**Request Google Analytics**

Booz Allen Hamilton – VA Education Services

**STEM / 22-1995 Integration (MVP)**

Current location on staging:

When added to production:

* What is the final step a user will take in their user experience?
  + Click “Continue” on 22-1995 Thank you page.
* What steps in the user experience would you like to measure to understand progress and abandonment?
  + # / % of form completions
  + Time to complete form funnel
  + Time in the funnel before abandonment
  + Time on page, average.
  + Page with longest time on page.
  + On which pages users click “Back” button
  + On which pages users click for support / help
  + On which pages users abandon form
* What other user interactions, like Print or Save, are key to understanding the behavior of your users?
  + On which pages users click “Finish application later”
  + Elapsed time in funnel when users click “Finish application later”
* What other navigation elements on the site will help you understand how your users navigate to, and use, your service?
  + Traffic Source / Internal referral location
* What success metrics have you identified for your service?
  + Increasing # of Veterans completing the form flow
  + Time to complete the form is < OMB Rating
* What user interaction or behavior do you want to count as a "transaction" to track? What are your goals for each of these transactions?
  + Completing the 22-1995
* What custom dimensions (if any) would you like to collect? These can be user, session, or product traits.
  + NA
* What are other events, interactions, behavior you want to track that aren't covered by the above questions?
  + Step 2 of 6 – Education Benefit, Screen 1
    - #/% of applicants selecting Post-9/11 vs. Fry Scholarship
  + Step 2 of 6 – Education Benefit, Screen 2
    - #/% of applicants applying for the Rogers STEM Scholarship
    - #/% of applicants enrolled in Undergrad Program
    - #/% of applicants enrolled in Teaching Certification
    - Use of Helper text: “What is the Rogers STEM Scholarship?”
  + Step 3 of 6 – Military History
    - #/% of applicants on or going on active duty (Respond Yes to Military History question)