

1. Project Context

Your project:

Creation of YouLearn website. Aimed at helping college age students succeed in the college learning environment. The site accomplishes this by helping students discover how they learn and then provides them catered learning material concurrent with their learning style. Thus, supporting students, instructors, and course creators. This enables students to register on the site, discover available courses, participate in online communities and forums, track their progress and receive support when needed.

Primary goals:

1. Improve learning accessibility and engagement.
2. Allow college students to discover their learning style
3. Use Artificial Intelligence to provide catered learning material to allow students to use their most efficient learning method to learn course content
4. Provide seamless navigation and course management on YouLearn website
5. Enable instructors and creators to easily add and maintain content to YouLearn website
6. Ensure scalability and usability across all roles allowing continuous expansion of course content and expand across learning subject matter and course content

2. Project-Level Success Measurements

These define whether the **project was successful or not. Such as value delivered to stakeholders or users.**

Category	Measurement	Metrics / KPI	Evaluation Method(s)
Customer Retention	Active/new number of users for site	#logins/day #new accounts/day as well as #logins/month and #new accounts/month	Analytics tools like Google Analytics or tools built into the site.
Learning Effectiveness	Number of courses completed per student	% of courses completed is >70% and increase in test scores of >15%	Tracking setup within YouLearn website
Usability of Site	How much users enjoy using the site	Using a system usability scale with a score of 80% or	User testing and satisfaction surveys

		higher and task success rate of >90%	
Site Accessibility	Website meets accessibility for use by users including those with disabilities	WCAG 2.1 AA compliance validated - Screen reader compatibility tested	Accessibility audit
Site performance and stability	Site performs exceeding customer satisfaction	Page loads in less than 2.5 seconds and is up >99% of the year	Performance monitoring tools
Instructor Satisfaction	Instructors can use website effectively and easily upload and manage courses on site	Instructors give a satisfaction survey with a score of 8/10 or better	Feedback review form
Support Efficacy	Users get support when needed, quickly	Average help ticket request completion in 24 hours or less	Support logs
Conversion and Retention	New users continue using the site	Registration increases by 10%/month or more Retain 70% of users after 3 months	Analytics dashboard
Business and Return on Investment	Platform supports growth and scalability	Meet and exceed investor KPIs for a return on investment	Business reports

3. Task-Level Success Measurements

Each task from your **User Task List** (e.g., registration, course search, course progress) should have measurable success outcomes.

User Task	Success Measurement	Quantitative Metrics	Qualitative Checks
Create an account / log in	Users can create an account/ log in easily	95% of users can complete registration in 2 mins or less	Registration is described as “simple” or “easy”
Take learning style quiz	Users can easily discover their learning method	Users take a test confirming their correct learning method for validation	Users take survey agreeing that they are that style of learner with 90% accuracy

Search for a course	Searches give relevant results	90% of searches lead to course pages being visited	Users find requested course within first 3 results
Enroll in a course	Enrollment in courses is easy and intuitive	No errors are reported in enrollment process	Positive feedback on enrollment process
Access course content	Content loads quickly and in expected format	Page loads in 2.5 seconds or less and no issues in playback	No feedback of missing or content not playing correctly
Track learning progress	Users can track progress and grades for courses easily	Progress data loads in real time	Students report easily understanding progress tracking
Submit assignments or quizzes	Submissions give timely feedback	Confirmation after submission	Instructors validate that feedback is delivered promptly
Communicate with instructors / peers	Discussion and chat rooms work properly	5% or less failed messages sent between users	Users report effective engagement and responsiveness from community
Access help / support	Help resources resolve issues quickly and effectively	80% of issues are resolved via self help as opposed to needing support staff intervention	Support satisfaction of 8/10 or higher

4. Linking Task and Project Success

Each **task-level metric** should roll up into a **project-level goal**.

Project Goal	Supporting Task Success
Improved learning outcomes	Clear content structure, effective quizzes, progress tracking
Instructor efficiency	Streamlined course upload and management tools
Positive user experience	Consistent UI, responsive design, intuitive navigation
Easy and Effective Learning Method Discovery	Feedback stating that discovering learning methods is quick, effective and leads to improved results
The website is scalable, retains users and gains new users daily	Metrics show that the site maintains userbase and expands it daily

Customer satisfaction and spread of website through word of mouth	Metrics show growth is from users outside of target demographics
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5. Presentation in the Design Document

In your *Design Document: Site Structure*, include this section as a dedicated page:

Section Title: “Success Measurements”

Subsections:

1. Overview of Success Evaluation
2. Project-Level Metrics Table
3. Task-Level Metrics Table
4. Mapping of Task → Project Goals
5. Evaluation & Review Schedule (who will monitor metrics, and how often)

Assistance for site outline provided by ChatGPT

OpenAI. (2025, November 3). *ChatGPT (GPT-5)* [Large language model]. OpenAI.

<https://chat.openai.com>