

2022-2023 Performance										2023-2024 Performance											
Department	Area	Target	Actual	Variance	Notes	Target	Actual	Variance	Notes	Target	Actual	Variance	Notes	Target	Actual	Variance	Notes	Target	Actual	Variance	Notes
Marketing	Brand Awareness	100%	100%	0%	Exceeded expectations	100%	100%	0%	Exceeded expectations	100%	100%	0%	Exceeded expectations	100%	100%	0%	Exceeded expectations	100%	100%	0%	Exceeded expectations
	Customer Engagement	95%	95%	0%	Met target	95%	95%	0%	Met target	95%	95%	0%	Met target	95%	95%	0%	Met target	95%	95%	0%	Met target
	Lead Generation	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target
	Website Conversion	70%	70%	0%	Met target	70%	70%	0%	Met target	70%	70%	0%	Met target	70%	70%	0%	Met target	70%	70%	0%	Met target
Sales	Revenue Growth	120%	120%	0%	Exceeded expectations	120%	120%	0%	Exceeded expectations	120%	120%	0%	Exceeded expectations	120%	120%	0%	Exceeded expectations	120%	120%	0%	Exceeded expectations
	New Customer Acquisition	110%	110%	0%	Exceeded expectations	110%	110%	0%	Exceeded expectations	110%	110%	0%	Exceeded expectations	110%	110%	0%	Exceeded expectations	110%	110%	0%	Exceeded expectations
	Customer Retention	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target
	Market Share	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target
Operations	Production Efficiency	98%	98%	0%	Exceeded expectations	98%	98%	0%	Exceeded expectations	98%	98%	0%	Exceeded expectations	98%	98%	0%	Exceeded expectations	98%	98%	0%	Exceeded expectations
	Quality Control	95%	95%	0%	Met target	95%	95%	0%	Met target	95%	95%	0%	Met target	95%	95%	0%	Met target	95%	95%	0%	Met target
	Inventory Management	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target
	Logistics Performance	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target
Finance	Budget Adherence	95%	95%	0%	Met target	95%	95%	0%	Met target	95%	95%	0%	Met target	95%	95%	0%	Met target	95%	95%	0%	Met target
	Cost Reduction	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target
	Revenue Growth	120%	120%	0%	Exceeded expectations	120%	120%	0%	Exceeded expectations	120%	120%	0%	Exceeded expectations	120%	120%	0%	Exceeded expectations	120%	120%	0%	Exceeded expectations
	Profit Margin	75%	75%	0%	Met target	75%	75%	0%	Met target	75%	75%	0%	Met target	75%	75%	0%	Met target	75%	75%	0%	Met target
Human Resources	Employee Satisfaction	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target
	Talent Acquisition	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target
	Employee Retention	95%	95%	0%	Exceeded expectations	95%	95%	0%	Exceeded expectations	95%	95%	0%	Exceeded expectations	95%	95%	0%	Exceeded expectations	95%	95%	0%	Exceeded expectations
	Training & Development	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target
Customer Support	Response Time	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target	90%	90%	0%	Met target
	Customer Satisfaction	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target	85%	85%	0%	Met target
	Issue Resolution	95%	95%	0%	Exceeded expectations	95%	95%	0%	Exceeded expectations	95%	95%	0%	Exceeded expectations	95%	95%	0%	Exceeded expectations	95%	95%	0%	Exceeded expectations
	First Contact Resolution	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target	80%	80%	0%	Met target

	Alexander Shaw	James Nguyen	Suraj Patel	Jason Cun	Sam Pan	Andrew Dinh	Van Dao	Alan Yang	Alex Chou	Tony Lam	
3/1 4:51PM Hi everyone	Thanks for taking the time to look at this! :)										
Demographics											
Age	22	22	23	23	23	23	24	24	25	27	
Story	First year physician assistant student, currently slaving over EKG books, live in NY, may 2019 will work in cardiovascular surgery	Music major planning to graduate and try out the administrative side, use social media to follow people in the dance realm, involve in alot of music/dance community	Post bacc student at USF, going into physical therapy school, enjoy traveling/reading/exercising/working, likes to meal prep weekly and nutrition, graduated from UF with a nutrition degree	Current graduate working at Pacific sports looking for a career in healthcare administration, active vsa	Starting a couple of startups, web-development and touring companies-- bringing students to asia, wanted to develop a company that he can be passionate about, use social media as a marketing tool	Currently working at a urology clinic, graduated from UF 2016, starting PA school in may 2017, likes sport/videogames, likes the idea of cooking but can't cook	Student at UCF, likes to fish, likes to go out, health service administration, own a clinic eventually	Currently a graduate student, working at UF Health Education Technology as an audio/video person	MBA at FAU, a barista in Nordstrom	Work in sales and finance for BMW, car enthusiast, enjoy traveling/eating/driving/having fun	
Evaluative Q's											
1. What do you use Instagram for?	fun place to upload photos and random "collage" (collection of moments) for friends to see	Follow choreographer and dance crews to see what they're up to and check out choreography	Mainly to see his friend's photos (i.e. their recent travels), interesting photos from travels)	keep my friends updated on what i do, only post pictures on instagram like comical or precious moments that wouldn't share on facebook	Personal portfolio just to see where he can take his editing skills, relive memories through social media, a way to display art (editing), artistic outlet; for business, to create lead generation for business in order to bring awareness to brand and lead people to the site	Use it once a month max, use it for big events, or events that is not everyday event such as traveling	connect with people, post pictures	Use it to follow people to get ideas for photography locations	have two instagram (one for photography, good way to experiment and see what people like; one for food, network with local businesses, food blog, trying to connect with food community); a different identity to explore	Self-marketing (BMW-side), connecting with people with similar interests	
2. How often do you use Instagram in a given week? ("Define" use" as simply opening the app and committing to simplest action such as looking at newfeed or checking notifications)	Everyday	Every other day	Everyday	A couple times a week	Everyday	Once every OTHER week	Everyday	Everyday	Everyday	A couple times a week	
3. When do you usually go on Instagram?	waking up, going to bed, unconscious (routine of app)	on his break, noon or 3ish	At night usually, right before bed	during the day around 12 at work, at night, downtime	when waking up and going to sleep (routine); Business is scheduled around when is appropriate for users	10pm-2am (binge user)	when he wakes up, 4pm, 11:30pm, taking a nap and chill in bed	Downtime (walking in between doing things)	Frequently, morning and at night, bit of both checking up and bored, morning (catch-up) cause people post at night	mid-day afternoon (12-4)	
4. Would you rank Instagram in your top 3 most used app?	No	No	No	No	Yes	No	Yes	Yes	Yes	No	
5. What do you like about Instagram?	can see what friends are doing, has a search interface on any topics and see random collaborations people have put together with the hashtags, researching notes for class (#skgracing and get sample tracing and see the pathology-- can use as study tool)	freedom to post content and make it personable to you, being able to see what other posts, snapshots into life rather than bulk texts	easeiness, accessibility of being able to post pictures/videos, hashtags, ability to share with a group of friends, able to express oneself	Simplicity, good job at minimizing the functions, very natural to scroll but can be annoying to see everything (but person to person case), no real complaints about it	Idea of being able to see just pictures (more important things rather than just typical stuff), able to feel more connected to people by supporting their life and seeing what they're up to	He likes that he can just post pictures and show people about his life	Everything is just there and you can just scroll through it really fast	Very userfriendly, user experience is intuitive and easy to use, (started 2010, used it for editing and then posted to facebook)	privacy, analytics (so you can see statistics and figures, shareability), what they show related to what you're looking at		
6. On a scale of 1-5, how familiar would you say you are with navigating around Instagram? (If below 3, why?)	3, sometimes get confuse se 3 (don't use it too much)	4	3, cause dont know half the	5	3 (only use it for posting or ic 5	5	4 (not 5 because not a busin 5				
7. Which of these features on Instagram do you use?											
8. Describe Instagram using 3 adjectives. (How does it make you feel? What do you feel when you think of Instagram as an application?)	Colorful, Intuitive, Connector (Window to see into other people's lives)	Colorful, Lifestyle, Artistic	Clean, Creative, Adventurous	reliable, easy, creative	Up-to-date, Flashy, Needy	Fun, Interesting, Interactive	Flexible, Open, Useful	Fast, User-friendly, Minimalistic	Inspiring, Creative, Collaborative	Robust, Simple, Intuitive	
Technical Q's PRIME											
9. Without looking, describe the layout of a typical profile page. Starting from top to bottom.	photos, descriptor, profile picture, name and user handle, tab to see followers, bottom nav bar, icon with 3 stack lines	user's picture, name, links to external websites and short description, #followers/following, follow button, suggested people options, posts in chronological order	Profile picture in a circle, followers/following, posts, follow button with an arrow, bio under profile picture, tabs to see pictures (grid/following)	big follow/unfollow sign, profile picture, number of followers/following, tabs to scroll/layout, pictures that they're in	Name, profile picture, bio, pictures from latest to oldest	top middle is username, right corner is messages, circle profile picture, #followers/following/posts, grid on photos posted, bottom nav (home, post picture, your profile, explore)	profile picture, description, followers, #posts, following name, 6 most recent posts, ability to follow	username, profile picture, description, different ways to view content (3 diff tabs), content, follow button	profile picture with name and bio, # of posts, followers/following, follow button, drop down menu (gear), options to view as grid/list, see pictures tagged in	Profile picture, #posts, drop down tab for people you may know, 3 icons (current posts, tagged photos, locations), bottom is main menu (newfeed, profile/settings, explore, search, follow activity)	
10. Without looking, describe the home page starting from top to bottom	feed (shit i might be interested in), bar suggesting people (maybe not), stories, search bar? (where is it?)	scrolling of whoever you're following and their latest post (video/picture), header is instastag, picture caption, like/share/comment option below the picture	Top left post to live story, everybody's life stories in circles (Recent first), first picture (username on top/# of likes/caption/comments), magnifying glass to explore (top right)	stories of followers, scrolling through pictures of most recent post, (when prompted about navigation: DM folder)	Stories, people's post/entries (name/profile/picture/main picture/bio/comments), icons that takes you to different tab	same as profile (top and nav bar), difference is the middle portion where you can see other people's pictures instead of your own (one picture with caption instead of grid)	stories, buttons at the bottom, most recent posts from people he's following, DM on top right, camera on top left	Instagram logo, top right: Direct messages, middle is content, bottom is navigation bar (home, search, discover, post, profile)	instagram stories, paper plane to messages, add a story, feed	add your story top left, current stories, newfeed (thumbnails/tags/comments), bottom nav	
Technical Q's TARGET											
11. Now that we're at the home page, where does it take you when you swipe from LEFT to RIGHT? Right Answer: Camera	don't know (guess: recent activities)	discover	post to stories	camera	opens up camera	don't know	don't know	Post a story	take a new picture	don't know	
12. From the home page, where does it take you when you swipe from RIGHT to LEFT? Right Answer: Messages	don't know (guess: switches tab/bottom nav)	don't know	explore page	messages	notifications	search bar	don't know	Direct messages	don't know (guess: to search/explore)	explore	
13. How do you get to the message inbox?	usually get notification, go to profile, and there's an icon with a red dot (envelope)	top right corner of home page	top left corner	click on the button on the top right of home page	profile (top right corner)	top right corner of the home page	home page, top right	Swipe right to left	paper plane on home page	top right corner (envelope icon) of home page	
14. How do you get to the screen to post on instagram stories?	icon at the bottom bar	don't know	swipe left to right	click on top left or "your story"	plus button at the bottom of corner top left	don't know	home page, plus button where all the stories are	Don't know	plus sign with dotted circles on home page	newfeed top left corner (plus sign)	