**USE (4)**

What is your role in your organization?

List of roles: Other

Today do you use objectives or outcomes to guide your product development?

Y/N

If yes, how much do they guide?

0..5: Not at all vs. religiously

In your organization, does progress towards objectives or outcomes influence how money and time are invested?

0..5: Not at all vs. religiously

**MEASURE (4)**

Do you actually measure progress towards objectives or outcomes?

No

Yes, sometimes

Yes always

If yes, frequently do you measure measuring and publishing progress?

If yes, about how much time is spent measuring and publishing progress?

If yes, what tools do you use?

**TOOL (2)**

Which of these formats do you think is the simple to read and write? (check all that apply)

**#1**

Outcome: Increase Published Articles by 25%

Given a baseline of 40000 "articles" on "Jan 1, 2016"

And a target of 50000 "articles" by "Oct 1, 2016"

Then measure progress with "Total Articles Scale"

**#2**

Outcome: Increase Published Articles

Scale: Total Articles

Baseline: 40,000 on Jan 1, 2016

Target: 50,000 on Oct 1, 2016

**#3**

Increase Published Articles

From: 40,000 on 1-1-2016

To: 50,000 by 10-1-2016

**#4**

Increase Published Articles from 40,000 on Jan 1, 2016 to 50,000 on Oct 1, 2016

**#5**

Increase Published Articles: 40,000 [1-1-2016] => 50,000 [10-1-2016]

If an open source tool enabled you to define objectives or outcomes in a simple format and publish progress, would you use them to guide your product development?

Y/N

**ROLLOUT (2)**

What are the biggest barriers to measuring progress towards objectives or outcomes in your organization?

Multi-Select with Other:

What are your biggest concerns around using objectives and outcomes to guide product development?

Options