

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



Comparative numbers
can be provided



Metrics can be achieved without
soliciting user feedback

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