

# Product Metrics

*Sarthak Bairiganjan*

# Task 1: North Star Metric



## What's the North Star Metric of Your Product?

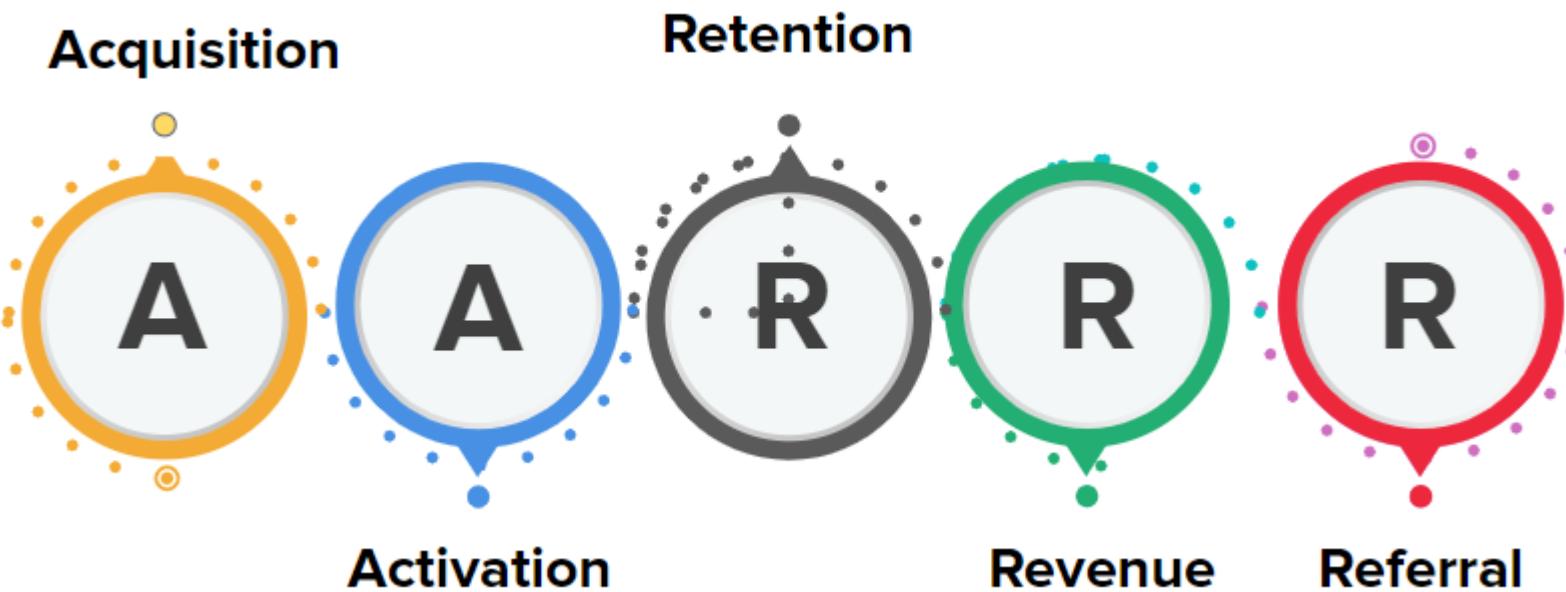
For our product **VitalH Band** the North Star Metric (NSM) is the ‘% of users showing measurable health improvement after AI+ Doctor Appointments.’

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

## Improvement Strategies (contd.)

| User Behaviour | Ways to Improve and Grow the Product  |
|----------------|---|
| Revenue        | <ol style="list-style-type: none"><li>1. Offer a quarterly/yearly health consultation at discounted packages to encourage higher transaction value and upselling.</li><li>2. Partner with IT companies, gym, and sports academics, this reduces CAC, and steady revenue</li><li>3. Introduce a complimentary initial consultation with qualified doctors, reinforcing trust and offering a package consultation</li></ol> |
| Referral       | <ol style="list-style-type: none"><li>1. Launch a credit rewards program for referrals, like health merchandise . Free health consultation or beta feature on more than 5 referrals.</li><li>2. One-tap sharing to Instagram and WhatsApp, making it easy to celebrate milestones or challenge friends</li></ol>  |

## Task 4: Elevator Pitch