Firebase Analytics

We implemented Firebase analytics into our project as we thought it would be really beneficial when conducting user testing. It allowed us to analyse the users behaviour when they were navigating throughout the application. Seeing how our users navigate throughout the app was really important to us, and firebase analytics allowed us to do just that as we conducted our user testing remotely.

We got many analytics by implementing this feature into our code, we logged events when a user went to a certain page, posted a comment or even clicked on a button. We logged events in each page in the application to get analytics of which page was most visited, how the user got to that specific page etc.

This allowed us to see the usability of the application, because if a user wasn't navigating to a certain page it led to improving certain aspects of the pages in terms of buttons etc and if they weren't clear. As well as that, we also got insight into the most popular pages in the application. It was interesting to see remotely how a user was navigating through the application.

Below are some of the screenshots of the firebase analytics that we implemented into our code for use.
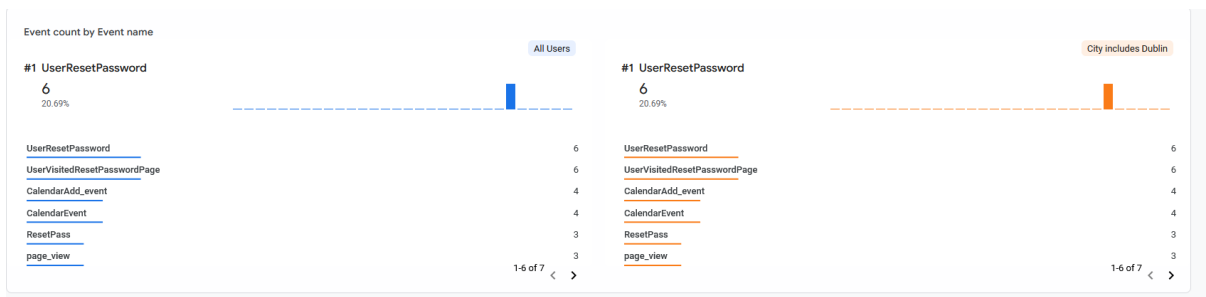
Above is a screenshot of some of the events that occurred during our user testing. As you can see from the screenshots above "UserVisitedResetPasswordPage" occurred when a user visited the reset password page and when a user reset their account password the "UserResetPassword" event was triggered and updated in the console. You can also see from the screenshot above that when a user visited the calendar page and added a calendar event that we gathered analytics of the user behaviour too.

Firebase analytics allows us to also get a random snapshot of a user's behaviour throughout the application. During user testing we were able to watch and be instantly updated on when an event occurred, such as posting a comment. It gave us a whole timeline of a random users events throughout the application.
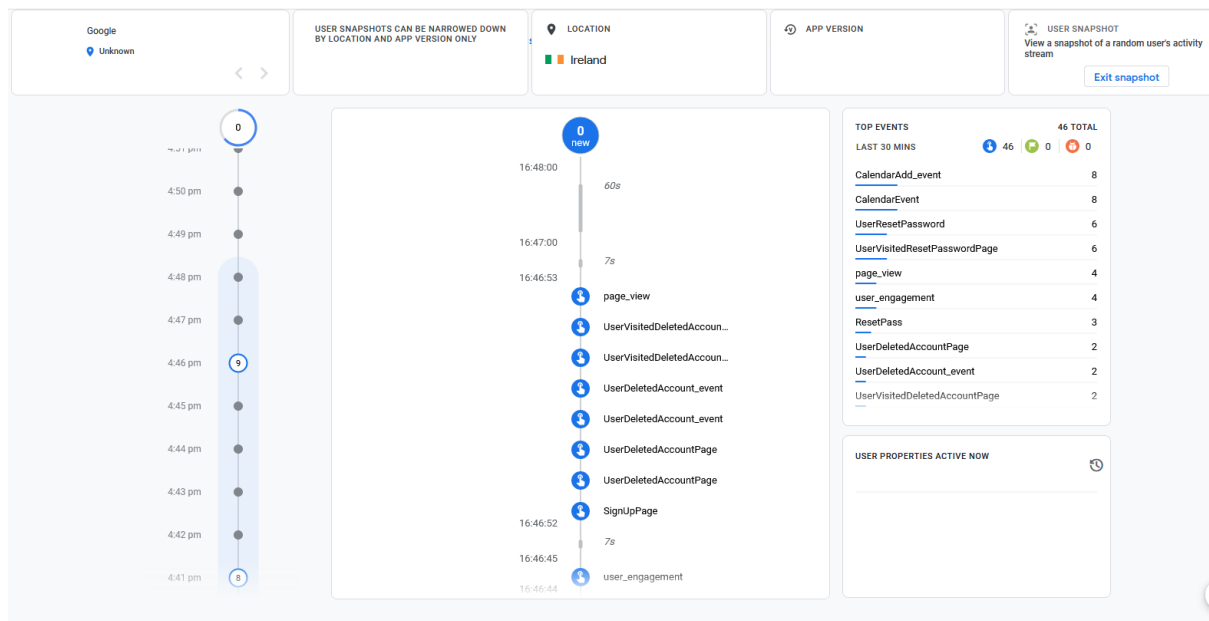
We also got data on the users in the last 30 minutes and where they were from . All our user testing was conducted with our college peers etc so we knew the top country would be Ireland, but it was really interesting to see the power that using analytics in your application has. This really highlighted user engagement for us during user testing which I think was really beneficial to us as we got to get a whole stream of how a user was using the application which we wouldn't of gotten if we didn't decide to implement the use of analytics

in our application.

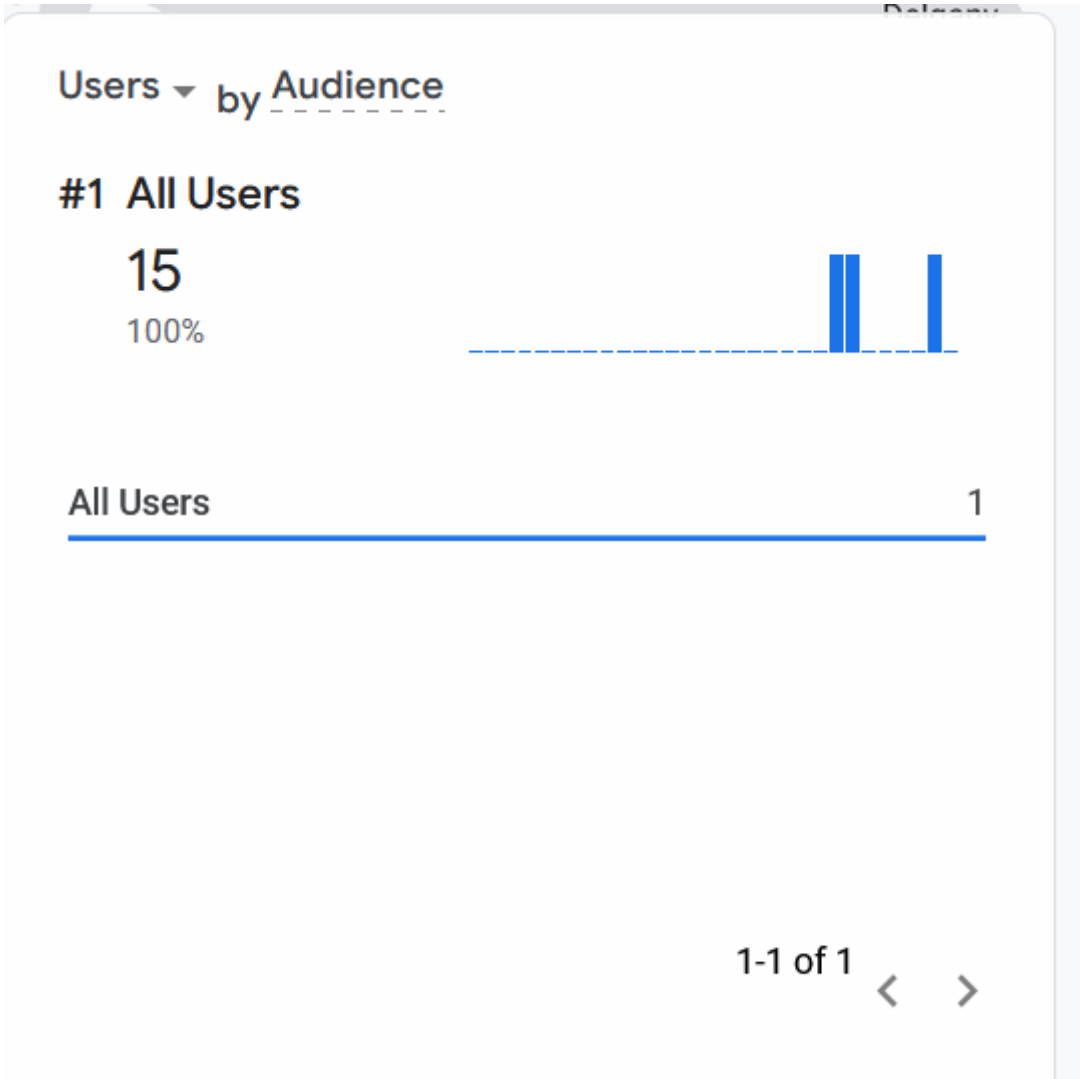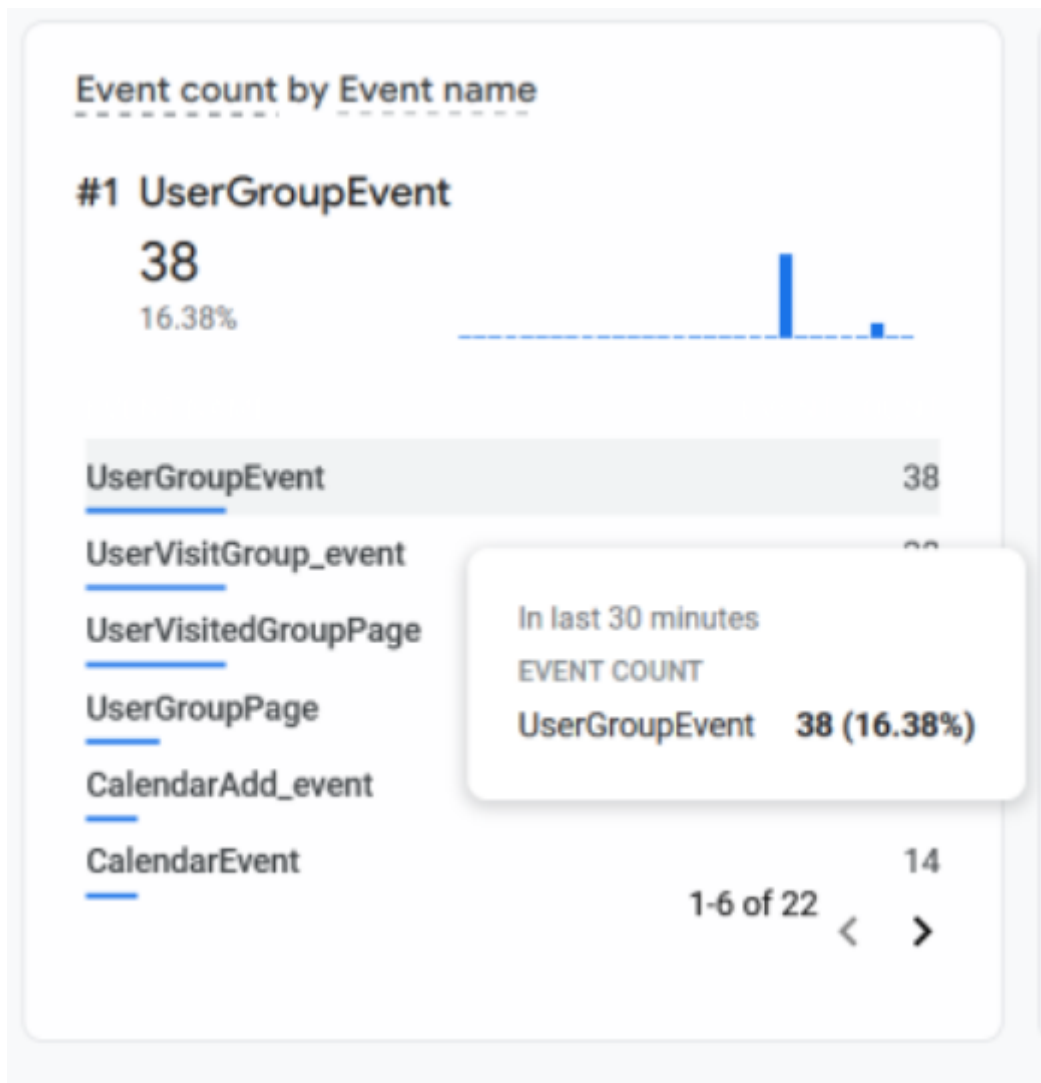USERS IN LAST 30 MINUTES

7

USERS PER MINUTE

TOP COUNTRIES	USERS
Ireland	1

View realtime →

We also got data on how many users had access to our application

Users ▾ by Audience

#1 All Users

15

100%

All Users   1

1-1 of 1   ‹ ›

Aswell as that we also got analytics on event count by name

Event count by Event name

#1 UserGroupEvent
38
16.38%

UserGroupEvent	38
UserVisitGroup_event	
UserVisitedGroupPage	
UserGroupPage	
CalendarAdd_event	
CalendarEvent	14

In last 30 minutes

EVENT COUNT

UserGroupEvent   38 (16.38%)

1-6 of 22 < >

This was interesting as we got data which showed us how many times a page was visited , with userGroupEvent being our top event in the application, this event occurred when a user visited the group page. This data makes sense to us as the group page is where the user will find all the groups and have access to the individual events.

We also had access to detailed analyses on individual events, and when we clicked on the data we could see the session id, the origin which is the page that the user was on before they navigated to the event etc and page location would have the url of where the event occurred. In the events, I also implemented that when certain events happened I could see which user ID triggered the event.
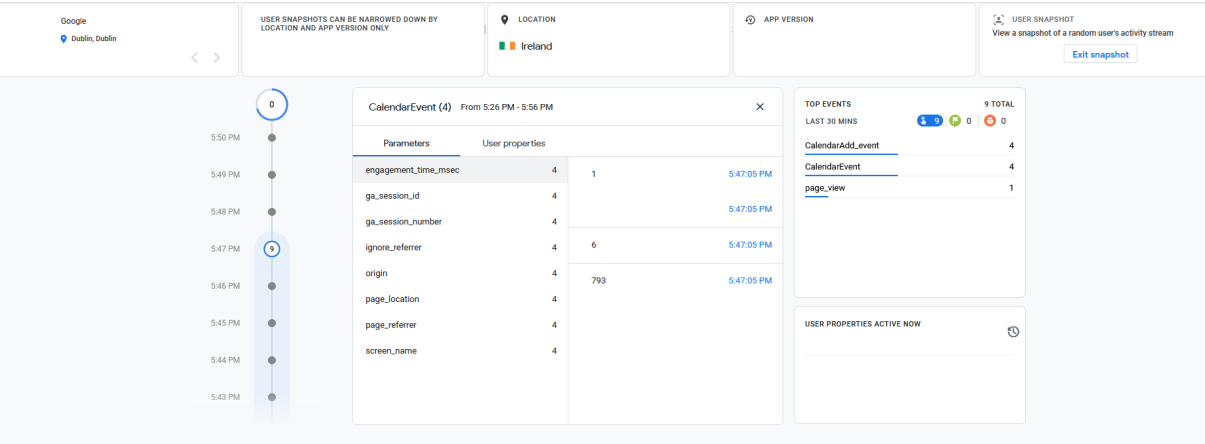
Below is the top events that occurred during our user testing:
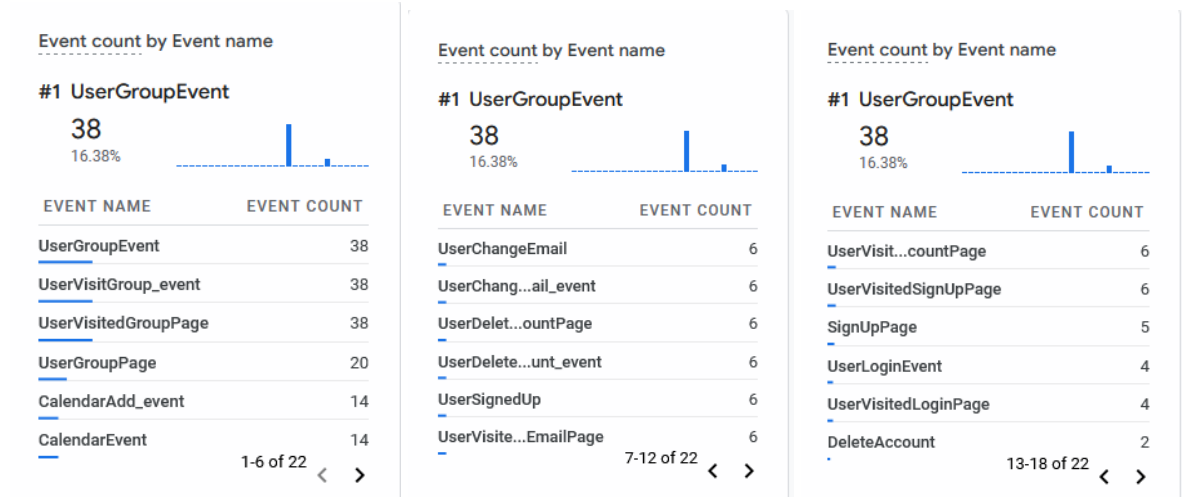
This was really useful to see as we got to see all the top events in our application during user testing, ranging from the highest top event to the lowest top event, which showed us features/pages that users only navigated to once or twice.