilling its purpose	3
Metrics to determine and quantify the success of Job-It offering	3
Metrics to gauge Job-it performance to deliver its value	7
Metrics to track what is working or not working in Job-It application	7
Success and satisfaction measure of the Job-It application	8
Reference:	10

### **Metrics to determine whether Job-it is serving its purpose**

CPS students in Boston can use Job-it, a business social networking app designed exclusively for their college, to connect with other huskies and find better job opportunities. In order to assess the quantity of active accounts on this portal, we use product data to determine the number of active accounts accessing it. A user is considered an active account when he or she has used the program for a particular period of time, according to David and Yi (2021). Accounts classified as daily, weekly, or monthly active are assessed according to how often they are used.

Consequently, active accounts are defined as those that have registered with the application via smartphone or tablet, made attempts to connect with other accounts via the chat box, or just have continuously updated their profile over a thirty-day period. Those who are inactive for a month are classified as such. The retention rate, or the proportion of accounts that stay with our application over time, may be computed using this parameter. We will be able to identify the reasons for user disengagement because of the poor retention rate. As a result, we will be able to see how well our program interacts with and functions with our users if we have a high retention rate.

### **Metrics to demonstrate and quantify the success of Job-it application:**

The criteria for the Job-it is the student's achievement in co-ops and internships. The success of our Job-it must be assessed because it has a direct impact on students' professional growth. This Job-it has the potential to have a significant impact on the professional careers of thousands of students by reaching a wide audience. Success there might have a profound impact on all CPS children. It is essential that we assess the co-performance as a result. App success metrics are the

1. **Total Number of New Users/Installation:** The increasing number of installations signifies that the students are interested in using this application. The team is planning to track the popularity of the application by analysing the number of downloads per month and compare it with the previous months' data. It will help us identify if the application is succeeding in delivering the purpose.
2. **Number of Active Users:** Number of daily active users will help in understanding how many users log in on a daily basis. Daily user metric is used to count all the different consumers who interact with your product every day. The number of daily active consumers is a very revealing indication of the importance you're giving; thus it's also utilized to gauge the performance of your product.
3. **Number of Deactivations:** This will give us the information about how many users have we lost in a period of time. Through comparing this with the number of new registrations we can find out the ration of customers lost over new customers. This will give us an insight of the growth in the number of users, whether it is increasing or decreasing.

	Total New Users	Total Active Users	Total Deactivations	Total Users (After Deactivations) (B)	Total Users (Before Deactivations) (D)	% Growth (New Users/Total Users)	% User Loss B/D
Week 1	100	300	25	375	400	25	6.25
Week 2	x	x	x	x	x	x	x

<b>Week 3</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>	<b>x</b>
---------------	----------	----------	----------	----------	----------	----------	----------

4. **Number of Bugs/Errors reported:** It is necessary for app's success to track and resolve active bugs and errors in the application. Following table can be used to keep track of bugs in our application.

<b>Bug Description</b>	<b>Assigned to</b>	<b>Deadline</b>	<b>Severity (Minor, Moderate, Major, Critical)</b>	<b>Information (Screenshots or related data)</b>
Application crashes after log-in in android devices	Abhinav Chang	11/27/2022	Major	N/A

#### **Customer Success/Satisfaction Metrics:**

1. **User reviews:** Customer happiness and reputational data can both be found in abundance in online reviews and ratings. Monitoring your app's online reviews, such as those made on sites like Appstore, Google, Facebook is one of the greatest methods to get a clear picture of how satisfied your consumers are. Numbers and scores cannot be easily or immediately compared since the rating systems used by internet review sites vary. However, reviews are a potent approach to capture the consumer's voice and get useful data about the user experience.

	Total Users	Number of Poor reviews	Number of Moderate Reviews	Number of Good Reviews	Total Reviews
<b>Week 1</b>	550	45	100	80	225
<b>Week 2</b>	750	40	60	90	190
<b>Week 3</b>	x	x	x	x	x

2. **User Screen time per session:** How much time a user is spending on the application can give information about the specific pages where they spend more time including their searches and requirements; based on that we can add more functionalities in our application.
3. **App Availability:** Application downtime is very critical to manage, constant downtimes can lead to customer loss. We must focus on two critical areas, number of crashes and the total downtime over a period of time. It can be tracked weekly or monthly. For our application, we decided to do it weekly since students are constantly logging in and using it.
4. **Customer Complaint Levels:** Like the bug reporting table, we have divided the customer complaint into multiple levels to identify what complaints should be resolved first based on their precedence.

Complaint No.	Description	Level (1-5) where 1 = Low and 5 = High	Allocated to

## Metrics to gauge Job-It performance to deliver its value

- App Launch Time, or the amount of time it takes for the app to be made available to consumers. In theory, you should spend no more than three seconds on this.
- Second, the rate at which the application's pages load is measured in seconds. User happiness is increased as a result.
- Third, the screen resolution should be standard for all users to ensure the program runs smoothly across all Android devices.
- Every application crash will be reported to the technical staff so that the occurrence rates of crashes may be tracked. Developers need this information in order to effectively test and address software flaws.
- Reports on Program Updates: The server will keep track of when new versions of the software are installed, which will be useful for troubleshooting and feature creation in the future.
- The percentage of users that are Android and iOS users is based on the number of downloads for each system. Developers may utilize this information to make the app run well for everyone.

## Metrics to track what's working or not working in Job-It

Metrics	Description
Feedback on informative cinematic videos	<ul style="list-style-type: none"> <li>• Short in details video that explains all the information regarding internships and Co-op</li> <li>• Feedback on the informative videos will pop up after the video is ended so get a record that how many students are watching the videos till the end</li> </ul>
Number of users that are contacting in OGS	<ul style="list-style-type: none"> <li>• This feature is a gateways for the students to contact and chat with OGS directly, moreover students get their CPT and OPT approved immediately</li> <li>• Proportion of students seeking help with OGS via this feature will be recorded on weekly and monthly basis</li> </ul>
Posts in the timeline	<ul style="list-style-type: none"> <li>• Post on the timeline will help the fellow students</li> <li>• Similar post will be categorized accordingly</li> </ul>

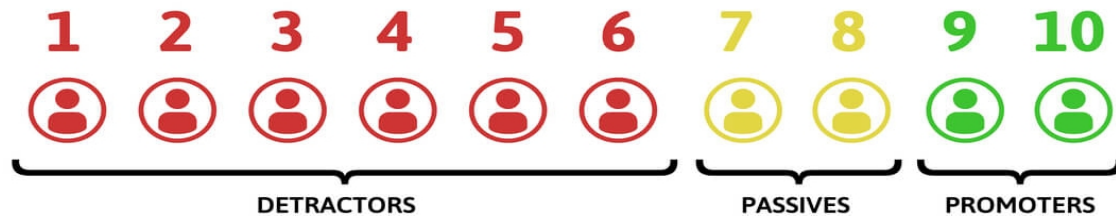
	<ul style="list-style-type: none"> <li>• Number of post on the timeline will be recorded on the daily, and weekly basis.</li> <li>• Even more students that react on the post with like, comments and share will be recorded and the post which will get more reactions it will reach more audience</li> </ul>
User profile	<ul style="list-style-type: none"> <li>• Tracking of number of user have registered in the application and have completed their profile with updated details like name, date of birth, course they are studying, and etc.</li> </ul>
Client Retention Rate (CRR)	<ul style="list-style-type: none"> <li>• Number of active members will be recorded on daily basis</li> </ul>
User usage	<ul style="list-style-type: none"> <li>• Time will be recorded for every students that spend on this application., even they can also look in to this feature on their timeline</li> </ul>
New members	<ul style="list-style-type: none"> <li>• Tracking of the new students signing up on this application</li> </ul>

### **Success and satisfaction measurement of the Job-It**

Satisfaction of the user is the main goal, and this is measured by the user experience and usage. Product usage metric is crucial to understand the success factor of this application. In addition, it helps us understand the tastes of our expanding consumer base and permits us to adjust our products accordingly.

Net Promoter Score (NPS) is a useful and widely employed metric for gauging service quality. It includes opponents, sentences, and proponents. We will question the Northeastern CPS graduate students, on a scale from 0 to 10, percent probably they will be to refer Job-It to their juniors, colleagues, and alumni.





$$\text{NPS} = \% \text{ (green icon)} - \% \text{ (red icon)}$$

### Customer Satisfaction Score (CSAT)

Customers' satisfaction Evaluation will assist us to determine the gains in student engagement. On the basis of the established scales, the customer satisfaction ratio will be obtained by adding the amount of all points and dividing of respondents.

For instance, the total score for the six survey respondents is 32 out of a possible 50 . (as the maximum value on the scale is 10).

$$\text{CSAT Score} = 32/50 \times 100 = 64\%$$

It would provide a comprehensive view of customer engagement by pinpointing touchpoints and implementing solutions accordingly.

**Reference:**

David, M., & Yi, M. (2021, September 9). *What are active users?* Chartio. Retrieved June 25, 2022, from <https://chartio.com/learn/product-analytics/what-are-active-users/>

Donga, P. (2021). *Mobile App Performance: Why and How to Measure?*. SoluteLabs. Retrieved 24 June 2022, from <https://www.solutelabs.com/blog/mobile-app-performance>

Indeed Editorial Team. (2022). *Measuring Product Success: 7 Key Steps, Metrics, and Tips*. Indeed. <https://www.indeed.com/career-advice/career-development/how-to-measure-product-success>

Reese, M. (2022). *Week 5 Lecture Slides*. Canvas. Northeastern University.

Thacker, M. (2019). *How To Create A Successful Value Proposition*. Forbes. <https://www.forbes.com/sites/forbescoachescouncil/2019/07/15/how-to-create-a-successful-value-proposition/?sh=76f4eee125d5>