

OKRs, Hypotheses, and Testing

Presented by: NoSlacking!

Theja Ajit, Divyansh Chouhan, Isabella Eriksen, Brinda Sarkar, Mohit Shah

OKRs



CUSTOMERS

Objective: Have an easier user interface that is easy to understand by customers

Key Results:

- Increase customer satisfaction by 35%
- Increase in number of sessions per user per day
- Decrease in average session duration
- Increase in number of sign-ups/decrease in churn rate by 25%



Objective: Have more compliance for university settings

Key Results:

- Become FERPA compliant
- Increase student users by 20%
- Add 50 new universities/year



Objective : Enable users to use video/voice call features better

Key Results:

- Increase in clicks for video/voice call features by 15%
- Increase of activity duration of customers by 20%
- Increase in number of messages sent per users by 15%



Idea Comparison



	Market success probability				
	● High ● Med ● Low				
	Slack Scheduler	Slack Voice	Slack University	Slack Summarize	Slack Student
What does it do?	Improved support for meetings, video calls.	Automated dictation and text-to-speech tool	Integrated university coursework support	Auto-generated summary of unread chats, tags.	100% FERPA compliance
Business Impact	● Helps employees and students	● Makes Slack more accessible	● Increases tie up with Universities	● More engagement, acts as USP	● Increases tie up with Universities
Customer Satisfaction	● One stop shop for communication	● Increase satisfaction of select groups	● More students start using it for courses	● Increase satisfaction for select number of users	● More students start using it
Innovative Technology	● UI and integrations	● Uses NLP	● UI and integrations	● ML and AI	● NA
University Outreach	● Ease of remote class/group work	● Better experience for students & prof	● Highly tailored for coursework	● Fast turnaround for students & prof.	● More universities onboard Slack
Direct competitors	● Teams	● None	● None	● In pipeline	● Teams

“Slack University” is viewed to have highest probable as a success based on internal factors impacting business, customer, technology and feasibility.

By re-designing the user-experience, university courses can smoothly transition between Slack and Canvas, with the integration into our product.

- Direct doubt solving channels with professors, TA’s and classmates
- FERPA compliance to enable document sharing
- Accessible coursework and assignment submission via slack channels

MVP for Slack University

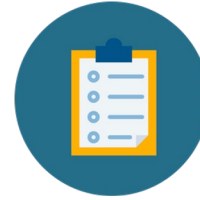


Hypothesis-

Slack University will begin with a limited scope, with continuous support beginning in June 2023, and plans to expand to the west coast region by June 2024.

Specifications for this MVP-

- Geographic scope: Pacific NorthWest area
- Seat size: >2,000 students and faculty
- School type: Private
- Currently, we have agreements with Gonzaga University, Whitman College, and Whitworth University
- We are hoping to expand to the following Universities within the Pacific Northwest Region: Montana State University, University of Washington, Oregon State University



Requirements -

- Universities have dedicated annual budgets for collaboration with learning management systems like Canvas
- Students have experience using online communication platforms
- Students have, or have the resources to acquire, a personal electronic device (such as a laptop or tablet)



Core Assumptions -

Students and Professors

- Increased user activity
- Optimized course productivity
- Single platform to meet all educational requirements

University

- Increased graduation rates
- Seamless integration of Course Workspaces
- Reduced requests for product support, IT support
- Lower overall license costs

Type of MVPs

Target Practice



Invest

Setting up individual university tie-ups



Deprioritize

Expansion of customer base



Test for

Customer satisfaction

Smoke and Mirrors



Invest

APIs to integrate with existing LMS like Canvas



Deprioritize

Building a fully in-house feature



Test for

Customer satisfaction

Piece of Pie



Invest

Regional universities in the whole of USA



Deprioritize

Slack updates for other target customers



Test for

Customer acquisition

Opting for Target Practice will be the ideal MVP strategy for Slack University

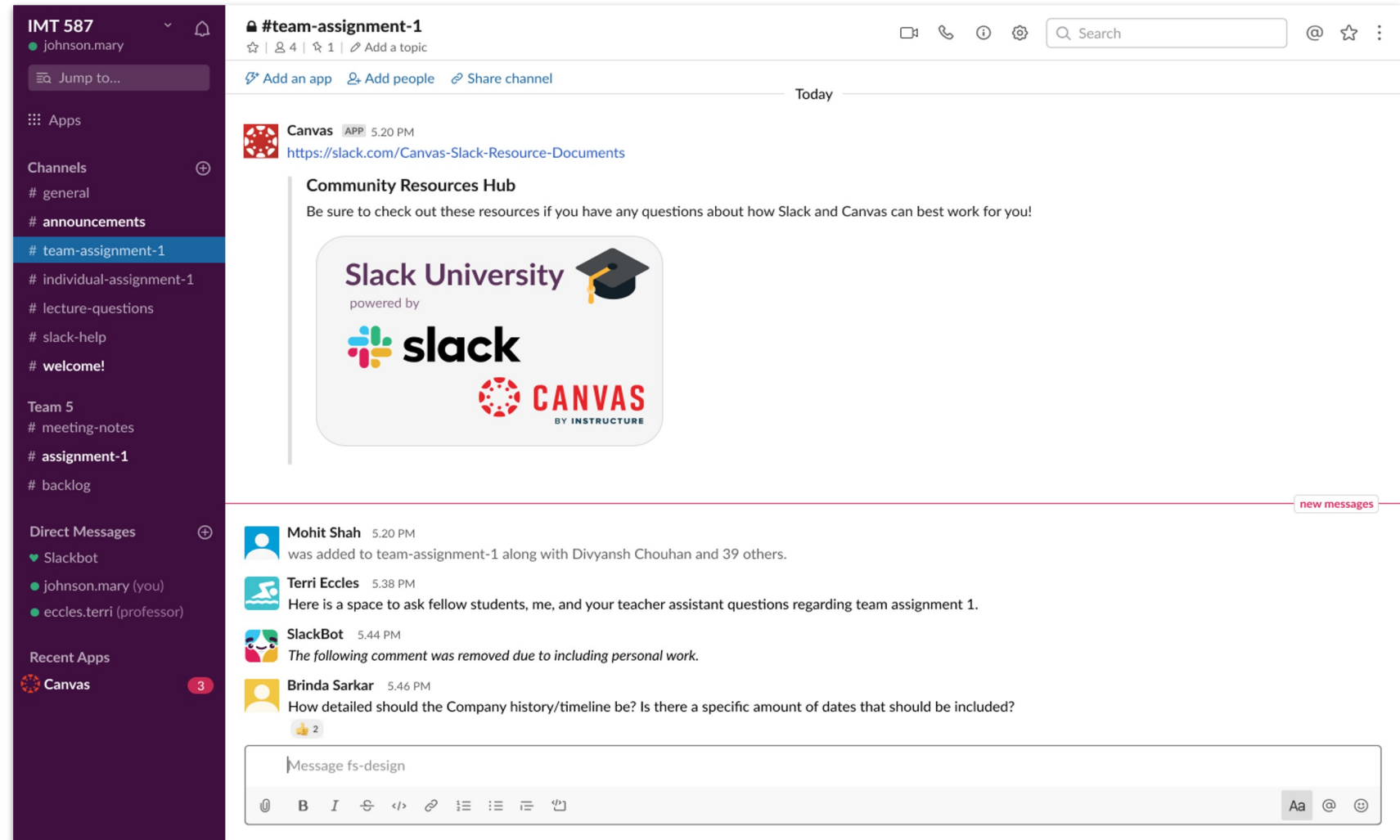
Our MVP



Target Practice

Based on our envisioned hypothesis for the MVP, Slack University will target a handful of universities, with the aim of achieving **high customer satisfaction**. After developing proven success case studies for Slack University, we expect the feature to be rolled out to other universities soon. As of today, Slack University meets all the requirements for the target group of universities we have collaborated with.

Basic wireframe for the feature



Slack University Draft
Wireframe