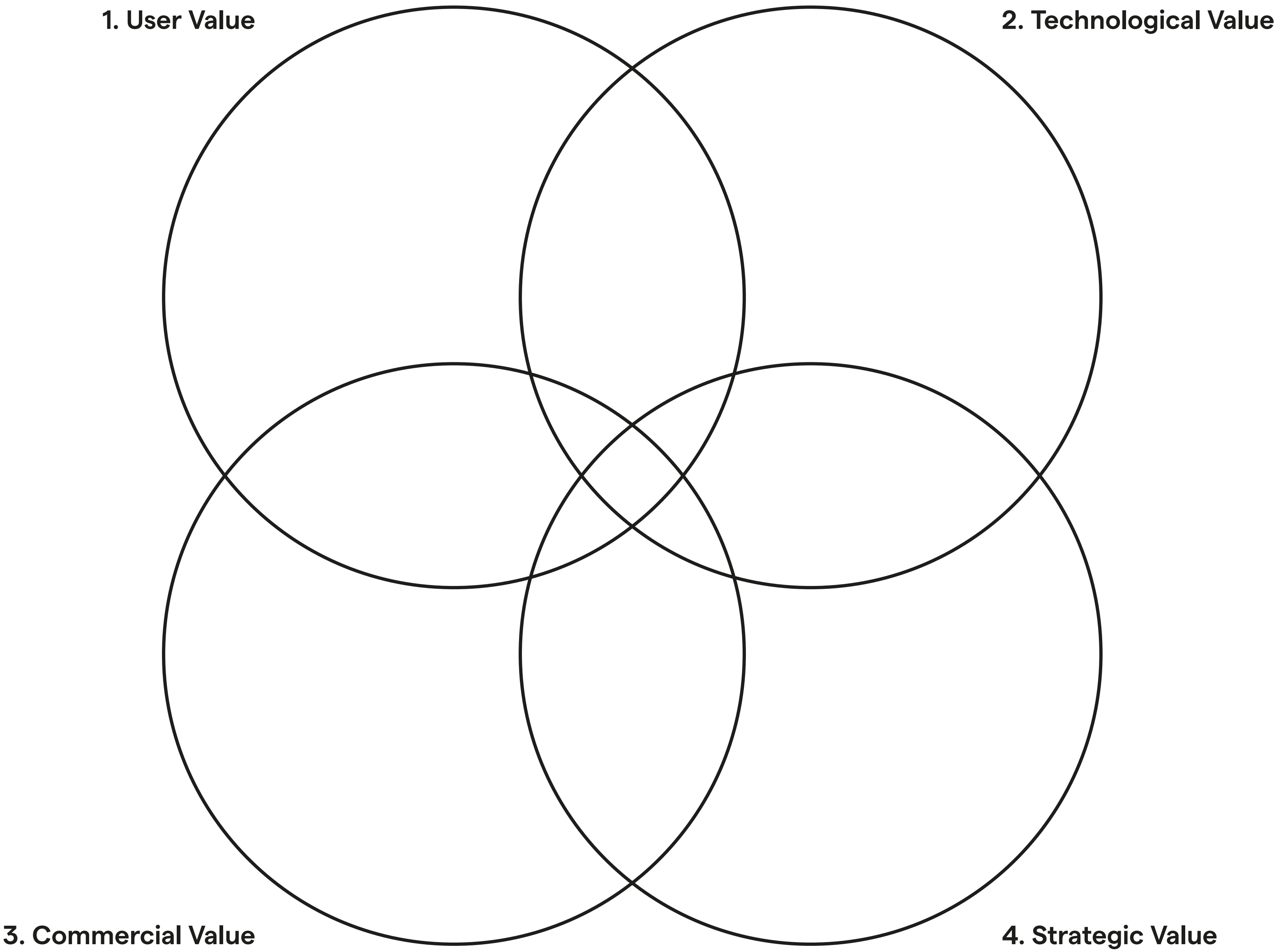


Definition of KPI's

This tool will help you and the organisation agree on what will be considered successful performance of the MVP.

Describe key assumptions about how you hope the concept will perform in order to bring value to the user and the organisation and arrange them into these four categories.



<div>1. User Value</div> <div>Choose critical hypotheses - What types of engagement will demonstrate that these hypotheses are accurate?</div> <div></div> <div>.....</div> <div>What metrics could measure this at this stage?</div> <div></div> <div>.....</div> <div>Using these metrics - What will be considered success?</div> <div></div>	<div>2. Technological Value</div> <div>Choose critical hypotheses - What types of technological performance will demonstrate that these hypotheses are accurate?</div> <div></div> <div>.....</div> <div>What metrics could measure this at this stage?</div> <div></div> <div>.....</div> <div>Using these metrics - What will be considered success?</div> <div></div>	<div>3. Commercial Value</div> <div>Choose critical hypotheses - What types of behaviour outcome will demonstrate that these hypotheses are accurate?</div> <div></div> <div>.....</div> <div>What metrics could measure this at this stage?</div> <div></div> <div>.....</div> <div>Using these metrics - What will be considered success?</div> <div></div>	<div>4. Strategic Value</div> <div>Choose critical hypotheses - What types of behaviour or outcome will demonstrate that these hypotheses are accurate?</div> <div></div> <div>.....</div> <div>What metrics could measure this at this stage?</div> <div></div> <div>.....</div> <div>Using these metrics - What will be considered success?</div> <div></div>
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