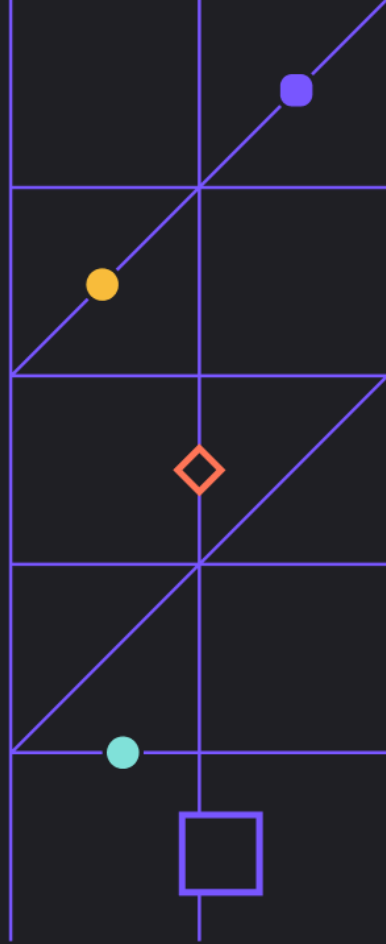


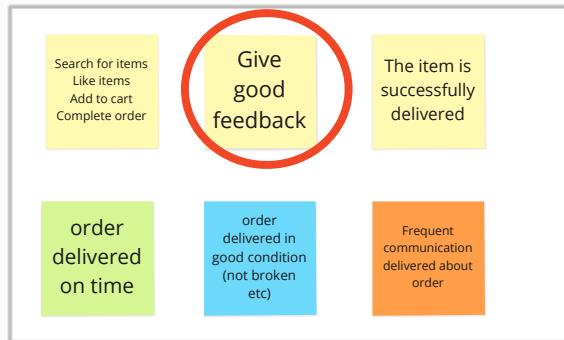
Product Metrics Hands-on Workshop: Defining 'Aha' and Habit Moments



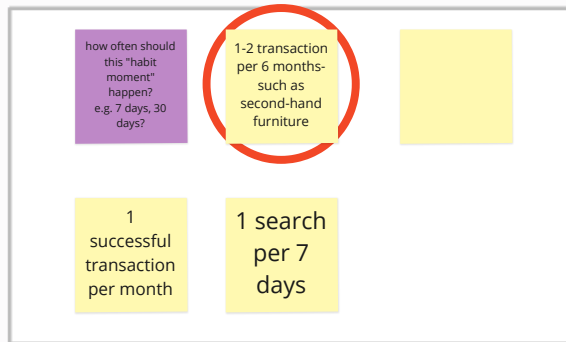
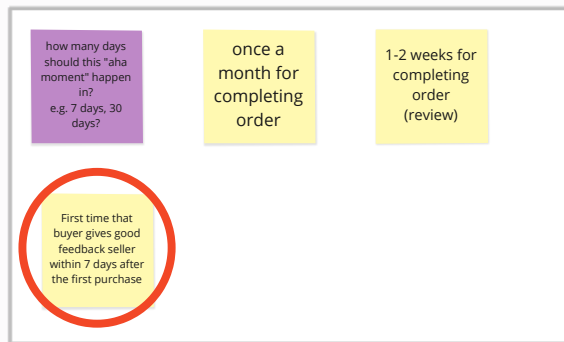
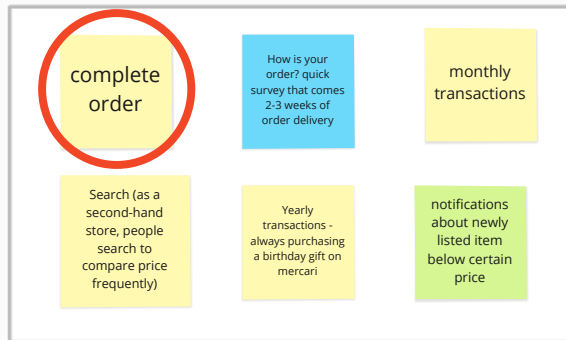
MERCARI

Search for items, add to cart, complete order

AHA MOMENT



HABIT MOMENT



List the actions in your product that create value and habits for users. Then circle the most important one.

The more specific you are, the better you can measure important usage patterns. (e.g.: completed deposit vs. transacted)

How often should this happen? Be specific (daily, weekly, etc).

Remember: Frequent usage may be unhealthy. (e.g.: daily use of an app for managing a cell phone plan)

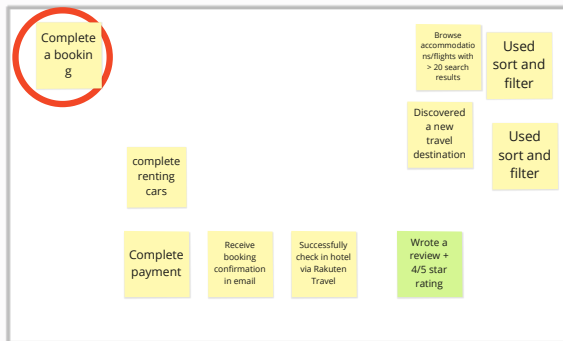
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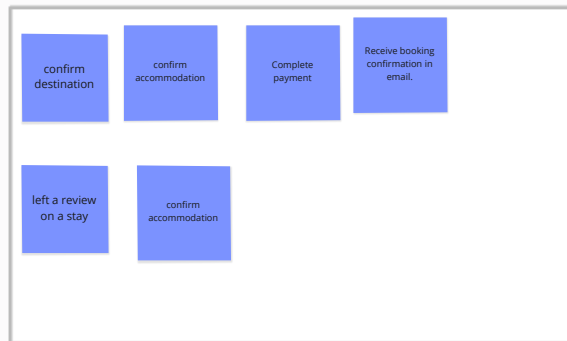
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AHA MOMENT



HABIT MOMENT





Recharge account, pay by scanning QR, order delivery

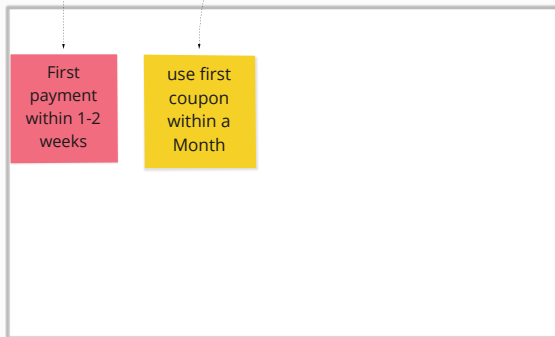
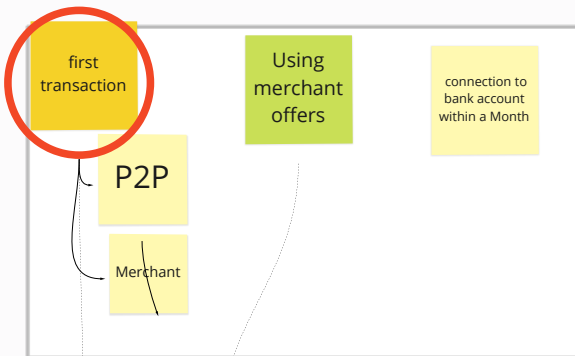
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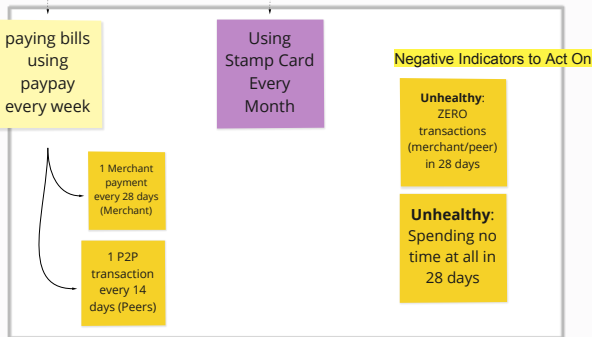
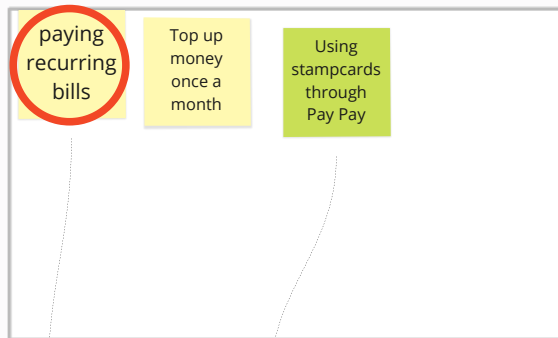
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Remember: Frequent usage may be unhealthy. (e.g.: daily use of an app for managing a cell phone plan)

AHA MOMENT



HABIT MOMENT





Search for water refill spots, log refills, add new spots

AHA MOMENT

List the actions in your product that create value and habits for users. Then circle the most important one.

The more specific you are, the better you can measure important usage patterns. (e.g.: completed deposit vs. transacted)

- logging first refill
- inputting first hydration track
- finding first water station (in person)
- add a new refill spot for the first time
- drinking your first refilled water
- becoming associated with mymizu cafes

HABIT MOMENT

- opening directions (to find (new) water spot)
- logging refills
- bringing water bottle out
- going to events??
- adding a new refill spot

How often should this happen? Be specific (daily, weekly, etc).

Remember: Frequent usage may be unhealthy. (e.g.: daily use of an app for managing a cell phone plan)

- gets direction for 1 water spot within first 7 days

- using the map twice in 28 days