

UTILITY TESTING METRICS

Worksheets, updates
and comments
available online:



Problems it Solves

1. What exactly will you measure?

In this exercise you'll learn what to measure to determine if your Utility Test is a success or failure.

2. Is your product solving the problem?

You'll also learn how to determine if you're doing a good enough job to solve your customers' problems.

3. What is the right level of quality?

How do you know when you are solving the problem "well enough?" We all know that too little quality is a problem, but could there be such a thing as too much quality?

The Crisis of Quality

Let's start with this concept of "quality."

Quality is a variable, just like any aspect of your business. Your price is a variable, how much design energy you put into your product is a variable, and it turns out that the quality of your product is also a variable.

YOUR UTILITY TESTING METRIC	
Customer Lifetime Value (LTV)	Viral Coefficient (K)
1 Period	6 Projected K
2 S/Period	7 Referral Timeline
3 # of Periods	8 Prompt
4 Churn Rate = $\frac{1}{\text{periods}}$ = %	9 Offer
5 Action Plan:	10 Action Plan:

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