PART B

OVERVIEW

	A	B
1	**Goal**	Make onboarding measurable, supported, and simple.
2	**Primary Pain Points Solved**	Access/submission issues; Support delays; Information overload
3	**Key Deliverables**	Start Here landing page; Automated reminders; Support triage & monitoring

TIMELINE

	Initiative	Owner	Start Week	End Week	Status	Progress	Notes
2	Start Here Landing Page	Ops Manager + Platform Engineer	0	1	◯ Planned	0%	One-stop landing page, short videos
3	Orientation Micro-sessions	Curriculum Lead + TAs	1	1	◯ Planned	0%	3 x 20-min live sessions + recordings
4	Automated Checklist & Reminders	Product Ops	1	2	⧗ In Progress	40%	Email + push notifications
5	Support Triage Upgrade	Support Lead	0	2	⧗ In Progress	25%	Templates + SLA changes
6	Monitoring Dashboard	Analytics Engineer	1	3	◯ Planned	0%	Error-rate alerts
7	Buddy Program	Student Success	1	2	◯ Planned	0%	Pair students with buddies
8	Support QA & CSAT Loop	Support QA	2	4	◯ Planned	0%	Post-ticket CSAT
9	Non-technical Track Material	Curriculum + Student Success	3	6	◯ Planned	0%	Glossary + simple walkthroughs

ROLES

	Role	Responsibility	Contact (example)
2	Ops Manager	Project owner, landing page, coordination	ops@xyz.com
3	Support Lead	Ticket SLA, templates, escalation	support@xyz.com
4	Analytics Engineer	Dashboard, data analysis	analytics@xyz.com
5	Platform Engineer	Link fixes, SSO stability	platform@xyz.com
6	Curriculum Lead / TAs	Live sessions, videos	curriculum@xyz.com
7	Student Success Manager	Buddy program, office hours	success@xyz.com
8	Support QA	Response quality & audits	qa@xyz.com

RESOURCES

	Resource	Purpose	Priority
2	LMS + Submission Portal	Student learning & submissions	High
3	Ticketing System (Zendesk/Intercom)	Support tracking & triage	High
4	Email Automation (SendGrid/Mailchimp)	Reminders & checklist delivery	Moderate
5	Analytics tools (Mixpanel/GA)	Monitoring onboarding issues	High
6	Video Tools (YouTube)	Walkthrough clips for students	Moderate

KPIs

Metric	Target	Current (sample)
Time to 1st Login	90% within 48 hours	85%
1st Assignment Submission	Median ≤ 72 hours	78%
Missed Deadline Rate (A1)	Reduce by 70%	25%
Support FCR	>80%	72%
Support CSAT	≥4/5	4.2 / 5

Risks & Mitigations

Risk	Likelihood (High/Moderate/Low)	Impact (High/Moderate/Low)	Mitigation	Owner
Limited staff for sessions	Moderate	Moderate	Record sessions; use senior student volunteers	Student Success Manager
Broken platform links	Low	High	Ownership matrix; QA pre-orientation	Platform Engineer
Students ignore emails	Moderate	Moderate	Push notifications + SMS backup; concise emails	Product Ops