



Stanford eCorner

A Needed Shift in Industry Values

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Video URL: <http://ecorner.stanford.edu/videos/3153/A-Needed-Shift-in-Industry-Values>

Asana Co-Founder Justin Rosenstein shares why impact and user happiness are far more important product metrics than time on site and page views.



Transcript

But, yeah, so the question is isn't technology making us less mindful in a bunch of ways. I think that is definitely true. It is definitely the double edged sword of like wandering around with a phone that I have access to all of this information but it's so tempting to me that I keep accessing it. I think there is a number of solutions to this problem. One is, I really think we just have to - I think that the common success metric that companies use in order to determine whether they are doing the right thing is something like page views or something like minutes spent on the site. And I think they do that not out of malice particularly but because it's just the easiest thing to measure. It seems like well surely that is our success metric, and yet I would be much happier to have a product that people were spending five minutes on per day instead of 20 minutes on per day if those five minutes were making them happier. In fact that would be much, much better because it means they can get back to their lives. In an ideal world people would spend zero minutes on Asana, it would feel more like the kind of - just as there is telepathy between my hands in a way that feels effortless and that's what allows me to do complex things or play a guitar, it would be great if it were effortless for us to coordinate our collective action among the different nodes that are different people. So we don't use that kind of time-on-site as a success metric.

Moving to a world where you instead think about the impact, and as a product designer think what am I actually trying to accomplish in the world, not just how much are people engaging with this product right now is something that I think is a mental shift in values that is desperately needed in our industry and part of why I am now going around preaching this.