**Assignment#9**

Element 1: Review Button

As a website providing ranking lists of male skin-care products based on consumer’s opinions, comment function is the foundation of its utility. Therefore, it is important to know if users are satisfied with the comment setting, and how to spur their motivation to comment. Tracking this element helps the website optimize the review function, estimating which is the best way in motivating users to comment and score and modifying accordingly.

Element 2: Buy Now Button

For the supply-side, sales is their major concern. Hence the brands may lay emphasis on the Buy Now function linking to their online mall. Tracking this element is eager to know how much traffic have been diverting to the final purchase stage, and what kinds of person are the product’s potential consumer.