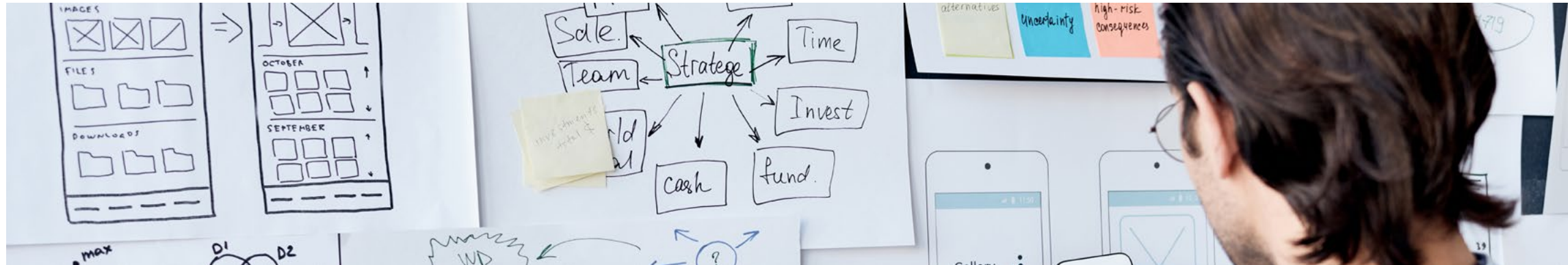


# Ideas for creating your own OKR

# Usability

2



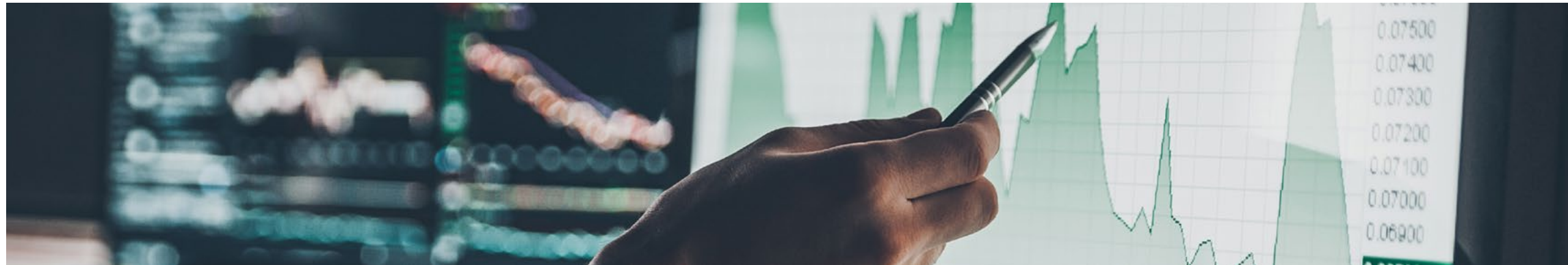
## Objectives:

Enhance the user experience to avoid losing customers or potential audiences.

## Key results:

- ▶ Improve website speed by X%.
- ▶ Eliminate X number of steps to make an online shopping process more accessible.
- ▶ Get a new user to register in X seconds or minutes less.

# Data Sources



3

## Objectives:

Improve the product or service by having better data.

## Key results:

- ▶ Use X new data sources.
- ▶ Test a new data mining tool every six months (or another period).

# Functionalities



4

## Objectives:

Deliver new features and services to users to ensure they will remain in the future.

## Key results:

- ▶ Be able to offer 24-hour (or another period) customer support via phone, chatbots, or email.
- ▶ Provide each product in the online store with X number more models or colors.
- ▶ Translate the website or app into X number of languages before the end of the year.

# Updates



5

## Objectives:

Release new versions that fix bugs in previous versions or contain new features or avoid releasing them on an emergency basis.

## Key results:

- ▶ Release a new version every month instead of every two months (or other period).
- ▶ Reduce patch releases each year by a specified amount.

# Data security



6

## Objectives:

Improve data protection and recovery in the app, software, cloud services, etc.

## Key results:

- ▶ Reduce time to migrate or backup by X seconds, minutes, or hours.
- ▶ Improve the data recovery rate by X% or install it on a new machine X % faster.



# IT

7



## Objectives:

Prevent cybersecurity breaches.

## Key results:

- ▶ Conduct a comprehensive cybersecurity assessment every year (or another period).

# Business



8

## Objectives:

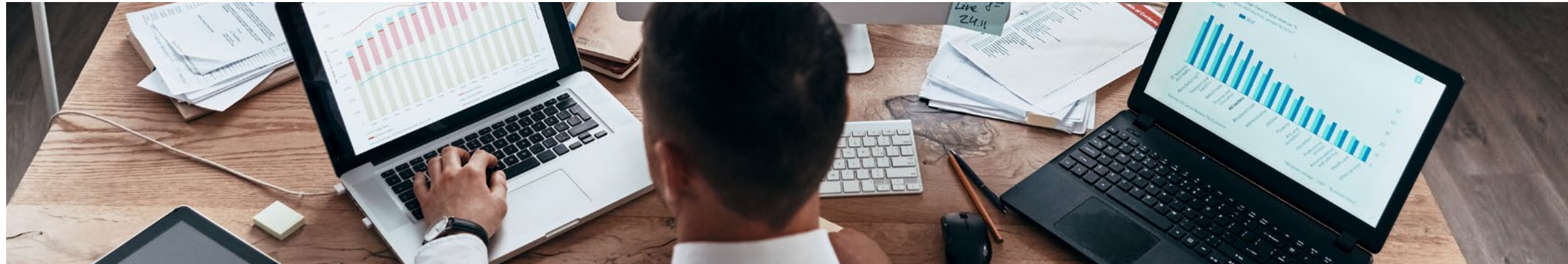
Expand to other regions of the same country and penetrate a foreign market.

## Key results:

- ▶ Increase the number of domestic customers or sales by X%.
- ▶ Have X number of international customers or sales in X years.



# Sales



9

## Objectives:

Have more subscribers to a service and retain customers in the long term.

## Key results:

- ▶ Together with the Marketing team, increase lead conversion rate by X%.
- ▶ Reduce product returns or service cancellations by X%.

# Marketing



10

## Objectives:

Have a large file of leads and prepare the launch campaign for a product or service.

## Key results:

- ▶ Obtain X number of leads.
- ▶ Design X number of blog or social media posts to promote the new product or service.
- ▶ Increase monthly visits to the website by X number more sessions or monthly users.

# Sustainability (financial, environmental...)



11

## Objectives:

Save on operational costs, be financially sustainable in the long term and comply with the UN Sustainable Development Goals (SDGs).

## Key results:

- ▶ Review electricity and water contracts to reduce expenses by X%.
- ▶ Increase revenue by X% to keep the company viable.
- ▶ Reduce the company's carbon emissions entirely by 2030.

# Human Resources



12

## Objectives:

Showcase the company as a great place to work and retain current talent.

## Key results:

- ▶ Get employees to take X% more training year on year.
- ▶ Improve employee satisfaction survey results by at least half a point over previous surveys.



# Audit



13

## Objectives:

Analyze new risks found and facilitate obtaining audit reports.

## Key results:

- ▶ Review by the end of the month at least X% of the risks found.
- ▶ Draft and send an audit report within X days after the end of the audit.



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