**man matters**

Introduction

Man matters provides a personalised and expert-led solution specially designed for men. A platform to help men look and feel their best and enjoy life more fully. In this document we are aiming to identify the North Star Metric for Man Matters wellness assessment and then provide recommendations to improve the North Star Metric

Steps to identify the NSM

The first thing I do is determine which stage of the life cycle the product is at. Knowing the product stage helps to identify which part of the user experience funnel to focus on (acquisition, conversion, engagement, retention, monetization). Then for each funnel stage, I define metrics to measure user activity that indicates movement towards achieving the business goal. For example, if the product is brand new, and the business goal is adoption, then I would focus on acquisition, conversion, and engagement metrics instead of retention metrics. But if the product is in the growth stage and the business goal is to increase engagement, then I would define metrics in the acquisition, conversion, engagement, and retention funnel stages that show me we are moving towards that goal. And, I prioritize those that more directly indicate an impact on the business goal.

Stage of the product

Man matters was launched in 2019, and the personalised well being products is a new concept in the market and since the company is new and also men care well being industry has just started to grow. As the company is in the introduction phase, the main focus of the company is **acquisition**.
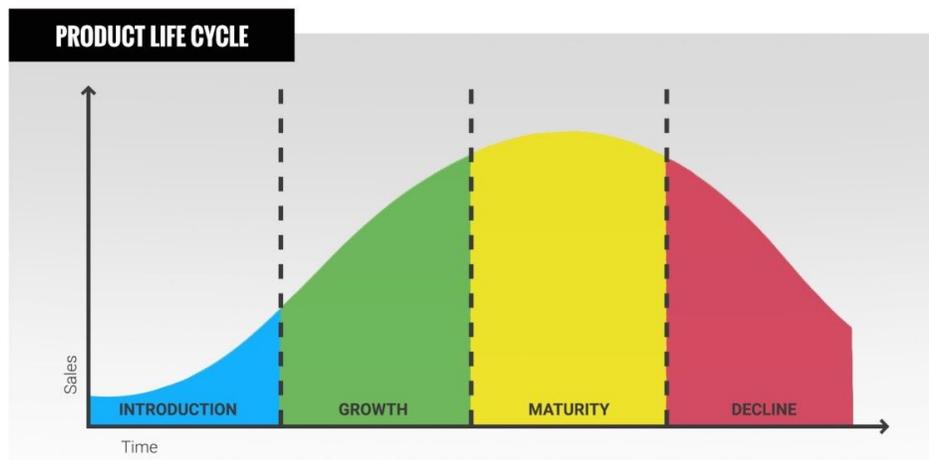
Product goal

To identify the product goal let us break it down into business and user goals. Both product goals and business objectives are important to identify the product goal

- **Business Goal**: As the product is in the introduction phase, the primary business goal is to increase the number of users buying the products.

- **User Goal**: Users would like to get a personalised wellness plan which fulfils their needs

Defining the metrics

For defining the metrics we would go through **AAARR** metric format. Our primary goal is to acquire and activate new users. For tracking the business goal we would additionally measure the revenue metric as well. As the company is in the introduction phase, retention and engagement are not the primary focus.

The AARRR Framework

Acquisition	How do you acquire your customers or how does your customer find you?
Activation	How do you give an initial happy experience of your product or service?
Retention	How do you repeatedly bring your customer back to your service after their first happy experience?
Referral	How to turn your happy retained customers into your brand evangelists so they go out and tell others about you?
Revenue	How to get your happy retained customers to pay for your product or service?

01. Acquisition

    a. # of unique first time viewers of the form

    b. # total unique form viewers

    c. # of users viewed only a single page

    d. # of users total number of one-page visits divided by the total number of entries to a website (bounce rate)

    e. # of users filling the assessment form (25%)

    f. # of users filling the assessment form (50%)

    g. # of users filling the assessment form (75%)

    h. # of users filling the assessment form (100%)

02. Activation

    a. # of users placing their first order

    b. # of users taking their first consultation

    c. # total number of users placing their order

    d. # total number of users taking consultation

03. Revenue

    a. # of orders

    b. # of consultations

    c. # of orders * Avg order value

        d. # of consultations * Avg consultation fee

04. Conversion

        a. # of users making a purchase/#form viewed by unique users

        b. # of users making either a purchase or taking a consultation/#form viewed by unique users

        c. # of users taking a consultation/#form viewed by unique users

        d. # of users taking both consultation not purchase/#form viewed by unique users

Prioritising the metrics

Now for each stage, I will prioritize metrics that are direct and broad indicators that the user is moving towards meeting our product goals.

1. Acquisition

        a. # total unique form viewers

        b. # of users filling the assessment form (100%)

2. Activation

        a. # of users placing their first order

        b. # of users taking their first consultation

3. Revenue

        a. # of orders * Avg order value

        b. # of consultations * Avg consultation fee

4. Conversion metrics

        a. # of users making a purchase/# form viewed by unique users

For the scope of this problem and given the product goals, the North star metric should be to optimise the % # of users making a purchase/ #form viewed by unique users. This is a direct indicator of whether we are able to meet the needs of the users or not.

Improve NSM

Now we would like to build features to increase the % of people making a purchase on the website of the total unique viewers of the wellness assessment form.This is on the basis of the exercise done to identify NSM .Checkout conversion is at 50% of the desired output: Only 1.5% of users of the total people visiting the wellness assessment form make a purchase. Comparable funnels for wellbeing industry achieve ~3.62% (source). We are missing out!

User Journey

Approaching to understand the user journey using the AIDA framework. This model describes a series of steps or stages that customers follow when making purchasing decisions.

- Awareness: Customers are made aware of a product, brand, or service. Awareness typically comes from advertising.
- Interest: Customer interest grows as prospects learn more about what benefits the product has to offer and how it fits with their lifestyle.
- Desire: The customer develops a connection with the product and moves from being interested to wanting or "needing" it.
- Action: Customers decide to interact with the product or service, by making a purchase or taking a consultation
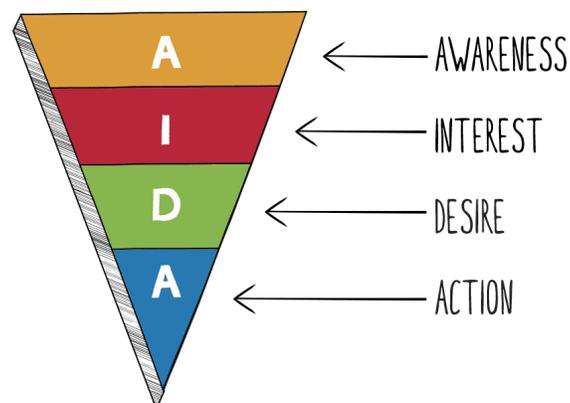
User Persona

Jay Sharma

Bio

He currently works at Bangalore in a startup as a sales manager. He is a health enthusiast and is concerned about his overall wellbeing

AGE	28
EDUCATION	Masters in Business
STATUS	Bachelor
OCCUPATION	Sales Manager
LOCATION	Bangalore
TECH LITERTE	High

Core needs

- Wants to improve the health of his skin and hair
- Need products that are backed by science and experts
- Wants to focus on his nutrirtion intake to maintain a good health

Frustrations

- Most of the skincare and haircare products are falsely marketed
- Doesn't know what products to user to fulfil his needs and finding the right products is time consuming
- Too many products available in the market

" I am used to with online service and I usually do my online shopping from Amazon

Socail Media

facebook   YouTube   Instagram

Personality

Self Aware   Analytical

Payment medium

Cash   Digital Payment

Platform

Website   Mobile App

User Stories

- As a user, I would like to get a personalised recommendation on my wellness needs
- As a user, I would like to test the sample products before buying the full size
- As a user, I would like to have a quick and easy process
- As a user, I would like to updates on upcoming sales and orders
- As user, I would like to read reviews from other users
- As a user, I would like to have my questions answered around the products

Feature Suggestion

Social Media Campaigns

As our target audience is a social media consumer, creating campaigns like having a wellness quiz, collaborating with influencers is going to increase the brand awareness and build the trust of the users. The main focus of our brand campaigns should be to make the brand more relatable as this creates a sense of belonging with the brand and remove stigma around wellness for man

Product Samples

Removing mental barriers for users by giving them an option to try sample sized products before buying the full size products. Giving them this option is going to reduce the risks as they are investing less money and hence going to increase the probability of them making a purchase

Form UX Changes

We would like to decrease the drop off rates of the assessment form. To do so we want to increase the ability and decrease the effort from the user to make the purchase. This can be done by doing an A/B testing and analysing the past behaviour of users on the form

FAQ section

While purchasing a product users have a lot of doubts regarding how to use the product, what are the precautions, the frequency and when the products would show results, etc. Introducing a section for FAQ on the product pages so that users queries are answered on the spot and reduces the time for making a buying decision.

Personalised Packaging

Giving users an option to personalize the product packaging. The aim of our products is to give a customized solution, having an option for users where they can write their name on the products on the skincare, hair care products. Wellbeing is a personalised experience and giving an option to personalise the packaging is going to build customer relationships and add a unique brand name to the company.

Prioritization

To ensure bias-free prioritization of ideas, utilising the RICE framework for prioritization with some educated assumptions in place.

RICE Framework - The RICE scoring model is a prioritization framework designed to help product managers determine which products, features, and other initiatives to put on their roadmaps by scoring these items according to four factors. These factors, which form the acronym RICE, are reach, impact, confidence, and ease.

Formula - (R*I*C)/E

Task	Reach	Impact	Confidence	Effort	(R*C*I)/E
Personalised Packaging	7	7	5	7	35
Sample Products	6	7	6	8	32
FAQ Section	7	4	6	5	34
Social Media Campaigns	7	6	6	6	42
Form UX changes	8	7	7	5	78

From the above analysis, optimising the form is going to be the quick win for the company, followed by social media campaigns, adding FAQ sections, personalised packaging and providing sample products.