

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will interpret customer engagement data for an e-commerce landing page using heat maps. Then, based on your insights, you will make recommendations for how to improve performance.

Heat maps can help you optimize the performance of an e-commerce store by visualizing how customers interact with your website. By interpreting heat map data, you can gain meaningful insights into both customer behavior and how well a website meets their needs.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

White Opal is a jewelry retailer with over 300 brick-and-mortar stores and an active e-commerce website. As one of the company's e-commerce specialists, you've been asked to analyze how customers are interacting with your website and suggest ways to optimize performance.

As part of your analysis, you will recommend improvements to one of the landing pages customers arrive at when they click on an ad. The main function of the landing page is to help customers find the nearest White Opal storefront. However, your team wants to increase the number of visitors who sign up for emails through the page as well.

To determine the best way to increase signups, you'll examine data from two heat maps for the landing page:

- . A scroll heat map that indicates how far customers are scrolling down the page
- . A click heat map that indicates which page elements customers are clicking on most often

Once you've analyzed the heat maps, you'll write an email to the head of your team summarizing your conclusions. You'll also suggest some ways to adjust the page in order to increase email signups.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Landing page ideas](#)

OR


If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity Template_Landing.page ideas](#)
[DOCX File](#)

Step 2: Access supporting materials

The following supporting materials will help you complete this activity. Keep them open as you proceed to the next steps.

You can download the supporting materials directly from the attachment below.

 [Landing page heat maps.pdf](#)
[PDF File](#)

Step 3: Examine the landing page layout

Review the layout of the landing page (page 1 of the supporting materials). Notice what all of the page elements do and where they are located. You'll need to consider the current content and layout when suggesting improvements.

Step 4: Examine the heat maps

Note: Pages 2–3 of the supporting materials display the heat maps using a thermal (rainbow) color scale. Pages 4–5 contain the same heat maps in grayscale. If you have difficulty distinguishing the hues of the full-color version, use the grayscale heat maps to complete this activity.

Next, proceed to pages 2–3 (color version) or 4–5 (grayscale version) of the supporting materials to examine the scroll and click heat maps for the landing page. Identify which page elements have higher or lower engagement. Elements with the highest engagement are red (or dark gray), while elements with the lowest engagement are indigo (or very light gray).

Think about why certain elements might have greater engagement than others. Then, based on the heat map data, consider some ways you could adjust the page to increase email signups.

Step 5: Suggest ideas to increase email signups

In the landing page ideas template, make 2–4 suggestions to increase the number of email signups. Your suggestions can relate to the page's structure, design, or content. Consider the following guiding questions as you make your suggestions:

What specific problem is the idea designed to address?

How did the heat map data help you arrive at this idea?

What action(s) or change(s) do you recommend to solve the problem?

How will implementing this suggestion solve the problem?

Write your ideas next to [Idea 1], [Idea 2], etc., deleting any numbers you don't use. Be specific—but respectful—when describing each suggestion.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed email:

2–4 ideas to improve the landing page

Each idea outlines a specific problem and proposes a data-driven solution