

Measuring the UX performance of TRS website:

Defining performance metrics is a great way to assess how well the TRS website is meeting its target objectives. It will also in tracking the success of strategic objectives related to the website redesign project. Potential ideas for measuring website performance are listed below:

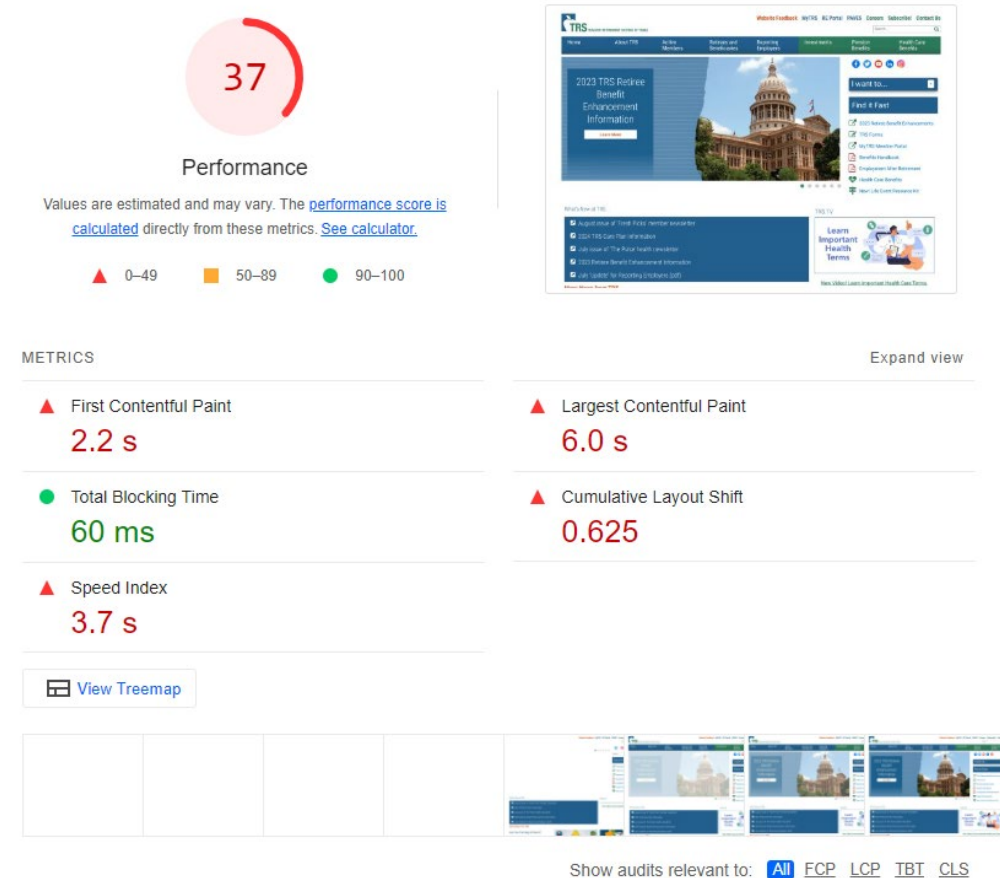
1. Overall site performance:

- Measure **overall speed and load times** of key website pages. The tools mentioned below will also help in measuring the **accessibility** as well as the **SEO performance** of the website pages.

- Suggested tools:

- <https://pagespeed.web.dev/> or [Google Lighthouse](#)
- <https://tools.pingdom.com/>

(Sample Lighthouse Report for the homepage)



2. Usability Test reports:

[Usability testing sessions](#) before and after the website re-design can help us track several [usability metrics](#). Users will be given specific tasks, and the efficiency and usability of the website will be measured using key metrics such as the following:

- a. Success Rate – This is a measure of whether the user can perform the task at all.
- b. Task time – This is a measure of how much time a task requires.
- c. Error rate or the rate of occurrence of a particular error can be measured.
- d. User’s subjective satisfaction – Can be measured using questionnaires such as the [Single Ease Question \(SEQ\)](#) or [System Usability Scale \(SUS\)](#) etc.

3. Google Analytics 4:

- a. Track [MyTRS registrations](#).
 - Set up tracking on <https://mytrs.texas.gov/> and track the number of users who successfully complete the sign-up process.
 - We could also monitor the sign-up process to monitor exit points/pages within the sign-up process.
- b. Track [engagement time](#) on pages.
 - Distinguish between key task completion pages and information pages. Engagement times might differ for these different types of pages.
- c. Track [file downloads](#).
 - Narrow down the most important PDFs or other downloadable files (including key forms) on the website.
 - We can estimate the expected number of downloads or average historical download patterns to set up file download goals and to track the performance of key PDF files.
- d. Track [clicks](#) and [engagement time on videos & media content](#).
 - Engagement time on videos and other media center content can be set to a longer timespan to measure the relevancy, usefulness, and effectiveness of the content.
- e. Track [outbound links](#).
 - Depending on strategy goals, we could track several outbound links such as links to social media pages, links to external campaigns and events (for e.g.: registrations for emerging manager conference, etc.)
- f. Track [newsletter signups](#).
 - GovDelivery provides insights on engagement with the newsletters. However, we could track the effectiveness of the website in helping people discover and subscribe to the newsletters.

References:

- <https://piwik.pro/blog/web-analytics-for-governments/>
- <https://digital.gov/guides/web-analytics-playbook/>
- <https://digital.gov/resources/how-to-build-an-analytics-strategy/?dg>
- [https://s3.amazonaws.com/digitalgov/legacy-img/2014/05/2ND EDITION GOOGLE ANALYTICS FOR GOVERNMENT TRAINING MANUAL-4.pdf](https://s3.amazonaws.com/digitalgov/legacy-img/2014/05/2ND%20EDITION%20GOOGLE%20ANALYTICS%20FOR%20GOVERNMENT%20TRAINING%20MANUAL-4.pdf)