

Measuring and Iterating

Core Metrics Framework

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!