OKR 2 Measurement Strategy

"Users are satisfied with the editorial experience provided by the CMS"

Transition

Q4 2020

Use current survey, distributed by Jeff Barnes.

Rephrase O2 KR1 to:
"50% of the survey respondents
are "satisfied" with the CMS
editorial experience."

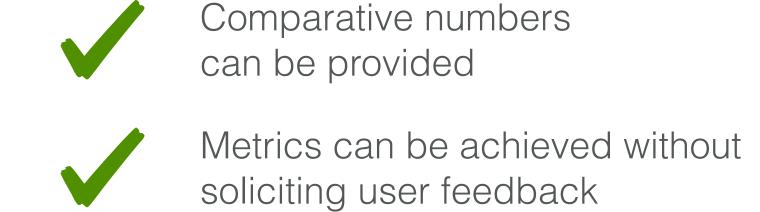
Q1 2021

Quantitatively and qualitatively analyze help desk tickets.

Explore opportunities to combine O2 and O3.

Explore a redesign of the satisfaction data collection method.

Q1 2021 strategy in practice - Helpdesk



Quantitatively analyze help desk information (e.g. #of users, #of tickets, # of tickets per category, # of tickets per issue in a category)

Qualitatively analyze content of tickets to pull areas for improvement and future design

*Shortcomings

- Not a direct correlation but some inferences can be made about comparative satisfaction