

# Worksheet for Identifying Your SaaS Value Metric

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This worksheet will guide you through the process of pinpointing the core value metric that best reflects the benefits your SaaS delivers to customers. By carefully considering these questions and analyzing your data, you can establish a strong foundation for usage-based pricing.

## 1. Customer Needs and Pain Points

- What are the primary problems your SaaS solves for customers?
- What are the key benefits customers gain from using your product?
- List 3-5 of your ideal customer's biggest pain points:
- How does your SaaS directly address each of these pain points?

## 2. Product Features and Functionality

- List the 5-10 core features of your SaaS product:
- For each feature, describe how it delivers value to customers:

### **3. Usage Patterns and Behaviors**

Analyze your product usage data to answer these questions:

- What are the most frequent actions or activities users perform within your application?
  
- Which features are used most frequently by your most successful customers?
  
- What usage patterns correlate with positive customer outcomes (e.g., increased productivity, higher retention)?

### **4. Value Metric Candidates**

Based on your analysis above, brainstorm 3-5 potential value metrics that accurately reflect the benefits customers receive:

## 5. Data Security

- Choose the value metric that best aligns with customer needs, product functionality, and usage patterns.
  
- Justify your selection with a clear explanation:

### Next Steps:

- **Test your chosen value metric:** Conduct A/B testing with different pricing tiers or usage limits based on your value metric to see how it impacts customer conversion and retention.
- **Refine your pricing strategy:** Explore different usage-based pricing models (pay-as-you-grow, per-unit, tiered) to find the best fit for your business and customers.
- **Communicate your value metric clearly:** Ensure your pricing page and marketing materials clearly explain how your pricing aligns with the value customers receive.

By completing this worksheet, you'll gain a deeper understanding of your customers and your product, enabling you to make informed decisions about your usage-based pricing strategy.