

Target Audience Analysis

Improving the Grand Prix experience
for F1 viewers at home

S8 Graduation FHICT

4 Sept 2023 - 16 Jan 2024

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Introduction

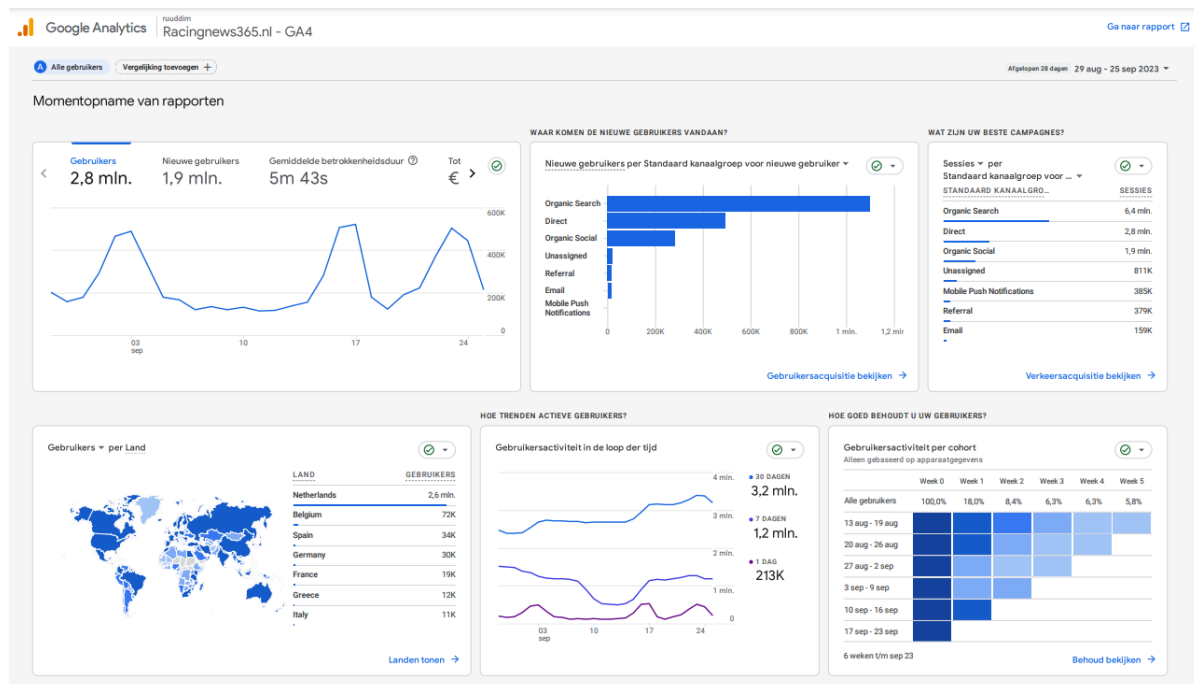
RacingNews has a general target audience based on the visitors of their websites. In this document I'll take a look at the analytics of these websites and make a conclusion on what's interesting to include in the project. Later these conclusions will be an input for personas, empathy maps and customer journeys in the user-centered-design analysis.

Google Analytics

RacingNews consists of two websites, a Dutch website and an English, international website. Data is collected in Google Analytics for both websites and this gives a general view of the target audience of RacingNews.

RacingNews365.nl

General

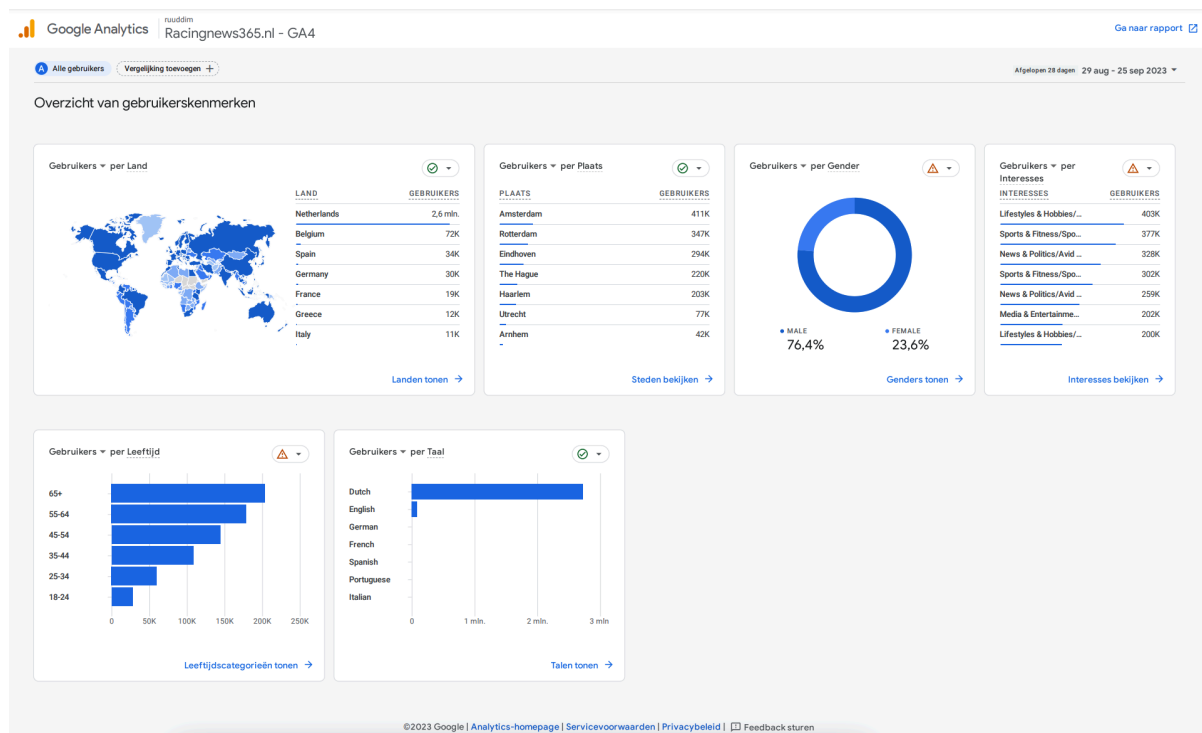


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In the screenshot above is a general overview of the analytics presented. In this overview it can be seen that the Dutch website got about 3 million visitors last month, and that users spent around 5 minutes on the website. 1.1 million visitors ended up on this website via Organic Search, i.e. redirected from Google. 500.000 visitors come from direct redirects and about 300.000 visitors are redirected from social media.

However it makes sense, it's interesting to notice that the visualization for visitors per day shows that numbers increase during a racing weekend. September 15, 16 and 17 was a racing weekend in Singapore and the line for visitors in the last 30 days jumped to about 3,5 million.

Demographics



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This overview above represents demographic data of visitors. It's interesting to see that Eindhoven scores reasonably high in the list of cities with the most visitors. Considering Eindhoven generates almost 300.000 visitors in 30 days vs. Utrecht with only 77.000. However, Eindhoven has a much smaller population with about 225.000 inhabitants compared to Utrecht with 368.000 habitants. This means that Eindhoven generates about 133.000 visitors per 100.000 inhabitants compared to 21.000 visitors per 100.000 inhabitants in Utrecht.

This difference seemed too large to be true, so I Asked a colleague about this issue. He suggested that a part of these visitors could come from RacingNews' office, which is located in Eindhoven. But then, 133.000 vs. 21.000 is still a big difference. Later I found that Google Analytics location data isn't always accurate, because it primarily

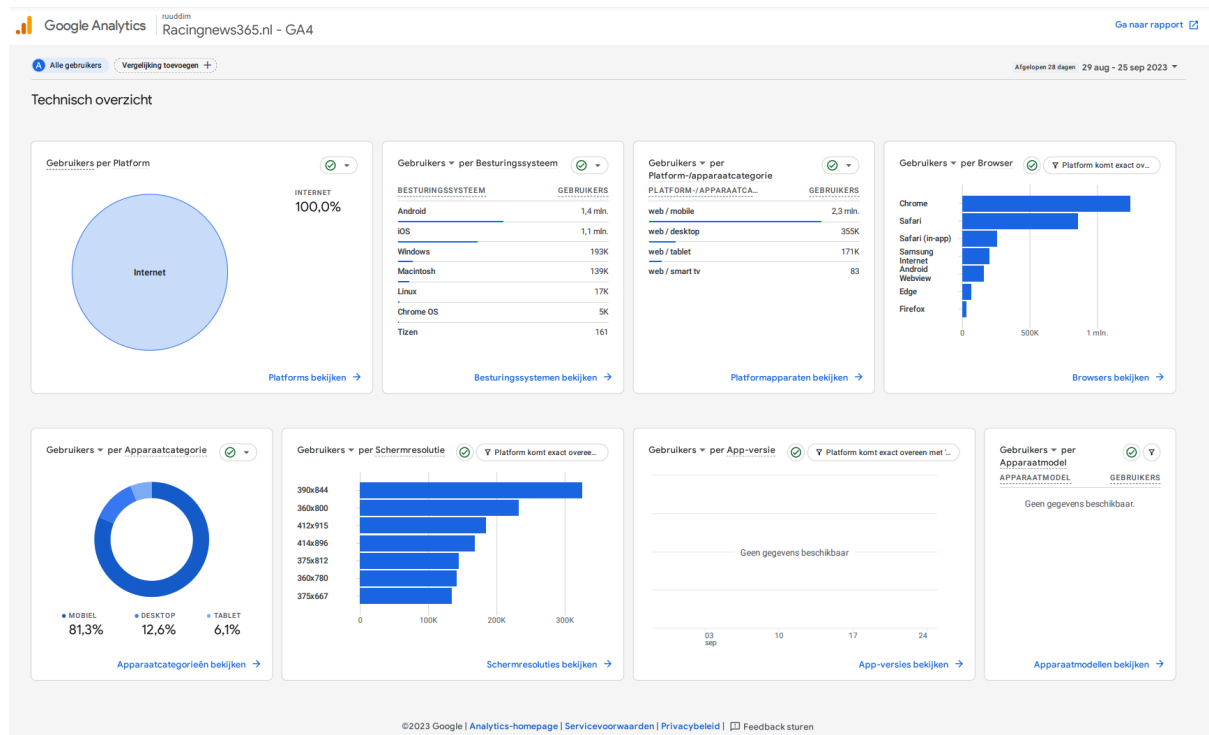
uses IP location data to determine the location of a device. This data is rarely accurate.

Vanhee, D. (2023, March 1). Google Analytics Location - Is it accurate or wrong? Data Driven U. <https://datadrivenu.com/google-analytics-location-data-accuracy/>

This makes this statistic much less interesting to include in the project, if it were interesting in the first place anyway. This is because location often isn't important for a web solution as the internet is anywhere accessible.

Next is age and gender. This is definitely interesting to include in the project as it defines a considerable part of the target audience. We can see that 75% is male and that most visitors are quite old with larger numbers starting at 35, with the most visitors at 65+

Technical



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The data above provides technical insights for the project. RacingNews' website is by far the most visited on mobile. With Android being the most popular and iOS a close second. This data applies primarily for the main function of RacingNews' website, namely reading news articles. Later we'll compare this to the results of the survey, where users indicate that they'll be using the new tool on a pc or laptop as well.

Another thing that's interesting is that Google Chrome and Safari are the most popular web browsers. This could have an impact on development of the tool. The tool will be built with ThreeJS, which uses WebGL to render 3D elements. However, WebGPU, the much faster substitute, could be an option to use instead of WebGL. Unfortunately this statistic already proves that this isn't a valid option, as a lot of users seem to use Safari which doesn't support WebGPU yet. This is just an example and this issue will be further elaborated upon during the development phase.

Differences with RacingNews365.com

RacingNews365.com is the international variant of the RacingNews website. I found that there's much less interesting data available in Google Analytics for this website compared to the Dutch version. To sum it up, there are no interesting differences, other than that the language of users is primarily English.

Conclusion

Based on the data provided by Google Analytics, the target audience for RacingNews is 35 years or older, with the biggest audience at 65+. The target audience uses the website most often during or after a racing weekend and primarily uses smartphones to access the website. Google Chrome and Safari are the two most popular web browsers.

Summary

RacingNews has a general target audience based on the visitors of their websites. In this document I'll take a look at the analytics of these websites and make a conclusion on what's interesting to include in the project. Later these conclusions will be an input for personas, empathy maps and customer journeys in the user-centered-design analysis.

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Learning Outcome Clarification

- Learning Outcome 1: Professional Duties
- Learning Outcome 2: Situation-Orientation
- Learning Outcome 4: Investigative Problem Solving

This deliverable is a professional duty on a bachelor level in the activities of Analysis and Advise as I analyzed the analytics of RN365 and advised on findings that could have an impact on the project. This is in line with IT-area User Interaction. Therefore, Learning Outcome 1: Professional Duties applies.

This deliverable is relevant and valuable as it plays a role in the orientation phase of the project. I also worked in a methodological and structured way and adapted to the processes and way of thinking of TDE, as TDE uses Google Analytics for analysis on their digital products. Therefore, Learning Outcome 2: Situation-Orientation applies.

This deliverable is a research method on ictresearchmethods.nl. and it is an effective approach to find valuable insights for the orientation phase. I used the results from this research as an input for the focusgroup discussion. Therefore, Learning Outcome 4: Investigative Problem Solving applies.