Imagine you are the PM of the voice notes feature in twitter messages.

A. What metrics are you looking at everyday and why?
B. Make 3 assumptions about this feature and share a way in which you will make this feature better based on those assumptions

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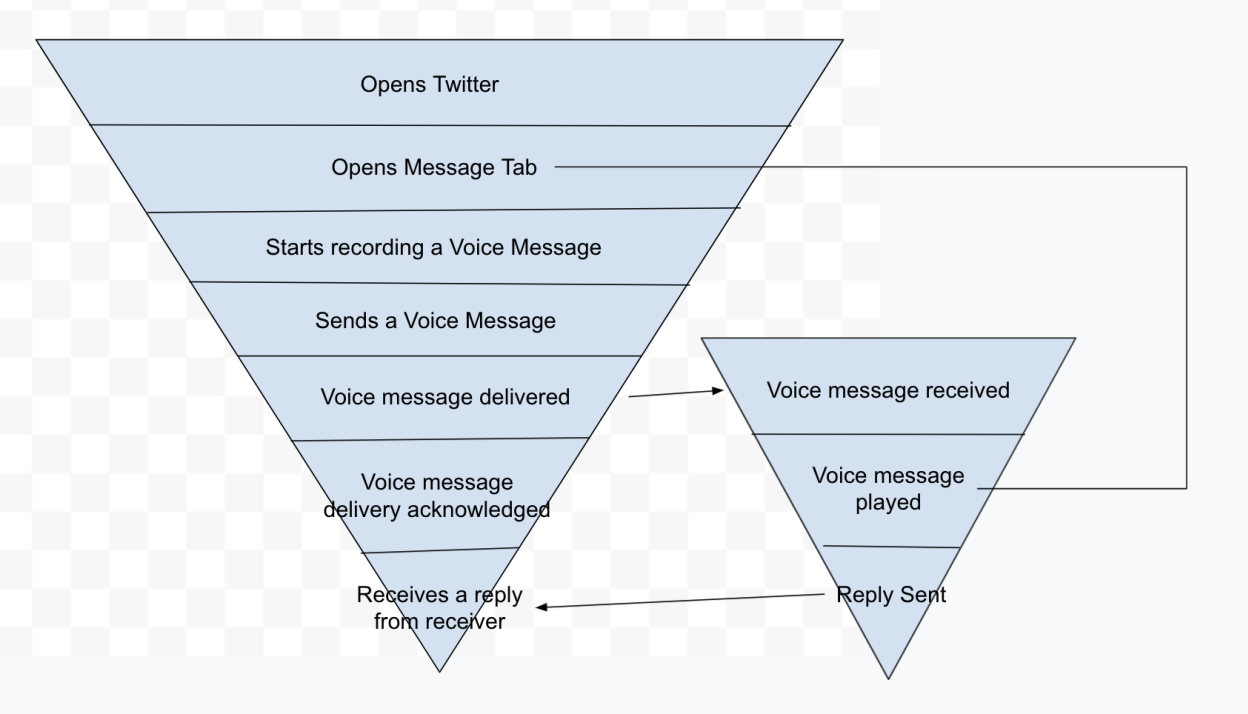
A.

The core funnel for voice notes look like shown below. Would need data around absolute values of these number of events happening and users doing it.



Assumption : The aim of tracking these metrics/ KPIs is to get a general idea of the feature health and functioning

Important KPIs to track based on the funnel and on top of the raw absolute data points

There are two important stakeholders here -

	Sender	Receiver
Overall funnel conversion Metrics which essentially give the whole funnel conversion from opening Twitter to voice message delivered. If there is any problem or breakage points in the funnel in between - this metric will go down and I'll be able to identify that there is a problem somewhere. This will help us identify if the churn is increasing for some reason	1. **Voice notes sent / DAU** 2. **Unique # of Twitteratis sending voice notes / DAU** 3. **Voice notes sent per sender**	1. **Voice notes received / DAU** 2. **Unique # of Twitteratis receiving voice notes / DAU** 3. **Voice notes received per receiver**
Smooth recording and playing of voice notes Metric to understand if the recording of messages is smooth and so is the playing of messages. Will help understand if the functionality to record and play long voice notes is working completely fine and there are no bugs / UX issues	1. **Average duration of voice note.** This metric along with a 25th, 75th, 90th, 99th percentile duration of voice note 2. **Conversion % -** Recording start to sending of voice note conversion	1. **Average play completion of voice note** This means on an average what % of voice note is played by the receiver. 2. % of users playing 100% of voice notes 3. **Conversion % -** Recording played to replied to message conversion
Cannibalization Is voice note cannibalizing any other form of messaging (normal text, emoji etc) OR Is voice note being cannibalized by some other form of messaging or something else	1. **Voice note as a % total messages sent**	1. **Voice note as a % total messages received**

Repeat behaviour Feature retention, stickiness, repeat behaviour, users not churning, power users not reducing	1. Sign up (or first message exchanged) to voice note sent retention 2. **Voice note sent to voice note sent retention** 3. # of power users : Define it as users sending voice note >=2 days in last 7 days **4. Voice Notes DAU/WAU**	Similar to sender metrics.
Core Funnel Core funnel metric on overall events and unique user level. This will help us understand any problems in the core funnel	1. Recording of a message / Message Tab Opened 2. Voice note upload and delivery rate	1. Voice note played / Voice message received

The above are core metrics. Would also slice and dice the above on important cohorts -

1. User attributes - demographics (gender, location, age group)
2. Platforms - Mobile (Android & iOS), PWA, Others (iPad)
3. New vs returning users
4. Highly active, moderately active and inactive Twitter messaging users
5. Blue tick vs non blue tick users
6. Users with different follower range

..and any other important user cohorts.

B. Assumptions about this feature -

1. It is easier to send a voice note as a sender but there is a lot of overhead / inconvenience for the receiver of voice note
    a. as they have to arrange for a headphone / earphone in case they are surrounded by people.
    b. they have absolutely no idea what to expect in the voice note
    c. do not understand if the message is urgent

    d. have to go over the message again and again when wants to recall something or reply to specifics
2. Generally, voice notes are personal notes sent to
    a. inform about somethings in a faster manner while multitasking than actually take a lot of time typing the same message
3. Voice notes are sent to known contacts / personal communication generally rather than professional communication / new connection

A way in which I will make this feature better based on the above assumptions -

Feature to give Twitteratis an option to transcribe voice notes on Twitter messages and option to send text transcription along with the voice note.

This will help in setting the context for the receiver without having to first find headphone / quite place to listen. This will help the receiver understand urgency, if any. This will help receiver go over the details again without having to listen to the whole voice recording again. This will also serve the purpose of time-saving and multi-tasking to the sender where the effort from their end remains same as speaking - it may increase a little bit for not native English speakers but these are certain implementation challenges. Principally, this feature, should not be negative experience for the sender and should be a big value add to the receiver.

Since these messages are personal and not professional - typos - misspellings etc can be ignored in v0 of this new feature.