QPR Portal Usage Reporting

Powered by

Google Analytics

v4.1

Compatible with QPR Suite 2014.1.1

Contents

1 Overview

This technical solution implements QPR Portal usage tracking and reporting using Google Analytics! The solution can be used to analyze QPR portal usage to answer e.g. following questions:

- What content is viewed (process models, process levels,)
- What kind of views has been used, e.g. flow chart or navigator
- Which users have been most active
- What portal functionality has been used, such as full screen, zooming, bookmarks.
- Which external links and information items has been opened.

Google Analytics tracking records **Page views** and **Events**. A page view occurs when content is opened, e.g. process chart or navigator view. Event occurs when a button in portal is clicked, e.g. full screen.

Using Google Analytics requires installing attached QPR Portal customizations.

More information related to Google Analytics:

- Google Analytics web site: http://www.google.com/analytics/
- Google Analytics technical instructions:
  https://developers.google.com/analytics/devguides/collection/analyticsjs/

2 Page views

Following information is reported to Google Analytics in page views:

- **Page**: Model name and full process level path (or scorecard path)
- **Title**: main tab and sub tab, such as "Processes/Process Maps"
- **Dimension1**: User full name
- **Dimension2**: View name
- **Dimension3**: Model name
- **Dimension4**: Scorecard name (applies only to Metrics)
- **Dimension5:** Element name

3 Events

Events are reported with following information:

- **Event category**: "button"
- **Event action**: name describing which button was clicked
- **Event label**: empty.

Events are reported when e.g. following buttons are clicked: Select model, Print, Bookmark, Add to Basket, Export to Excel, Export to PowerPoint, Full screen, Graph Settings, Views.

Note that the reporting to Google Analytics is done when a button is clicked – not when e.g. a bookmark is saved or a model selected.

Also when information items or custom urls are opened an event is reported with following information:

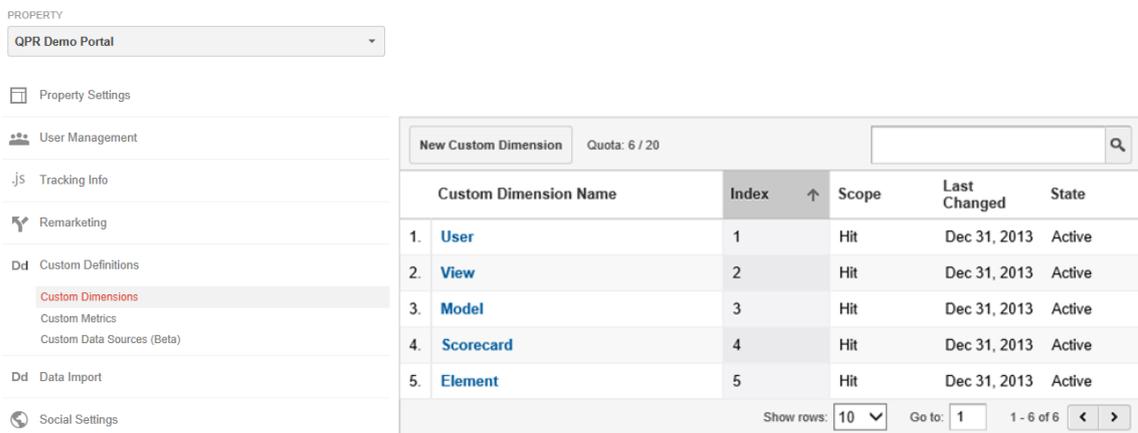- **Event category**: "External URL"

- **Event action**: "Open"
- **Event label**: External URL itself or embedded file name.

User (dimension1) is valid with all the events.

4 Installation

Follow these steps to install portal usage reporting:

1. Login or register to Google Analytics site, and configure a new **Property**.
2. Configure the needed dimensions (dimension1-5) in Google Analytics.

3. Install the template changes and replace utils.js with the modified version.
    - Take backup copies of your existing templates
    - Copy the contents of the Templates folder to the WAS subfolder in your templates folder of your instance, e.g. C:\ProgramData\QPR Software\QPR 2014\2014.1\Servers\Templates\WAS\
    - Copy the contents of the Web server folder to qprsoftware folder under the web content root folder, e.g. C:\inetpub\wwwroot\qpr2014-1\qprsoftware\
    - Restart QPR servers or clear WAS template cache.
4. Get a **Tracking id** from Google Analytics site, and place it in mainview.tpl in line containing **var googleAnalyticsTrackingCode = "UA-XXXXXXXX-Y";** in place of UA-XXXXXXXX-Y.
5. Set other configuration parameters (chapter 5).
6. Clear QPR Portal template cache.
7. Test that the reporting works and that there are no JavaScript errors when using QPR Portal.

5 Configuration parameters

All configuration parameters are saved in mainview.tpl. Following exists:

- **googleAnalyticsTrackingCode**: Google Analytics tracking code, more information https://support.google.com/analytics/answer/1008080?hl=en
- **googleAnalyticsDebugMode**: see chapter 7.
- **enableUserNameReporting**: Is used to enable or disable user full name sending to Google because of information security concerns. Note that, even if it is disabled, the parameter1 must still have to be defined in GA site configuration.

6 Disabling Google Analytics

Google Analytics tracking is disabled when no Google Analytics tracking code is defined in **googleAnalyticsTrackingCode**.

7 Debug mode

Google Analytics integration can be switched to debug mode, in which all the reports to Google Analytics (page views and events) are showed in popup messages in QPR Portal. In the debug mode it is possible to see what information is reported to Google Analytics and when.

Debug mode is switched on by changing javascript variable **googleAnalyticsDebugMode** to "true" instead of "false" in mainview.tpl (in Portal folder). After that QPR Portal template cache must be cleared.