






Google HEART Metrics Canvas

The HEART framework is a set of user-centered metrics. It was developed to evaluate the quality of the user experience, and help teams measure the impact of UX changes. The framework is a kind of UX metrics scorecard that's broken down into 5 factors

	Goals	Signals	Metrics
 Happiness	Users find the app helpful, fun, and easy to use	<ul style="list-style-type: none"> • Responding to surveys • Leaving positive ratings • Leaving user feedback 	<ul style="list-style-type: none"> • Net Promoter Score • Satisfaction survey • Number of good reviews
 Engagement	Users enjoy app content and keep engaging with it	<ul style="list-style-type: none"> • More time in app 	<ul style="list-style-type: none"> • Avg. session length • Avg. session frequency • Number of conversions
 Adoption	New users see the value in the product or new feature	<ul style="list-style-type: none"> • Sign-ups • Mobile downloads • Using features 	<ul style="list-style-type: none"> • Registration rate • Download rate • Feature adoption rate
 Retention	Users keep coming back to the app to complete key action	<ul style="list-style-type: none"> • Renewals • Time in app • Staying active 	<ul style="list-style-type: none"> • Churn rate • Renewal rate
 Time on Task	Users complete their goals quickly and easily	<ul style="list-style-type: none"> • Finding and viewing content quickly • Completing tasks 	<ul style="list-style-type: none"> • Search exit rate • Crash rate