## Baseline Metrics:

site/
App

- Unique visitors
- pageviews
- session length/interval
- traffic sources.

## User Experience Metrics.

- Happiness    (satisfaction, NPS)

- Engagement    (user activity: freq. intensity, depth over time)
    upload photo/user/week.

- Adoption    (new users, usage: daily usage of a feature
        ↳ bookmarking in a brower)

- Retention    ( % active/unit of time)

- Task Success    ( efficiency: time to complete a task,
        effectiveness: % of completed tasks,
        error rate

⇒ what important for products
what for features?

## Apply:

HEART Framework
↓
metrics / KPIs   (every one cares)

GOALS $\rightarrow$ SIGNALS $\rightarrow$ Metrics

discuss $\leftarrow$ { low-level signals (watch time...)    refine

build consensus    failure signals (No click)    prioritize (main goal)

narrow in (UX)    ↓ difficulty, sensitivity    revisit

best