

# 05 - Measuring a Project's Success

## Where is this course?

- Google Career Certificates - Project Management

## My Notes

My notes for this overall course will be laid out by module in the course, and have subheadings in order to differentiate between different topics/videos that are presented in the courses. I'll add in any extra notes/resources that I use where necessary, and hope it will be helpful for anyone looking!

## Launching and landing a project

### Project Launch - Definition

Delivering the final result of your project to the client or user

### Project Landing - Definition

Measuring the success of your project using the success criteria established at the outset of the project

- **Launching and Landing**
  - Know when it is successful
  - Continue beyond the point of delivering the project
  - Make sure it functions as intended
  - **Office Green**
    - Even though the launch might be successful, have to wait to make sure there are no unintended issues
    - Such as things may be dying
  - Make sure to wait for the "land", as that is the main form of success
  - Make sure to define what a successful landing looks like for a particular project

## Defining Success Criteria

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## Adoption - Definition

Adoption refers to how the customer uses and adopts a product or service without any issues

## Engagement - Definition

Refers to how often of meaningful customer interaction and participation is over time

- **Success Criteria**

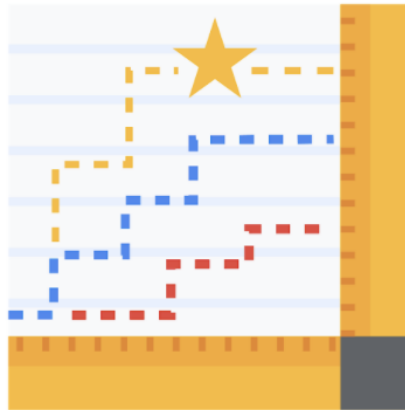
- Tells you whether or not the project was successful
- Specific details of project goals, deliverables, requirements, and expectations
- The standards by which the project will be judged once it's been delivered to stakeholders
- Should clarify, and may bring to light questions and areas of disagreement
- **Key points**
  - Identify the measurable aspects of the project
    - How will I know when it is successfully accomplished?
  - Get clarity from stakeholders on the project requirements and expectations
    - Ask questions, and make sure you know who says when it is successful, and what criteria it may be judged on
    - Document and share all of it

- **Officegreen**

- Increase revenue by 5% by the end of the year
- Website
- Not enough to just make a list of criteria, create a process by measuring success
  - make adjustments, and ensure success
- Some may use more than one
- Metrics should be closely aligned to goal
  - Happiness metrics
    - Satisfaction
    - Ease of use
    - can use surveys
      - 83% of customers be happy
- Measure with a team, while it's in progress
  - Hold a project review once a month

- Have team members complete tasks with certain deadlines
- Hold live feedback sessions with customers and users
- Include methods for how success will be measured, how often it's measured, and who's responsible for measuring it
- Have the appropriate stakeholders sign off on the success criteria
- Defining success criteria should create greater alignment within the team and give everybody better visibility into how to achieve success

## Tracking and communicating success criteria



### Success criteria

- **Success Criteria**
  - **Product Quality**
    - The final product has its own set of attributes that define its success
    - *Includes*
      - Completeness in features
      - Quality of features
      - Unit cost
      - Usability
      - etc.
    - Applies to any project where you deliver a product or tangible outcome
    - Create a list of product requirements
    - **Metrics**
      - Track if you implemented the product's priority requirements
      - Track and assess the product's number of technical issues or defects

- Measure the percentage of features you delivered or released at the end of the project
- **What is important to the customers or stakeholders**
  - Be mindful of stakeholder and additional customer expectations
  - Follow any strategic goals set by the company
  - Make sure that each component of the project is able to meet customer and stakeholder expectations
  - Strategic goals often tie back into the business case, and the reason you initiated the project in the first place
- **Metrics**
  - Evaluating user engagement with the product
  - Measuring stakeholder and customer satisfaction via surveys
  - Tracking user adoption of the product by using sales data
- **Document, align, and communicate success**
  - Understanding where we are and where we are going
  - Get clarity from stakeholder on the project requirements and expectations
    - Many people involved with any project, and success will look different for each of them
- **Questions**
  - Who ultimately says whether or not the project is successful?
  - What criteria will be measured to determine success?
  - What is the success of this project based on?
- Get key stakeholder

## Using OKRs to evaluate progress



**objectives**



**key results**

- OKRs

Objectives	Key results
<ul style="list-style-type: none"><li>• Defines what needs to be achieved</li><li>• Describes a desired outcome</li></ul>	<ul style="list-style-type: none"><li>• The measurable outcomes that objectively define when the objective has been met</li></ul>

- Communicating and tracking OKRs

- Share OKRs

- Once you have created OKRs, it is important to communicate them to the team so that everyone knows what to do
    - Allows for focusing and aligning efforts

- Assign owners

- Make sure someone is responsible for each key result, so that everyone knows who is responsible for what
    - Adds clarity, and increases accountability

- Measuring Progress

- Determine how you will score your OKRs

- Can be scored as a percentage of the objective completed
    - Can be scored as the completion of certain milestones
    - On a scale of 1-10
    - Traffic light scale
      - Red: no progress
      - Yellow: some progress
      - Green: completed objective
    - Yes/No methods
      - yes: achieved objective
      - no: didn't achieve objective
    - Scale
      - example
        - "launch 6 features"
        - Only launched 3
        - Therefore score of 0.5
      - Score ranges from 0.0 - 1.0

- Set scoring expectations

- Expectations can be set from 0.6-0.7 (60-70% completed) across all OKRs
    - Lower scores may indicate that the OKRs are too ambitious
    - Higher scores may indicate that it is not challenging enough

- Schedule checkpoints

- Regularly communicate the status of project OKRs with the team and senior managers
- A monthly check-up can help, and make sure that goals and objectives have not changed