

DECISIONFLOW

Metrics & Roadmap

North Star Metric, KPI framework, instrumentation and release plan

Phase 2 - Plan

Product	DecisionFlow
Document code	DF-P2-06
Version	2.0
Status	Final Public Portfolio Edition — Historical Planning Baseline
Author	Min Thu Kyaw
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Evidence statement

This public portfolio edition distinguishes actual evidence, assumed continuity steps, simulated case-study outcomes, targets, and recommendations. Simulated customers, commercial results, benchmarks, incidents, quotations, and later-lifecycle outcomes are illustrative and must not be interpreted as results from a live commercial product. Evidence labels are retained throughout the package to support transparent and responsible interpretation.

Document Control

Purpose	Define how customer value, AI quality, product adoption, operational health and business progress will be measured and used to govern releases.
Primary audience	Product, analytics, AI/ML, engineering and leadership.
Related documents	DF-P2-00, DF-P2-01, DF-P2-02, DF-P2-05 and DF-P2-07.
Review cadence	Update when scope, evidence, architecture, metrics or major decisions change.
Approval state	Historical phase-gate outcome: Conditional Go to Develop.

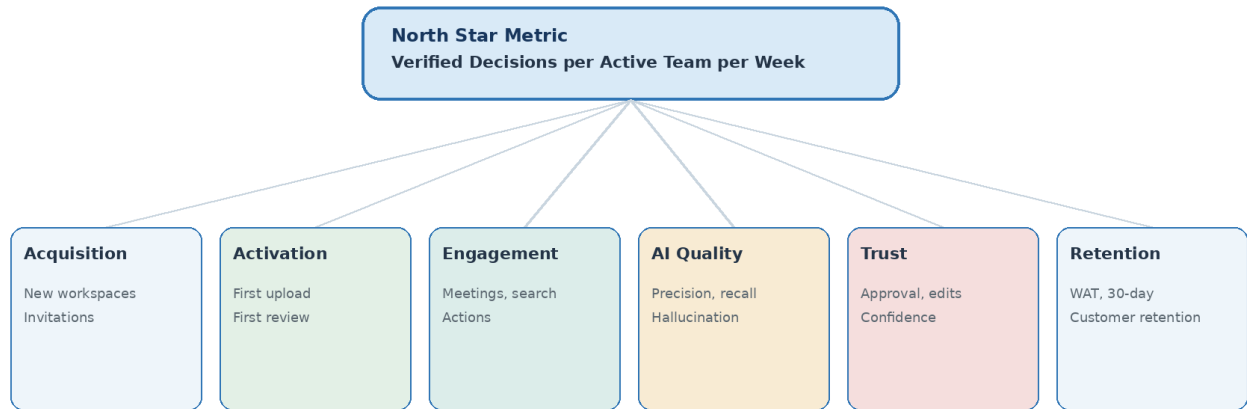
Revision History

Version	2.0	Owner	Change
1.0	July 2026	Min Thu Kyaw	Restructured Phase 2 planning package; consolidated and standardized source artifacts.

Contents

- 1. Metric System
- 2. Success Metrics Framework
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DecisionFlow Metric System



Targets are planning hypotheses until validated with pilot data.

Figure 1. Metric hierarchy centered on verified customer value.

Success Metrics Framework

Purpose

The Success Metrics Framework defines how DecisionFlow’s performance will be measured throughout its lifecycle. It aligns product, engineering, AI, design, and business teams around objective indicators that demonstrate whether the product is creating value for users and achieving business goals.

Unlike vanity metrics, this framework focuses on measurable outcomes across five dimensions:

- Business Success
- User Adoption
- Product Engagement
- AI Performance
- Operational Excellence

Measurement Philosophy

DecisionFlow is successful only when AI-generated insights lead to better execution.

Therefore, success is measured not only by usage but also by the quality of AI outputs, user trust, and the completion of follow-up actions.

The framework follows this hierarchy:

Business Outcomes → User Behavior → Product Usage → AI Quality → System Performance

Metric Hierarchy

Level	Question
Business	Is the product creating business value?

Level	Question
User	Are users adopting the product?
Product	Are users engaging with core features?
AI	Is the AI producing trustworthy results?
Operational	Is the platform reliable and scalable?

Business Metrics

Business metrics measure whether DecisionFlow contributes to sustainable growth and commercial success.

Metric	Definition	Target (Year 1)
Monthly Active Organizations	Organizations using DecisionFlow monthly	50
Monthly Recurring Revenue (MRR)	Subscription revenue generated each month	USD 10,000
Trial-to-Paid Conversion Rate	Percentage of trial accounts that become paying customers	≥ 20%
Customer Retention Rate	Customers remaining active after six months	≥ 85%
Net Revenue Retention (NRR)	Revenue retained including expansion	≥ 100%

User Adoption Metrics

These metrics evaluate whether users successfully adopt DecisionFlow within their workflow.

Metric	Definition	Target
Workspace Creation Rate	Percentage of new users creating a workspace	≥ 90%
First Meeting Upload Rate	Percentage of users uploading a meeting within 24 hours	≥ 80%
Activation Rate	Users completing onboarding and reviewing AI output	≥ 70%
Weekly Active Users (WAU)	Active users each week	Growing trend
User Retention (30-Day)	Users returning after 30 days	≥ 60%

Product Engagement Metrics

These metrics evaluate usage of DecisionFlow’s core capabilities.

Metric	Definition	Target
Meetings Uploaded	Average meetings uploaded per team per week	≥ 5

Metric	Definition	Target
Decisions Extracted	Average decisions identified per meeting	Baseline established during pilot
Action Items Created	Average action items generated per meeting	Baseline established during pilot
Decision Approval Rate	Percentage of AI-generated decisions approved by users	≥ 85%
Search Usage	Percentage of users searching historical decisions weekly	≥ 40%

AI Performance Metrics

Because AI is the core differentiator, its performance must be continuously evaluated.

Metric	Definition	Target
Decision Extraction Precision	Percentage of extracted decisions that are correct	≥ 90%
Decision Extraction Recall	Percentage of actual decisions successfully extracted	≥ 85%
Action Item Precision	Correctly identified action items	≥ 90%
Action Item Recall	Percentage of action items captured	≥ 85%
Owner Identification Accuracy	Correct assignment of responsible individuals	≥ 90%
Due Date Extraction Accuracy	Correct identification of deadlines	≥ 90%
Hallucination Rate	Incorrect AI-generated information	≤ 5%
Average Confidence Score	AI confidence for accepted outputs	≥ 0.90

User Trust Metrics

Trust is essential for adoption of AI-powered products.

Metric	Definition	Target
AI Acceptance Rate	Percentage of AI outputs accepted without modification	≥ 75%
Edit Rate	Percentage of AI outputs manually edited	≤ 20%
User Confidence Rating	Average confidence score given by users	≥ 4.5/5
AI Explanation Usage	Users viewing AI reasoning	Informational

Operational Metrics

Operational metrics ensure the platform remains reliable and cost-effective.

Metric	Definition	Target
Average Processing Time	Time to process a meeting transcript	< 30 seconds
API Response Time	Backend response latency	< 500 ms
Platform Availability	System uptime	≥ 99.9%
AI Processing Cost	Average inference cost per meeting	Within budget target
Failed Processing Rate	Meetings that fail to process	< 1%

Leading vs. Lagging Indicators

Leading Indicators

These metrics provide early signals of future success.

- Workspace creation
- First meeting upload
- Weekly active users
- Decision approval rate
- AI acceptance rate
- Activation rate

Lagging Indicators

These metrics reflect long-term outcomes.

- Revenue
- Customer retention
- Net Revenue Retention
- Customer Satisfaction (CSAT)
- Net Promoter Score (NPS)

Metric Ownership

Metric Category	Primary Owner
Business Metrics	Product Manager
Adoption Metrics	Product Manager
Engagement Metrics	Product Analytics
AI Metrics	AI/ML Engineer
Operational Metrics	Engineering Team
Trust Metrics	Product Manager & UX Research

Review Cadence

Frequency	Activities
Daily	Monitor platform health and processing failures

Frequency	Activities
Weekly	Review adoption, engagement, and AI quality
Monthly	Evaluate business KPIs and customer feedback
Quarterly	Reassess targets, roadmap, and strategic priorities

Success Dashboard

DecisionFlow’s executive dashboard will surface a concise set of health indicators:

Business

- Monthly Recurring Revenue (MRR)
- Monthly Active Organizations
- Trial-to-Paid Conversion

Product

- Weekly Active Users
- Meetings Uploaded
- Decision Approval Rate

AI

- Decision Precision
- Action Recall
- Hallucination Rate
- Owner Identification Accuracy

Operations

- Processing Time
- API Latency
- Platform Uptime

Success Criteria for Phase 2 Completion

Planning will be considered complete when:

- Success metrics are approved by stakeholders.
- Every KPI has a defined owner and measurement method.
- Analytics instrumentation requirements are documented.
- Baseline targets are established for MVP testing.
- Metrics are aligned with the product roadmap and North Star Metric.

Summary

The Success Metrics Framework ensures that DecisionFlow is evaluated on meaningful outcomes rather than feature delivery alone. By balancing business performance, user adoption, product engagement, AI quality, operational reliability, and user trust, the framework provides a comprehensive system for measuring progress from MVP validation through long-term product growth.

North Star Metric and Metric Tree

Purpose

The North Star Metric (NSM) provides a single, organization-wide measure of the value that DecisionFlow delivers to its customers. It aligns product strategy, engineering priorities, AI improvements, and business objectives around one outcome: helping teams capture and execute important decisions from meetings.

Unlike revenue or usage metrics, the North Star Metric measures customer value created, not simply business performance.

What Makes a Good North Star Metric?

A strong North Star Metric should:

- Reflect the core value delivered to customers.
- Be influenced by product improvements.
- Encourage long-term user success rather than short-term growth.
- Correlate with business growth and customer retention.
- Be understandable across all teams.

Evaluating Candidate Metrics

Several potential North Star Metrics were evaluated during planning.

Candidate Metric	Advantages	Limitations
Meetings Uploaded	Easy to measure and indicates adoption	Measures activity, not value delivered
AI Summaries Generated	Reflects feature usage	Does not indicate whether summaries are useful or actionable
Action Items Created	Focuses on execution	Action items alone may not capture strategic decisions
Active Users	Useful business indicator	Represents engagement rather than customer value
Decisions Extracted	Closer to the core value	Includes AI outputs that may not be reviewed or accepted
Verified Decisions Created	Measures AI output that has been reviewed and accepted by users	Requires an approval workflow but best represents realized value

After evaluation, Verified Decisions Created was selected because it reflects meaningful customer outcomes rather than raw activity.

Selected North Star Metric

Verified Decisions Created per Active Team per Week

Definition

A Verified Decision is an AI-extracted decision that has been reviewed and accepted by a user. The metric is normalized by active teams and measured weekly to encourage consistent engagement and comparison across organizations.

Formula

Verified Decisions Created per Active Team per Week =

Number of AI-generated decisions approved by users
÷ Number of active teams during the same week

Why This Metric?

This metric aligns directly with DecisionFlow's mission:

Key statement

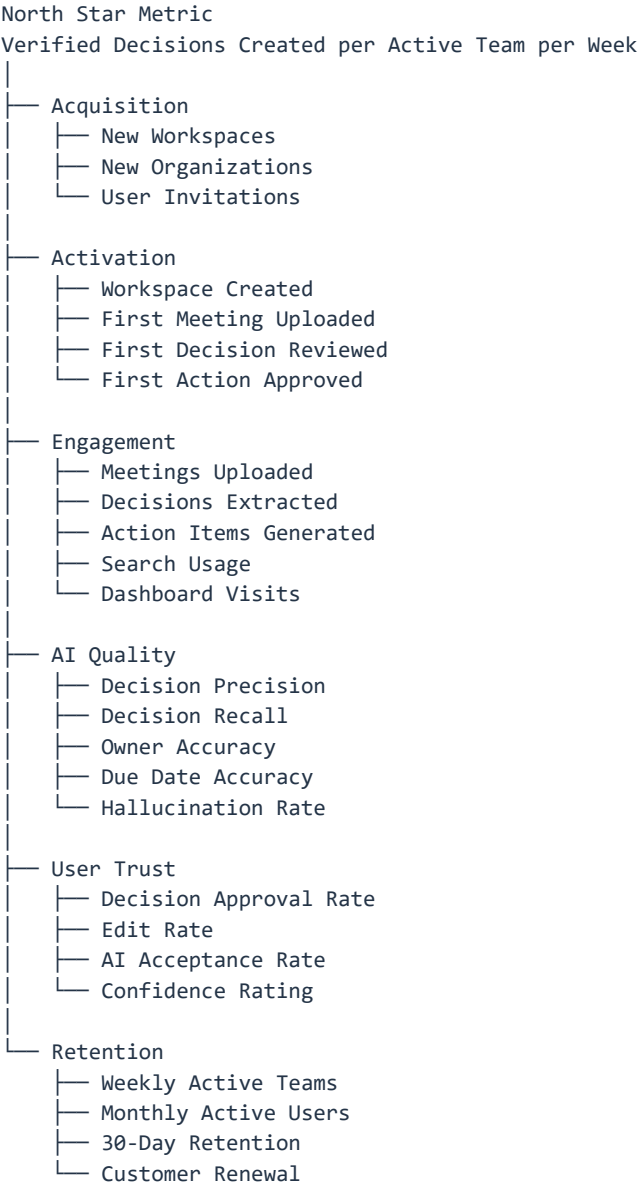
Transform meeting conversations into trusted, actionable organizational knowledge.

It captures:

- AI value creation
- User trust
- Workflow adoption
- Organizational execution
- Continuous engagement

Unlike simple usage metrics, it rewards both AI quality and customer validation.

Metric Tree



Supporting Metrics

Acquisition

Measures the effectiveness of bringing new users into the product.

Metric	Target
New Workspaces Created	Growing trend
Invitation Acceptance Rate	≥ 70%
Organization Sign-ups	Monthly growth

Activation

Measures how quickly users experience initial value.

Metric	Target
First Meeting Upload	≥ 80%
First Decision Review	≥ 70%
Time to First Value	< 15 minutes

Engagement

Measures ongoing usage of core product capabilities.

Metric	Target
Meetings Uploaded	≥ 5 per team/week
Decisions Reviewed	Growing trend
Searches Per User	Increasing monthly
Returning Weekly Users	≥ 70%

AI Quality

Measures the effectiveness and reliability of the AI system.

Metric	Target
Decision Precision	≥ 90%
Decision Recall	≥ 85%
Owner Identification Accuracy	≥ 90%
Hallucination Rate	≤ 5%

User Trust

Measures confidence in AI-generated outputs.

Metric	Target
AI Acceptance Rate	≥ 75%
Decision Approval Rate	≥ 85%
User Confidence Score	≥ 4.5/5
Manual Edit Rate	≤ 20%

Retention

Measures whether DecisionFlow becomes part of users' regular workflows.

Metric	Target
Weekly Active Teams	Increasing trend

Metric	Target
30-Day Retention	≥ 60%
Customer Renewal Rate	≥ 85%

Guardrail Metrics

While optimizing the North Star Metric, the product team must ensure that improvements do not negatively impact other critical areas.

Guardrail Metric	Reason
Hallucination Rate	Prevent AI from generating inaccurate decisions
Processing Time	Maintain a responsive user experience
Platform Uptime	Ensure reliability
AI Processing Cost	Keep operating costs sustainable
User Satisfaction (CSAT)	Protect overall customer experience

Decision Framework

The North Star Metric will guide product prioritization.

When evaluating a new feature, the team will ask:

- Does this help users create more verified decisions?
- Does it improve AI quality or user trust?
- Does it reduce friction in the decision review process?
- Will it increase long-term engagement?
- Can its impact on the North Star Metric be measured?

Features that cannot demonstrate a meaningful contribution to the North Star Metric will receive lower priority.

Measurement Cadence

Frequency	Activity
Daily	Monitor AI quality and operational health
Weekly	Review North Star Metric trends and supporting metrics
Monthly	Analyze retention, business outcomes, and experiment results
Quarterly	Reassess targets and refine product strategy

Summary

The North Star Metric for DecisionFlow—Verified Decisions Created per Active Team per Week—captures the product’s fundamental promise: turning conversations into trusted, actionable decisions. Supported by a comprehensive metric tree and guardrail metrics, it provides a consistent framework for evaluating roadmap priorities, AI improvements, and overall product success throughout the product lifecycle.

Evidence-Gated Delivery Roadmap



Expansion releases proceed only after AI quality, trust, adoption and retention gates are met.

Figure 2. Proposed roadmap with evidence gates between releases.

Product Roadmap and Release Plan

Purpose

This roadmap defines the phased delivery strategy for DecisionFlow from MVP through future product expansion. It aligns business objectives, customer needs, engineering capacity, and AI maturity into a realistic execution plan.

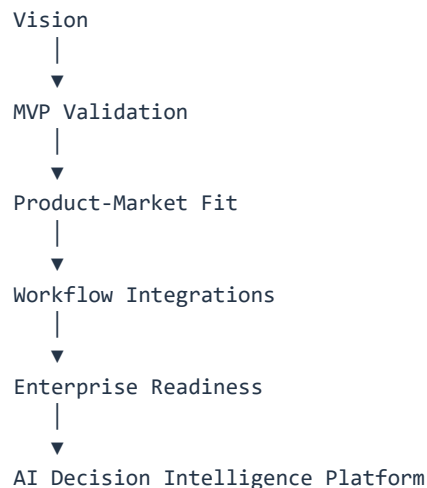
The roadmap is outcome-oriented rather than feature-oriented, ensuring that each release validates assumptions and delivers measurable customer value.

Roadmap Principles

DecisionFlow follows five roadmap principles:

- Deliver customer value incrementally.
- Validate assumptions before expanding scope.
- Prioritize AI quality over feature quantity.
- Reduce technical risk early.
- Use customer feedback to shape future releases.

Product Vision Timeline



Release Strategy

Release	Goal	Timeline
Sprint 0	Foundation & Setup	2 Weeks
MVP (v1.0)	Validate core product hypothesis	12 Weeks
v1.1	Improve productivity	6 Weeks
v1.2	Expand integrations	8 Weeks
v2.0	Enterprise platform	12–16 Weeks

Sprint 0 – Foundation

Objective

Prepare the product for efficient development.

Deliverables

- Development environment
- CI/CD pipeline
- Authentication
- Database schema
- Design system
- Prompt templates
- AI evaluation dataset
- Monitoring setup

Exit Criteria

- Development environment operational.
- Core architecture reviewed.
- Initial backlog estimated.
- Team ready for Sprint 1.

MVP (Version 1.0)

Objective

Validate that AI-powered decision intelligence solves a meaningful customer problem.

Included Features

Workspace

- Workspace creation
- User authentication
- Team management

Meetings

- Transcript upload
- Meeting management
- Processing status

AI

- Decision extraction
- Action item extraction
- Owner identification
- Due date extraction
- Confidence scoring

Review

- AI review workflow
- Edit AI outputs
- Approval workflow

Knowledge

- Decision repository
- Search
- Decision history

Execution

- Action dashboard
- Status tracking

Success Criteria

- Decision Precision $\geq 90\%$
- Decision Approval Rate $\geq 85\%$
- Weekly Active Teams increasing
- Successful pilot customers
- Positive qualitative feedback

Version 1.1 – Productivity Improvements

Objective

Reduce friction in day-to-day usage.

Features

- Email notifications
- Bulk meeting upload
- Improved search filters
- Keyboard shortcuts
- AI explanation panel
- Better onboarding
- Workspace analytics

Success Criteria

- Reduced task completion time.
- Increased weekly engagement.
- Higher AI acceptance rate.

Version 1.2 – Workflow Integrations

Objective

Embed DecisionFlow into existing team workflows.

Features

- Google Calendar integration
- Microsoft Outlook integration
- Slack integration
- Microsoft Teams integration
- Zoom integration
- Google Meet integration
- Public API

Success Criteria

- Increased retention.
- Reduced manual transcript uploads.
- Higher meeting processing volume.

Version 2.0 – Enterprise Platform

Objective

Expand DecisionFlow into an enterprise-ready AI decision intelligence platform.

Features

Enterprise

- Single Sign-On (SSO)
- Role-based permissions
- Audit logs
- Organization administration

AI

- Cross-meeting insights
- Decision trend analysis
- Organizational knowledge graph
- Predictive recommendations

Analytics

- Executive dashboards
- Team performance analytics
- Decision health metrics

Success Criteria

- Enterprise customer adoption.
- Multi-team deployments.
- Expansion revenue.
- Increased Net Revenue Retention (NRR).

Quarterly Roadmap

Quarter	Strategic Theme	Major Deliverables
Q1	Build the Foundation	Sprint 0, MVP development
Q2	Validate Product-Market Fit	Pilot launch, user feedback, AI improvements
Q3	Workflow Expansion	Productivity features, integrations
Q4	Enterprise Readiness	Security, analytics, enterprise capabilities

Roadmap Dependencies

Dependency	Impact
AI model quality	Core product experience
User feedback	Feature prioritization
Engineering capacity	Delivery timeline
Infrastructure scalability	Platform reliability
Integration APIs	Workflow expansion

Risks to Delivery

Risk	Likelihood	Impact	Mitigation
AI accuracy below target	Medium	High	Continuous evaluation and prompt iteration
Scope creep	High	High	Strict MVP scope management
Third-party API changes	Medium	Medium	Modular integration architecture
Infrastructure cost growth	Medium	Medium	Optimize inference and monitor usage
Delayed customer feedback	Low	High	Schedule structured pilot reviews

Go/No-Go Criteria

A release proceeds only if:

Product

- MVP features are complete.
- Critical defects are resolved.
- User acceptance testing is complete.

AI

- Precision and recall targets are achieved.
- Hallucination rate remains within acceptable limits.
- Human review workflow functions correctly.

Engineering

- Performance targets are met.
- Security review is complete.
- Monitoring and alerting are operational.

Business

- Documentation is complete.
- Pilot customers are onboarded.
- Success metrics are instrumented.

Roadmap Governance

The roadmap is reviewed at multiple levels:

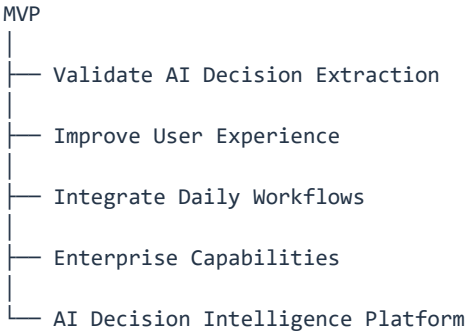
Frequency	Activity
Weekly	Sprint review and backlog refinement
Monthly	Product roadmap review
Quarterly	Strategic planning and roadmap adjustment
After Every Release	Retrospective and roadmap reprioritization

Measuring Roadmap Success

The roadmap is evaluated using outcome-based metrics rather than feature completion.

Objective	KPI
Validate customer value	Decision Approval Rate
Improve adoption	Weekly Active Teams
Increase engagement	Meetings Processed per Team
Improve AI quality	Decision Precision & Recall
Grow business	Trial-to-Paid Conversion Rate

Product Evolution



Summary

The DecisionFlow roadmap balances rapid validation with sustainable long-term growth. Rather than attempting to deliver every planned capability at once, each release is designed to validate assumptions, improve AI quality, and deepen customer adoption. This phased approach minimizes risk, maximizes learning, and ensures that every investment contributes to the product vision of becoming the trusted system of record for organizational decisions.

Analytics Instrumentation Blueprint

Event	Key properties	Primary metric
workspace_created	workspace_id, acquisition_source	Workspace creation / activation
meeting_submitted	workspace_id, input_type, transcript_length	First upload and meetings per team
processing_completed	duration, model_config, result_counts, cost	Processing success, latency and cost
ai_object_reviewed	object_type, confidence_band, action	Approval, rejection and edit rates
decision_published	meeting_id, project_id, reviewer_id	North Star numerator
knowledge_searched	query_type, filters, result_count	Search adoption and retrieval success
action_status_changed	owner, previous_status, new_status, due_state	Action completion and overdue rate

Metric Governance

- Each metric has one accountable owner, a precise formula, data source and review cadence.
- Pilot baselines are established before targets are treated as commitments.
- AI metrics are sliced by meeting type, transcript quality and confidence band.
- Business metrics are not used to claim product-market fit during a small portfolio pilot.
- Roadmap decisions reference evidence, not only feature completion.