

Measurement Plan Report

Stakeholder / department: _____

Business Objectives & Content Goals

What does the stakeholder or department want to accomplish?

Report Summary

Structure:

1. Here's where we were...
2. Then we changed x...
3. Here's what happened...
4. Here's what we need to do next...

Answer:

1. Why should I care?
2. How does this impact the organization?

Findings & Recommendations

What metrics and segments are needed to report measurement findings and relate data to content goals?

How should data be presented to clarify meaning and guide next steps?