Questions first

Define the questions you want to answer

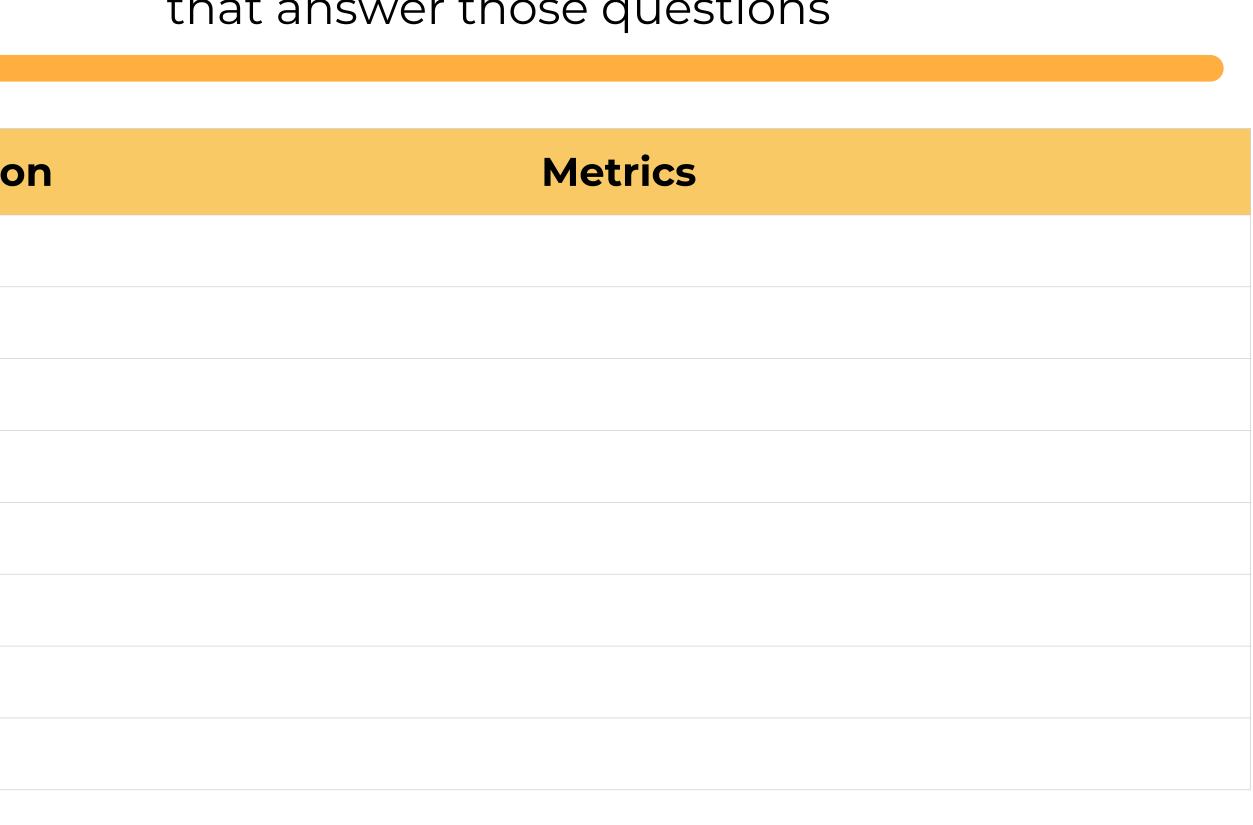
Question

Core action



Define the metrics that answer those questions

.....



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Questions first

Define the questions you want to answer

Question

How do we know if users are interested in our product offering?

Core action

- Users explore the site and ulletproducts
- Users go to product pages ۲
- Users spend time on product
 - pages



Define the metrics

that answer those questions

Metrics

- Product pages/visit
- Time on page (as supporting metric)
- Scroll (as supporting metric)
- Navigation Flow (to see if they explore different products and categories)

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