Using the HEART metrics framework

Covered in this lecture:

Explaining the HEART metrics framework and how to use it

► This metrics framework was originally popularized by Kerry Rodden and it helps you think about the customer journey

The meaning of H.E.A.R.T.:

► **#1 Happiness**

- how happy your user is

► **#2 Engagement**

- how engaged your user is in the short term

► **#3 Adoption**

- how many users tried your product

► **#4 Retention**

- are your users returning every single month?

► **#5 Task Success**

- what's the most important thing that your users should do with your product, and are they doing it?

For every metric, you will track 3 things:

► **Goals** - what do you want to happen?

► **Signals** - what is the actual thing that you need to measure in order to know that you're getting closer to your goal?

► **Metrics** - how do you take the goal and signal and express it as an actual metric over time?

● H.E.A.R.T. is only an acronym that sounds good. The actual order in which your customer uses your product would be A.T.E.R.H.

● **Tips:**

You can use the HEART framework for anything, it's very flexible

This metrics framework is used for reporting metrics

You don't have to use all the metrics, pick the ones that are the most important for your company

The signals column can be used as a guide to what you need to do to process and track the metrics

See you next lecture!