Project Spec | Understanding detroitmi.gov Visitors

Goals

Answer the following questions so that we can better prioritize investment in projects on detroitmi.gov. Questions answered:

- Who is the average person who visits detroitmi.gov?
- Why do people visit detroitmi.gov?
- Do the people who visit detroitmi.gov accomplish what they intend? Especially considering critical tasks: paying bills & fines, paying water bills, access to social safety net programs (HOPE, Lifeline), gov procurement process, and residential/commercial permits (BSEED, HDC, CofO)

Execution Plan

1. Perform data analysis on existing data sets to answer the questions in the 'goals' section. Specifically analyze the following data:
   a. Which devices, platforms, locations, and referrers are most used?
   b. Do people who visit the site use Javascript (see measurement methodology)?
   c. Where do people typically end their session on the site? How many hops does it take to get there?
      i. Typical page view flow (work- in progress)
   d. How many performance or functional issues does a person encounter on the site in a session?
2. Build additional metrics to answer the above questions in the 'goals' section. Specifically make the following changes:
   a. Enable G4A completion tracking for all payment portals (see full list here)
   b. Enable G4A completion tracking for docusign applications (BSEED, HOPE, Lifeline) -- Redirect visitors back to a confirmation page on city site after docusign completion.
   c. Log and monitor critical client-side errors.
3. Build on-site surveys to better understand peoples' intent when visiting the site and usability of the site.
4. Build basic A/B testing framework to run experiments on the site.

References

- Google Analytics Property: https://analytics.google.com/analytics/web/#/analysis/p341200271
- Chrome UX Dashboard: https://lookerstudio.google.com/reporting/bbc5698d-57bb-4969-9e07-68810b9fa348/page/keDQB?params=%7B%22origin%22:%22https:%2F%2Fdetroitmi.gov%22%7D
- Page speed insights: https://pagespeed.web.dev/analysis/https-detroitmi-gov/2pfn765l2z?form_factor=mobile

TODO

- Write out project plan for building above metrics into OpenTelemetry + NewRelic
- Align on most important metrics with team, add plan to create a dashboard with the above metrics for monitoring and alerts over time.