1. For PM:
    a. Daily active users (DAUs) for the feature - this gives us a direct measure of initial adoption rate within the target market to estimate the potential market size / resource requirements
    b. Average session duration - this gives us a direct measure of usage intensity (as an indirect gauge of interest)
    c. Abandonment rate (clicked into the camera icon but didn't scan / stay on a storefront for sufficient amount of time to check out the details, or didn't click through to more detailed information such as menu, photos, review, etc.) - this gives us a indirect measure of use engagement level / interest
2. For other teams:
    a. Net promoter score (NPS) for marketing - this gives us a sense of user satisfaction even at the MVP stage
    b. Ticket/case volume for customer support and engineering - this gives us insights on how many issues happening during the initial stage of the product, and directing actions for bug fixes by engineering team
    c. Average session duration for engineering - this helps us calibrate resource requirements, especially for computing capacity
    d. Cost per use for finance - this helps to gauge the launch cost and impact on overall profitability