

KPI Name	Metric Type	Goal/Target	Tool Used	Comments
User Engagement Rate	%	30–50% uplift	Excel/Figma	Tracks increase in watch time or screen interactions post-haptics integration—indicates success in creating immersion.
Subscription Trial Spike	Count	10–15% rise	Apple Data (Simulated)	Measures if the new feature encouraged more users to initiate free trials or re-subscribe.
Haptics Toggle Usage	%	60%+ adoption	Feedback	Shows how many users actively turn on the feature—indicates perceived value and curiosity.
Drop-Off Reduction	%	<10% drop	Playback logs/Feedback	Lower drop-off means users are staying through the movie—shows stickiness created by haptic enhancement.
Feature Satisfaction	Score (1–5)	Avg ≥ 4	Survey	Based on simulated surveys post-watch; captures user sentiment and perceived value.
Feedback Loop Time	Hours	<48 hrs	Zapier + Forms	Measures how fast feedback is captured post-UAT testing—shows responsiveness and setup efficiency.
Bug Reporting Rate	Count	Low frequency	QA Feedback	Tracks the number of issues reported specifically due to haptics—stability indicator.
UI Lag Experience	Boolean / Score	Minimal lag reported	User Feedback	Users will rate UI experience—especially if device performance drops during haptic events.
Battery Drain Rate	%	<30% over 1h45m @ 50% brightness	Simulated Playback	Battery drop is tested at 50% brightness for a typical movie session of 1h45m—used to measure power efficiency.
Unexpected Crashes	Count	Zero or near-zero	Manual Logs	Checks if haptics cause playback failure or system errors—core to stability assurance.
Haptic Intensity Preference	Ratio	Balanced use of Low/Med/High	User Survey	Tracks how users are interacting with intensity levels—helps in future presets or recommendations.
Opt-Out Rate for Haptics	%	<20%	Toggle Logs	How many users choose to completely disable haptics—reveals discomfort, dislike, or irrelevance.