

Launch Measurement Cheat Sheet

Pick the row that matches what you need to learn. Do not track every metric.

WHAT TO LEARN	USEFUL LAUNCH	WHAT TO MEASURE	WHAT IT HELPS DECIDE
Is the problem real?	Listening	Language · workarounds · consequence	Pursue · narrow · return
Do the right people care?	Interest	Qualified action · follow-through	Change audience, promise or friction
Do they understand it?	Teaching / demo	Questions · objections · next action	Simplify · demonstrate · reposition
Will they pay?	Real offer	Payment · checkout · objections	Review the offer · learn from buyers
Does it work?	Pilot / beta	Use · outcome · workload · safety	Keep · repair · redesign · pause
Do they trust it?	Proof-led	Movement after proof · referrals	Improve relevance or credibility

Choose 1 primary signal + 1–2 process measures + any essential balancing or safety measure.