

Product Events Document Template - v1.00

Document Version	1.00
Document Owner	Use '@' and type the user name to tag the document owner
Document Status	Draft ▾
Tech Lead	Use '@' and type the user name to tag the Tech Lead
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Reference Link	Copy the reference links that would help understand the concept or link to development resources

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User Identity Management

Write down your process of user signup and login and the corresponding 'Identify' method of the Product Analytics tool that needs to be triggered.

User Traits

Mention all the user properties that are of importance for analysis and grouping of similar users together.

Field Name	Field Type
Mention the name of the property (Example - name)	Mention the type of property (Example - String)

User Groups

Mention all the user groups that are of importance for analysis and grouping of similar users together.

Screen Events

Field Name	Field Type
Mention the name of the property (Example - name)	Mention the type of property (Example - String)

Custom Events

User Registration

Event Name	Event Trigger	Trigger From	Screen	Parameters	Pre-Defined Method
Mention the name of the event	Mention the action performed by the user for which the trigger will be used	Client-side/server-side	Mention the Screen Name in case of a client-side event	Mention the	Mention any Pre-Defined method that should be invoked in your Product Analytics Tool

Feature Name

Event Name	Event Trigger	Trigger From	Screen	Parameters	Pre-Defined Method
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Feature Name

Event Name	Event Trigger	Trigger From	Screen	Parameters	Pre-Defined Method
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