Reasons for tracking the elements:

Firstly, I choose the button of adding to collection. It is important to know different users’ preference of performances to know more about users, for example, popular music styles, artists, and cities. Also, for users, this is also a useful function to have a list of the performances they are interested in. Tracking this element can test whether this is true.

Secondly, the button of viewing the artist’s Weibo home page. This is a special function of the website. Tracking whether users have the tendency to click this button is necessary to further estimate to what degree the function can fulfil users’ requirements.