# DETERMINING YOUR PRODUCT USAGE INTERVAL

Use this worksheet as a reference to find your product usage interval, which we discuss in Section 2.2. We'll be referring to your usage interval for the rest of the playbook, so make sure you take a few minutes to complete this worksheet

First, list your critical event (discussed in Section 2.1):

## STEP 1: Identify current users who perform your critical event at least twice in a 60 day period.

Create a cohort of non-new users who performed your critical event at least twice in two separate sessions during a 60 day period. For more details on how to create these cohorts, see Section 2.2.

## STEP 2: Measure how long it takes for users to perform the critical event the second time.

You can do this by adjusting the conversion window of your funnel to different time points. Remember, 100% of your users should have performed the critical event twice within 60 days.

Fill out this table:

| Time to perform 2nd critical event (in days) | % users in cohort who have performed 2nd event |
|---|---|
| 60 | 100 |
| 45 | |
| 30 | |
| 15 | |
| 7 | |
| 2 | |
| 1 | |
| 0.5 | |
| 0.25 | |

## STEP 3: Plot the time points.

We recommend plugging the numbers in the table from Step 2 into a spreadsheet so that you can what your curve looks like. You can see an example in Section 2.2.

## STEP 4: Determine usage interval.

Looking at your curve or the table in Step 2, find the time point when about 80% of users have done the critical event a second time. This is your usage interval!

List your product usage interval:

For example, if it takes 8 days for 80% of users to complete the event a second time, you can estimate that you have a weekly product usage interval. On the other hand, if 80% of users have completed the second event within 1 day, you have a daily usage interval.

For the sake of analysis, it's easiest to round to the closest usage interval:
Daily (1 day)
Weekly (7 days)
Bi-weekly (14 days)