Objectives and Key Results

Objective: Increase Community Engagement hey

Link: [Work Item](#)

State: active

Objective:
Increase Community Engagement hey
Boost participation in community events and online forums.

Key Results:

- Host 3 community meetups by Q3.
- Increase forum posts by 50% by year end.

Method of Measure: Track event attendance and forum analytics.

Objective Outcome: Meetups hosted and forum activity increased as planned.

Hypotheses

- **Hypothesis:** If we offer incentives for participation, engagement will rise.
  Context: Incentives include badges and gift cards.
  Link: [Work Item](#)
  Title: Participation Incentives
  State: testing
  Method of Measuring Hypothesis: Compare engagement metrics before and after incentives.
  Hypothesis Outcome: Engagement increased by 30% after incentives.
- **Hypothesis:** If we promote events on social media, attendance will improve.
  Context: Use Twitter and LinkedIn for promotion.
  Link: [Work Item](#)
  Title: Social Media Promotion
  State: proposed
  Method of Measuring Hypothesis: Track RSVP numbers from social media links.
  Hypothesis Outcome: Pending.

Objective: Improve Platform Stability

Link: [Work Item](#)

State: review

Objective:
Improve Platform Stability
Reduce downtime and critical bugs in the platform.

Key Results:

- Achieve 99.9% uptime for 6 consecutive months.
- Reduce critical bug reports by 75% by year end.

Method of Measure: Monitor uptime logs and bug tracking system.

Objective Outcome: Uptime target met; bug reports reduced by 60%.

Hypotheses

- **Hypothesis:** If we implement automated testing, bug rates will decrease.
  Context: Focus on regression and integration tests.
  Link: [Work Item](#)
  Title: Automated Testing
  State: active
  Method of Measuring Hypothesis: Compare bug rates before and after automation.
  Hypothesis Outcome: Bug rates dropped by 40%.

Objective: Launch New Feature X

Link: [Work Item](#)

State: proposed

Objective:
Launch New Feature X
Successfully launch and onboard users to Feature X.

Key Results:

- 1000 users onboarded within first month.
- Feature X receives average rating of 4+ stars.

Method of Measure: Track onboarding analytics and user feedback.

Objective Outcome: Pending.

Hypotheses

- **Hypothesis:** If we provide in-app tutorials, onboarding will be faster.
  Context: Tutorials include videos and tooltips.
  Link: [Work Item](#)
  Title: In-App Tutorials

State: new
Method of Measuring Hypothesis: Measure time to complete onboarding.
Hypothesis Outcome: Pending.