

How will we measure success?

App Metrics (Quantitative)

- User sign-up rate: High number of new accounts registered
- Daily / Weekly active users (DAU/WAU): Frequent usage by contractors
- Product search frequency: Users actively using the search/comparison feature
- Cart activity: Regular use of cart for planning or estimating
- Product add/edit activity: Engagement with custom/manual entries
- Theme switch usage: Indicates UI personalization is valuable
- Crash rate / error reports: Low crash frequency indicates stability
- Time-to-result for a search: Fast performance ensures smooth UX

UserExperience (Qualitative)

- Task success rate: Can users find and compare product prices easily?
- Time to complete core tasks: How long does it take to add a product or build a list?
- User satisfaction / feedback: Positive user reviews or survey results
- Reduced material costs / better budgeting: Users report saving money or better planning
- Repeat usage / retention: Users come back consistently over time
- Integration value (Jobber, etc.): Do users adopt extra features for workflow planning?