

Success Measurements

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1. High-Level Objectives

Objective 1: Increase User Engagement with Health Data

- Ensure users actively interact with their health data and insights

Objective 2: Improve User Understanding of Personal Health

- Help users interpret health metrics and make informed decisions.

Objective 3: Encourage Health Behavior Improvement

- Promote healthier habits through personalized recommendations.

Objective 4: Ensure System Usability and Accessibility

- Make the platform easy to use for both beginners and experienced users.

2. Success Metrics, Targets, and Measurement Methods

Objective 1: Increase User Engagement with Health Data

To measure user engagement, the platform will track how frequently users interact with the system. A key metric is the daily active usage rate, with a target of at least 60% of users accessing the dashboard once per day. This will be measured using application analytics and system logs.

Another important metric is the feature interaction rate, where the goal is for 70% of users to interact with at least one health metric during each session. This will be measured by clicking tracking and usage logs within the platform.

Objective 2: Improve User Understanding of Personal Health

User understanding will be evaluated through task completion rates, specifically whether users can successfully interpret their health data. The target is for 85% of users to correctly interpret at least one health metric, measured through usability testing and observation.

Additionally, the use of the AI assistant will serve as an indicator of user engagement with explanations. The goal is for 50% of users to interact with the AI assistant at least once per session, measured through system logs.

Objective 3: Encourage Health Behavior Improvement

Behavioral change will be assessed through how users respond to system recommendations. One metric is the recommendation follow-through rate, with a target of 60% of users following at least one recommendation per week, measured through surveys or self-reported feedback.

Another metric is the goal completion rate, where the objective is for 50% of users to achieve at least one health goal within a given period. This will be tracked using in-app goal tracking features.

Objective 4: Ensure System Usability and Accessibility

Usability will be measured through time on tasks, particularly during onboarding. The goal is to reduce onboarding time to under 5 minutes, which will be evaluated through usability testing.

The error rate is another key metric, with a target of less than 10% of users encountering navigation or usability issues, measured through observation during usability testing sessions.

Objective 5: Measure User Satisfaction and Retention

User satisfaction will be measured using a post-use survey, with a target average rating of 4 out of 5 or higher.

Retention will be evaluated using weekly active users, with a goal of 70% of users returning to the platform on a weekly basis, measured through system analytics.