



Good Software

# Smart Metrics for WiseApp: Enabling Data-Informed Decisions

PROJECT PLAN

**IN PROGRESS**

Project driver: Maggie McDonald

16 July, 2025

## Executive Summary

Driver	Maggie McDonald
Approver	Devin Martins
Contributors	Conrad Nguyen
Informed	Aziza Silva
Objective	<ol style="list-style-type: none"><li>1. <b>Establish a Comprehensive Metrics Framework</b> aligned with WiseApp's strategic goals.</li><li>2. <b>Implement Robust Tracking Infrastructure</b> to enable seamless, accurate data collection across the platform.</li><li>3. <b>Enable Data-Driven Decision Making</b> by delivering intuitive dashboards and insights that guide continuous optimization.</li></ol>
Due date	16 Mar 2026
Key outcomes	<ol style="list-style-type: none"><li>1. A clearly defined set of KPIs and metrics aligned with business objectives.</li><li>2. Seamless integration of tracking tools within the WiseApp infrastructure.</li><li>3. Accurate and consistent data collection mechanisms.</li><li>4. Visual dashboards that provide actionable insights to stakeholders.</li><li>5. Iterative improvements to the app driven by analytics.</li></ol>
Status	<b>IN PROGRESS</b>



**Template Tip:** Use the [Project Plan](#)<sup>1</sup> Confluence page template and wrap the table at the beginning with a [Page properties / Content properties](#)<sup>2</sup> macro. This allows you to access the table's data within your Scroll Exporter PDF template.

**The cover page of this template is using the Driver and the Status.**



**Template Tip:** *Want the next part of your content to start in a new page?* Using [Scroll Exporter Extensions](#)<sup>3</sup> you get access to very handy macros such as [scroll-page-break](#)<sup>4</sup> which enables you to add page breaks in your exports within your Confluence content.

1. <https://www.atlassian.com/software/confluence/templates/project-plan>

2. <https://support.atlassian.com/confluence-cloud/docs/insert-the-page-properties-macro/>

3. <https://marketplace.atlassian.com/apps/1217037/scroll-exporter-extensions>

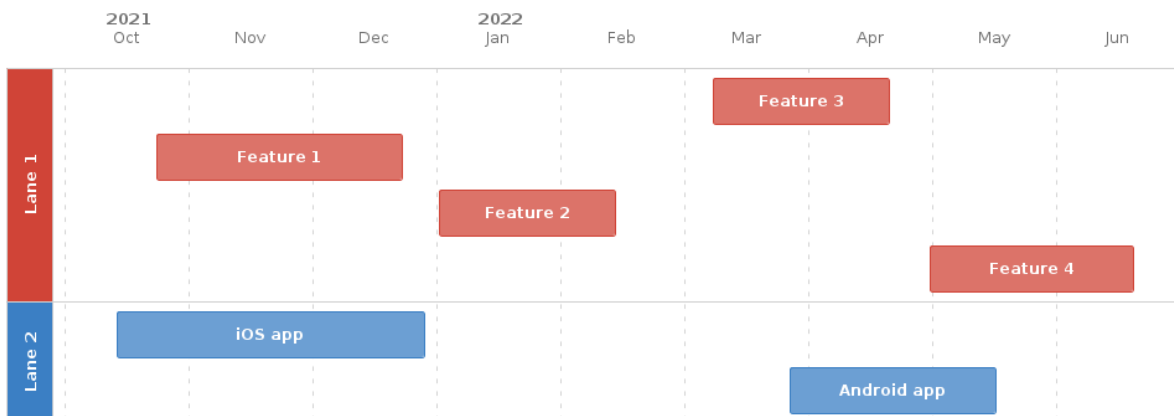
## Problem Statement

WiseApp currently lacks a unified and strategic approach to metrics tracking, limiting its ability to make informed, data-backed decisions. This project aims to embed comprehensive tracking capabilities across the platform, empowering the team with insights into user behavior, app performance, and engagement. By closing the gap between data collection and action, the project will help drive continuous improvement and long-term strategic growth.

## Scope

<b>Must have:</b>	<ul style="list-style-type: none"><li>• Defining key metrics aligned with WiseApp's objectives.</li><li>• Integrating selected tracking tools into WiseApp's infrastructure.</li><li>• Setting up systems for data collection and ensuring data accuracy.</li></ul>
<b>Nice to have:</b>	<ul style="list-style-type: none"><li>• Developing dashboards for data visualization and analysis.</li><li>• Implementing iterative improvements based on insights gained.</li></ul>
<b>Not in scope:</b>	

## Timeline



## Milestones and deadlines

Milestone	Owner	Deadline	Status
Metrics Framework Defined	Maggie	01 Aug 2025	<b>IN PROGRESS</b>
Implementation of Tracking Tools	Devin	03 Nov 2025	<b>NOT STARTED</b>
Initial Data Collection Testing	Devin	01 Jan 2026	<b>NOT STARTED</b>
Analysis and Insights Integration	Devin	10 Feb 2026	<b>NOT STARTED</b>
Continuous Optimization	Devin	16 Mar 2026	<b>NOT STARTED</b>

## Reference materials

- [Product Analytics Playbook](#)<sup>5</sup> – Overview of industry best practices for implementing analytics infrastructure.
- [Amplitude Integration Guide](#)<sup>6</sup> – Technical documentation for integrating a leading analytics tool into modern apps.
- [Data-Driven Decision Making in SaaS](#)<sup>7</sup> – Whitepaper exploring how data influences feature development and growth.
- [Previous Quarterly Metrics Report](#)<sup>8</sup> – Internal example of metrics currently being tracked, highlighting gaps.

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5. <https://www.k15t.com/products/scroll-apps-for-confluence/examples>

6. <https://www.k15t.com/products/scroll-apps-for-confluence/examples>

7. <https://www.k15t.com/products/scroll-apps-for-confluence/examples>

8. <https://www.k15t.com/products/scroll-apps-for-confluence/examples>