

Still Becoming Analytics Event Taxonomy

This is a vendor-neutral launch tracking plan. The website now emits these events through a small internal helper that can feed Google Tag Manager/Data Layer, Plausible, or a custom listener later. No paid analytics vendor is selected by this document.

Implementation Standard

- Do not place secrets or API keys in browser code.
- Keep event names stable and lowercase with underscores.
- Use simple payloads that describe intent, not personally sensitive details.
- Validate events during UAT by listening for the browser event `still-becoming:event` or by adding a future analytics provider.

Current Website Events

`scorecard_cta_clicked`

- Trigger: user clicks a Start/Try scorecard CTA.
- Payload: `source`.
- Funnel question: are visitors trying the tools?

`starter_kit_cta_clicked`

- Trigger: user clicks a sample chapter or Starter Kit CTA.
- Payload: `source`.
- Funnel question: which page elements create email intent?

`tool_selected`

- Trigger: user selects a tool card.
- Payload: `source, toolId, toolName`.
- Funnel question: which tools attract attention?

`tool_score_changed`

- Trigger: user moves a score input.
- Payload: `toolId, questionId, value`.
- Funnel question: are users interacting deeply or only browsing?

`action_plan_saved`

- Trigger: user saves a plan to device.
- Payload: `toolId, toolName, score, band`.
- Funnel question: are tools creating useful outcomes?

action_plan_copied

- Trigger: user copies a plan.
- Payload: `toolId`, `toolName`, `score`, `band`.
- Funnel question: are users taking plans into another workflow?

action_plan_printed

- Trigger: user prints an action plan.
- Payload: `toolId`, `toolName`, `score`, `band`.
- Funnel question: are readers using the printable worksheet path?

signup_submitted

- Trigger: user submits Starter Kit, Daily, or Weekly form.
- Payload: `form`.
- Funnel question: which opt-ins are attempted?

signup_success

- Trigger: Kit signup succeeds.
- Payload: `form`.
- Funnel question: which opt-ins convert?

signup_error

- Trigger: Kit signup fails.
- Payload: `form`, `reason`.
- Funnel question: where does the funnel break?

inquiry_type_selected

- Trigger: user toggles Consulting/Speaking.
- Payload: `inquiryType`.
- Funnel question: what service path draws interest?

inquiry_preview_submitted

- Trigger: user submits the preview inquiry form.
- Payload: `inquiryType`.
- Funnel question: are people attempting to request help before live routing?

UAT Verification Method

1. Open the site in a browser.
2. Open developer tools console.
3. Add a temporary listener:

```
window.addEventListener("still-becoming:event", (event) =>  
console.log(event.detail));
```

4. Complete UAT actions: start scorecard, select tools, change scores, save/copy/print plan, submit forms, toggle inquiry type, submit preview inquiry.
5. Confirm each expected event appears with the correct payload.

Provider Options Later

- Google Tag Manager/Data Layer: already supported through `window.dataLayer`.
- Plausible: already supported if the Plausible script is later added.
- Vercel Analytics: can be added later if John approves provider/scope.

Open Decisions

- Select analytics provider before paid ad spend scales.
- Decide whether to track only aggregate events or add campaign attribution parameters.
- Decide whether app analytics should mirror the same event names once TestFlight scope is approved.