



A Community by  Amplitude



#NorthStarMetric 21-Day Challenge

Over the next 21 days, practice small exercises to build your skills in the North Star Framework.

Twice a week, look out for helpful prompts and resources so you can map your work back to business outcomes.

By the end of the challenge, you'll have a refined North Star Metric and be ready to build experiments to help move it forward.

You got this! 🙌

This challenge is a follow up to our Cohort community North Star Metric Jam Session led by the brilliant product strategy and design team, [Ana Oarga](#) and [Raz Burciu](#) from [Just Mad](#). They've helped teams from Miro, UiPath, SAP, Bumble and Personio create better products and accelerate growth, through strategy advisory, end-to-end experience design and coaching.

How the challenge works:

- ☐ Step 1: Make a copy of this Google doc so you can make it your own.
- ☐ Step 2: Come back each week to complete the next set of activities. Or receive prompts by [joining our Slack community](#).
- ☐ Step 3: [Join the active discussion in Slack](#) - get feedback and see what might be missing!

 Note: take your time. Because you've already thought a lot about your audience and product, it's easy to rush through these prompts. But finding your product's North Star Metric is deceptively complex. Take this time to distill:

- The value you want to create for customers
- Your product's unique differentiators
- Your company's business objectives

Let's get started. 😊💪

Week 1:

Activity¹

[Watch the replay](#) of the North Star Metric jam session led by Ana Oarga and Raz Burciu from Just Mad



Key Highlights:

- [\[07:07\]](#) Intro to the Product Strategy Flywheel
- [\[12:17\]](#) What is the North Star Framework?
- [\[19:41\]](#) How to write Audience + Problem and Core Value Statements (includes prompts to get started)
- [\[31:29\]](#) How to identify the supporting elements of your North Star Metric
- [\[38:16\]](#) Writing a candidate North Star Metric
- [\[45:31\]](#) Using a Driver Tree to bring your North Star Metric life

Activity 2

Follow these prompts to write an “Audience + Problem” statement.

Our product is for _____ ← who is your target audience?

that _____ ← which problems/frustrations are you solving for?

because _____ ← what gets in the way of your users reaching their goal?

Sample Audience + Problem Statements:



Audiobook Example:

Our product is for book enthusiasts who live in Europe

that can't read as much as they'd like

because of their busy schedules and high price of printed books.



Real Estate Marketplace Example: The Agents

Our product is for real estate agents in Germany

that struggle to close sales quickly

because of a highly competitive real estate market.



Real Estate Marketplace Example: The Buyers

Our product is for people who want to rent or buy a home in Germany

that have a hard time finding properties they want to live in

because there are so many standalone agencies, brokers, and platforms to look through.

③ Get feedback from the group

[Head over to Slack](#) and get feedback from other product and growth peers going through this same challenge.

🏠 Congrats! That's all for week 1!

Week 2:

Activity ①

Write your product's core value statement.

We help our users _____ ← what is your desired outcome for users?

by providing _____ ← what are your product's capabilities?

compared to _____ ← what are your product's differentiators?

Examples:

🎧 Audiobook Example:

We help our users enjoy more books

by providing unlimited access to a range of audiobooks available on desktop and mobile

compared to buying expensive printed books.

🏠 Real Estate Marketplace Example: The Agents

We help our users shorten the sales journey and increase annual revenue

by providing an easy-to-use listing platform that allows them to set competitive prices

compared to printed listings, other platforms with limited reach, and social media.

 Real Estate Marketplace Example: The Buyers

We help our users save time and help them find their dream home

by providing an easy-to-use listing platform with powerful search

compared to relying on a limited set of real estate agents and depending on their reach.

Activity 2

Identify your product's critical action, expected user frequency, and monetization model.

Critical Action _____ ← what is the one thing users need to do to get value from your product?

Expected Frequency _____ ← how often does the user need to do this?

Monetization Model _____ ← how do you make money through your product?

Examples:



Audiobook Example:

Critical Action consume content

Expected Frequency weekly

Monetization Model fixed subscription



Real Estate Marketplace Example: The Agents

Critical Action manage premium listings

Expected Frequency weekly

Monetization Model fixed subscription with add-ons



Real Estate Marketplace Example: The Buyers

Critical Action contact an agent

Expected Frequency weekly

Monetization Model free



Online Shop

Critical Action place a successful order

Expected Frequency monthly

Monetization Model transaction fee

Activity³

Get feedback from the group

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🛑 Take a break! You've made amazing progress. 🙌

Week 3:

Activity¹

Write your first North Star Metric 🌟

Now let's get to it! Take your work from week 2 and fill in these blanks:

of (expected frequency) (critical action) that (monetization model)

Examples:

🎧 **Audiobook Example:** # of weekly subscribers consuming x minutes of content per week

🛍️ **Online Shop:** # of returning customers that make at least one purchase per month

🏠 **Real Estate Marketplace Example: The Agents:** # of weekly agents posting x premium listings that have over y leads

🏠 **Real Estate Marketplace Example: The Buyers:** # of weekly visitors that successfully contact at least one agent

 Here's a checklist for your North Star Metric:

- ✓ expresses user value
- ✓ connects to revenue
- ✓ includes the critical action
- ✓ is not a vanity metric
- ✓ uses non-technical language
- ✓ can be measured and tracked

Activity 2

Jam with us again! 

Ana Oarga and Raz Burciu from Just Mad will host a live, 30-minute Q&A session, during which they will answer questions and provide feedback on North Star Metric submissions. Email esther@amplitude.com or [find her in Slack](#) for more details!

 **You made it!** You have put the first few pieces of the puzzle together to start earning more revenue through your product. [Join our community](#) and get updates on upcoming workshops on experimentation, PLG, and driver trees.

Resources

- ☐ Join the [Cohort community](#) for more opportunities to grow in your metrics-driven journey.
- ☐ [Book an extended workshop](#) with the Just Mad team and invite your whole team.
- ☐ Read the [North Star Playbook](#) to run a workshop of your own.

