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