

- **The project launch business S.M.A.R.T goal**

**Specific:** At least 1000 active users per month who will be able to use its sustainability ratings to make purchasing decisions.

**Measurable:** The website traffic will be increased by the usage and click rates in the first 3 months after the application has launched.

**Achievable:** Promotion of the business through referrals, networking, and social media. This will result in increased revenues from the promotion and website traffic.

**Relevant:** Increased volume of environmental and social responsibility among consumers. **Time-bound:** This tool will have increased traffic and the number of users in six months after the application has launched.

**Time-bound:** This tool will have increased traffic and the number of users in six months after the application has launched.

Upon the release to the market in the first year, the application will be used by at least 1000 active users per month who will be able to use its sustainability ratings to make informed purchasing decision. The use of referrals, networking, and social networks will help promote the business to enhance user relations. Users will also be directed to the homepage of that eco- business, and it would generate increased revenue from the website traffic.

- **KPI: Customer satisfaction**

Increased engagement rates in user reviews every month helps to boost customer satisfaction. The sustainability ratings will generate more interest in the project among active users. This will bring awareness to the benefits of zero-waste living through making better shopping decisions.

- **Metrics: Customer satisfaction**

**Google Analytic:** A lower than average bounce rate should be expected from this application.

**App store reviews:** More active users will provide both positive and negative reviews and feedback about how the ratings have helped them to make better purchasing choices.

**User satisfaction surveys:** Check the social media handles and learn how users feel about the sustainability ratings and its services. When Customers' needs, requirements are met, and are satisfied; the communication and perception align with the project.

- **KPI: New visitor engagement**

A weekly increase in new visitor engagement will be achieved, as well as a ranking in search engine results (e.g., SEO). As more visitors and new potential users download this tool, it will be used more widely when shopping.

- **Metrics: New visitor engagement**

**Google Analytic:** More new users click on the download button, indicating an increase interest in the tool.

**Google Analytic:** Lower bounce rates with higher number of new visitors interacting with the tool.

**Google Analytic:** The new users spent more time on the tool and the average session duration is longer.

**App engagement:** The number of times an app is opened, the length of time an app session lasts.