

**FRAMING THE PROBLEM**

Success Metrics & North Star

Define what “better” means before you start building

Use this when	Right after agreeing goals, before design
Time needed	45-60 minutes
Who’s involved	Team plus whoever owns the numbers
You’ll end up with	One guiding metric and the signals beneath it

How to use this worksheet

If you can’t say what “better” looks like, you can’t tell whether your work succeeded. This worksheet defines one guiding metric — a north star — and the supporting signals beneath it, so the whole team is aiming at the same thing and you can prove progress later.

1 • Define your north star

One metric that best captures the value you deliver to users. Not revenue — the thing that, if it goes up, means users are genuinely better served.

Our north-star metric is

Why this one? What does moving it actually mean for users?

EXAMPLE

North star: completed booking sessions per month. If it rises, more athletes are getting the training they came for — which is the whole point of the business.

2 · Goals → Signals → Metrics

For each goal, name a signal (an observable behaviour that suggests progress) and a metric (the number that tracks it). The HEART framework below gives you prompts — use the rows that fit.

Goal	Signal (a behaviour you'd see)	Metric (the number)

HEART prompts

- **Happiness** — are people satisfied? (ratings, survey scores)
- **Engagement** — are they actively using it? (depth, frequency)
- **Adoption** — are new users taking it up? (sign-ups, first actions)
- **Retention** — do they come back? (return rate over time)
- **Task success** — can they get the job done? (completion rate, time, errors)

3 · Baseline & target

A metric without a baseline is just a wish. Capture where you are now and where you want to be by when.

Metric	Baseline (today)	Target	By when

4 · Guardrails

Metrics you do NOT want to harm while chasing the north star — the things that keep you honest.

Example: pushing bookings shouldn't spike cancellations or tank satisfaction.

