

Product Metrics Planner

Choose a measure that helps you make a decision. Use this planner before building a feature or starting an improvement, then return to it when you review the result.

Begin with the outcome

A product metric is a measure of how a product is being used or performing. Start with the change you want for users, then choose a measure that would provide evidence of that change.

Define a useful measure

- Name the decision. What will you do differently when you have the result?
- Define the calculation. Specify the unit, such as people or attempts, who is included, exclusions and the time window. For a rate, define both parts of the fraction.
- Record a baseline. This is the starting value measured before the change. If it is unknown, plan how to establish it first.
- Choose a target and review date. Explain why the target is useful and achievable; treat it as a hypothesis to check.
- Add a guardrail. This is a second measure that helps reveal unwanted effects, such as more support requests or slower page loading.

Read the result with care

Look at observation counts as well as percentages. A minimum count alone does not establish statistical reliability. Check missing data, tracking changes and user groups. A before-and-after increase does not prove causation; other changes may explain it.

Combine the measure with reader or customer feedback. Use the findings to decide whether to continue, change the approach or investigate further. Activity counts such as visits can help, but they do not automatically show that users achieved their goal.

Next step: complete one plan for one outcome. Agree who will check the data and bring the result to the review.

A completed metrics plan

Fictional example: a learning website wants more people to finish workshop registration. All figures and thresholds are illustrative.

Outcome and decision

Outcome: visitors who start registration can successfully book a place.

Decision: keep the simpler form, revise it or investigate why visitors leave.

Primary measure

Completion rate = attempts completed within 24 hours of their own start ÷ eligible attempts started in the period × 100. Use a unique attempt ID, with one start and at most one completion per attempt. Exclude internal tests and identified bots consistently. This measures attempts, not unique people.

Baseline and target

Baseline: 120 completions from 200 eligible starts = 60%, measured over four weeks before release.

Target: at least 70% over four weeks after release. The target and an initial review threshold of 200 attempts are illustrative choices, not benchmarks or proof of statistical reliability.

Guardrail

Unique registration-help requests received within 24 hours of an eligible attempt's start ÷ eligible starts × 100. Link each request to an attempt ID; count each support ticket once, excluding duplicate tickets, internal tests and unrelated enquiries. Baseline: $6 \div 200 \times 100 = 3$ requests per 100 starts; aim for no increase.

Data and review

Source: form events and linked support tickets. Responsible person: product analyst. Use the same definitions in both periods and check tracking before release. Review four weeks after release, plus 24 hours so the final attempts have their full window. If linking requests is unreliable, revise the guardrail before using it.

How to use the finding

Consider keeping the form if the measures and feedback are encouraging. Investigate increased support requests. If evidence is limited, agree a further review. Check traffic sources and workshop demand; this comparison alone cannot show the form caused a change.

Conversion windows: amplitude.com/docs/analytics/charts/funnel-analysis/faq

Your metrics plan

Use one page per outcome. Define the measure before collecting data so the team can interpret the result consistently.

User outcome and decision to inform

Calculation including unit exclusions and time window

Baseline and measurement period

Target and reason including evidence needed

Guardrail definition and threshold

Data source and person responsible

Review date and data quality checks

Result limitations and next decision
