Slide 1

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Google Analytics and UI Evaluation Tools

Slide 2

Outline

- Google Analytics
- Other UI evaluation tools

Slide 3

Google Analytics

- How do you know
  - Who are visiting your site?
  - How many?
  - Where do they go?
  - How much time they spend on your site?
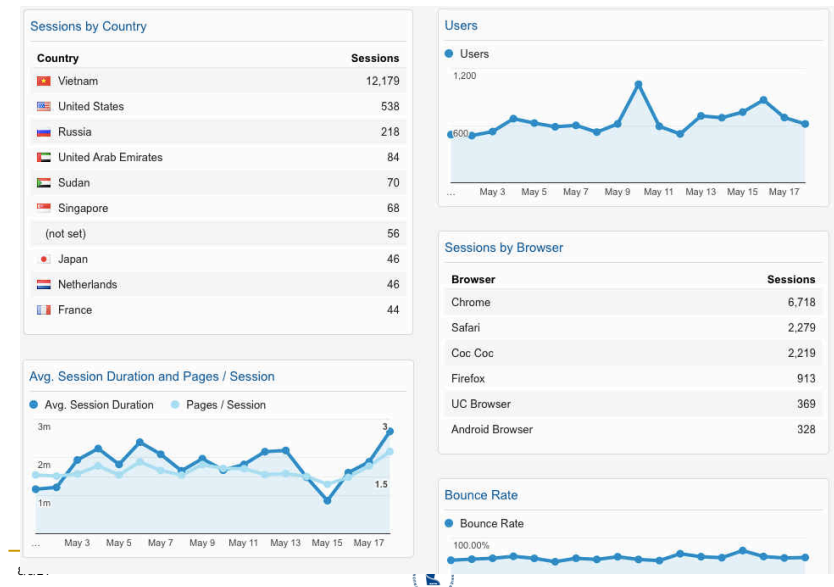 - Where are they from?
  - etc.

- Google Analytics can help answer these questions

Slide 4

Google Analytics helps collect data

Purpose of using Google Analytics

- Understand users
- Evaluate user interface design and experience (UI/UX)
- Improve UI/UX
- Validate business objectives and goals
- Improve business objectives and goals
- Increase conversion rate and revenue

- Support marketing and sales

How to use Google Analytics

- Simple steps
  - Create a property ID
  - Add JavaScript snippet to a webpage
  - Use only two API functions
    - ga('create',…)
    - ga('send',...)

How to use Google Analytics – 2

```
<!-- Google Analytics -->
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-XXXXX-Y', 'auto');
ga('send', 'pageview');
</script>
<!-- End Google Analytics -->
```

How to use Google Analytics – 3

- Use the functions for
  - Sending page views
    - Everytime users view a page
  - Sending events
    - Any event a website needs to record
    - E.g., click on a link, click on a button, play video, etc.

Key metrics

- Bounce rate
- Number of users
- Number of sessions
- Session duration
- New visitors
- Returning visitors
- Number of pageviews
- Conversion rate

Who visits the site (audience)

- Demographics
- Interests
- Geography
- Behavior
- Technology
- Mobile

Technology

Where are they from (acquisition)

- Channels
- Treemaps
- Source/Medium
- Referrals
- Social
- Campaigns

Channels

	Default Channel Grouping	Acquisition			Behavior				Conversions
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration		Goal Conversion Rate
		732 % of Total: 100.00% (732)	77.05% Avg for View: 77.05% (0.00%)	564 % of Total: 100.00% (564)	82.92% Avg for View: 82.92% (0.00%)	2.16 Avg for View: 2.16 (0.00%)	00:02:41 Avg for View: 00:02:41 (0.00%)		0.00% Avg for View: 0.00% (0.00%)
☐ 1.	Organic Search	510 (69.67%)	83.92%	428 (75.89%)	87.25%	1.24	00:01:03		0.00%
☐ 2.	Social	111 (15.16%)	48.65%	54 (9.57%)	79.28%	3.55	00:04:50		0.00%
☐ 3.	Direct	73 (9.97%)	63.01%	46 (8.16%)	54.79%	6.84	00:11:57		0.00%
☐ 4.	Referral	38 (5.19%)	94.74%	36 (6.38%)	89.47%	1.34	00:00:30		0.00%

What do users do (behavior)?

- Content visited
- Landing pages
- Site speed
- Events

Top pages

Primary Dimension: **Page**   Page Title   Other ▾

Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾ | [ ] 🔍 advanced

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	%
		1,578 % of Total: 100.00% (1,578)	1,064 % of Total: 100.00% (1,064)	00:02:19 Avg for View: 00:02:19 (0.00%)	732 % of Total: 100.00% (732)	82.92% Avg for View: 82.92% (0.00%)	4 A
☐ 1.	/	211 (13.37%)	75 (7.05%)	00:02:54	61 (8.33%)	65.57%	
☐ 2.	/chu-de/tin-noi-bat	80 (5.07%)	23 (2.16%)	00:01:45	4 (0.55%)	33.33%	
☐ 3.	/chu-de/viet-nam	69 (4.37%)	21 (1.97%)	00:00:59	5 (0.68%)	60.00%	
☐ 4.	/chu-de/viet-nam/14-tan-ca-chet-sau-con-mua-d au-mua-o-tphcm-724434.html	45 (2.85%)	42 (3.95%)	00:01:35	42 (5.74%)	88.10%	
☐ 5.	/chu-de/viet-nam/cong-bo-nguyen-nhan-14-tan- ca-chet-tren-kenh-nhieu-loc-thi-nghe-725265.ht ml	38 (2.41%)	28 (2.63%)	00:06:12	16 (2.19%)	75.00%	
☐ 6.	/chu-de/y-te	36 (2.28%)	11 (1.03%)	00:02:00	2 (0.27%)	100.00%	
☐ 7.	/chu-de/kinh-doanh/ngan-hang-nha-nuoc-chap-t huan-cuu-bau-duc-722568.html	31 (1.96%)	26 (2.44%)	00:02:11	25 (3.42%)	84.00%	
☐ 8.	/chu-de/the-gioi	29 (1.84%)	5 (0.47%)	00:01:41	0 (0.00%)	0.00%	
☐ 9.	/chu-de/khoa-hoc-cong-nghe	27 (1.71%)	7 (0.66%)	00:02:23	0 (0.00%)	0.00%	
☐ 10.	/chu-de/viet-nam/chu-tich-tpda-nang-cung-hang -tram-can-bo-an-trua-voi-hai-san-696415.html	26 (1.65%)	3 (0.28%)	00:00:24	0 (0.00%)	0.00%	

Other tools

- Optimizely
  - A/B Testing
- Inspectlet
  - Screen capture, heatmap, etc.
- Crazy Egg
  - Heatmap, points of interest
- Mixpanel
  - Individual actions on a per-user level to process usage patterns
- www.feng-gui.com