

Problem statement:

Prepare a dashboard of metrics you will be tracking for the successful launch of a new social media app.

Product: ElderHub

A social media app for elderly people that caters to their specific needs, preferences, and comfort in mind.

Why elderly people need a different social media app?

- An app with a simplified and user-friendly interface will make it easier for seniors to navigate and use the platform, especially if they are less tech-savvy.
- It can be tailored to their interests and needs. This can include health and wellness information, retirement planning, and topics of particular relevance to older adults.
- It can provide a space for like-minded individuals to connect and share experiences.
- For seniors who may be isolated or have limited physical mobility, this app can be a lifeline. It allows them to interact with others, join online communities, and engage in discussions on topics of interest.
- Sometimes, elder people do not understand the current trends and lingos used by the GenZs, so they try to find like-minded people to interact. This app can help them connect with individuals of their ages and choices without the fear of being judged.
- This app does not include features that may not be relevant or suitable for seniors, such as trends or challenges that might appeal more to younger users.



Features

Easy Profile Setup:

Step-by-step guided profile creation with prompts to add photos, basic information, and interests

User-Friendly Interface:

A simple and intuitive user interface with large, easy-to-read fonts and buttons.

News Feed:

A chronological feed displaying posts, photos, and updates from friends and connections.

Friend Requests:

Simple and straightforward friend request system.
Easy-to-follow instructions on how to accept, decline, or send friend requests.

Groups and Communities:

Create and join groups based on common interests, hobbies, or geographic location.
Group discussions and event planning features

Messaging and Chat:

User-friendly chat and messaging system with large text and emojis.

Voice messaging and video chat options for those who prefer them.

Event Planning:

Calendar integration for creating and managing events, such as birthdays, reunions, or club meetings.

Notifications and reminders for upcoming events.

Video and Photo Sharing:

Easy-to-use photo and video sharing with the option to add captions or voice descriptions.

Voice Search:

Integration with voice-activated search for those who may find typing challenging.

Success Metrics for the App

NorthStar Metric	No. of elderly users in a month (Monthly active users, MAU)
User Adoption	No. of new elderly users who sign up to the app No. of elderly people who complete their profile set up.
User engagement	No. of elderly people who use the app daily (Daily active users, DAU) No. of elderly users in a month (Monthly active users, MAU) Time spent on the app during each session No. of times elderly users creating and sharing content within the app.
User retention	No. of elderly users who continue using the app over a period of time. Churn rate: The rate at which elderly users stop using the app.
Community building	No. of elderly users joining new communities and groups. No. of users participating in meet-ups and events. No. of elderly users interacting in groups and communities.
User Satisfaction	Feedback and ratings through surveys and reviews. Net Promotor Score (NPS): how likely users recommend the app to their peers.

User Funnel

Registration and profile set up

- # users who install the app after learning about it.
- # users who create an account
- # users who complete their profile setup

Engagement

- # users who log in to the app after creating their profile.
- # users who send or accept friend requests
- # users who create and post content on their feed

Social interaction

- # users who join interest-based groups or communities.
- # users who engage in private messaging or chat within the app.

Event participation

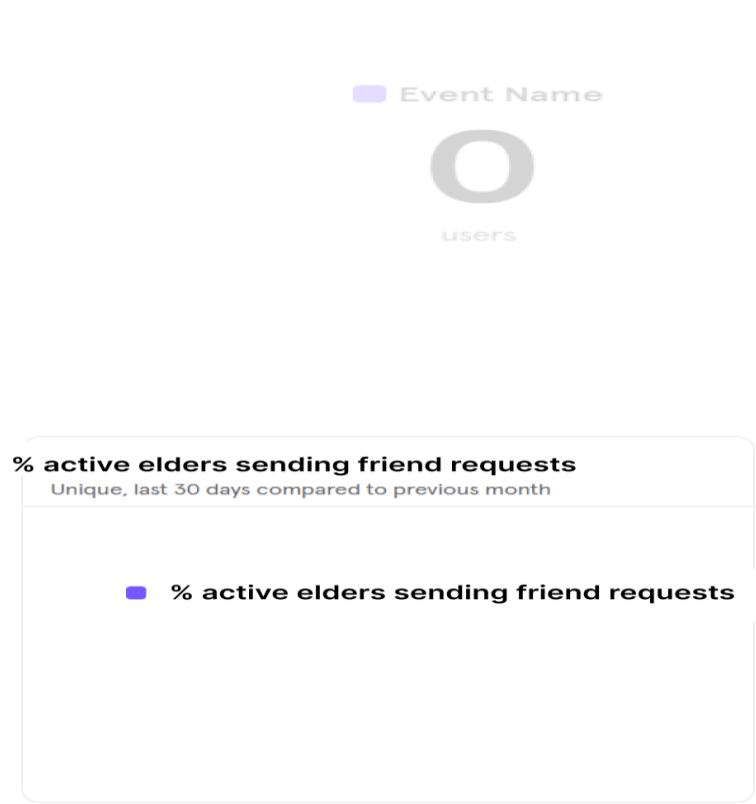
- # users who explore events within the app.
- # users who actually attend events.

Memory sharing

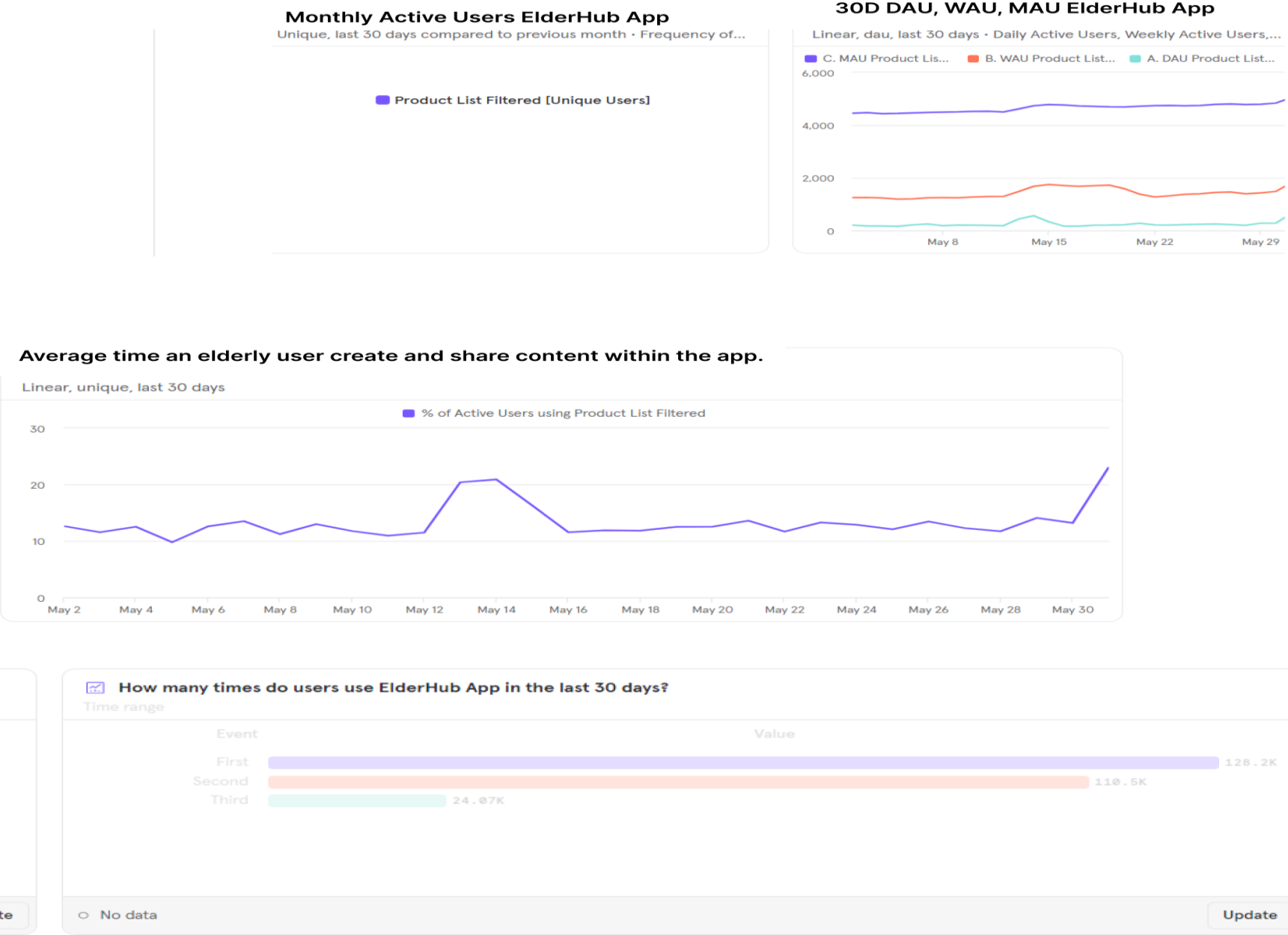
- # users who share photos, stories, or create digital scrapbooks within the app.

User Adoption

Are users adopting your app?



User Engagement



Average time an elderly user create and share content within the app.

Linear, unique, last 30 days

% of Active Users using Product List Filtered

Date	% of Active Users using Product List Filtered
May 2	13
May 4	12
May 6	13
May 8	11
May 10	13
May 12	11
May 14	21
May 16	12
May 18	12
May 20	13
May 22	12
May 24	13
May 26	12
May 28	14
May 30	23

Average Total Uses per User – 30D

Time range

Event Name

O

users

No data

Update

How many times do users use ElderHub App in the last 30 days?

Time range

Event	Value
First	128.2K
Second	110.5K
Third	24.07K

No data

Update

Are users coming back regularly?

Retention is evaluated and measured by tracking if and how often users are returning. If users are coming back again and again, that's a pretty good sign that this feature has lasting value.

Weekly Retention: How often are users coming back to use ElderHub App?

Time range



No data

Update

Week 1 Retention ElderHub App

Time range

Event Name

0

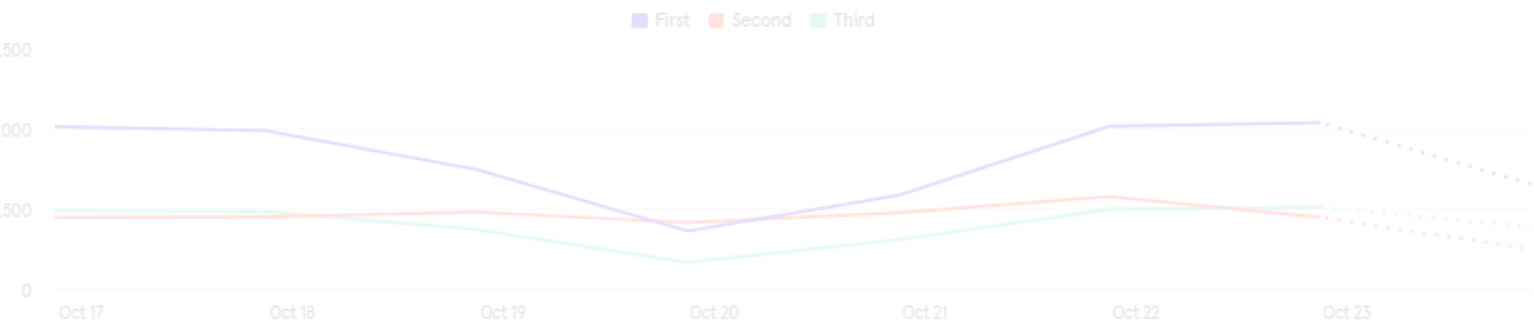
users

No data

Update

Week 1 ElderHub App Retention Trend

Time range



No data

Update

💡 Tip: Week 1 Feature Retention = (Num of unique users who used feature on week 1) / (Num of unique users who tried feature for first time on week 0)