

## **HW19-Team: Metrics**

### **Instructions**

Team number and name:

Names of students who actively worked on this assignment:

- Student 1: Arya Akre
- Student 2: Sunaina Ramalingappa
- Student 3: Harshita Mishra
- Student 4: Aditya Gopal Santosh
- Student 5: Arun Ashok Kadayam

Using examples, we reviewed in class (see the slides on Canvas), identify three key metrics for your app.

Use Template on page 2. Page limit: one

## Template

### A. Write the three core user actions for your product:

1. **Onboarding Checklist:** A comprehensive onboarding checklist streamlines the onboarding process for new students and is easily accessible from the homepage. This feature provides a clear and concise roadmap of necessary tasks to complete, ensuring that users are officially onboarded and ready to participate in campus life. It also helps to alleviate the stress and confusion that often comes with navigating a new environment.
2. **Task Tracking: Enabling** users to track personal tasks by providing an option to add new tasks with details and deadlines. It helps users stay organized and on top of their tasks, which can be overwhelming in a busy academic setting. This feature provides a centralized location for users to manage their tasks and deadlines, reducing the likelihood of missed deadlines or incomplete tasks by sending reminders and displaying them on the homepage.
3. **Clubs & Organizations Search:** Many students may not be aware of the variety of clubs and organizations available on campus, making it difficult for them to get involved and pursue their interests. By providing a search feature for clubs and organizations, the app can help increase awareness and participation among users who may not have otherwise known about these opportunities.

### B. Individually, each team member to write the three metrics that would be important to measure for your product. Team lead to combine them and list below.

1. User Acquisition: Number of users signed up on the application.
2. User Engagement: Measuring number of users who complete a desired action within the app, like completing the onboarding process or saving the customized task added, etc.
3. User retention by measuring retention rate
4. Measure the number of users who've downloaded & installed the app, divided by user segment.
5. Measure how many users complete a desired action after clicking on call-to-action within the app.
6. Measure the number of tasks being completed by users within the app, broken down by task type.
7. The comments and reviews on the platform from the customers can help towards the success of the product and next steps for the product development team.
8. Features Used: The tracking of the number of features used and the features being most used can help us identify prioritization and deliver to the customers better.
9. Being able to track the time end users spend on the platform can help us determine success.
10. Daily Active Users (DAU) and Monthly Active Users (MAU)
11. The number of users who would sign on to the Clubs & Organizations via Go Huskies!
12. The number of push notifications sent to the end users.
13. The number of Users who would RSVP to the events happening on campus via Go Huskies!
14. Average duration of a session for a user.
15. Drop rate: The rate at which an end user drops out of completing an activity on the app.

### C. As a team, discuss all suggested metrics and select Top Three:

1. **User Acquisition:** Number of users signed up on the application
2. **User Engagement:** Measuring number of users who complete a desired action within the app, like completing the onboarding process or saving the customized task added, etc.
3. **Features Used:** The tracking of the number of features used and the features being most used can help us identify prioritization and deliver to the customers better.

### Which one is the most important metric and why?

- . **User Acquisition:** The number of users who sign up on our app and transition from using the various stand-alone apps to using Go Huskies, to take advantage of the one stop place entity of Go Huskies!