

Practice activity

OKRs

OKRs for Q3		Score
Objective 1: Increase the number of new active users		
Key results	>80% of first-time users submit a second bird checklist	
	5 users successfully use an AI-driven photo identification prototype	

- **Now:** Write another OKR for eBird using the template attached (or an online OKR tool)
- **After you finish the course:** Work with your product team and do this for real

OKR template

OKRs for Q3		Score
Objective 1: State your objective here		
Key results	Key result #1	1.0
	Key result #2	0.4
	Key result #3	0.7
Objective 2: State your objective here		
Key results	Key result #1	1.0
	Key result #2	0.4
	Key result #3	0.7
Objective 3: State your objective here		
Key results	Key result #1	1.0
	Key result #2	0.4
	Key result #3	0.7

OKR template

Creating and reviewing
OKRs should be done
quarterly

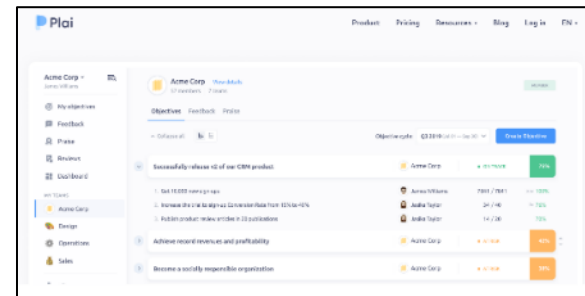
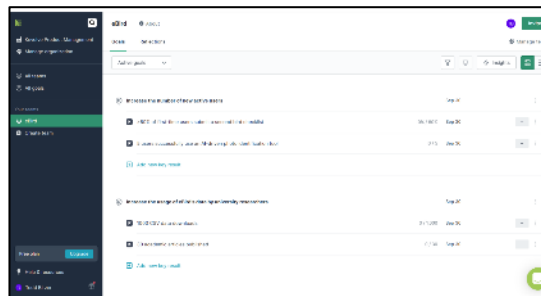
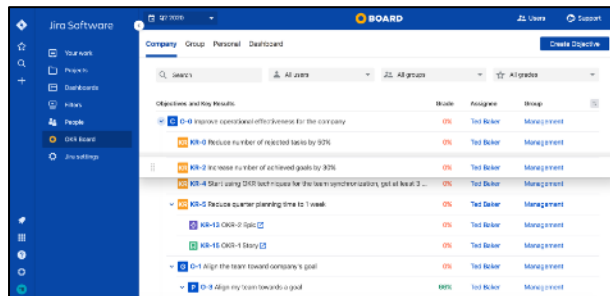
OKRs should be
ambitious, and make
you feel somewhat
uncomfortable. If you
know in advance of a
quarter that you will
meet your objective,
you aren't being
aggressive enough.

OKRs for Q3		Score
Objective 1: State your objective here		
Key results	Key result #1	1.0
	Key result #2	0.4
	Key result #3	0.7
Objective 2: State your objective here		
Key results	Key result #1	1.0
	Key result #2	0.4
	Key result #3	0.7
Objective 3: State your objective here		
Key results	Key result #1	1.0
	Key result #2	0.4
	Key result #3	0.7

Scoring should be on a
scale of 0-1. 0.6 to 0.7
is an optimal result.

Key results should be
objectively measurable

OKRs for Q3		Score
Objective 1: Increase the number of new active users		
Key results	>80% of first-time users submit a second bird checklist	
	5 users successfully use an AI-driven photo identification prototype	
Objective 2: Increase the usage of eBird's data by university researchers		
Key results	>1000 CSV data downloads	
	>30 academic articles published	
Objective 3: Expand user base in countries with high bird diversity but low eBird usage (target: Peru, Ecuador, Brazil)		
Key results	Launch Spanish and Portuguese versions of Android/iOS apps	
	>100 friend referrals in target countries	



OKR tools

Workboard (workboard.com)

Jira (atlassian.com)

Gtmhub (gtmhub.com)

Perdoo (perdoo.com)

Weekdone (weekdone.com)

Koan (koan.co)

Plai (plai.team)

Others...

eBird

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🎯 Increase the number of new active users

Sep 30

⋮

▶ >80% of first-time users submit a second bird checklist

0% / 80%

Sep 30

-

⋮

▶ 5 users successfully use an AI-driven photo identification tool

0 / 5

Sep 30

-

⋮

+ Add new key result

🎯 Increase the usage of eBird's data by university researchers

Sep 30

⋮

▶ 1000 CSV data downloads

0 / 1,000

Sep 30

-

⋮

▶ 30 academic articles published

0 / 30


Sep 30

-

⋮

+ Add new key result

Example using Koan



OKRs for Q3		Score
Objective 4: Simplify the AI-driven photo identification for new birdwatchers		
Key results	>80% of first-time eBird mobile app users can successfully identify a bird using their own photo	
	>90% of first-time users report that the process was “easy” or “very easy”	
Objective 5: Increase the percentage of active eBird users		
Key results	>65% use eBird monthly	
	>20% use eBird weekly	
Objective 6: Discover the best way to visualize migration data for university professors		
Key results	>50 university professors sign up for pilot program	
	>10 university professors incorporate eBird’s data migration visualization tools into their classroom instruction	