



# The Product Metrics

Cheat Sheet





01

# Task Success Rate

"During usability testing, only 68% of users completed the checkout successfully. Before adding new features, I'd recommend improving the checkout flow to increase the Task Success Rate. Once users can consistently complete the task, we'll have a much stronger foundation for future enhancements."

## One Takeaway

If users can't complete the task, nothing else matters. Optimize success before adding features.



## AI Prompt

Act as a Senior UX Researcher. Based on this user flow, identify why users might fail to complete the task. Suggest UX improvements to increase Task Success Rate while reducing friction.



02

# Time on Task

"Users are taking over 4 minutes to complete a simple payment flow. That tells us the experience is causing unnecessary friction. If we simplify the flow, we should reduce completion time and improve overall satisfaction."

## One Takeaway

Shorter isn't always better. The goal is efficient completion—not rushing users.

## AI Prompt

Review this user flow and identify unnecessary steps, confusing interactions, or redundant screens that increase Time on Task.



03

# Error Rate

"Users are repeatedly entering invalid information during checkout. Rather than redesigning the entire screen, we can improve inline validation and reduce the Error Rate, making the experience much smoother."

## One Takeaway

Every user error is a design opportunity. Prevent mistakes instead of correcting them later.

## AI Prompt

Analyze this interface and identify where users are likely to make mistakes. Recommend UI improvements that reduce Error Rate.



04

# Activation Rate

"Only 45% of new users reach the first 'aha' moment. I believe improving onboarding and reducing initial friction will increase Activation, giving us more engaged users."

## One Takeaway

The faster users experience value, the more likely they are to stay.

## AI Prompt

Suggest improvements to this onboarding flow that help users reach their first "aha" moment faster and improve Activation Rate.



05

# Conversion Rate

"Our landing page has good traffic, but only 2.5% of visitors are converting. Instead of investing more in marketing, I'd first improve the user journey to increase Conversion."

## One Takeaway

Don't buy more traffic until you've improved the experience for the traffic you already have.

## AI Prompt

Review this landing page and identify UX improvements that could increase Conversion Rate without changing the marketing campaign.



06

# Bounce Rate

"Nearly half of our visitors leave after viewing just one page. This suggests the page isn't meeting user expectations or communicating value clearly. Reducing Bounce Rate should be one of our priorities."

## One Takeaway

A high Bounce Rate often signals a mismatch between user expectations and your page.

## AI Prompt

Evaluate this landing page and identify why users might leave without interacting. Suggest ways to reduce Bounce Rate.



07

# Retention Rate

"Users sign up, but only 30% return after one week. That tells us the product isn't creating enough ongoing value. We should focus on improving engagement before building new functionality."

## One Takeaway

Retention measures long-term value—not just first impressions.

## AI Prompt

Suggest engagement strategies and UX improvements that encourage users to return after their first visit.



08

# Churn Rate

"We're losing around 8% of users every month. Before adding more features, I'd like to understand why users are leaving so we can reduce Churn."



## One Takeaway

Losing users is more expensive than acquiring them.  
Understand why they leave before building more features.



## AI Prompt

Analyze potential reasons users may stop using this product and recommend UX improvements to reduce Churn Rate.



09

# DAU / MAU (Stickiness)

"Although we have a healthy number of monthly users, only a small percentage return daily. Improving Stickiness will help us understand whether users are building lasting habits."

## One Takeaway

Habit-forming products are built through repeated value—not repeated notifications.



## AI Prompt

Suggest UX strategies that encourage daily engagement while creating meaningful habits.



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# Session Length

"Users spend less than two minutes in the app. We need to determine whether they're completing tasks efficiently or leaving because the experience isn't engaging enough."



## One Takeaway

Long sessions aren't always good. Focus on intentional engagement, not endless scrolling.



## AI Prompt

Review this product experience and recommend ways to improve meaningful engagement without artificially increasing Session Length.



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# Pages per Session

"Users are viewing only one or two screens before exiting. That may indicate they're unable to discover additional content or features."



## One Takeaway

Users should naturally discover more—not get lost looking for content.



## AI Prompt

Suggest navigation improvements that encourage users to explore more relevant pages.



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# Engagement Rate

"Engagement has declined over the past month. I'd recommend reviewing which features users interact with most and optimizing those experiences."



## One Takeaway

Measure interactions that create value—not vanity clicks.



## AI Prompt

Identify which features are most likely to improve Engagement Rate based on this product flow.



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# Click-Through Rate (CTR)

"Our primary CTA is only receiving a 3% click-through rate. We should test improvements to the button's placement, messaging, and visual hierarchy."



## One Takeaway

A button isn't failing because it's small—it may be failing because its value isn't clear.



## AI Prompt

Review this CTA and recommend improvements to increase Click-Through Rate through better copy, hierarchy, and placement.



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# Feature Adoption

"We invested significant effort into this feature, but only 15% of users are using it. We may need better onboarding or stronger in-product guidance before assuming the feature isn't valuable."

## One Takeaway

A feature isn't successful just because it ships—it's successful when users adopt it.

## AI Prompt

Suggest onboarding strategies and product education ideas to increase Feature Adoption.



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# Onboarding Completion

"Only half of new users finish onboarding. Simplifying the onboarding flow could increase Activation and improve long-term retention."



## One Takeaway

Every extra onboarding step is another opportunity for users to leave.



## AI Prompt

Analyze this onboarding flow and recommend ways to improve completion while maintaining clarity.



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# CSAT

"Although task completion is high, satisfaction scores are declining. This suggests users can complete their goals, but the experience isn't enjoyable."



## One Takeaway

Users may complete tasks successfully but still dislike the experience.



## AI Prompt

Suggest UX improvements that increase user satisfaction after completing key tasks.



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# NPS

"Users aren't recommending the product to others. Improving the overall experience and addressing recurring pain points should positively influence our NPS."



## One Takeaway

People recommend products that solve problems—not products with the most features.



## AI Prompt

Recommend product and UX improvements most likely to increase Net Promoter Score.



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# CES (Customer Effort Score)

"Users consistently report that completing this task feels difficult. Reducing effort should improve both satisfaction and retention."

## One Takeaway

The easier a task feels, the more likely users are to return.

## AI Prompt

Identify unnecessary effort in this user journey and recommend ways to simplify the experience.



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# SUS Score

"Our current SUS score is 62, which is below the industry benchmark. That indicates usability improvements should be prioritized before expanding the feature set."



## One Takeaway

Good usability should feel invisible.



## AI Prompt

Evaluate this interface against common usability heuristics and recommend improvements to increase SUS Score.



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# Scroll Depth

"Only 35% of users reach the bottom of the page. Important information and CTAs may be positioned too low, so we should revisit the content hierarchy."



## One Takeaway

If users never reach your content, it's as if it doesn't exist.



## AI Prompt

Review this page layout and suggest content hierarchy improvements that encourage deeper scrolling.



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# Search Success Rate

"Users are searching frequently, but many searches don't lead to successful results. Improving search relevance or content organization should increase Search Success Rate."



## One Takeaway

A search bar should help users find answers—not prove your navigation failed.



## AI Prompt

Suggest ways to improve search relevance, filtering, and information architecture to increase Search Success Rate.



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# Abandonment Rate

"Nearly 40% of users abandon the booking process midway. I'd like to identify where they're dropping off and reduce unnecessary friction."

## One Takeaway

Every abandoned flow reveals where users lose confidence.

## AI Prompt

Analyze this multi-step process and identify likely abandonment points with recommendations to reduce drop-offs.



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# Load Time

"The dashboard currently takes over 5 seconds to load. Improving performance should reduce abandonment and improve the overall user experience."



## One Takeaway

Performance is part of the user experience. Every second counts.



## AI Prompt

Recommend UX and technical improvements that improve perceived performance and reduce Load Time.



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# Support Ticket Rate

"We're seeing a high volume of support requests related to account setup. This suggests users are struggling with onboarding, and improving the UX could reduce support costs."



## One Takeaway

Every support ticket is feedback your interface failed to communicate clearly.



## AI Prompt

Analyze this product flow and identify confusing interactions that may generate support requests.



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# Lifetime Value (LTV)

"Our goal isn't just acquiring more users—it's increasing the long-term value each customer generates. Improving retention and engagement will have a direct impact on Lifetime Value."

## One Takeaway

Retention drives revenue more sustainably than constant acquisition.

## AI Prompt

Suggest UX improvements that encourage long-term engagement and increase customer Lifetime Value.



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# Crash Rate

"Users are experiencing frequent crashes during checkout. Before introducing new capabilities, we should stabilize the experience to improve trust and retention."



## One Takeaway

Trust disappears faster than users when an app crashes. Reliability comes before innovation.



## AI Prompt

Review this user journey and identify critical moments where crashes would have the highest business impact. Recommend design and engineering priorities.



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# Click Density

"Heatmaps show users repeatedly clicking non-interactive elements. This indicates a mismatch between user expectations and the interface, so we should adjust the design accordingly."



## One Takeaway

Users click where they expect things to happen—not where designers expect them to click.



## AI Prompt

Analyze this heatmap and identify mismatches between user expectations and interface behavior. Recommend design improvements based on Click Density.