Generating OKRs

A I just took over the reins of a helpdesk software product that helps SMBs improve their customer support function. I have a product team of 5 under me. Three of them work on the desktop experience while the other 2 focus on mobile apps. I need to come up with relevant OKRs for the team that they can pursue in the next quarter that would result in positive uptake in terms of acquisition and activation. Suggest a few OKRs. Tabulate the results.

Results:

Objective	Key Result 1	Key Result 2	Key Result 3
Improve the Desktop Experience	Increase user satisfaction with the desktop experience by 20% as measured by survey results	Reduce the number of support tickets related to the desktop experience by 15%	Increase the number of active users on the desktop platform by 10%
Enhance the Mobile App Experience	Increase user satisfaction with the mobile app experience by 25% as measured by survey results	Reduce the number of support tickets related to the mobile app by 20%	Increase the number of active users on the mobile app by 15%
Increase Acquisition	Increase website traffic by 30%	Increase the number of free trial sign-ups by 25%	Increase the number of paid customers by 20%