OKR – Strategic (QSCP)

O1 Q — Make it easy to choose course in our C4U Web and Apps via course recommender system.

KR1 Increase the enrolments from current users with more than 10 enrolments from 30% to 35%, from 25,000 users with fewer than 10 courses, 1,250 (5%) users have more than 10 courses.

KR2 Revenue increase by 10% compare last year, min $ 280,500/month (Q3). Active users from 2,040 to 2,250 users/month.

KR3 New users increase by 10%. By the end of this year we have 3,500 new users.

O2 S — Provide a reliable and consistent course recommender system and its service.

KR1 90% of recommender system meet security standards at monthly audits

KR2 95% of integration with the web/app backend to serve recommendations to users.

KR3 Wait times decrease by 10% within two months of launch

O3 C — Promote course recommender system as to assist user in their study journey.

KR1 Generate conversion from marketing ads, active users min. 2,250 user/month (average price $125)

KR2 % click-through rate from banner ads on social media (A/B Testing) increase 2 times compared control group.

KR3 6 press pieces published in relevant print and online publications

KR4 Employ collaborative filtering or content-based filtering algorithms. Batch processing to provide recommendations. Later, upgrade to real-time from stream processing to continuously update recommendations based on the latest user behaviour when the users reach 100K.

O4 P — Actively and meaningfully engage the user to generate buy-in and project support.

KR1 Establish a YouTube channel, Total 400 attendees of 3 live YouTube focused on courses awareness and transit talks introducing recommendation system.

KR2 75% of Users surveyed before launch

KR3 70% of top users participate in user outreach program (e.g. webinars, YouTube Live Sessions, etc.)

OKR - Prod

Plan

Accuracy	DS, ML and DA

Timeliness	DE and SE

O1 Improve the relevance and engagement of course recommendations

KR1 Increase the **relevance score of recommendations to 90%** by the end of Q4.

KR2 **Achieve a 15% increase in the average time users spend** on recommended courses by the end of Q3.

KR3 Boost **the course completion rate** for recommended courses to 75% by the end of Q3.

Diversity	CM and ML

O2 Enhance the diversity of courses offered to users.

KR1 Increase **the Course Diversity Index to an average of 6 distinct topics** per user by Q3.

KR2 Ensure that **at least 25% of recommendations include niche courses** by the end of Q2.

KR3 Achieve **a balanced recommendation mix** with 30% beginner, 40% intermediate, and 30% advanced courses by Q4.

O3 Optimize the user experience of the course recommendation interface.

KR1 Increase **the User Satisfaction Score** to 4.7/5 by Q4.

KR2 Ensure **95% of recommendations align** with user preferences by Q3.

KR3 Utilize **80% of user feedback to make iterative improvements** to the system by the end of Q4.

UI/UX	UI/UX and PM

O4 Improve the timeliness and adaptability of the recommendation system.

KR1 **Reduce the Recommendation Update Time** to under 30 minutes by Q2.

KR2 Achieve **a Notification Response Rate of 60%** within 24 hours by Q3.

KR3 **Ensure 95% of user behaviour changes** are reflected in updated recommendations within 12 hours by Q4.

O5 Ensure the recommender system scales efficiently with growing demand.

KR1 Maintain 99.9% **System Uptime** as user base doubles by the end of Q3.

KR2 **Keep Latency** under 1.5 seconds per query even as the course library expands by 50% by Q4.

KR3 Successfully **support up to 40,000 users** with no performance degradation by the end of Q4.

Scalability	DOE