Worksheet: Determine KPIs

Application/Service: _____

Brainstorm Metrics

KPIs: Brainstorm Process
Brainstorm a list of possible KPIs:
- Base list provided
- Industry experience
- Metrics company uses regularly
- Personal experience

Think about:
- External vs Internal
- Customer centric & system centric
- Mobile/Browser & Application & Datastore & external services

Categorize Metrics

User Experience	**Component Performance**
Infrastructure	**Business**

KPIs

KPI Name	Category	Acquisition Method	Baseline Value

Reference Information

Example KPIs	**Example KPIs**	**Categories**
Apdex	Memory Footprint	• User experience
Availability	CPU Workload	• Component Performance
Throughput	Disk Workload	• Infrastructure
Response Time	Network Throughput	• Business
Error %		
	Cart Adds	**Acquisition Methods**
Session counts	Cart Conversions	• Synthetic
Session duration	Ad engagement rate	• Browser Instrumentation
Webpage Name		• Application Instrumentation
Page views		• Server Instrumentation
Page load time		