My advice for the upcoming assignment is as follows:

1. Out of all the pages on your website you have planned to engage your targeted persona, pick the pages that are most critical to your success.

Dance Class page

Login page

1. On the selected pages, pick the element (e.g. link, image, or button) that you think is most critical for people to click on to show their interest.

Dance class button

Login link on competition page,workshop page, and shop page

1. I hope your usability tests have already revealed what are important to the adoption of your solution for addressing the target persona’s problem. Pick only two elements for creating event listener functions to track if click occurs for the assignment.

Track how many people click my dance class button

Track how many people are attracted by the discounts to log in, being a member?

1. You have to mock up the html page(s) in order to place your event listener functions. I will check your codes to assess if you’ve successfully implemented the listener functions.
2. Please explain briefly why tracking these elements are important to you.

Element 1: Dance class: During persona interview and usability test, most of them reflected the dance class might be the most helpful. The element drives them to adopt my website. I believe the dance class will the reason for being the early adopters. Therefore, I would like to know whether the dance class will receive comparative number of clicks. I made an event listener on base.html and let it redirect people to the page once they click the dance class button on navigation bar

Element 2: log in: The main business potential for the website is providing logged in users discount codes to consume dance relative stuffs. Only loggin is available to see. Thus, I made a log in link next to price to see whether people are willing to log in to enjoy the deals and purchase. If it is not attractive enough to let them, do it, then my business potential fail. Thus, I want to test how many people click the log in link after browsing. I made an event listener on competition page,workshop page, and shop page, and let it redirect people to log in page once people click the log in link next to the discount.

The reason I do not test log in button on login page. It is because I want to exclude people who habitually log in and then browse, and they are not necessarily attractive to my business. And in my usability tests, most people browse directly, claiming that they will only sign up and log in if they see something that benefits them or appeals to them. If content really drives them to log in, then my business makes sense. The reason I do not test sign up button on sign up page, it is because before people log in, they must sign up first. It is not that necessary to test sign up.

1. The elements will be used in your A/B test subsequently.
2. Zip up the web pages with the JavaScript functions and upload to Github. Send me the link for checking the submission.