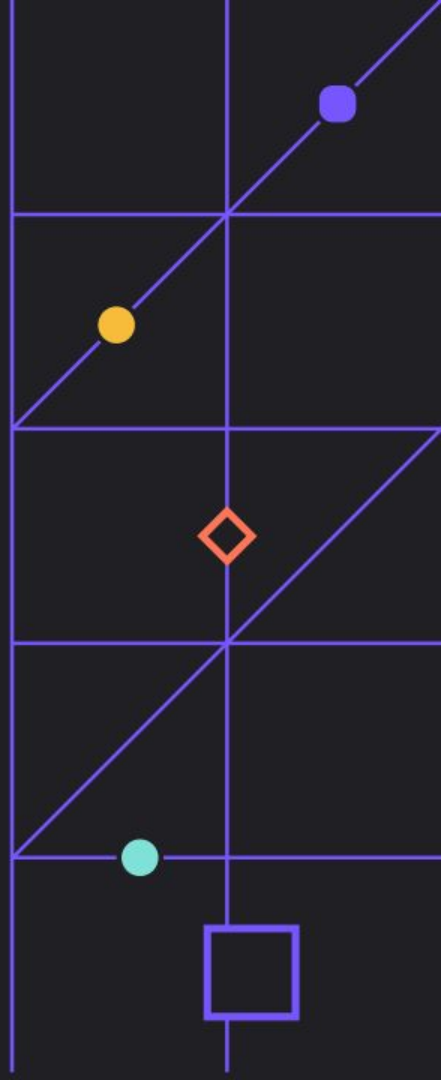




Product Metrics Hands-on Workshop: Defining 'Aha' and Habit Moments



Focus Metric

**Customer
Value
+
Natural
Frequency**

VALUE MOMENT + NATURAL FREQUENCY

Match value creation and expected frequency

Industry	Example Value Moment	Natural frequency
Media	▶ Played video / media	Daily/Weekly
Finance	☑ Completed transaction	Weekly/Monthly
eCommerce	✉ Item delivered	Monthly/Quarterly
SaaS	↔ Shared file / chat started / etc.	Weekly/Monthly

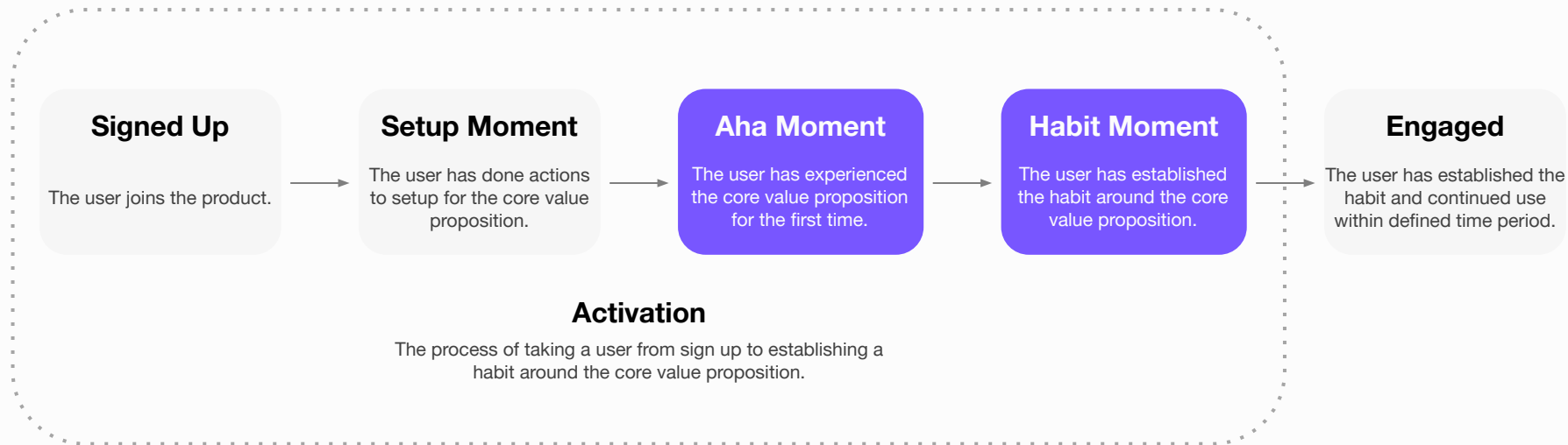
Key metrics categories

- **Activation** – A user's first value moment
- **Conversion** – Driving purchases, sign-ups, form-fills, etc.
- **Retention** – Users coming back
- **Engagement** – The frequency and cadence of key actions
- **Revenue** – Sales revenue generated
- **Active usage** – Daily, weekly, monthly, or even annually active users
- **NPS** – Customer satisfaction

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Beyond the value moment



What are examples of Habit Moments?



Six Examples Of Habit Moment Metrics

XaY Format



4r28

4 **repins** every 28 days



4d7

4 **days** of messaging every 7 days



4d28

Core feature usage on 4 **days** every 28 day period



2bY

2 **bookings** every year



4d28

Host meetings on 4 **days** every 28 days



3w12

View home value for 3 **weeks** every 12 weeks

X = number of times
a = action/day of usage
Y = repeating time period

What are examples of Aha Moments?

Six Examples Of Aha Moment Metrics

fXaY Format



1 Pin, 7 Days

First pin in first 7 days



**3 messages
exchanged, 7 Days**

Exchange at least 3 messages
within 7 days



**Viewed First Email
Notification, 3 Days**

View first email notification
within 3 days of signup



**4 Star Review, 6
Months**

Complete booking and left 4
star review in first 6 months



First Meeting , 7 Days

Host 1 meeting and provide 4
star review in first 7 days



2 Scores , 28 Days

Check home value score twice
in first 28 days

f = first time
X = number of times did
a = action/day of usage
Y = initial time period

Quiz Review

11. What is defined as an “aha moment”?

- a. The user has joined the product
- b. The user has experienced the core value proposition for the first time.**
- c. The user has done actions to setup for the core value proposition.
- d. The process of taking a user from sign up to establishing a habit around the core value proposition.

Explanation: Option A and Option C refer to the sign up process, which does not let us know if a user has experienced value. Option D is referring to the overall user activation process. The “aha moment” is one aspect of the process.

12. What is a “habit moment”?

- a. The user has joined the product
- b. The user has experienced the core value proposition for the first time.
- c. The user has experienced the habit around the core value proposition.**
- d. The user has established the habit and continued use within a defined time period.

Explanation: Habit moments are around a user’s usage patterns where they experience the value moment multiple times within a fixed time period. After experiencing the habit moment, they can enter the next stage of being an engaged user, which is defined by Option D.

Now it's your
turn...

01

MERCARI

Search for items, add to cart, complete order

02

Rakuten Travel

Search for hotels, flights, leave booking reviews

03



PayPay

Recharge account, pay by scanning QR, order delivery

04



mymizu
less plastic, more fun

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



Watch videos, like/dislike, comment, share

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)

AHA MOMENT

Watching Videos

Liking Videos

Sharing Videos

<how often would the average user go on Tiktok?>

HABIT MOMENT

Watching Videos

Liking Videos

Sharing Videos

MERCARI

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Search for items, add to cart, complete order

AHA MOMENT

HABIT MOMENT

AHA MOMENT

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(e.g.: completed deposit vs. transacted)

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HABIT MOMENT



Recharge account, pay by scanning QR, order delivery

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)

AHA MOMENT

HABIT MOMENT



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

AHA MOMENT

HABIT MOMENT

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How can my users start experiencing value for the 1st time and then continue to become active users?

▶ How Can Your Users Become Active?

Activation is the process of taking a user **from sign-up to establishing habit** around your product's core value proposition

	Step 3 Setup Moment <i>leading indicator for user experiencing value for the 1st time</i> Number of times a user has done setup action within the initial time period	Step 2 Aha Moment <i>helps predict if a user will start to develop habitual behaviour</i> First # of times the user has done core action within the initial time period	Step 1 Habit Moment <i>tells us a user is likely to become an engaged user</i> Number of times a user has done core action for every time period over an initial window
	Followed 5 users within 1st day of sign-up	1st like, 7 days	Liked a content every 4 days out of first 28 days (1L4d28)
	Complete first purchase within 7 days	First purchase delivered within 30 days	Completed a purchase every 3 months within the first year
	First night booked within 1st month	≥ 8/10 stars booking review, first 6 months	Booked at least once every 6 months within the first year
	Account activation completed within 1 week	Transaction success, first 7 days	Successful transaction at least once every week, within first 1 month
	Search for water spot refill within 1 week	Logged refill within 1 week	Search OR logged refill once every week, within first 1 month