

VP of Engineering

Goals

As measured by

Ensure that release is delivered on time with high quality

1. Have engineering team contribute 200 story points by end of March/Sprint
2. Complete data migration by end of March/Sprint
3. Have engineering team contribute 750 code review points by end of March/Sprint
4. Add 100 automated front-end tests by end of March/Sprint

Assemble and motivate a stellar engineering team

1. Interview 50 engineering candidates by the end of Q1
2. Hire 5 new engineers by the end of Q1
3. Implement streamlined product proposal process for developers by March 10
4. Plan Q2 hackathon by end March 15

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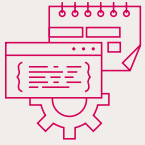
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Adopting OKRs for goal creation ensures employees in every department and function are aligned and working toward the organization's top priorities.

Every organization is unique and there is no one-size-fits-all approach to Continuous Performance Management. You want to understand all the learnings and best

practices, and then use them to craft the unique program that best fits your organization's culture and business needs.

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Engineering Manager

Goals

As measured by

Complete all epics for the new product launch by end of March

1. Complete epic 1 by January 15
2. Complete epic 2 by January 31
3. Complete epic 3 by February 15

Address 100% of PO and P1 bugs each sprint in Q1

1. Sprint 1 ending January 15
2. Sprint 2 ending January 31
3. Sprint 3 ending February 15

Respond to 98%+ customer inquiries within SLA in Q1

1. Sprint 1 ending January 15
2. Sprint 2 ending January 31
3. Sprint 3 ending February 15

Complete 90%+ of committed story points in Q1

1. Sprint 1 ending January 15
2. Sprint 2 ending January 31
3. Sprint 3 ending February 15

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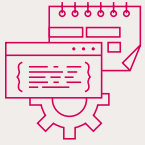
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Chief Architect

Goals

As measured by

Expand our platform strategy

1. Deliver Salesforce connector by end of March
2. Plan and finalize specs for REST-based APIs to perform data-based operations on our model by end of March
3. Complete architecture diagrams and platform white paper by end of March
4. Prototype our NG product in Clojure to compare performance and maintainability

Ensure that our product scales out

1. Re-architect our product to handle average load of 200 requests per second with 90% responses returning within 100 ms by end of Q1
2. Maintain current Amazon Web Services costs at 5% of company revenues at end of Q1
3. Introduce message queue to scale up our event processing framework by end of Q1
4. Replace Oracle database with NoSQL solution by end of Q1

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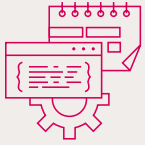
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Software Engineer

Goals

As measured by

Implement refactored email delivery architecture

1. Meet with QA and Chief Architect to create refactoring plan by February 3
2. Simplify and clean up the email signals and processing by February 16
3. Ship email delivery architecture by code freeze
4. Ship email delivery architecture with complete documentation and unit tests by code freeze

Keep your mind and body sharp so your work is awesome

1. Go to 5 developer Meetups by the end of the quarter
2. Make an open source project that gets more than 150 stars by the end of Q1
3. Develop elementary proficiency at Swift and Objective C by the end of Q1
4. Do 2,000 pushups by the end of Q1

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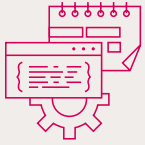
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Quality Assurance Engineer

Goals

As measured by

Drive quality for features shipping from February release

1. Find 50 bugs by the end February
2. End February with 250 open bugs of P2 or higher
3. Increase Karma test coverage from 86% to 90% by end February
4. Maintain zero regressions in March

Onboard, establish a strong foundation, and ramp up quickly during first quarter

1. Watch all Egghead D3 videos and create own feature widget by end of Q1
2. Watch 25 Egghead videos for Angular by the end of Q1
3. Make a browser game using node.js and socket.io by end of Q1
4. Finish 3 courses in Codeschool

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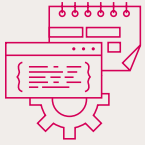
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Data Scientist

Goals

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Deliver revised dashboards and analyses for internal data platform

1. Implement new cohort analysis dashboard by end of January
2. Improve the Sales and Marketing dashboard by end of January
3. Build upsell prediction model and dashboard by end of February
4. Design multivariate testing to capture impact of new features on user acquisition dashboard by end of March

Shed light on never-before-seen insights that will improve the company bottom line

1. Identify three web pages that leave users at a dead end (i.e. users are not sure what to do next)
2. Summarize top 5 key insights from our usage data that will increase user engagement
3. Understand how product usage varies by size of company and market sector
4. Discover the 10 most frustrating searches that users are performing (i.e. user keeps re-trying with a slightly different query; or results mismatch query)

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