



UXR

September 2023: Triangle

Summary of Sign In Usage

Quantitative Analysis

Research Overview

Objective: To explore user behavior associated with sign in on Canadian Tire.

Key Research Areas:

1. **Device Comparison:** Investigated sign in attempts across devices.
2. **Engagement Rate:** Evaluated the number of users who interacted with the "Sign In" Call to Action (CTA) in the pencil banner and checkout of CanadianTire.ca.
3. **Sign In Conversion:** Assessed the volume of users who, after engaging with the initial "Sign In" CTA, proceeded to click the "Sign In" CTA on the actual sign in page.
4. **Success Rate:** Analyzed the ratio of users engaging with the "Sign In" CTA to those who successfully completed the sign-in process.

Datasets: [CIAM Login Metrics](#), [User Behavior on Sign In](#)

Pencil Banner CTA to Sign In Page

User Behavior Overview: Sign In Button on Pencil Banner in 2023

In this segment, we will be assessing two distinct scenarios:

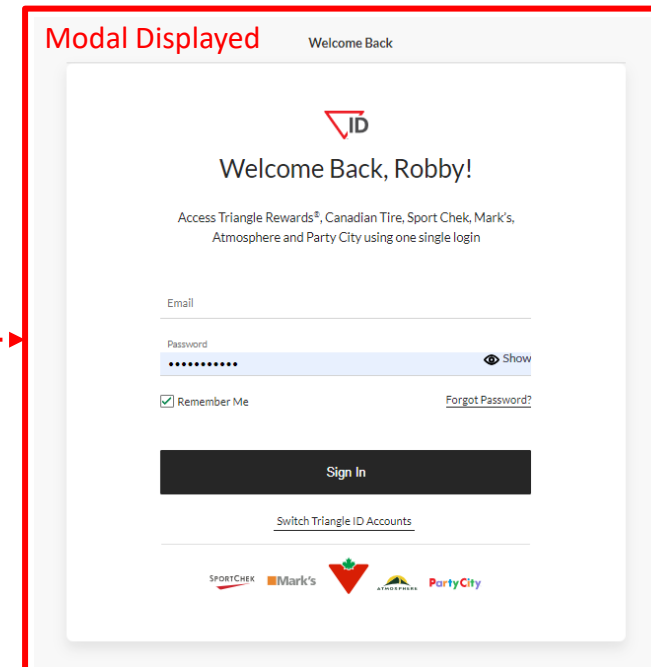
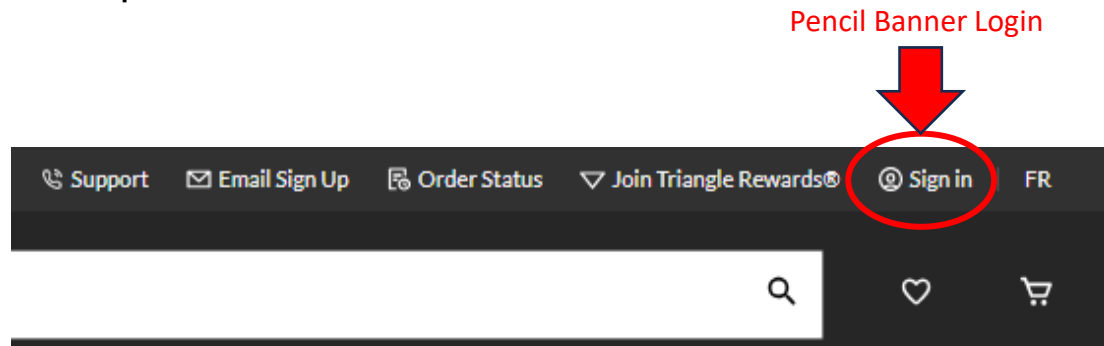
Scenario 1 – Sign In Attempt: User clicks on the Sign In button in the pencil banner.

QM Segment: Clicked Text > Equals = Sign In AND Excludes Checkout > Page Group

Note: This segment captures Sign In button click sessions. Further filtering, and data cleaning was applied to capture this data.

Scenario 2 – Sign In Success: A user has successfully reached the sign in page after clicking the Sign In button from the pencil banner.

QM Segment: Sign-In - Modal Displayed (Triggers when the sign-in modal is displayed (form element with ID gigya-login-form)) AND Excludes Checkout > Page Group



[English Login Page Link](#)

OR

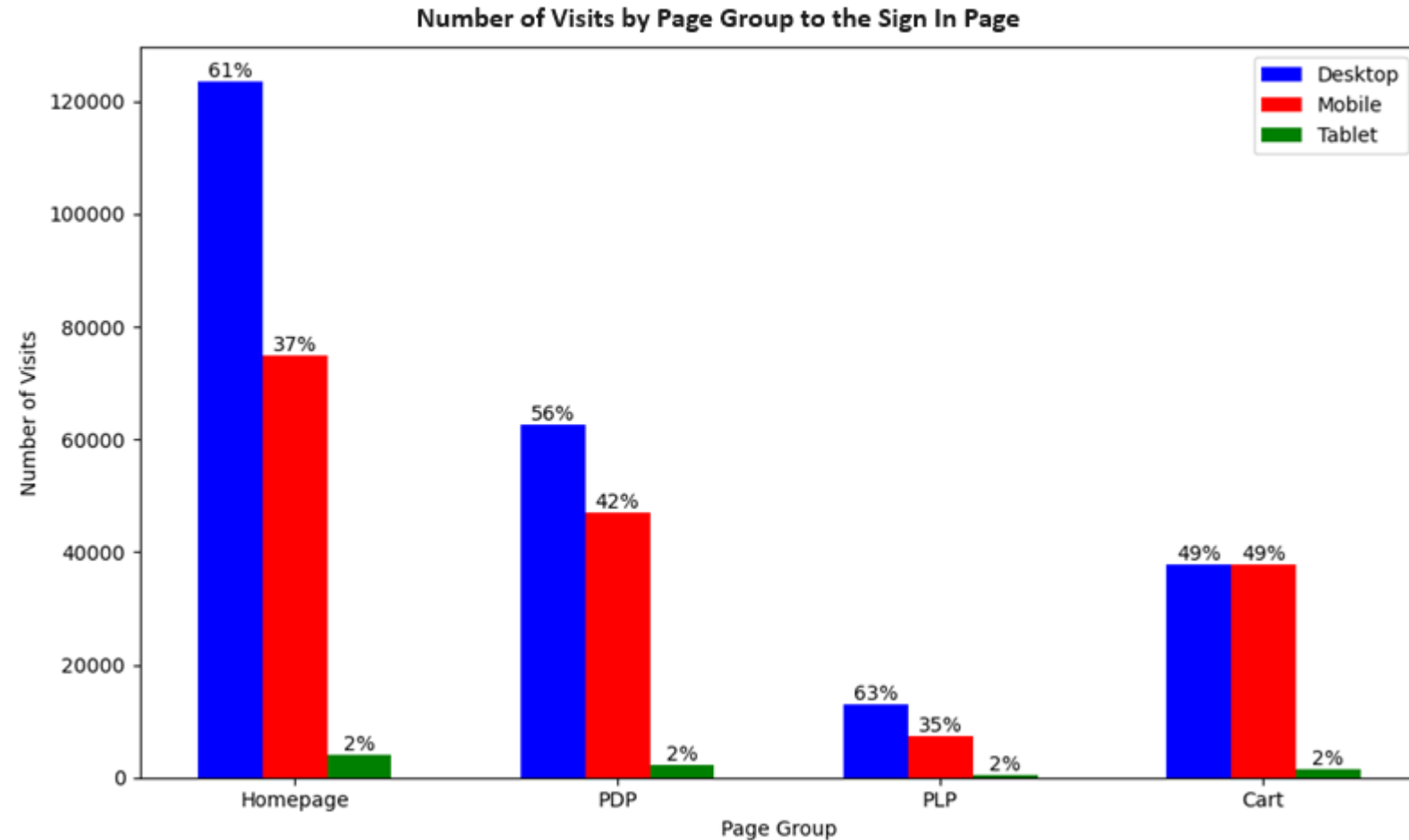
[French Login Page Link](#)

Pencil Banner: Jan.1 – Aug. 31, 2023, Device Usage: User Sign In Attempts

Observations:

- Users attempt to sign in the most on desktop.
- The cart shows equal usage of desktop and mobile devices at the shopping cart.

Platform	Sessions
Desktop	1,046,125
Mobile	736,906
Tablet	36,388
Total	1,819,419

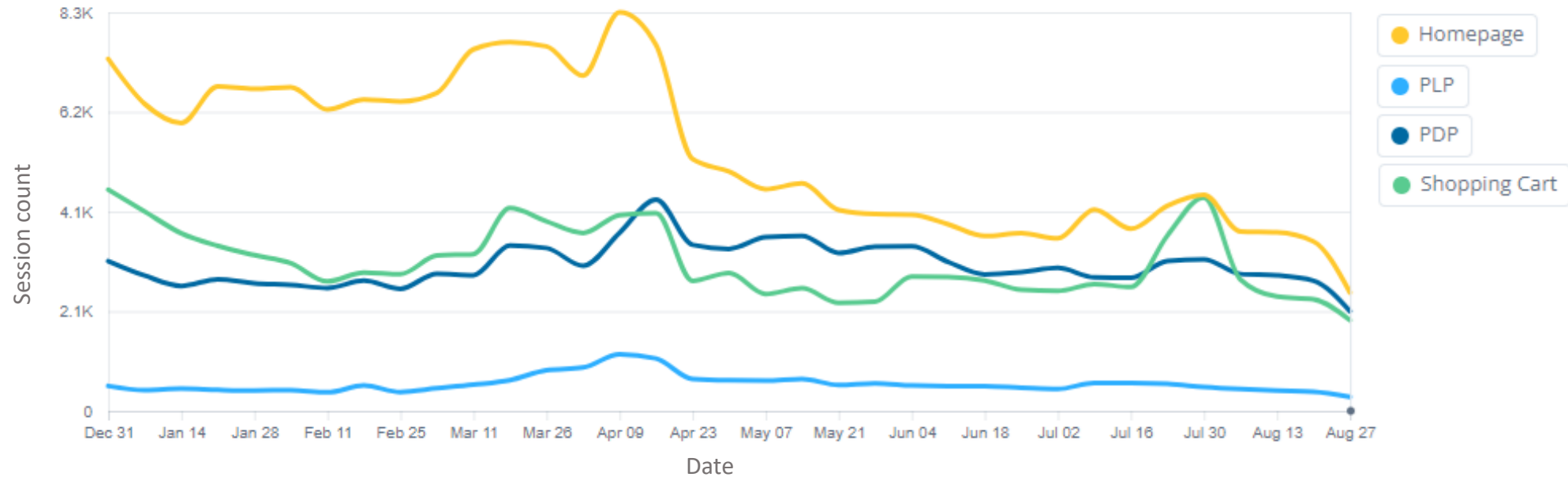


Pencil Banner: 2023 Weekly Trends by Page Group: Sign In Page Sessions

Observations:

- Sign in clicks primarily occur on the Homepage.
- A spike in Sign in usage on Apr. 9th across all page groups, followed with a slight decline.
- Jul. 30th shows a notable increase in usage on the shopping cart page.

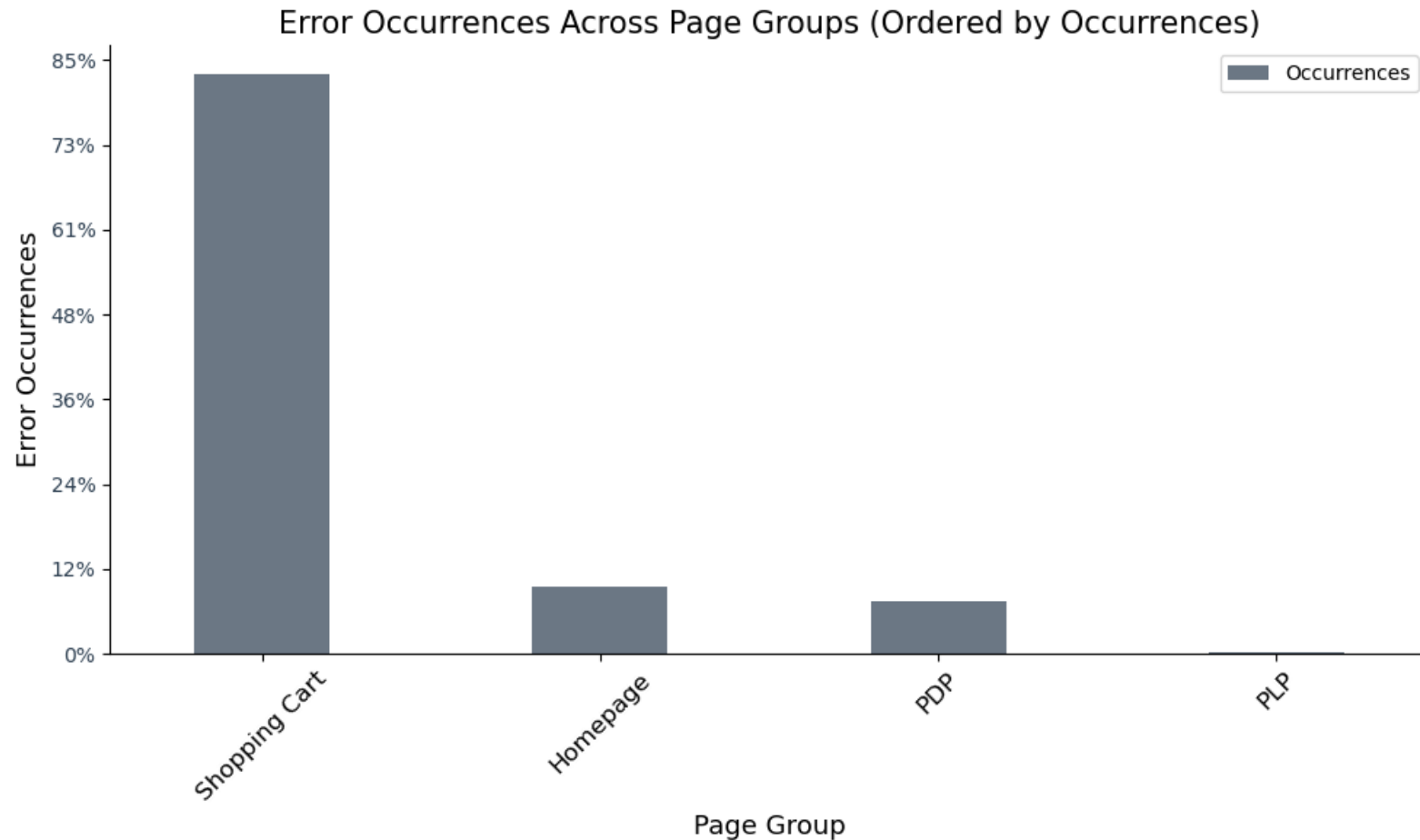
Weekly Sessions on Sign In Clicks by Page Group



Pencil Banner: Error Messages 2023 - Instances After Sign In Clicks

Observation:

- The shopping cart page is where most users experienced error messages.



Sign In CTA on Sign In Page

CTA Engagement Overview: Sign In Button Clicks on the sign in Page in 2023

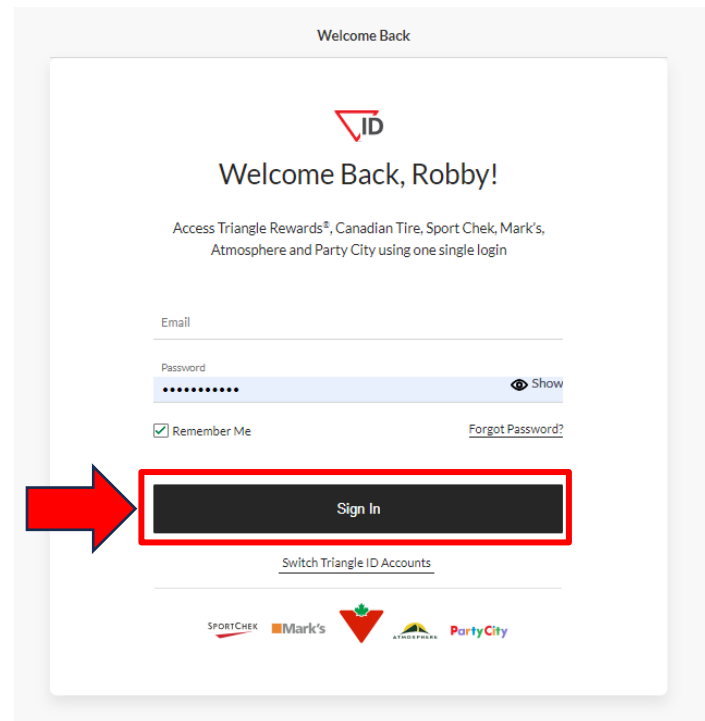
In this segment, our focus will be on assessing two distinct scenarios:

Scenario 1 - Sign In Attempt: a user clicks on the Sign In button on the sign in page.

QM Segment: Sign-In - Modal Displayed triggered AND Sign-In Button Click Triggered

Scenario 2 - Sign In Success: a user was successful signing in.

QM Segment: Sign-In - Success triggered AND Sign-In Button Click Triggered



[English Login Page Link](#)

OR

[French Login Page Link](#)

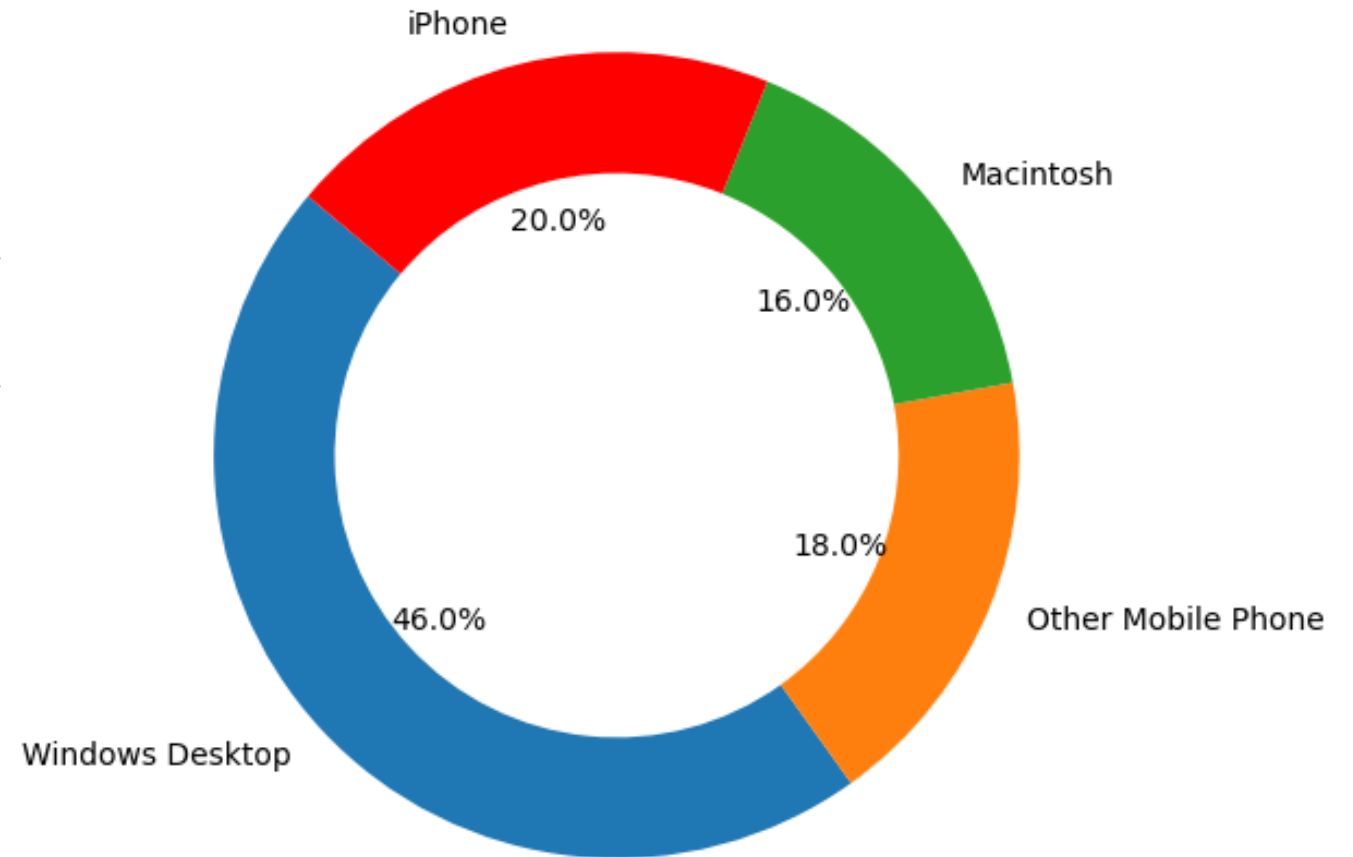
2023 Device Usage: User Sign In on the Sign In Page

Observation:

- Windows desktop is the most utilized (46%) device in this segment.

Paths	Sessions
www.canadiantire.ca/en/triangle-signin.html	1,263,869
www.canadiantire.ca/fr/triangle-signin.html	153,122
Total	1,416,991

2023 Sign In Usage by Device



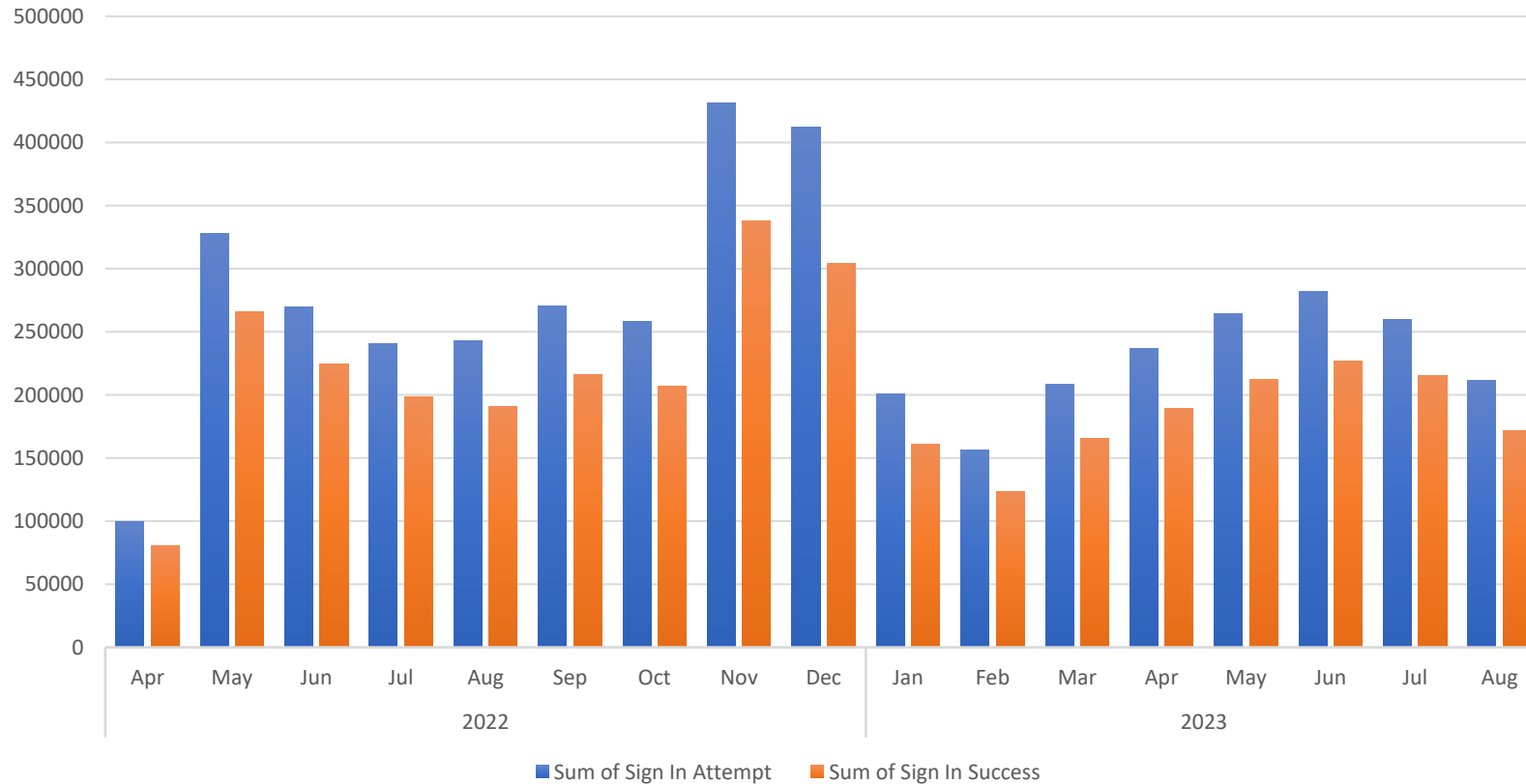
Sign In Attempts vs Sign In Success on the Sign In Page

Total Sign In Attempts: 1,819,419
Total Successful Sign In: 1,464,991
Overall Sign In Success Rate: 80.52%

Observations:

- Almost 1 in 5 attempts face challenges in accessing their accounts in 2023.
- Both sign in attempts and successful sign in follow a similar trend.

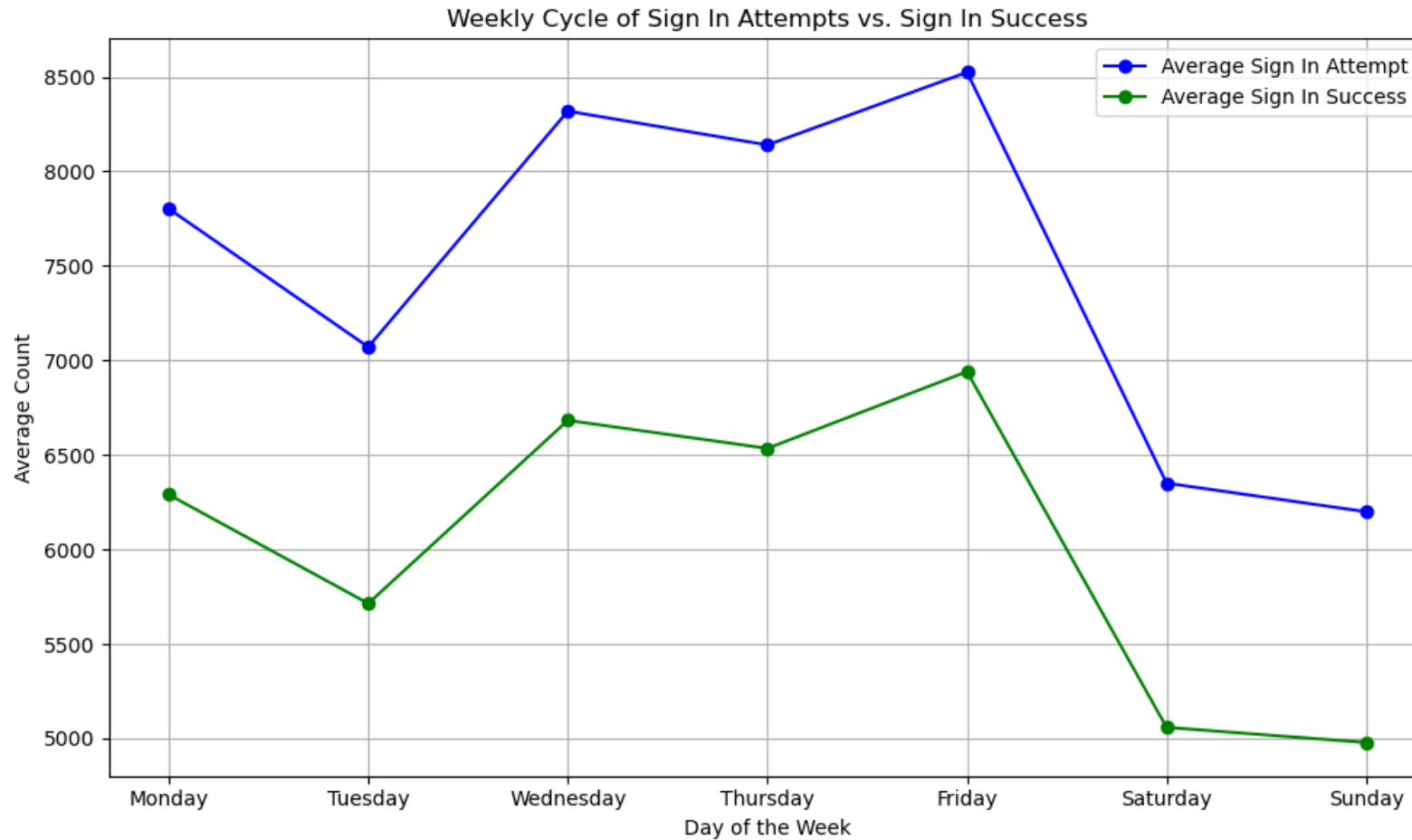
Monthly Sum of Sign In Attempts and Sign In Success Over Time



2023 Average Weekly Cycle – Sign In Attempts vs Sign In Success on the Sign-In Page

Observations:

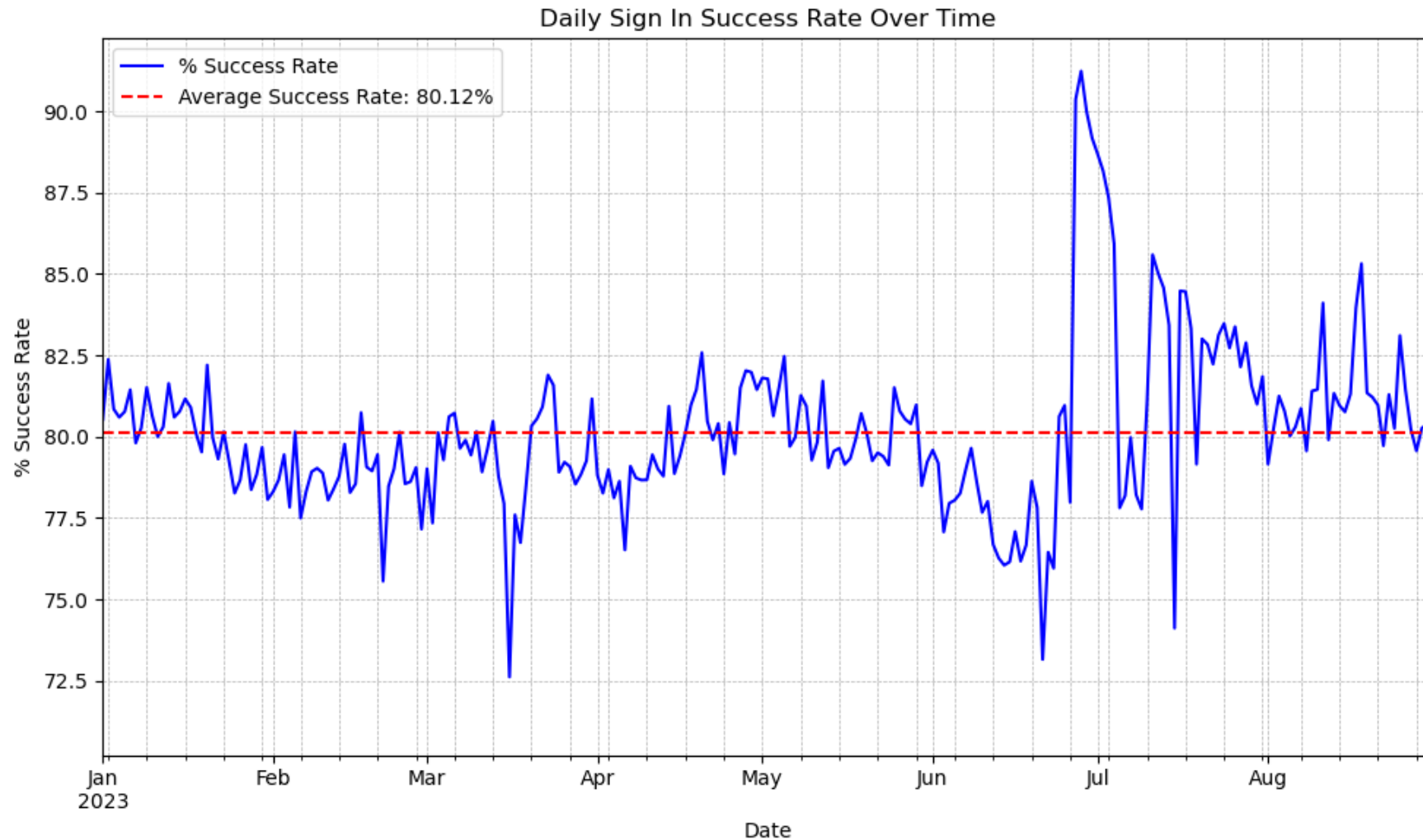
- We see more activity during Wednesday to Friday.
- Less sign in usage on the weekends.



Sign in Success Rate in 2023 Trend

Observations:

- There are four notable dips (below 75%) in success rate in 2023.



Checkout

CTA Engagement Overview: Sign In Sessions on the Checkout Page

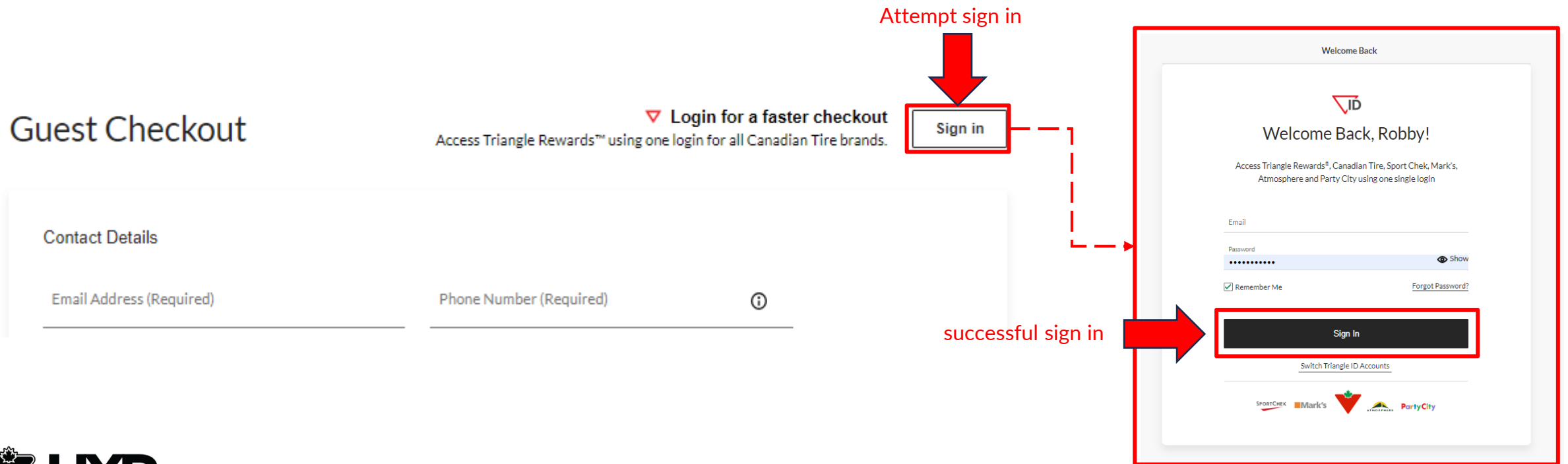
In this segment, our focus will be on assessing two distinct scenarios:

Scenario 1: Users click on the Sign-In button on the Checkout page

QM Segment: Sign-In - Successful Sign-In on Checkout Page

Successful 2: Users click on the Sign-In button on the Checkout page and was successful signing in.

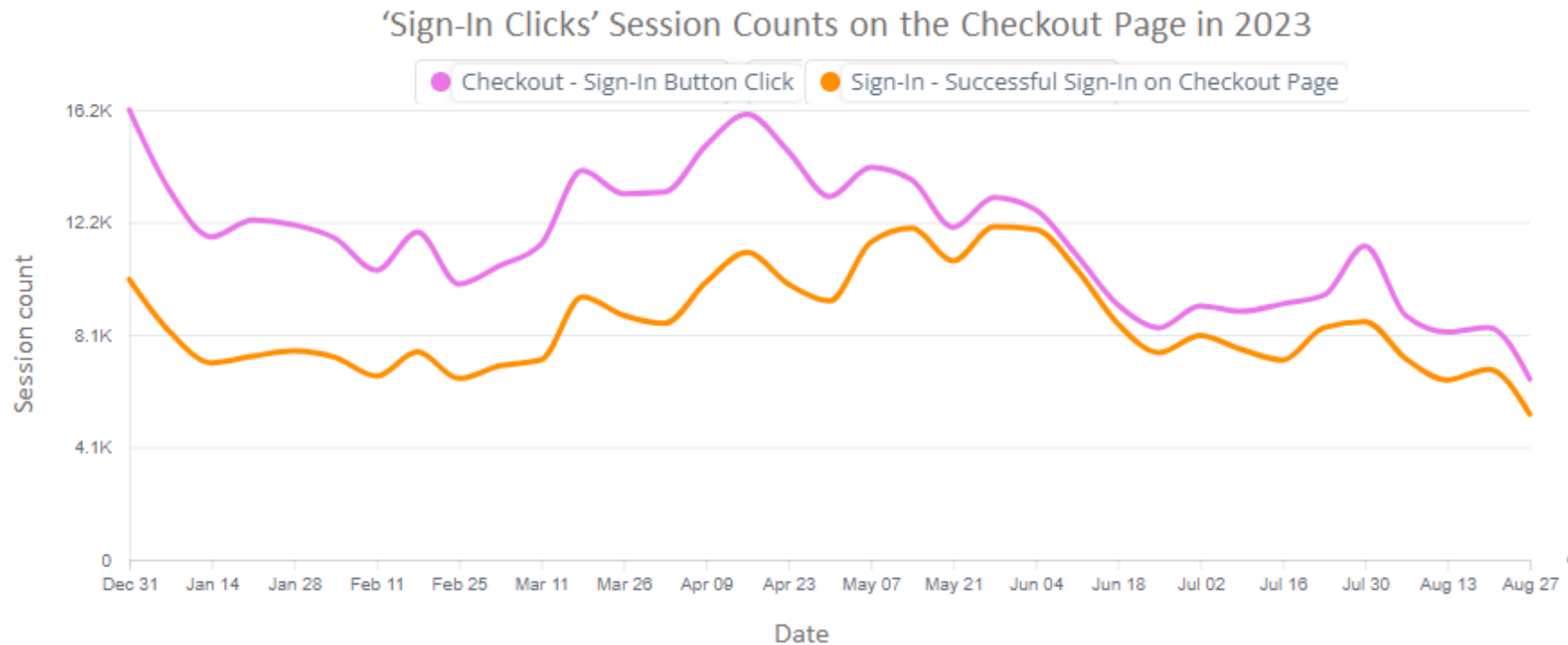
QM Segment: Sign-In - Success triggered AND Sign-In Button Click Triggered



Checkout Login Trends in 2023: Comparing Attempted to Successful Sign In

Observations:

- Attempted and successful logins at the checkout show similar patterns.
- Both experience peak volumes during March-April, followed by a period of diminished activity in the following months.



Trends Over Time: Percentage of Logins at the Checkout in 2023

Observations:

- On Average, 21% of users who logged in proceeded to checkout.
- Following mid-June, the percentage of logins at the checkout decreases below the average value.

