

Product Health Framework

Metrics | Adapted synthesis | Portfolio version 1.0

A balanced product-health model covering reach, activation, engagement, workflow success, quality, customer value, business value, and product economics.

Problem it solves

Teams often optimize isolated usage metrics while missing workflow failure, reliability, support burden, business value, and AI-quality signals.

When to use it

- A product needs an executive health view.
- Teams disagree about which metrics matter.
- Adoption is visible but value or quality is unclear.
- An AI-enabled workflow needs product and model signals together.

When not to use it

- A pre-discovery concept has no product behavior to measure.
- The dashboard is being created without decision owners.
- Metrics cannot be connected to actions or thresholds.

Inputs

- Product strategy and intended outcomes
- User lifecycle and key workflows
- Instrumentation inventory
- Operational and support data
- Commercial model
- Known risks and guardrails

Process

- 1. Define value** - State the customer and business value the product should create.
- 2. Map lifecycle** - Identify reach, activation, engagement, retention, and expansion behavior.
- 3. Map workflows** - Define successful completion, abandonment, errors, exceptions, and correction.
- 4. Add quality** - Include reliability, latency, defects, support, and incident measures.
- 5. Add economics** - Include revenue, margin, processing cost, implementation effort, and support burden.
- 6. Set thresholds** - Define target, warning, and intervention levels with owners.

7. Review and act - Use a regular cadence to diagnose causes, decide actions, and track recovery.

Decision points

- Does the metric represent value or merely activity?
- Is it leading, lagging, or a guardrail?
- Who can influence it?
- What action occurs when it crosses a threshold?
- Which segments conceal important differences?

Outputs

- Product-health scorecard
- Metric dictionary
- Instrumentation gaps
- Threshold and ownership matrix
- Health-review cadence
- Action log

Success measures

- Activation
- Time to value
- Meaningful engagement
- Retention
- Workflow completion
- Error and correction
- Reliability
- Support burden
- Revenue and cost

Portfolio application

I use product-health thinking to connect roadmap decisions with adoption, workflow performance, operational quality, customer evidence, and business value.

Common pitfalls

- Tracking activity without value.
- Creating dashboards without decisions.
- Using averages that hide segments.
- Ignoring operational cost and support burden.

- Changing metric definitions without governance.

Skills demonstrated

- Product analytics
- KPI design
- Instrumentation
- Product operations
- Executive reporting
- Outcome management

Interview discussion prompts

- How do you define product health?
- Which metrics would you use for an AI workflow?
- How do you prevent metric overload?
- How do thresholds change product decisions?

This is a portfolio framework and is not legal, regulatory, compliance, financial, or medical advice.