

VA.gov Analytics - KPI Framework

The [VA.gov](#) Analytics - KPI Framework is a methodology designed to improve the veteran experience for digital services. It's specifically designed for product decision makers building on [VA.gov](#) to evaluate the government digital services experience using four different themes. These themes balance the key metrics that help indicate the entirety of the Veteran journey for your product.

How to use this framework:

We suggest having a KPI metric from each of the themes, and limiting your KPIs to no more than 5-6 to focus your evaluation. We have provided metrics as suggestions to start out, with the bolded metrics as standard KPIs for any product built on [VA.gov](#). We have also outlined suggestions on how to segment your metrics with leading indicators that can impact your KPIs.

The following metrics should be used for a clear, concise story of what is successful and what needs improvement.

The [VA.gov](#) KPI Framework

Before you can write good KPIs, define what makes your service necessary and helpful for veterans.

Answer these questions:

- What is the service that the product is providing to veterans?
- What is the product's mission, and objectives and key results?

1. **Findability**
2. **Ease of use**
3. **Service Completion**
4. **Trust**

Then, focus on the following 4 themes to define your KPIs by selecting the appropriate metrics that will enable you to answer these questions:

1. **Findability:** Are veterans **finding** the services they need?
2. **Ease of Use:** Is the service **easy** to use?
3. **Service Completion:** Are veterans receiving the **service** they needed?
4. **Trust:** Do veterans **trust** the process?

Theme	VA North Star	What: Why:	Risks	Suggested Metrics			
				All	Forms	Content	Search
	Which VA North Star (s) does this theme address?	What types of questions and VA goals do metrics in this theme address?	By not addressing this theme, you may risk...	Veteran-facing Services (VFS) Examples Can apply to any VFS	Veteran-facing Services (VFS) Examples Caregiver - 1010CG	Veteran-facing Services (VFS) Examples Learning Center	Veteran-facing Services (VFS) Examples Yellow Ribbon, Find VA Forms, GIBCT, On-site Search

Findability	Increase the use of self-service tools	<p>Are the Veterans who need VA services using those services?</p> <p><i>Acquisition:</i> Do the people who need these services know how to find them?</p> <p><i>Eligibility:</i> Are those eligible for the service using it?</p>	Veterans not being able to find and access digital services they need.	<p>Total top of the funnel users vs. total VA.gov users or eligible users</p> <p>Example segments to evaluate:</p> <ul style="list-style-type: none"> Keyword ranking (SEO) % eligible users % of source entry breakdowns (across organic, on-site search, direct) User segments <p>Other metrics to consider:</p> <ul style="list-style-type: none"> How fast existing eligible users try new services How fast new eligible users use existing services 	<p>Total top of the funnel users vs. total VA.gov users or eligible users</p> <p>Example segments to evaluate:</p> <ul style="list-style-type: none"> Keyword ranking (SEO) % eligible users % page/session breakdown before starting form User segments Average session duration before starting a form % of search refinements of form keyword queries % of pageviews driven by /find-forms Number of successful applications over time vs. number of eligible Veterans for the service 	<p>Total top of the funnel users vs. total VA.gov users</p> <p>Example segments to evaluate:</p> <ul style="list-style-type: none"> Keyword ranking (SEO) % eligible users % page/session breakdown before starting form User segments Average session duration before the content page 	<p>Total top of the funnel users vs. total VA.gov users</p> <p>Example segments to evaluate:</p> <ul style="list-style-type: none"> Keyword ranking (SEO) % page /session breakdown before the search page
Ease of Use	Decrease the time Veterans spend waiting for an outcome	<p>How are Veterans using your product?</p> <p><i>UX:</i> Is the UX easy to follow? Was it an easy or frustrating experience?</p> <p><i>Expectations:</i> Did the digital experience of the service live up to or exceed in-person service expectations?</p>	Veterans are spending a lot of time and effort to get the benefits or services they need.	<p>Time to complete</p> <p>Call Center Volume</p> <p>Example segments to evaluate:</p> <ul style="list-style-type: none"> Time between actions/steps /pages Top dropoffs /page exits % logged in users <p>Other metrics to consider:</p> <ul style="list-style-type: none"> Sentiment analysis from qualitative survey feedback Sentiment analysis from qualitative call center feedback 	<p>Time to complete the form (time from introduction page to successful form submission)</p> <p>Call Center Volume</p> <p>Example segments to evaluate:</p> <ul style="list-style-type: none"> Time between actions/steps /pages Top dropoffs /page exits % logged in users <p>Other metrics to consider:</p> <ul style="list-style-type: none"> Sentiment analysis from qualitative survey feedback Sentiment analysis from qualitative call center feedback 	<p>Time to complete (time from page entry to Call to Action interaction)</p> <p>Call Center Volume</p> <p>Example segments to evaluate:</p> <ul style="list-style-type: none"> Traffic per page /section User segments per page/section Top Calls to Action % logged in users <p>Other metrics to consider:</p> <ul style="list-style-type: none"> Sentiment analysis from qualitative survey feedback Sentiment analysis from qualitative call center feedback 	<p>Time to complete (time from search page entry to Call to Action interaction)</p> <p>Call Center Volume</p> <p>Example segments to evaluate:</p> <ul style="list-style-type: none"> Avg. time to complete per Call to Action Traffic per page /section User segments per page /section <p>Other metrics to consider:</p> <ul style="list-style-type: none"> Sentiment analysis from qualitative survey feedback Sentiment analysis from qualitative call center feedback

Service Completion	Increase the use of self-service tools.	<p>Are Veterans receiving the outcomes they're looking for and need?</p> <p><i>End to End Experience:</i> Did users receive the service they needed? (e.g. answers to questions, how to apply for something, applying to something, check the status of app, find location, schedule appt)</p> <p><i>Conversions:</i> Did the Veteran successfully get what they needed?</p>	Veterans not able to receive the benefits or services they need.	<p>Funnel % Completion /Conversion</p> <p>Total users for your VFS vs. total VA.gov users</p> <p>Segments to look for:</p> <ul style="list-style-type: none"> Time between actions/steps /pages Top dropoffs /page exits <p>Other metrics to consider:</p> <ul style="list-style-type: none"> Time on page Scroll depth Bounce rate 	<p>Funnel % Completion /Conversion</p> <p>Total submitted applications from your VFS vs. VA.gov users vs. paper application submissions</p> <p>Segments to look for:</p> <ul style="list-style-type: none"> Time between actions/steps /pages Top dropoffs /page exits User segments of conversions and dropoffs 	<p>Funnel % Completion/Conversion: % of users completing Calls to Action</p> <p>Total users who have completed a call to action for your VFS vs. VA.gov users</p> <p>Other metrics to consider:</p> <ul style="list-style-type: none"> Time on page Scroll depth Bounce rate 	<p>Funnel % Completion/Conversion: % of users completing Calls to Action/Click through Rates</p> <p>Total users who have completed a call to action for your VFS vs. VA.gov users</p> <p>Other metrics to consider:</p> <ul style="list-style-type: none"> Recurring Users: Monthly or Weekly Active Users Time on page Scroll depth Bounce rate Conversions for your page vs. conversions from other entry or search pages
Trust	Consistently deliver a satisfying, reliable, and secure experience.	<p>What are Veterans' overall trust and satisfaction with the digital services?</p> <p><i>Satisfaction:</i> Were Veterans satisfied with their digital experience?</p> <p><i>Reliability:</i> Did Veterans trust the process and trust that they will get what they were looking for?</p>	Veterans not satisfied or don't trust the services.	<p>Customer Satisfaction</p> <p>Other metrics to consider:</p> <ul style="list-style-type: none"> Sentiment analysis from qualitative survey feedback Sentiment analysis from qualitative call center feedback 	<p>Customer Satisfaction</p> <p>Other metrics to consider:</p> <ul style="list-style-type: none"> Sentiment analysis from qualitative survey feedback Sentiment analysis from qualitative call center feedback 	<p>Customer Satisfaction</p> <p>Segments to look for:</p> <ul style="list-style-type: none"> User segments <p>Other metrics to consider:</p> <ul style="list-style-type: none"> % users clicking backlinks Sentiment analysis from qualitative survey feedback Sentiment analysis from qualitative call center feedback 	<p>Customer Satisfaction</p> <p>Segments to look for:</p> <ul style="list-style-type: none"> User segments <p>Other metrics to consider:</p> <ul style="list-style-type: none"> % users clicking backlinks Sentiment analysis from qualitative survey feedback Sentiment analysis from qualitative call center feedback

Next Steps

Please see the [VA.gov Analytics Playbook](#) for next steps.

Additional Notes

Segmentation

Each relevant KPI should have the following segments:

- device types (mobile, tablet, desktop)
- device versions (browsers, mobile device versions)