User Report

Peilin Zhang

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1 Website Address

https://peilinzhang.pythonanywhere.com/

2 Description of Website

This website presents data on climate change to enhance understanding of our planet's changing environment and the pressing need for immediate action. The objective is to make climate science understandable and motivate meaningful action, from minimal personal decisions to macro-global policy reforms. Three theories are utilized in designing this website:

Theory of Planned Behavior (TPB) – understanding the role of intentions, attitudes, and perceived control in shaping behavior.

Nudge Theory – influencing choices through subtle cues and interface design.

Social Practice Theory (SPT) – focusing on routines, culture, and material context behind everyday energy usage.

The data presented is based on publicly available datasets, which have been cleaned, structured into a relational database, and analyzed to provide interactive visualizations.

3 Overall Performance

The website's performance, derived from its HTML structure and real-time Google Analytics event data, offers valuable insights into user interaction patterns across three primary pages: the homepage (index), the data display page (data), and the about section (about). This report evaluates user engagement, behavior, and site effectiveness using core performance indicators such as page views, user engagement time, event counts, and session distribution.

The designed website recorded a cumulated 62 page views from a total of 4 active users, yielding an average of 15.5 page views per user. This suggests that each visitor interacted with the site multiple times, indicating recurring interest. The average engagement duration per user was 1 minute and 14 seconds, suggesting a moderate attention span between sessions. A total of 190 events were

logged, although none were identified as "key events" in the analytics system. And of course, the website has no monetary features, therefore zero revenue was derived.

4   Page-Level Engagement

4.1   Index.html

The Index page accounted for 26 of the 62 views, representing approximately 41.94% of the total traffic. The four users visited the homepage, averaging 6.5 views per user. However, the average session time was just 41 seconds, suggesting that, although users frequently landed here, they may not have remained for extended periods. A total of 78 events (around 41) occurred. The homepage clearly serves as the primary access point, but improvements could be made to encourage greater engagement.

4.2   About.html

The least visited section was the About page, with 8 views (just 12.9%) recorded from two users, who averaged 4 views each. The engagement time was very low at just 5 seconds, indicating that the users skimmed or left quickly. This page produced 22 events, equal to 11.58% of the overall event count. These figures indicate minimal impact, suggesting that users found the content to be un-engaging or not related to their primary goals.

4.3   Data.html

Data page was slightly MORE visited in terms of view count, accumulating 28 views (or 45.16% of the total), but only by three users. This results in an average of 9.33 visits per user, suggesting strong interest among those who explored it. Despite this higher visit rate, the average engagement duration was 40 seconds, nearly identical to the homepage. A total of 90 events (almost 47% of all events tracked) originated from this section, making it the most interaction-heavy page due to its interactive database of temperature change in each country in the world. Upon collection of data, an observed option of Antigua & Barbuda, American Samoa, R. Azerbaijan, Americas, Kingdom of Bahrain, and Kingdom of Eswatini indicated no other info rather than people's preference on selecting the countries in the beginning of the top-down list (the list is in alphabetical order). The design and content of this page appear to be successful in prompting repeat visits.

5   Key Insights

Although user volume is limited, the data point to a pattern of repeated engagement, especially on the data page. Meanwhile, for the About page, there

is no significant meaning for making a separate window for it after observation of poor user engagement. Therefore, the About page could be a small section of the Index page. Moreover, there is a clear need to define and track more key actions (e.g., more form submissions or specific data views) within Google Analytics. While the data tracker observes multiple selections of diverse countries, the small user reflection base did not reflect any significant inclination. Doing so (tracking more key actions) will enable clearer measurement of user conversions and interactions. Improvements in event tagging and content clarity can significantly enhance both user experience and data-driven decision-making.