

Ford, Darien

VGG Success Measurements

## 1. Business Objectives

- Increase veteran engagement in golf and social activities
- Improve connection and reduce isolation among veterans
- Promote inclusive participation, including women-only groups and events
- Increase participation in local golf groups and events

## 2. Success Metrics

- Account creation and profile completion rate
- Number of groups joined per user
- Number of events joined per user
- Time to complete onboarding
- User satisfaction score
- Usage of filters (gender, branch, skill level)

## 3. Target Values

- 80% account creation completion rate
- 70% profile completion during first session
- Onboarding completed in under 5 minutes
- 60% of users join at least one group in first week
- 50% of users join at least one event in first month
- Average user satisfaction score of 4 out of 5 or higher
- At least 30% of users use filtering features

## 4. Measurement Methods

- **Analytics tools:** track logins, group joins, event participation, and feature usage
- **System logs:** monitor user actions and errors
- **Surveys:** collect satisfaction and usability feedback
- **User feedback/interviews:** identify improvements and pain points