PLANET 4

Annual Survey Report
Planet 4 community 2022

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Welcome to the P4 Survey Report 2022

Dear reader,
You might be curious to see the main highlights of 2022 in Planet 4, right? But let me set the right expectations before the reading.

This report will include not only the highlights of 2022 but also the experience of the community with Planet 4, including expectations, satisfaction, knowledge, preferences, and much more. When we constructed the survey, we aimed to get the complete picture of the website's development through the community's eyes; this will help us set strategies and directions aligned with everyone's needs.

We finally have it ready to share the findings and insights from the community in 2022. Thank you to all the NROs who took the time to complete the survey and support us on this journey.

Enjoy the reading!

Júlia Torres - P4 community manager 💚

The **P4 Survey in 2022** collected the total of **23 responses.**

Representing **47%** of the community:

|	
Brazil	MED
CEE [4]	MENA
East Asia (EA) [2]	Mexico
EU unit	New Zealand
Italy	Switzerland
India	SouthEast Asia (SEA) [5]
Luxembourg [2]	I prefer not to say

This number has **increased by 15% (+3 responses collected)** compared with the previous year. It is essential to add still there were fewer responses than in 2020 (total of 25) and 2019 (total of 24). The participation of the NROs in answering the survey is critical to support P4 team to ensure strategies created are aligned for everyone's needs.

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What does the **community** usually **DO** with **Planet 4?**

Over the years, **Create Content** has being the top reason to use Planet 4 by the NROs. This has been always in the top 3 along with Adminoster P4 site. In 2022, the P4 community has increased the usage of Planet 4 to **Track & Analyse Data** and to **Develop stuff** recovering from the drop in 2021 when compared with others years.

An important note is about the responses collected from this question in the year of 2022 had very similar results to same question in 2019 survey.
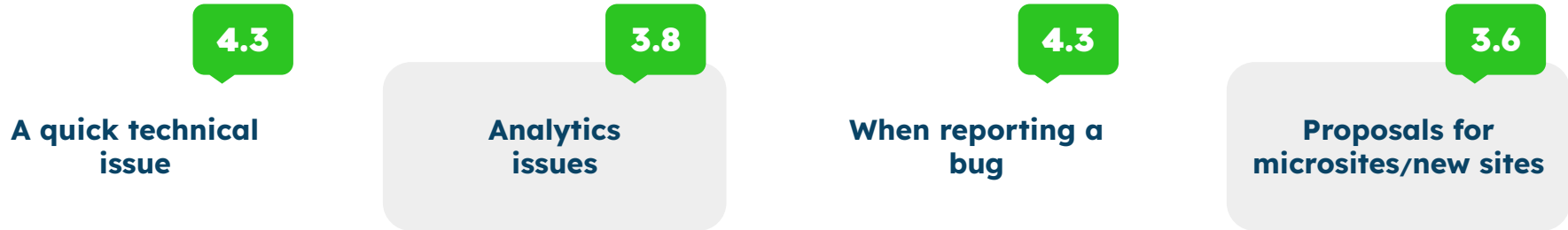

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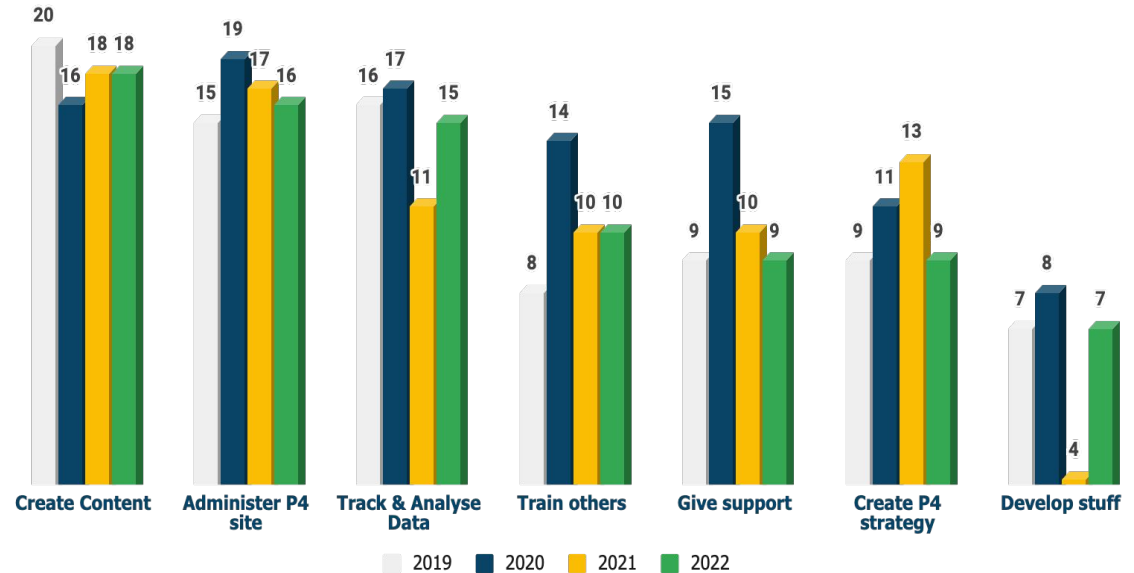
Overall, the **satisfaction** of **the Community with Planet 4 is** **4.2** out of 5.

Meanwhile, Planet 4's **performance** average rate was **3.8** out of 5. Most of the responses did not have any inputs on exact blocks/patterns/features needed; the answers were more related to specific needs/reality of each NRO, which means support and direction might be enable to be customised for all; read the inputs submitted.

When asked about their satisfaction **with the support the P4 team provides**, the community rated the following:

4.3

A quick technical issue

3.8

Analytics issues

4.3

When reporting a bug

3.6

Proposals for microsites/new sites

Since 2019 the overall support the P4 team provides to the community has slight drop. The most significant decrease was the support the P4 team provides related to **analytics issues** over the last three years dropped by **10%**.

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65% of our P4 community uses **Global Google Analytics** (Global Property) to extract and analyse data.

Moreover, The Planet 4 community **satisfaction rate** with the current **tracking standards** used for

the Global property is **3.5** out of 5.

The **General Comments** regarding the satisfaction rate for the current tracking standards are related to the lack of knowledge and documentation to support the use of the tracking standards.

A necessary step to ensure this will improve for 2023 will be to include reminders and updates about Global Google Analytics and its standards through our channels such as newsletter, onboarding, and community channels; Also, to ensure the documentation is accessible and straightforward for everyone.

NROs also mentioned the platform being helpful because it provides valuable data and a good setup, which can improve petition pages.

📖**Read** all the responses about the current tracking standards used for Global Property (Global Google Analytics).
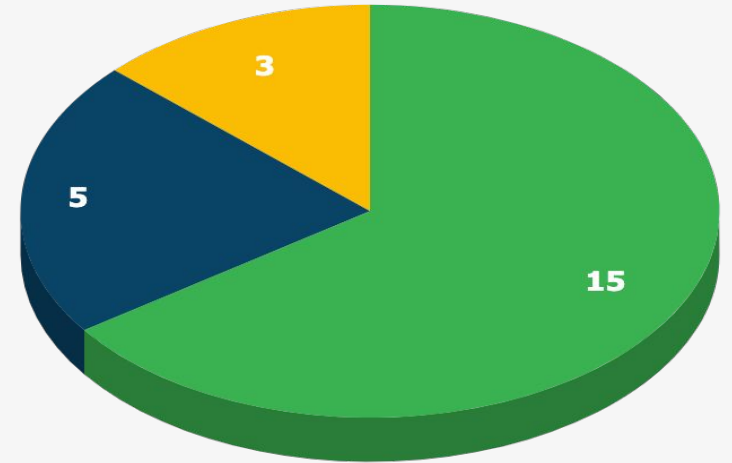
- ● Yes
- ● No
- ● I don't know what is it

3

5

15

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Now talking about getting **updates**, 📣 the community rated **4.4 out of 5** when asked about their satisfaction with 🌍 **P4 bi-weekly emails**. This number has **increased by 0.3** compared to last year's survey (2021). All the comments from 2022 are positive; <u>read them all</u>.

♥ **Community**
knowledge

4.6

4.1

3.6

2.9

I know how to get in touch with P4 Community

I know where to find the right P4 documentation

I know how to submit ideas / proposals for new features

I know the P4 Roadmap and the strategy behind the tool
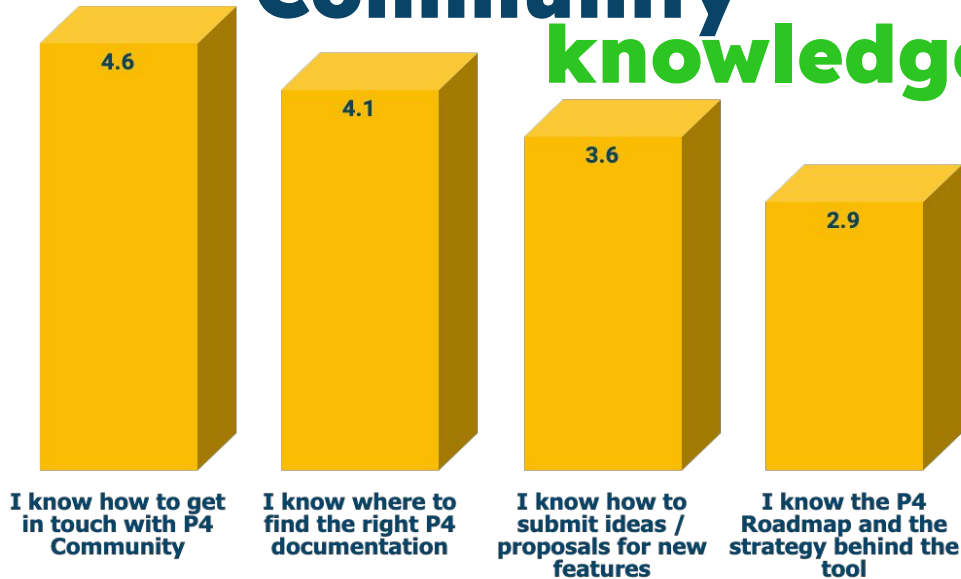
At least **40%** of the Community needs to be made **aware** of the P4 training in the **Greenpeace Academy (Study Tube)**. Based on the community responses, it results from a need for more documentation, training, and roadmap awareness. For 2023, the P4 team will ensure to include reminders and promotions on the internal channels (Slack, newsletter, community calls). It will permit the P4 community to drive in the same direction and increase awareness and understanding of P4 strategies and deliverables.

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The Planet-4 community has different opinions about which **key improvement/feature** they need now **The new navigation bar** was mentioned a few times, as well as **New IA**. Still, it does not reflect in the majority, and it is essential to remember the community requires a different approach to fulfill their needs.

Moreover, we also asked the community which **P4 improvement they most liked** in 2022 and **Gravity Forms** was in the 1st place, with the majority of the votes representing **43.5%** of the community.

Category	Value
Gravity Forms	10
HubSpot in the Happy Point	7
Highlighted CTA (block pattern)	7
New Navigation Bar	6
Covers in Carousel Style	5
Block Pattern Layouts	5
Configurable dropdown Sub-m...	4
Mobile Tabs Menu	3
Reality Check (block pattern)	3
Issues (block pattern)	2
Quick Links (block pattern)	2
Deep Dive Topics (block pattern)	1
Get Informed (block pattern)	1
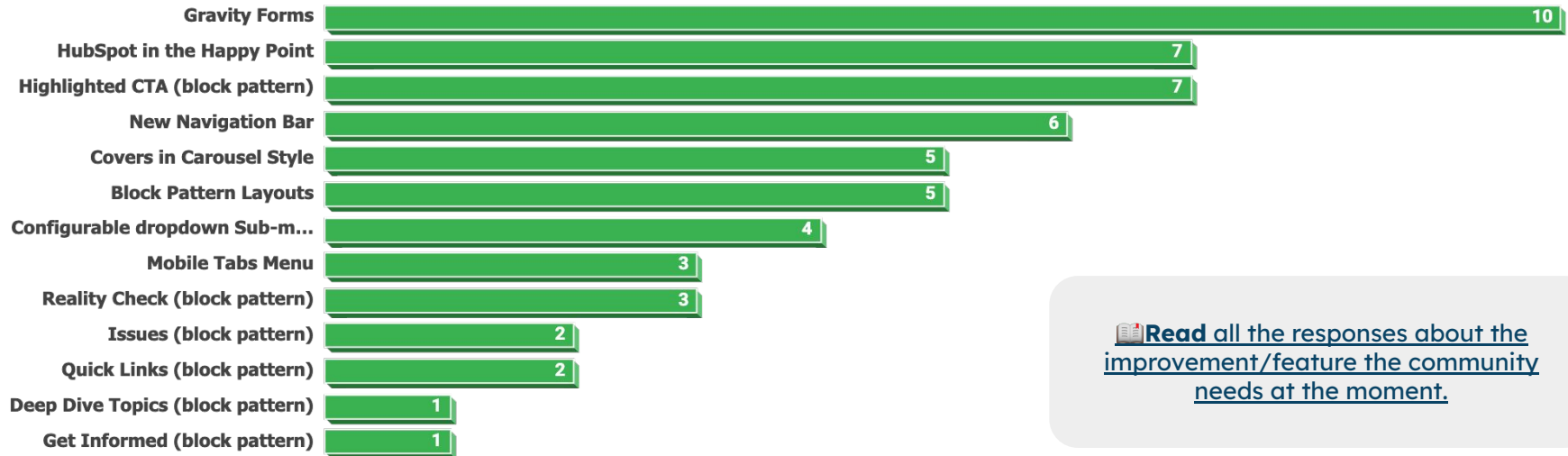
📖**Read** all the responses about the improvement/feature the community needs at the moment.

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"When you don't know something about Planet 4, what is the 1st THING YOU DO?"

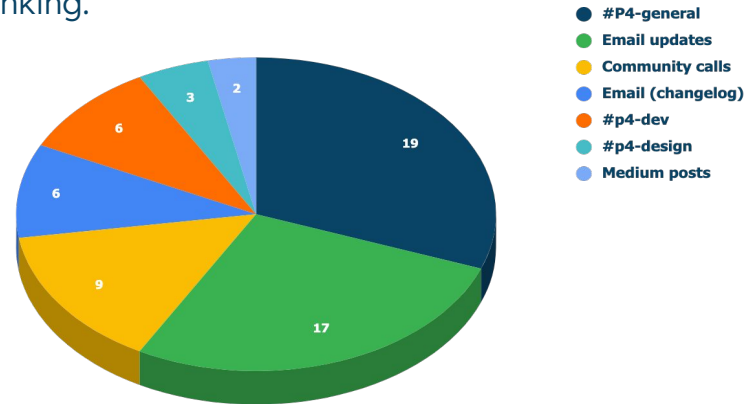| I check the Handbook!	I ask someone in the office/NRO	I ask in the P4 slack channels
34.7%	**30.4%**	**17.4%**

Meanwhile, in 2021, most of the P4 community also chose **Handbook** as the first option representing **40%** of that year. However, **P4 slack channels** were holding second place with **25%**, followed by **Ask members of the P4 team,** representing **20%** of the community.

How do you prefer to be **updated**?

More than **80%** of the P4 community prefers to be updated through **#p4-general** on the slack channel; **Email updates** are also liked a lot by the P4 community, representing **74%**. In this survey, <u>Medium posts</u> have been the lowest in the ranking.

- ● #P4-general
- ● Email updates
- ● Community calls
- ● Email (changelog)
- ● #p4-dev
- ● #p4-design
- ● Medium posts

Pie chart values: 19, 17, 9, 6, 6, 3, 2

Compared with the 2021 P4 survey, just a slight change in the ranking where #p4-design had been the 5th (9 votes) in the ranking, and 2022 has dropped to 6th with 3 votes preferred.

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In 2023, most of the Planet 4 Community is looking **to LEARN** more from **Case Studies** on **P4 usage (Engagement/Campaigns) and Content Strategy**. It is also important to note that Training on "how to extract and analyse data" has been in the top 3 of the highest needs since 2020. Opportunities to contribute to product development and feedback on product roadmap significantly dropped in the last two years. In 2023, the P4 team will ensure more case studies will be created and co-created with the community, as well as more strategies and spaces to train on extracting and analysing data in Planet 4.

Category	2020	2021	2022
Case Studies on P4 usage (Engagement / Campaigns)	13	0	17
Case Studies on Content Strategy	10	9	17
Trainings on how to extract and analyse data	11	9	15
Case Studies on P4 innovation (Tech)	9	12	14
Opportunities to experiment and exchange ideas with other NROs	14	8	12
Case Studies on A/B Testing & Optimization	14	9	11
Trainings on how to use P4 features	10	6	10
Communication about P4 upgrades	8	6	9
Opportunities to contribute to product development (testing, brainstorming, co-creation, etc)	11	9	2
Opportunities to feedback on product roadmap	10	6	2

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Important Links for the report

- **P4 Survey data 2019**
  https://app.asana.com/0/0/1204125716002802/f
- **P4 Survey data 2020**
  https://app.asana.com/0/0/1204125716002800/f
- **P4 Survey data 2021**
  https://app.asana.com/0/0/1203817639506470/f
- **P4 Survey data 2022**
  https://app.asana.com/0/0/1203817639506472/f

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obrigado!

धन्यवाद!

merci!

ขอบคุณครับ!

شكرا!

grazie!

¡gracias!

благодаря!

ευχαριστώ!

ありがとう!

asante!

děkuji!

THANK YOU!

köszönöm!

danke!

谢谢!

kiitos!

tack!

salamat po!

ಧನ್ಯವಾದಗಳು!

고맙습니다!

תודה!

terima kasih!

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