

Measuring and Iterating

Core Metrics Framework

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|--------------|-----------------------|
| Acquisition: | New users/customers |
| Activation: | First value delivered |
| Retention: | Users still active |
| Revenue: | Money earned |
| Referral: | Word of mouth |

Learning Loop

What did we expect?

What actually happened?

Why the difference?

What do we do next?

Experiment Tracker

Experiment 1:

Hypothesis: _____

Test method: _____

Success criteria: _____

Result: _____

Experiment 2:

Hypothesis: _____

Test method: _____

Success criteria: _____

Result: _____

Experiment 3:

Hypothesis: _____

Test method: _____

Success criteria: _____

Result: _____

Customer Feedback System

How will you collect feedback?

How often will you review it?

Who's responsible?

How will insights inform decisions?

Iteration Cadence

Weekly review schedule: _____

Monthly deep dive: _____

■ Congratulations!

You've completed the full market research framework.
Now execute, measure, learn, and iterate your way to success!