KPIs to look out for:

Mission Impacts:

· Food waste reduction per user – Percent/monetary amount of food used before the expiry date

· Cost savings per user – metric or user surveys

· How much close to expiry food is used

User Engagement and Retention:

· Daily active users (DAU) + Monthly active users (MAU) to calculate stickiness ratio = DAU/MAU. This is an indication of what percentage of monthly users are active of a daily basis

· User retention stats – how many people return to the app

· How long the app is open for – session frequency and length

· Churn Rate

· Generated recipe ratings

· Number of food items logged per user

Marketing and Growth

· Customer Acquisition Cost (CAC) – for marketing budget

· Viral Coefficient Factor (K-factor) – users that an existing user generates with sharing features – greater than 1 = exponential growth

· App store ratings

· App store downloads

Technical Performance Metrics

· Object detection accuracy – food items correctly identified by the camera scan

· API response time – speed of performance

User Stories

As a busy uni student, I want to scan my groceries with my phone so that all my food items are logged automatically without me having to type them in.

As an eco-conscious user, I want to get recipe suggestions based on ingredients that are about to expire so that I can use up my food before it goes to waste.

As a user trying to save money, I want to see a dashboard showing how much I’ve spent this month and how much food I’ve saved from being wasted so I know if I’m saving money and am motivated to do so.