

KEY FINDINGS REPORT: USER ACTIVITY ANALYSIS (March 2018)

Audience

Programme Managers and Digital Engagement Leads.

Purpose

To evaluate user engagement across the three programmes HealthWise, StartFresh, and JumpUp, and identify behavioural patterns that can guide improvements in retention, channel strategy, and user experience design.

1. Programme Engagement Performance

Across all programmes, users spend an average of 26.45 minutes per session and complete 6.16 interactions.

However, engagement differs significantly by programme:

- HealthWise shows the strongest depth of engagement, with the highest average session time (31.57 minutes).
- StartFresh drives the highest interaction volume (7.07 interactions), suggesting faster-paced content or tasks.
- JumpUp underperforms on both time (23.09 minutes) and interactions (5.31), indicating a need for content or UX review.

These variations reveal different user intents and possible design or content mismatches across programmes.

2. New vs Returning Behaviour

Returning users (44% of all users) show substantially deeper engagement:

- **Returning:** 29.71 minutes, 6.32 interactions
- **New:** 23.88 minutes, 6.04 interactions

This +24% increase in session time among returning users signals strong satisfaction when users come back. The focus should be on converting new users into returners through reminders, personalised content, and improved on boarding flows.

3. Device Performance

Device usage is 85% Desktop and 15% Mobile:

- Mobile users show slightly higher engagement (27.26 minutes' vs 26.30) and more interactions.
 - Despite forming a smaller group, mobile performance indicates potential for a better-optimised mobile experience, particularly for StartFresh and JumpUp.
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4. Age-Based Engagement

Engagement patterns shift meaningfully by age group:

- **18–24** users register high session times on HealthWise (40.03 min) and StartFresh.
- **45–54** users post the highest times on JumpUp (34.38 min).
- Users **55–64** maintain consistently strong engagement across programmes.

The most engaged core demographic sits between 18–44, representing the primary audience for content refinement and targeted messaging.

5. Source Performance

Traffic sources differ in both volume and engagement quality:

- **Referral traffic (58%)** dominates and delivers consistent engagement.
- **Email (13%)** drives high interactions and reliable engagement time.
- **CPC (12%)** performs moderately well.
- **Organic search (11%)** brings lower session times, indicating low-intent search queries or landing page issues.
- **None (6%)** likely represents direct or uncategorised traffic.

Improving organic search and landing-page quality could unlock meaningful engagement gains.

Recommendations

1. **Strengthen Retention:**
Deploy onboarding nudges, personalised follow-ups, and reminders to convert new users into returners.
 2. **Revamp JumpUp Experience:**
Low time-on-site and low interactions suggest content or UX redesign is needed.
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3. **Enhance Mobile UX:**

Given higher mobile engagement, optimise flows and simplify interactions for mobile-first users.

4. **Age-Specific Content:**

Tailor programme content for 18–24 (growth), 35–44 (stability), and 45–54 (deep engagement).

5. **Channel Strategy:**

Scale high-performing channels (Referral, Email) while fixing Organic by improving search intent alignment and landing pages.

