

Use xAPI to Measure & Evaluate Efficiency

Modality	KPI / Measure	Purpose	Feedback Loop(s)	Reports/ Analytics	Key xAPI Data
Courses	Number of users	Measures the total number of users	This metric helps to monitor usage and when combined with other measures, it can inform future decisions about operations and resourcing.	- Unique & Total Users Report, Scorecard, or Dashboard - Unique & Total Users Over Time Dashboard	-actor -object.id -object.definition.type (course) -context.registration -timestamp
	Number of activities	Measures the total number of different activities in a course	This metric helps to monitor usage and when combined with other measures, it can inform future decisions about operations and resourcing.	-Total Activities Report, Scorecard, or Dashboard	-actor -object.id -object.definition.type (page or video or lesson) -context.contextActivities.grouping (array that includes the course Activity) -context.contextActivities.grouping.definition.type (course) -timestamp
	Number of page views	Measures how many times a page was viewed in a lesson or course	This metric helps to monitor current usage and can inform future decisions about the design.	- Total Views Report, Scorecard, or Dashboard - Total Views & Total Views Over Time Dashboard	-actor -verb.id (viewed) -object.id -object.definition.type (page) -context.registration -context.contextActivities.grouping (array that includes the lesson and course Activities) -context.contextActivities.grouping.definition.type (lesson and course) -timestamp
	Average time spent in a course	Measures how much time and the average time spent in a course	This metric can inform future decisions about the design, or it can be correlated with effectiveness measures (e.g., test performance, satisfying learning objectives).	Time Spent Report, Scorecard, or Dashboard Average Time Spent Report, Scorecard, or Dashboard	-actor -verb.id (terminated) -object.id -object.definition.type (lesson) -context.registration -result.duration (total time) -timestamp
	Number of video completions	Measures how many times a video was played completely	This metric can inform future decisions about the design, or it can be correlated with training effectiveness measures.	- Completed Video Report, Scorecard, or Dashboard	-actor -verb.id (completed) -object.id -object.definition.type (video) -context.registration -context.extensions (length) -result.extensions (time , progress , played-segments) -context.contextActivities.grouping (array that includes the course Activity) -context.contextActivities.grouping.definition.type (lesson and course) -timestamp
	Number of course completions	Measures the completion rate of an activity (e.g., video), lesson, or course	This metric helps to monitor and compare against previous completion metrics / benchmarks.	- Completion Report, Scorecard, or Dashboard - Completion Over Time Dashboard	-actor -verb.id (terminated) -object.id -object.definition.type (course) -context.registration -result.completion (true) -timestamp

Modality	KPI / Measure	Purpose	Feedback Loop(s)	Reports/ Analytics	Key xAPI Data
Performance Support	Number of total users	Measures the total users for a performance support activity	This metric monitors usage and can inform future decisions about reach and access.	- Unique & Total Users Report, Scorecard, or Dashboard - Unique & Total Users Over Time Dashboard	-actor -object.id -object.definition.type (application) -context.registration -timestamp
	Number of page views and repeat views	Measures how many granular page views and repeat views	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Total Views & Repeat Views Report, Scorecard, or Dashboard	-actor -verb.id (viewed) -object.id -object.definition.type (page) -context.registration -timestamp
	Number of files opened	Measures how many times specific files were opened or downloaded	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Opened Files Report, Scorecard, or Dashboard	-actor -verb.id (opened) -object.id -object.definition.type (file) -context.registration -timestamp
	Number of menu items accessed & repeat access	Measures how many times specific areas were accessed (clicked or tapped) and repeatedly accessed over time.	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Menu Item Access Report, Scorecard, or Dashboard	-actor -verb.id (accessed) -object.id -object.definition.type (menu-item) -context.registration -context.contextActivities.parent (array that includes the menu Activity) -context.contextActivities.parent.definition.type (menu) -timestamp
	Duration / average time spent	Measures how much time was spent in a performance support activity or application	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Time Spent Report, Scorecard, or Dashboard	-actor -verb.id (terminated) -object.id -object.definition.type (application) -context.registration -context.contextActivities.grouping (array that includes the application Activity) -context.contextActivities.grouping.definition.type (application) -result.duration (total time) -timestamp
	Number of played video segments	Measures how many times a video was repeatedly played and how much of it was played	This metric monitors current usage and can inform future decisions about the design of the performance support.	- Total Views & Repeat Views Report, Scorecard, or Dashboard - Heat Map of Played Segments	-actor -verb.id (paused , completed , and terminated) -object.id -object.definition.type (video) -context.extensions (length) -result.extensions (time , progress , played-segments) -context.registration -timestamp
	Number of liked/unliked resources	Measures how many times a performance support resource was liked and disliked	This metric informs future decisions about the design of the performance support solution and resources provided.	Most Liked & Unliked Report, Scorecard, or Dashboard	-actor -verb.id (liked or disliked) -object.id -object.definition.type (page or image or video) -context.registration -timestamp
	Number of steps viewed and repeat steps viewed	Measures how many times specific steps in a procedure were viewed and repeatedly viewed	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Total Steps & Repeat Steps Report, Scorecard, or Dashboard	-actor -verb.id (viewed) -object.id -object.definition.type (step) -context.contextActivities.parent (array that includes the procedure Activity) -context.contextActivities.parent.definition.type (procedure) -context.registration -timestamp
	Number of procedures viewed and repeat procedures viewed	Measures how many times specific procedures were viewed and repeatedly viewed	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Total Procedures & Repeat Procedures Report, Scorecard, or Dashboard	-actor -verb.id (viewed) -object.id -object.definition.type (procedure) -context.registration -timestamp
	Number of checklist completions	Measures how many times a checklist was completed	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Checklist Completions Report, Scorecard, or Dashboard	-actor -verb.id (completed) -object.id -object.definition.type (checklist) -context.registration -timestamp
	Number of unique search terms and search results selected	Measures how many unique terms were searched for, and which search results were selected the most	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Search Terms Report, Scorecard, or Dashboard	-actor -verb.id (searched) -object.id -object.definition.type (search-engine) -result.response (search term input by user) -context.registration -timestamp