



#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, <u>Ana Oarga</u> and <u>Raz Burciu</u> from <u>Just Mad</u>. 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. 😊 💪

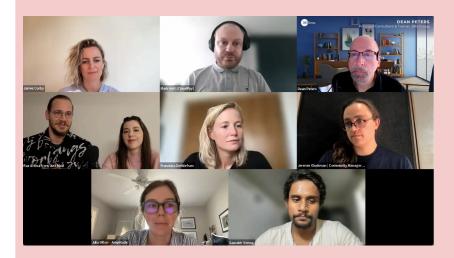




Week 1:

Activity 1

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

Activity2					
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.

A 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

<u>Head over to Slack</u> and get feedback from other product and growth peers going through this same challenge.

Congrats! That's all for week 1!

Week 2:

Activity 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

A Real Estate Marketplace Example: The Agents

Critical Action manage premium listings

Expected Frequency weekly

Monetization Model fixed subscription with add-ons

A Real Estate Marketplace Example: The Buyers

Critical Action contact an agent

Expected Frequency weekly

Monetization Model free

nline Shop

Critical Action place a successful order

Expected Frequency monthly

Monetization Model transaction fee

Activity 3

Get feedback from the group

<u>Head over to Slack</u> and get feedback from other product and growth peers going through this same challenge.

🔟 Take a break! You've made amazing progress. 🩌

Week 3:

Activity 1

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
- nline 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						

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 <u>find her in Slack</u> 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. <u>Join our community</u> and get updates on upcoming workshops on experimentation, PLG, and driver trees.

Resources

Jam with us again! 🧵

	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.
П	Read the North Star Playbook to run a workshop of your own.