



HEART Framework	Goals	Signals	Metrics
Happiness	Ensure users enjoy the app experience and find it motivating and rewarding.	<ul style="list-style-type: none"><li>Implement user ratings and reviews on app stores to gauge overall user happiness.</li></ul>	<ul style="list-style-type: none"><li>Net Promoter Score</li><li>User satisfaction score</li></ul>
Engagement	Keep users actively involved and interested in the Walk a Pal platform over the long term.	<ul style="list-style-type: none"><li>Number of completed daily fitness goals or challenges.</li><li>click-through rates on push notifications</li><li>Interaction frequency with virtual companions</li></ul>	<ul style="list-style-type: none"><li>user retention rate over time</li><li>percentage of users participating in live events</li><li>Daily active users (DAU) and monthly active users (MAU)</li></ul>
Adoption	Monitor how quickly new users adopt the app. Increase the % of people using the app after new feature release.	<ul style="list-style-type: none"><li>Track number of users downloading the app</li><li>Track number of users sharing the app with others</li></ul>	<ul style="list-style-type: none"><li>Download rate over a recent span of time</li><li>Share rate (when users invite friends to join)</li></ul>
Retention	Retain existing users by providing ongoing value and reasons to continue using the Walk a Pal platform.	<ul style="list-style-type: none"><li>Use of loyalty program rewards</li><li>user engagement frequency and consistency</li></ul>	<ul style="list-style-type: none"><li>Utilization of loyalty program rewards</li><li>rate of return visits and re-engagement after a period of inactivity</li></ul>
Task Success	Ensure that users can achieve their fitness goals within the Walk a Pal platform and ensure that users feel satisfied with experiences layed out in our acceptance criteria	<ul style="list-style-type: none"><li>Task completion rate for fitness goals</li><li>user inquiries or complaints related to task success</li></ul>	<ul style="list-style-type: none"><li>Accuracy of step tracking data</li><li>Response time to user inquiries and issue resolution</li></ul>