

OKRs

	Objectives and Key Results (OKRs)	Scores and Notes
O	Increase visibility of courses and degree progress among peers at Stanford.	Not started
KR1	Students are able to view all the former, current, and future takers of every class offered at Stanford.	Not started
KR2	Students follow others' profiles and can use these as inspiration for their own academic journey.	Not started
KR3	Students get useful recommendations for what they should take next.	Not started

	Objectives and Key Results (OKRs)	Scores and Notes
O	Allow Stanford students to input their planned courses into a 4 year plan template.	Not started
KR1	Research the best ways for students to visualize their degree progress.	Not started
KR2	Students keep updating their four year plan here, and use this as their central platform for planning.	Not started
KR3	The app can recognize any course that is entered and knows the ways/units it fills.	Not started

KPIs

Key Performance Indicators (KPIs)	Details	Relevant Metrics and Notes
% of Stanford undergraduate body who have profiles on our app	We want to reach a range of the student body that many users can benefit from our product.	Not started
# of profile clicks	We want users to engage in the social aspect of our app, and look at other user's four year plans.	Not started
% of users who return after one quarter	If our app works well for planning, coming back for multiple quarters would be a key metric.	Not started
Number of majors represented	We want a wide range of majors so that all students can view example four year plans.	Not started
Number of times app is viewed throughout a quarter	It will be helpful to know on average how after the app is used in a single quarter. It will tell us a lot of people only use the application once, and just at the beginning.	Not started