

Metrics/KPI

The **HEART framework** (Happiness, Engagement, Adoption, Retention, Task Success) helps define key performance indicators (KPIs) for a product or feature. Below is a structured table based on **Goals, Signals, and Metrics** for the collaborative itinerary feature in Google Travel.

Heart Metric	Goal	Signals	Metrics
Happiness	End-users should be satisfied while using the itinerary feature	Feature reviews in online platforms	- Customer Satisfaction Score (CSAT) at end of itinerary generation
Engagement	Users use the feature and various assets within the feature like, edit, modify the itinerary and use drag-drop features	No of users clicking the itinerary feature button and how long are they staying on the page	- Avg time spent in the itinerary page
Adaption	Users should frequently use the feature and invite friends for collaboration or refer the feature	No. of users who plan itinerary for the first time and click invite collaborators button in the feature	- % of first-time itinerary planning feature - Avg users using share feature
Retention	Users should come back to use the feature when they are planning the trip	No. of returning users after a month or 3	- % of returning users
Task Success – mostly for engineering team	Seamless usage of the feature reducing friction while planning itinerary	No. of users successfully complete creating the itinerary	- Drop-off rate from the itinerary page