



Product Metrics

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Task 1: North Star Metric



What's the North Star Metric of Your Product?

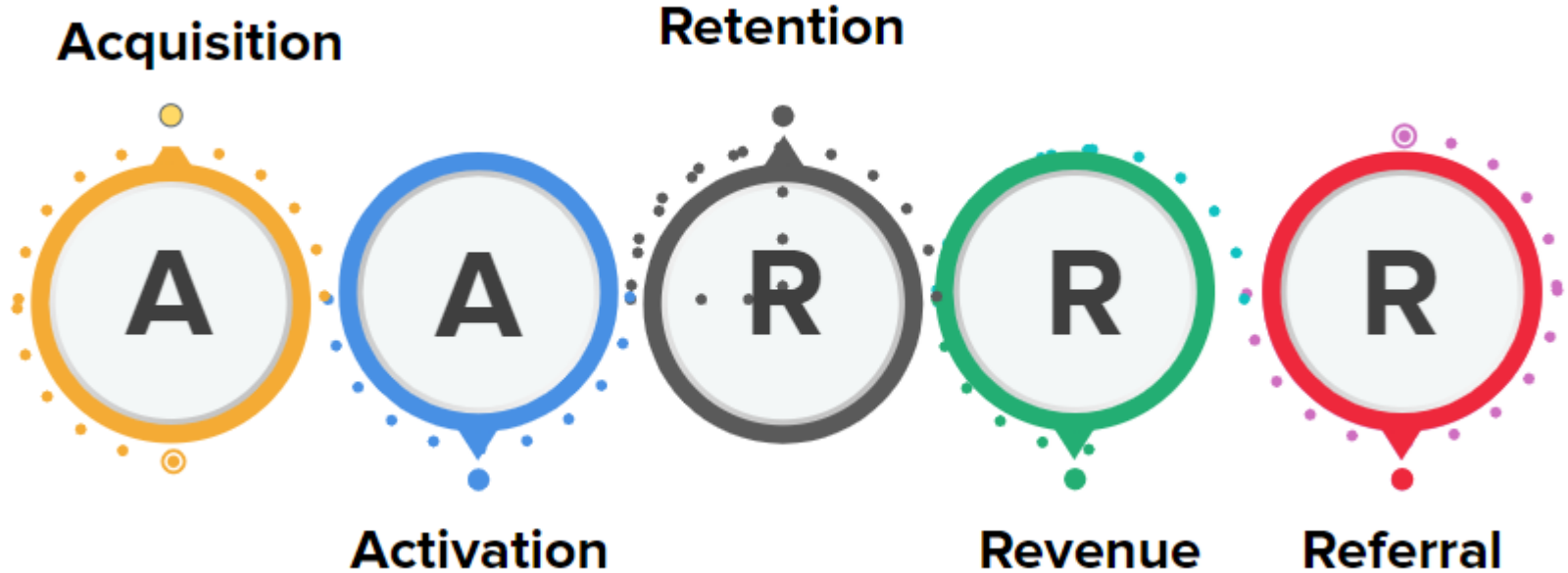
For our product **VitalH Band** the North Star Metric (NSM) is the ' % of users showing measurable health improvement after AI+ Doctor Appointments.'

This metric captures the **core value VitaH band delivers — enabling users to track their health and observe measurable health improvement consistently.** By monitoring what % users show measurable health improvement after an AI + Doctor Appointment and follow through with the app, we measure true engagement and utility:

- It reflects both user engagement and monthly Active users
- Indicates recommendation acceptance rate, health metric outcome
- Visible health improvements increase retention, while ongoing care channels provide recurring revenue.

Task 2: Metrics across AARRR

Recap- AARRR Framework



Identify the **acquisition** metrics for your product

Add at least two relevant acquisition metrics along with suitable explanation

S.No	Metric	Description of Metric	Why this Metric?
1	% of users completing device onboarding + consent	Total number of new users purchasing the product	Tracks growth in user base and effectiveness of marketing campaigns.
2	% users connecting doctor profile	How many right users do we get to use our product, track acquisition quality	Validates acquisition quality by confirming the right users are onboarded, analyzing real user behavior, and identifying product friction points.
3	Cost per verified health user	Average amount spent to acquire one user	Measures user friction within product and the effectiveness of paid and organic channels

Identify the **activation** metrics for your product

S.No	Metric	Description of Metric	Why this Metric?
1	% users receiving a recommendation within 7 days	The percentage of users who use the product for the first 7 days and receive recommendations	Measures if the user finds product friction and adoption , Preventing user churn within 7 days and creating value
2	%recommendation s acknowledged by user	Percentage of new users who use our platform and benefit from recommendations	Measures user trust and quality in recommendation
3	Doctor response SLA	Doctor's response time to user query	Prevents the user from getting disinterested, also measures operation capacity

Add at least two relevant activation metrics along with suitable explanation

Identify the **retention** metrics for your product

S.No	Metric	Description of Metric	Why this Metric?
1	7-day and 30-day Retention Rate	Percentage of users who use product for 7 and 30 days after onboarding	Indicates product value creation; exposes poor onboarding
2	% users taking ≥ 1 recommended action per month	Percentage of users taking recommended action per month	Demonstrates user engagement and recommendation relevance, signaling progress toward improved health outcomes.
3	Churn Rate	Percentage of users who stop using the product after a certain period.	Helps identify drop-offs and signals for retention strategy

Add at least two relevant retention metrics along with suitable explanation

Identify the **revenue** metrics for your product

S.No	Metric	Description of Metric	Why this Metric?
1	% users upgrading to paid plans	% of users who upgraded for paid service	Helps understand monetization factors like price sensitivity, effectiveness of core features
2	Revenue per active care user	Revenue generated from each active users	Shows how the user finds the product effective, by subscribing to different paid plan/purchases
3	LTV by condition cohort	Lifetime value generated by grouped users	Shows which user group finds the product more effective (any age group or health condition)

Add at least two relevant revenue metrics along with suitable explanation

Identify the **referral** metrics for your product

S.No	Metric	Description of Metric	Why this Metric?
1	NPS after health improvement milestone	Measures user satisfaction and likelihood of recommending after a measurable outcome (scale 0 to 10).	Indicates potential for organic growth
2	% referrals from improved-outcome user	Percentage of users who achieved the improvement milestone	Helps to track value created by the product in market, creating good user base and brand advocate
3	Doctor referrals per clinic	Counts Doctor recommending health band to patient	Emerge as clinical trusted device, build more trust, and reduce CAC

Add at least two relevant referral metrics along with suitable explanation

Task 3: Improvement Strategies

Improvement Strategies

User Behaviour	Ways to Improve and Grow the Product
Acquisition	<ol style="list-style-type: none">1. Brand integration with Fitness influencer and gym –to target serious fitness enthusiasts, ensuring regular and disciplined usage, tracking advanced analytics2. Offer a trial period of 30-40 days for the IT workforce – enabling users to experience the band firsthand, build trust, and clearly perceive value before committing.
Activation	<ol style="list-style-type: none">1. Enable a 2-minute, frictionless setup to help users quickly activate the health band and app.2. Gamify early actions by offering instant rewards (credits) for completing key behaviors such as sleep tracking and daily activity3. Organize users into cohorts with a dedicated account lead for weekly engagement, proactively identifying and resolving friction to drive consistent usage of core features.
Retention	<ol style="list-style-type: none">1. Add personalized weekly goal and insights for encouraging users to use healthband and complete goal2. Build location-based communities (zip code/state) to encourage user interaction and drive participation toward shared group health goals.3. Offer a membership pause option instead of cancellation, enabling users to return seamlessly without losing progress.

Improvement Strategies (contd.)

User Behaviour	Ways to Improve and Grow the Product
Revenue	<ol style="list-style-type: none">1. Offer a quarterly/yearly health consultation at discounted packages to encourage higher transaction value and upselling.2. Partner with IT companies, gym, and sports academics, this reduces CAC, and steady revenue3. Introduce a complimentary initial consultation with qualified doctors, reinforcing trust and offering a package consultation
Referral	<ol style="list-style-type: none">1. Launch a credit rewards program for referrals, like health merchandise . Free health consultation or beta feature on more than 5 referrals.2. One-tap sharing to Instagram and WhatsApp, making it easy to celebrate milestones or challenge friends

Task 4: Elevator Pitch