**A) Experimentations (to test OKRs of Strategy)**

**1)** Understand the needs of our main customers (handicapped gamers) to improve our relationships.

Experiment:

We will hold game controller interviews for people with disabilities. For example, we will interview people with cerebral palsy. We will have surveys with in-depth questions, such as how they are affected by their disease. Which movements or motions of the body are most comfortable for them. How they can utilize their best leverage, meaning which angles would be most ideal for them. Which positions are better for playing for extended periods of time. We will then create a non-functional prototype based on the answers of our interviewees. To create this prototype we will use 3D printing to create the base of the controller, where our customers can grip the controller firmly. Then we will be able to plug in the buttons and joysticks that we have gotten from existing game controller companies. We will take in the same interviewees and have them mess around with our prototype and take in all their feedback. We will go through a couple of rounds of this cycle, but we also realize there will be more work to be done when we have fully functional prototypes, to more accurately measure how playing extended periods of time will affect the comfort of the controller.

**2)** Improve brand engagement initiatives to increase the conversion rate

Experiment:

We would identify 20 high-profile influencers on many different social media sites like TikTok, Twitter, Twitch, and YouTube. We would target 10 people who are into gaming that have a disability and 10 people who don’t. We would stay in contact with both groups and expose them to many different versions of demos and commercials and gauge their reaction. We would see if it appealed to them in wanting to buy the product or if it would influence them to share about it. We would screen the commercials in private rooms and gauge their reaction in a group then gauge it again in individual settings. From there we would modify the commercial till it appeals to all 20 targets and that it is able to express our message clearly. We would then ask the targets to promote the commercials to their audiences and ask them to take a quick survey to check their interest.

**3)** Improve alignment of quarterly marketing goals with the sales team

Experiment:

We will host multiple workshops with our sales team to make aligning goals a much easier and more streamlined process. We would analyze the current market trends and compare them with other companies that utilize the same materials. We would also compare it with rival companies who also specialize in the same field of work. From there we look for trends and see if costs could be cut without compromising the products or the staff. Excel would be a perfect tool to calculate all of these variables. Finally, we create a structured plan and follow close to it as closely as possible to reach maximum satisfaction.

**B) Priorities**

We will prioritize our first experiment, where we interview people with disabilities to be able to build our product. This is where we go through cycles of interviews, building prototypes, testing those prototypes, receiving feedback, and repeating it. We are prioritizing this experiment because without a working product that people would be interested in buying, there is no company and there are no other experiments. The company takes the interest of the customers first and foremost.