

MBA 590 WEB ANALYTICS
MILESTONE 3
Monday 6:00 to 8:30 pm, Online Synchronous

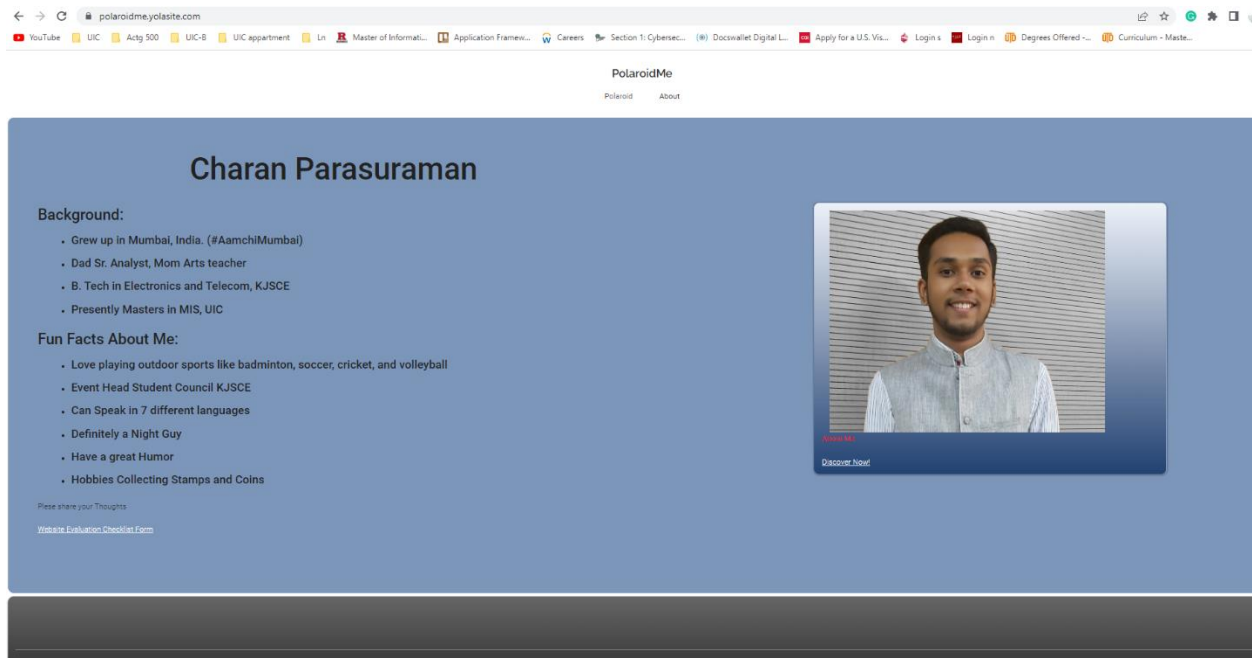
NAME: Charan Parasuraman

NET ID: clnu4@uic.edu

UIN: 670473287

1.) Hyperlink to another website:

The hyperlink to another website connects to my personal LinkedIn profile page, this is placed in the About page of the web site or can be also call as the Index page of the polaroidme.yolasite.com.



Index Page



Clicking 'Discover Now!' will take the user to another website which is shown below in a form of a New Tab.

PolaroidMe

Charan Parasuraman

Background:

- Grew up in Mumbai, India. (#AamchiMumbai)
- Dad Sr. Analyst, Mom Arts teacher
- B. Tech in Electronics and Telecom, KJSCE
- Presently Masters in MIS, UIC

Fun Facts About Me:

- Love playing outdoor sports like badminton, soccer, cricket, and volleyball
- Event Head Student Council KJSCE
- Can Speak in 7 different languages
- Definitely a Night Guy
- Have a great Humor
- Hobbies Collecting Stamps and Coins

Please share your Thoughts

[Website Evaluation Checklist Form](#)

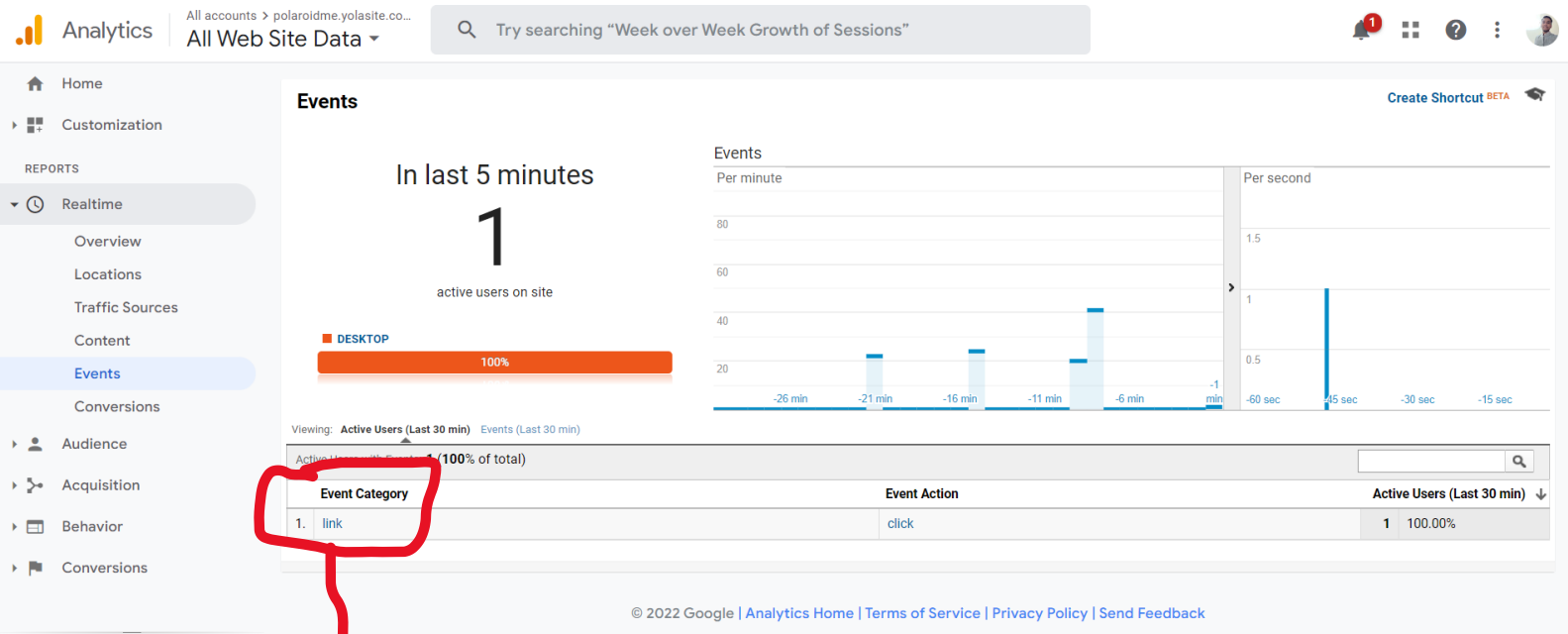


Remove Me

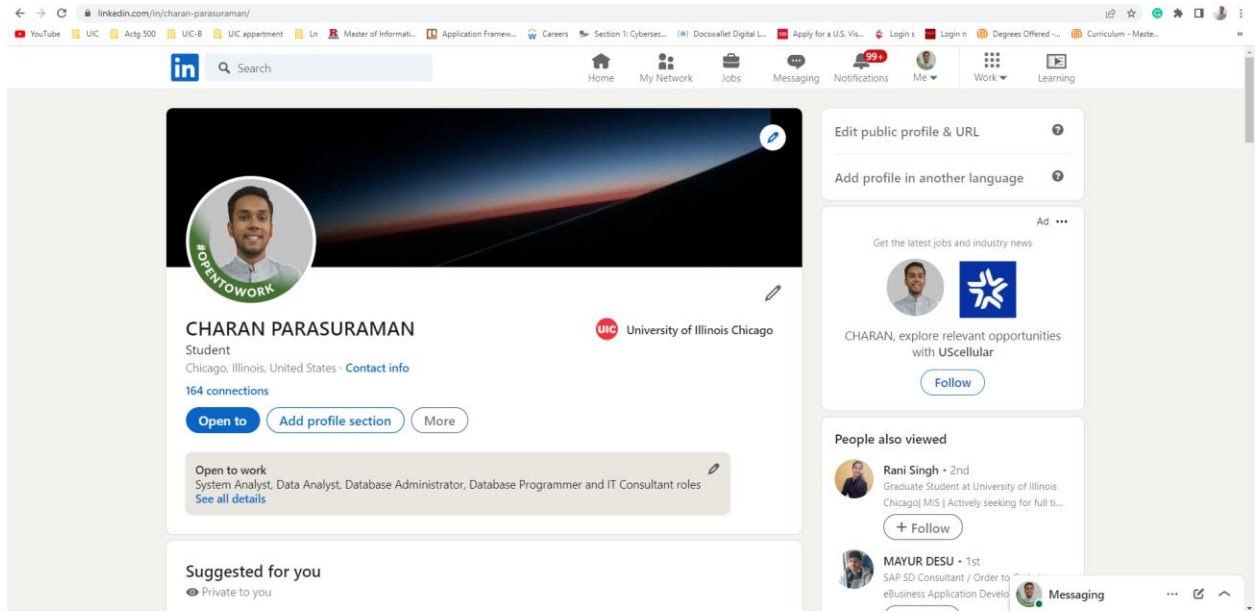
[Discover Now!](#)



Phone View



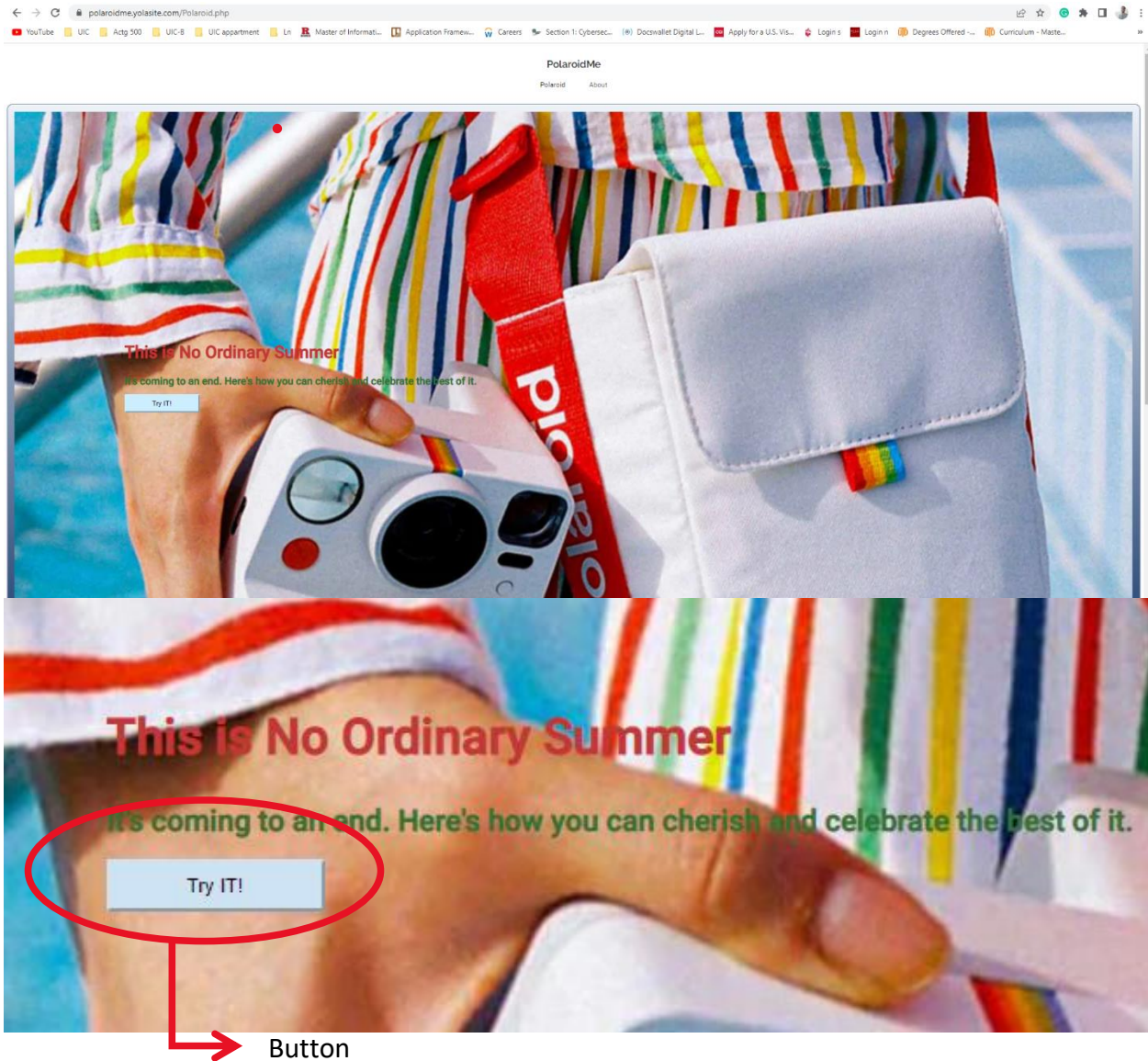
- Event is captured in Google Analytics (Event Category: 'link', Event Action: 'click' and Event Label: 'Discover Now') . It is shown in the picture below.



Linked to another Website

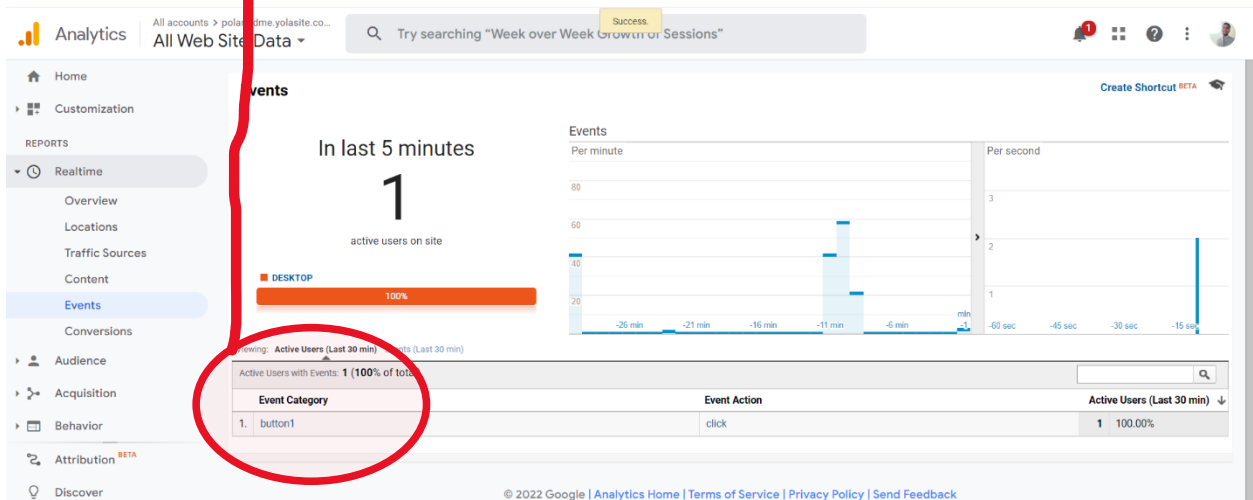
2.) Button Click:

- The button click is on the home page. It says “Try IT”.



- Event is captured in Google Analytics. (Event Category: 'Button1', Event Action: 'click' and Event Label: 'b1'). It is shown below as

This is on the first page of the website called Polaroid





PolaroidMe



This is No Ordinary Summer

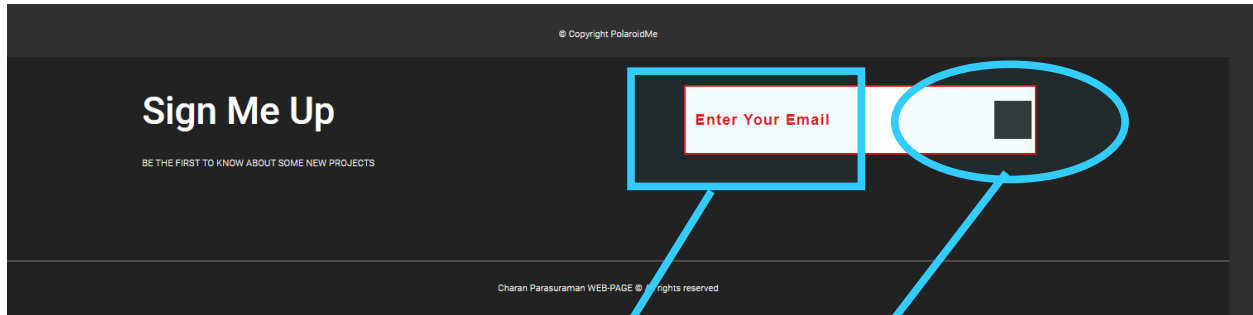
It's coming to an end. Here's how you can cherish and celebrate the best of it.

Try IT!

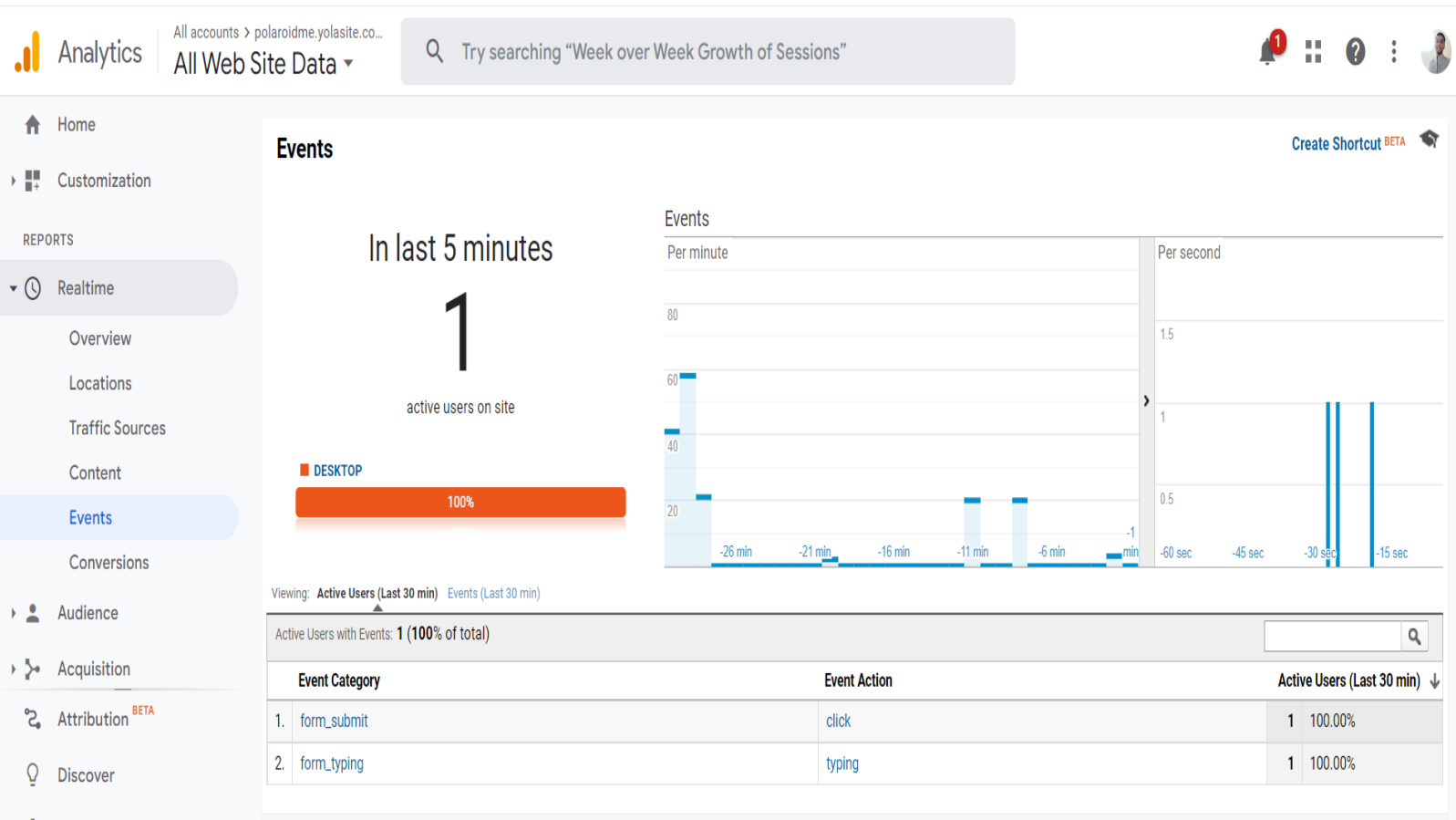


3.) Form with Input Fields:

- The form which can be filled up by the user is on the first page. It has inputs (Enter your email) and a submit button.



- When the user presses the submit button, the event is tracked on google analytics. (Event Category: 'form_submit', Event Action: 'click' and Event Label: 'submit') for when the user is done with typing in fields.
- When typing (Event Category: 'form_typing', Event Action: 'typing' and Event Label: 'input') for when the user clicks on the submit button.
- It is shown below as



4.) File Download Event:

- The file download button is on the about page.

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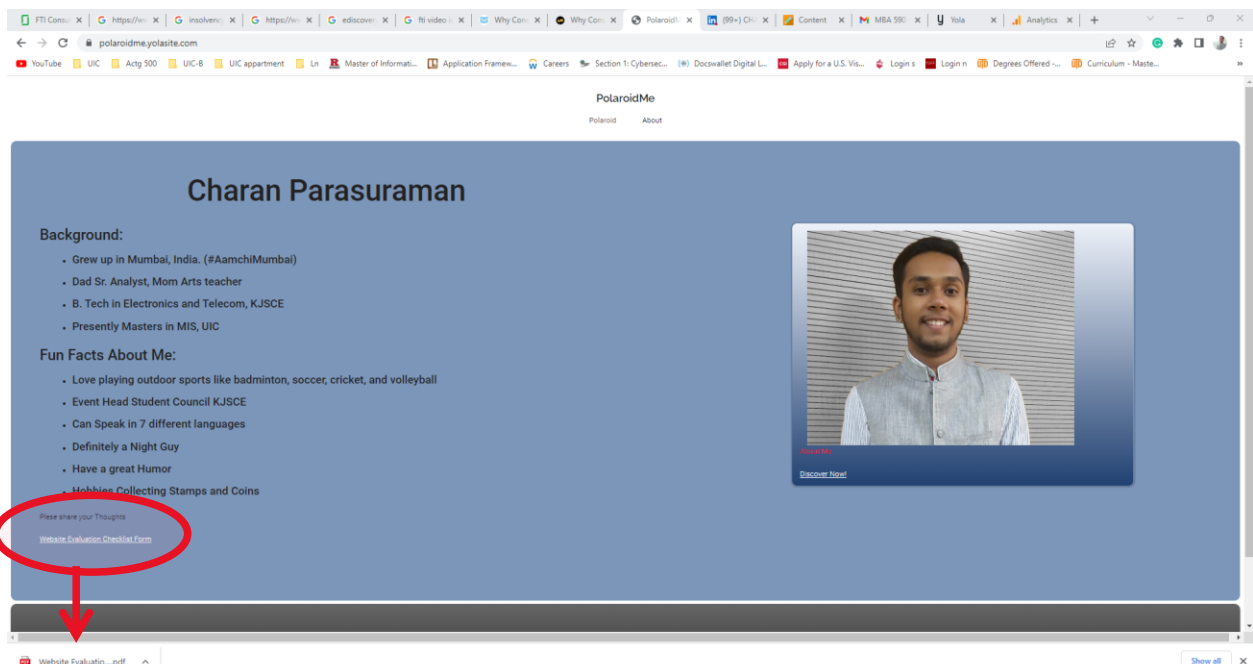
Fun Facts About Me:

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[Website Evaluation Checklist Form](#)

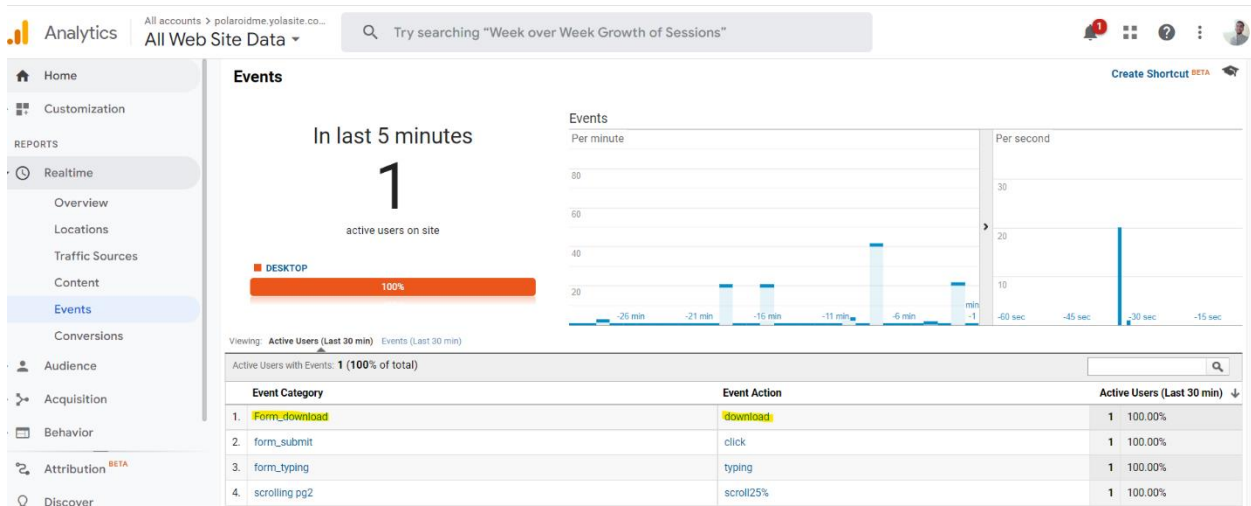
- It says “**Website Evaluation Checklist Form**”
- When the user clicks that link, a document will be downloaded, and the user will be able to access that document.



Website Evaluation Checklist	
Title of the Website: _____ URL: _____	
Authority	
<i>Tips:</i> To help determine the author's expertise, look at the links: "About us," "FAQ," "Background," or "Biography."	
Is it clear who the Author of the website is?	<input type="checkbox"/> Y <input type="checkbox"/> N
Has the author provided contact information (name, email, phone number or address)?	<input type="checkbox"/> Y <input type="checkbox"/> N
If there is no personal author, is a publisher or institution provided along with contact information?	<input type="checkbox"/> Y <input type="checkbox"/> N
Does the individual or organization list all of their qualifications, or credentials?	<input type="checkbox"/> Y <input type="checkbox"/> N
Purpose	
<i>Tips:</i> Looking at the URL of the site will help you determine its purpose. Judge whether the website is geared to a scholarly or non-professional audience.	
Does the website have an .edu, .org, or .gov ending in its URL?	<input type="checkbox"/> Y <input type="checkbox"/> N
Does the website avoid trying to persuade or sell something?	<input type="checkbox"/> Y <input type="checkbox"/> N
Is the information on the site relevant to your needs?	<input type="checkbox"/> Y <input type="checkbox"/> N
Objectivity	
<i>Tips:</i> Look for objective sites that present information with a minimum of bias and without the intention to persuade. Determine the aim of the author or organization publishing the	

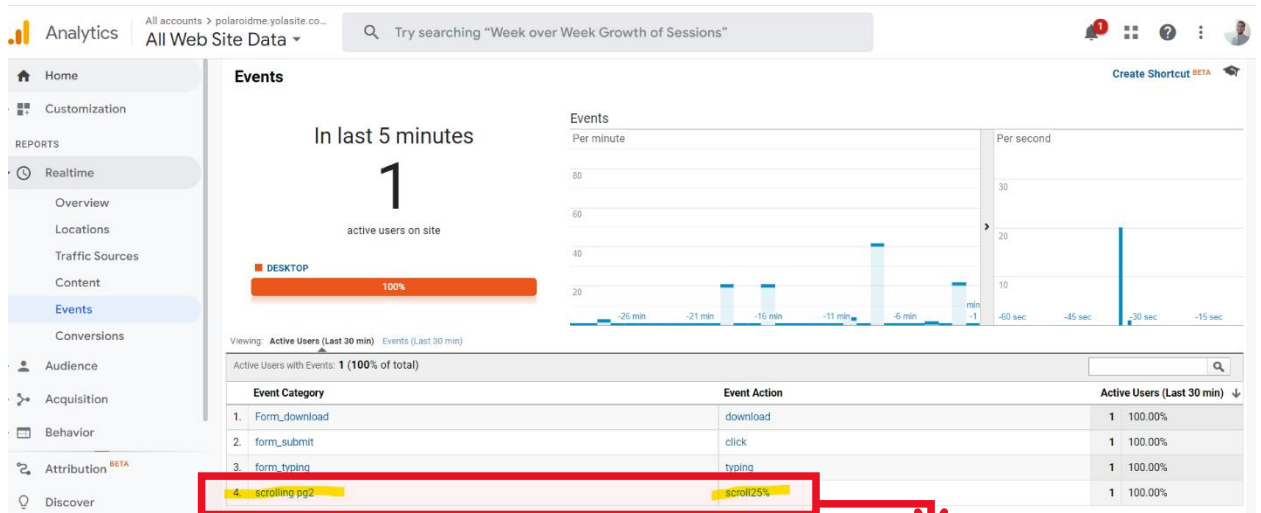
Preview of the downloadable form

- Event is captured in Google Analytics (Event Category: 'form_download', Event Action: 'download' and Event Label: 'downloading'). It is shown below as



5.) Scrolling Event:

- The Scrolling html widget is on every page of the website.
- When the user scrolls through any or all the pages of the website , the event is



triggered and tracked in google analytics. (Event Category: 'scrolling pg2', Event Action: 'scroll25%', Event Label: 'Page URL').

- It is shown above.