# Q1 Report - Impressions

In Q1, the Impressions chair created a new website that better reflects the values and mission of Nexus. In this report, we will discuss the various features that were added to the new website, as well as the future plans for Q2.

## Q1 WEBSITE FEATURES:

The main aim of creating a new website was to make it more user-friendly, visually appealing, and to improve the user experience. The following features were added to achieve this goal:

Complete Overhaul of Colors and Feel: The previous UN blue color scheme was replaced by a space-blue color scheme, giving the website a sleek and modern look.

**Intuitive Navigation:** The new website has an intuitive navigation system that makes it easier for users to find what they are looking for. The navigation system was designed to be user-friendly and easy to use.

**Responsive Design with Support for Mobile Devices:** The website was designed to be responsive to all screen sizes, including mobile devices. This ensures that users can access the website from any device without any issues.

**Faster Loading Times:** The website was optimized for faster loading times, ensuring that users can access the website quickly and without any delays.

**Dedicated Blog Section:** The website has a dedicated blog section where the Nexus DAO will publish articles related to the organization's mission and values as well as other educational and entertaining subjects.

**Video Page:** The new website has a dedicated video page where users can watch videos related to Nexus.

**FAQ:** The website has a frequently asked questions (FAQ) section where users can find answers to common questions related to Nexus.

**New Roadmap Page:** The new website has a dedicated roadmap page that provides an overview of the organization's goals and milestones.

**New Teams Page:** The website has a new teams page that provides information about the different teams that work on Nexus projects.

**FUTURE PLANS FOR Q2:**

In Q2, Nexus plans to add the following features to the website:

**Dark/Light Mode Themes:** The website will have dark/light mode themes that users can choose from based on their preference.

**Translations:** The website will be translated into multiple languages to make it more accessible to users from different countries.

**Media Page:** The website will have a media page that will showcase custom art, wallpapers, graphics, and other visual content related to Nexus.

**Metrics Page:** The website will have a dedicated metrics page that will provide users with key performance indicators (KPIs) related to the organization's projects.

**Resource Hub:** The organization plans to better integrate its wiki with the website to create a resource hub that will provide users with easy access to information related to Nexus.

**Maintenance Reporting and Monitoring:** The website will have maintenance reporting and monitoring features that will ensure that the website is always up and running smoothly.

| | Country | Users | New users | Engaged sessions | Engagement rate |
|---|---|---|---|---|---|
| | | 5,722 100% of total | 5,640 100% of total | 3,826 100% of total | 55.69% Avg 0% |
| 1 | China | 1,544 | 1,534 | 998 | 62.41% |
| 2 | United States | 1,519 | 1,524 | 630 | 35.51% |
| 3 | India | 191 | 183 | 155 | 65.13% |
| 4 | Poland | 164 | 148 | 194 | 73.21% |
| 5 | Germany | 156 | 150 | 103 | 52.55% |
| 6 | Russia | 146 | 142 | 115 | 66.86% |
| 7 | Australia | 132 | 124 | 94 | 56.29% |
| 8 | United Kingdom | 120 | 111 | 127 | 66.49% |
| 9 | Türkiye | 83 | 82 | 63 | 68.48% |
| 10 | Brazil | 81 | 79 | 65 | 69.15% |

*Figure 1: Users by Country over time*

| Language ▾ + | ↓ Users | New users | Engaged sessions | Engagement rate |
|---|---|---|---|---|
| | 5,722 100% of total | 5,640 100% of total | 3,826 100% of total | 55.69% Avg 0% |
| 1 English | 2,846 | 2,813 | 1,689 | 47.98% |
| 2 Chinese | 1,662 | 1,652 | 1,087 | 62.8% |
| 3 Russian | 241 | 239 | 200 | 69.69% |
| 4 Polish | 163 | 145 | 226 | 72.9% |
| 5 Spanish | 125 | 123 | 99 | 68.28% |
| 6 German | 120 | 114 | 89 | 54.6% |
| 7 French | 86 | 85 | 73 | 73% |
| 8 Portuguese | 77 | 76 | 61 | 66.3% |
| 9 Turkish | 67 | 67 | 48 | 66.67% |
| 10 Arabic | 57 | 56 | 45 | 60.81% |

*Figure 2: Users by Language over time*
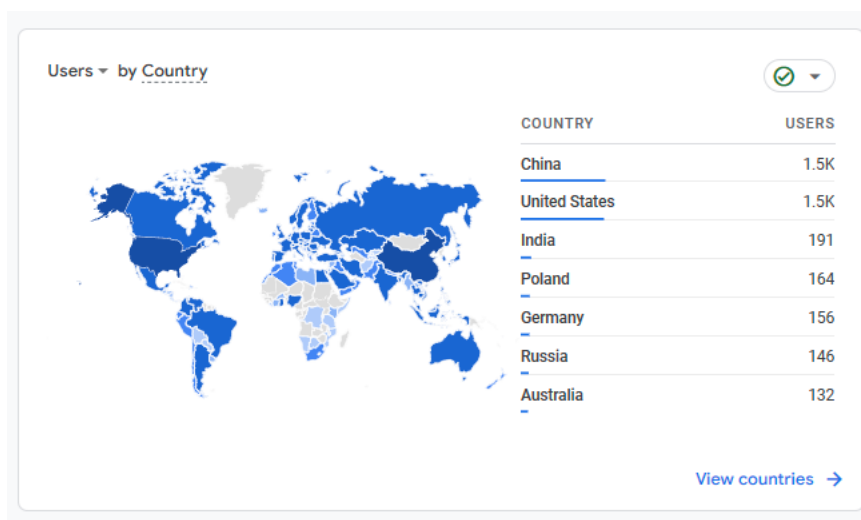


*Figure 3: Demographic overview - Users by Country*

| Browser ▾ + | ↓ Users | New users | Engaged sessions | Engagement rate |
|---|---|---|---|---|
| | 5,722 100% of total | 5,640 100% of total | 3,826 100% of total | 55.69% Avg 0% |
| 1  Chrome | 3,354 | 3,311 | 2,051 | 51.01% |
| 2  Edge | 1,238 | 1,224 | 958 | 69.42% |
| 3  Safari | 680 | 666 | 449 | 50.68% |
| 4  Firefox | 196 | 183 | 188 | 66.2% |
| 5  Opera | 100 | 100 | 76 | 59.84% |
| 6  Samsung Internet | 54 | 53 | 63 | 65.63% |
| 7  Android Webview | 33 | 33 | 15 | 42.86% |
| 8  Safari (in-app) | 31 | 31 | 7 | 21.21% |
| 9  YaBrowser | 18 | 18 | 18 | 85.71% |
| 10  UC Browser | 14 | 14 | 2 | 14.29% |

*Figure 4: Users by Browser over time*



Users ▾ by Device category

- DESKTOP 75.9%
- MOBILE 23.6%
- TABLET 0.5%

View device categories →

Users ▾ by Screen resolution    Include Platform = Web

1920x1080
1536x864
1366x768
2560x1440
1440x900
390x844
1280x720

0    500    1K    1.5K    2K

View screen resolutions →
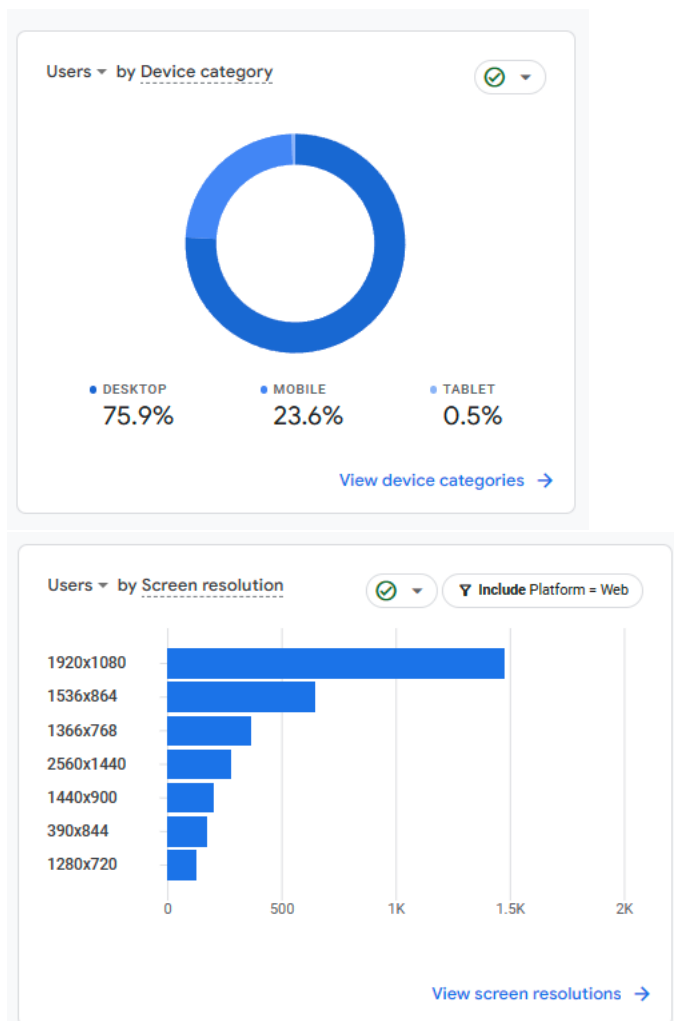
| Page title and screen class | | ↓ Views | Users | Views per user | Average engagement time | Event count<br>All events |
|---|---|---|---|---|---|---|
| | | 10,719<br>100% of total | 5,722<br>100% of total | 1.87<br>Avg 0% | 0m 38s<br>Avg 0% | 36,201<br>100% of total |
| 1 | (not set) | 5,814 | 4,159 | 1.40 | 0m 03s | 7,712 |
| 2 | wallet | 760 | 457 | 1.66 | 0m 29s | 911 |
| 3 | Nexus - Wallet | 482 | 426 | 1.13 | 0m 44s | 1,650 |
| 4 | team | 372 | 300 | 1.24 | 0m 28s | 391 |
| 5 | Nexus - Team | 257 | 278 | 0.92 | 0m 46s | 556 |
| 6 | buynexus | 253 | 181 | 1.40 | 0m 26s | 276 |
| 7 | roadmap | 233 | 170 | 1.37 | 0m 32s | 257 |
| 8 | Nexus | 193 | 4,859 | 0.04 | 0m 00s | 16,993 |
| 9 | Nexus - Roadmap | 181 | 165 | 1.10 | 0m 31s | 302 |
| 10 | stake-mine | 175 | 104 | 1.68 | 0m 35s | 187 |

Figure 5: Views by Page title and screen class over time

| Landing page | | ↓ Sessions | Users | New users | Average engagement time per session |
|---|---|---|---|---|---|
| | | 6,870<br>100% of total | 5,722<br>100% of total | 5,640<br>100% of total | 0m 31s<br>Avg 0% |
| 1 | | 4,810 | 4,230 | 4,119 | 0m 41s |
| 2 | (not set) | 1,536 | 1,431 | 1,248 | 0m 01s |
| 3 | /wallet | 170 | 142 | 100 | 0m 45s |
| 4 | /buynexus | 49 | 39 | 29 | 0m 20s |
| 5 | /assets | 35 | 35 | 35 | 0m 04s |
| 6 | /roadmap | 35 | 29 | 14 | 0m 18s |
| 7 | /team | 25 | 24 | 15 | 0m 48s |
| 8 | /blockchain | 21 | 17 | 11 | 1m 00s |
| 9 | /whitepapers | 21 | 20 | 18 | 0m 10s |
| 10 | /blog | 19 | 16 | 8 | 0m 15s |

Figure 6: Sessions by Landing page over time
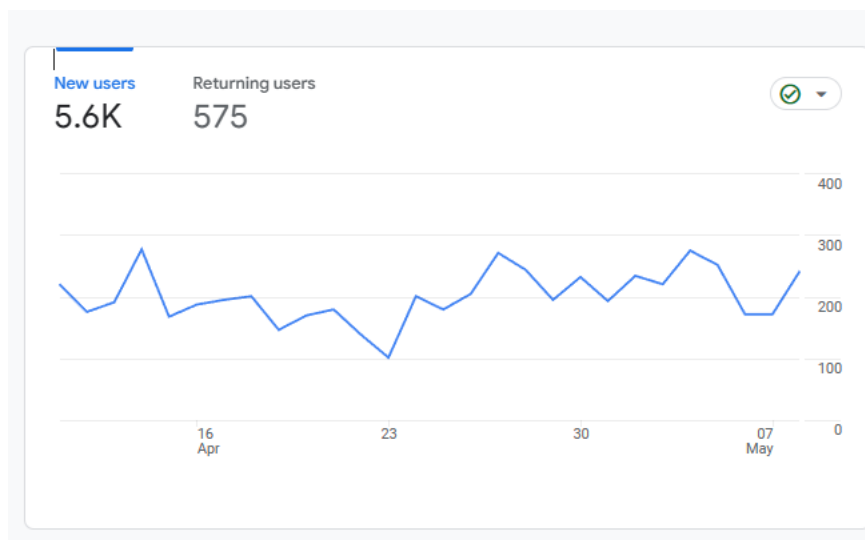
| Session default channel group | Users | ↓ Sessions | Engaged sessions | Average engagement time per session | Engaged sessions per user | Events per session | Engagement rate | Event count All events |
|---|---|---|---|---|---|---|---|---|
| | 5,722 100% of total | 6,870 100% of total | 3,826 100% of total | 0m 31s Avg 0% | 0.67 Avg 0% | 5.27 Avg 0% | | |
| 1 Organic Search | 3,348 | 3,817 | 2,477 | 0m 31s | 0.74 | 5.18 | 64.89% | 19,754 |
| 2 Direct | 1,796 | 2,188 | 809 | 0m 25s | 0.45 | 5.07 | 36.97% | 11,091 |
| 3 Referral | 428 | 528 | 389 | 1m 00s | 0.91 | 6.89 | 73.67% | 3,637 |
| 4 Organic Social | 177 | 289 | 151 | 0m 42s | 0.85 | 5.50 | 52.25% | 1,590 |
| 5 Unassigned | 18 | 20 | 1 | 0m 16s | 0.06 | 1.70 | 5% | 34 |
| 6 Organic Video | 7 | 14 | 10 | 1m 00s | 1.43 | 6.29 | 71.43% | 88 |
| 7 Organic Shopping | 1 | 1 | 1 | 0m 36s | 1.00 | 7.00 | 100% | 7 |

*Figure 7:Sessions by Session default channel group over time*