

Project C4U Course Recommender System OKRs

O1
Q

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

KR1

Increase the enrollments of current users with fewer than 10 enrollments by 10%.

KR2

Revenue increase by 10%

KR3

New users increase by 10% after 1 month of the project launching

O4
S

Provide a reliable and consistent course recommender system and its service.

KR1

100% 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 20% within two months of launch

O3
C

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

KR1

3,000 to 6,000 new/unique users to the C4U online web and app per month

KR2

80% click-through rate from banner ads on social media

KR3

15 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 behavior when the user count reaches 100K.

O2
P

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

KR1

400 attendees to 3 live YouTube focused on transit talks

KR2

75% of Users surveyed before launch

KR3

70% of top users participate in user outreach program