



Bryan Bernigen <bryanbernigen@gmail.com>

Grade for homework: KPIs and Experimentation Homework Submission

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To: bryanbernigen@gmail.com

Tue, Jan 7, 2025 at 5:26 PM

FINAL GRADE: A

** This feedback is auto-generated from an LLM **

Thank you for your submission. You've done a great job outlining your user journey with Google Photos and proposing thoughtful experiments. Let's go through the key elements of your submission:

User Journey:

Your description of the journey with Google Photos is engaging and clearly explains why you chose this product. You've effectively highlighted the pain points with the default gallery app and how Google Photos addressed them. Your mention of features like automatic backup, people detection, and competitive pricing adds depth to your account of why you became a loyal user.

Experiment Design:

1. Experiment 1: Enhanced Photo Editing Features

- Your objective is clear, and the test design is logical. The test cell allocation is fair, splitting the users evenly between enhanced and current features.
- For the metrics: the leading metric (number of active users using the app) and the lagging metric (increase in subscription rate) are relevant and align with your hypothesis. However, specifying what an "active user" constitutes could add more clarity.

1. Experiment 2: Query-Based Photo Search

- The hypothesis is well-structured, and you provided clear metrics to track the impact of this feature.
- The leading metric (user engagement related to search) is particularly well-aligned with the hypothesis. It would be great to specify how user engagement is measured, e.g., through specific time benchmarks or types of interaction.
- The lagging metric (user subscription rate) is adequately chosen.

1. Experiment 3: Community Sharing Feature

- The idea of a community sharing feature is innovative and well-thought-out. The experimentation details are well laid out, with an appropriate test cell allocation.
- As for metrics, both leading (community interactions) and lagging (subscription rate) are pertinent. Adding more granularity to user engagement measures would provide more robust data.

Feedback for Improvement:

- Consider providing a bit more detail on how the metrics will be measured or what thresholds define success for your leading metrics.
- Including specifics on the user demographics or characteristics for test cell allocations could enhance your experiment design further. It might help tailor features to different segments effectively.

Final Grade:

Overall, your submission shows a strong understanding of product features, user journey, and how to craft well-aligned experiments to improve user experience.

FINAL GRADE: {
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Keep up the great work, and remember to fine-tune metric-specific details for more robust evaluation outcomes in future projects.