

Real Talk

Success Measurements

1. High-Level Business Objectives

- Increase community membership and engagement
- Improve user participation in Real Talk gatherings
- Build a strong, supportive online community
- Increase repeat visits and long-term user retention
- Encourage meaningful conversations and personal growth

2. Success Metrics

- User Engagement
- Number of new user sign-ups
- Weekly active users
- Event participation rate

Usability & Performance

- Task completion rate (e.g., membership sign-up)
- Time to complete sign-up form
- Bounce rate (users leaving quickly)

Content Interaction

- Blog article views and reads
- Resource page engagement
- User-submitted responses or feedback

User Satisfaction

- User satisfaction score (survey-based)
- Net Promoter Score (NPS)
- Feedback ratings on events/resources

3. Target Values / Benchmarks

- Achieve 80% task completion rate for membership sign-up
- Reduce sign-up time to under 3 minutes
- Reach 100+ new members within first 3 months
- Maintain 60% weekly active users
- Achieve 75% user satisfaction score or higher
- Increase event participation by 50% within 6 months
- Maintain low bounce rate (below 40%)

4. Measurement Methods

- Analytics Tools
- Google Analytics (track traffic, bounce rate, engagement)
- Website tracking tools (user navigation, clicks, time on page)

Surveys

- Post-event feedback forms
- User satisfaction surveys
- Membership experience surveys

System Logs / Data Tracking

- Membership sign-ups
- Form submissions
- Page visits and activity tracking

Interviews / Feedback

- User interviews about experience
- Community discussions and feedback sessions
- Direct messages or email responses