**Request Google Analytics**

Booz Allen Hamilton – VA Education Services

**GIBCT – Colmery Section 116, Incorporating VET TEC Programs & Providers (MVP)**

Current location on staging: <https://staging.va.gov/gi-bill-comparison-tool/>

When added to production: <https://www.va.gov/gi-bill-comparison-tool/>

* What is the final step a user will take in their user experience?
  + Click “Apply to VA Form 22-0994” or “Apply for VET TEC” on provider profile page.
  + Click “Learn more about VET TEC programs” on provider profile page
* What steps in the user experience would you like to measure to understand progress and abandonment?
  + # / % of GIBCT users who select “VET TEC training providers” on GIBCT landing page
  + # of Providers viewed per user
  + Time to complete form funnel
  + Time in the funnel before abandonment
* What other user interactions, like Print or Save, are key to understanding the behavior of your users?
  + VET TEC user engages with filters on Search Results Page
  + User engages with “Learn more” elements on VET TEC Provider Profile Page
  + User calls or emails VA from the Application Process panel on VET TEC Provider Profile Page
  + User engages with Tuition & Fees text field on VET TEC Provider Profile Page
* What other navigation elements on the site will help you understand how your users navigate to, and use, your service?
  + [ TBD ]
* What success metrics have you identified for your service?
  + Steadily increasing # of users clicking through to VET TEC Search Results page
  + Users view Provider Profile pages
  + Users click through Provider Profile to
    - Apply for VET TEC
    - Visit Provider website
* What user interaction or behavior do you want to count as a "transaction" to track? What are your goals for each of these transactions?
  + [ TBD ]
* What custom dimensions (if any) would you like to collect? These can be user, session, or product traits.
  + Number of Provider Profile pages viewed per user
* What are other events, interactions, behavior you want to track that aren't covered by the above questions?
  + Traffic source
  + Helper text usage throughout the tool
    - Landing Page / Learn more… VET TEC training providers
    - Search Results Page / Learn more… Preferred Providers
    - Provider Profile / Learn More … Tuition & fees for program
    - Provider Profile / Learn More … Scholarships
    - Provider Profile / Learn More … Tuition & fees charged
    - Provider Profile / Learn More … Housing allowance