

## **Critique for Jose Pacheco**

From a user's perspective, the landing page works well. The explanation of the purpose of the website is fitting, but following that, it is not intuitive how to add pages. Additionally, I was confused about the pre-populated data that appeared under my sites and the lack of a logout button. My ability to stay logged in was also intermittent.

From a developer's perspective, the JS snippet seemed to work. However, I noticed that there is no separate sites interface for individual users, i.e. any user who is logged in sees the sites for all users of the analytics engine. I also couldn't find the geolocation code in your repository, which you mentioned in your analysis.

The most successful decision was making the application simple. I like the simplicity of your object model. However, the user login seems to be out of focus in your design, and I think this is an important aspect to the analytics engine. Underlying this is the fact that the user model is not properly developed. There is no logout and no idea of site ownership, since all sites are viewable to any logged in user.

The top priority for improvement I think is the implement a better system of authenticating users and delivering a more personal experience.

## **Self-Critique**

From a user's perspective, the UI works well and does a good job of leading the user through login and page creation. From a developer's perspective, the graph model name is very misleading and the page average time is not updated with the javascript snippet. The idea of the graph model was to give users data that they could graph, i.e. visit counts over time. I didn't have time to implement the graphical component of this, hence the name seems out of place.

The most successful decision was the make the page abstraction simple and clear. The least successful decision was to log pageviews not just from the JS snippet, but from views to the more information part of that page. This was a relic of my PS1.1 design, and one that I should have removed. In terms of design principles, the page abstraction worked in most ways, but failed in the sense that visits should only have been logged at places where the JS snippet was, not at visits to the page information itself. A visit here was not well defined.

The top priorities for improvement are fix the behavior of pages so visits are not logged when you view the page information (this would fix the problem where the initial view count is 1) and fixing the JS snippet so it sends an XHR onload AND onunload, instead of just onunload as happens now. Another priority is just renaming the Graph model to something like VisitData.