# UX Assignment

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## 1. Introduction

We want to understand who the users are and evaluate the success of the design to locate areas of opportunity for improving the design to optimize the user experience on the website.

## 2. Data Analysis

### 2.1 Who is using the site?

57.6% of users are Female and 42.4% of users are Male. We see from Figure 1 that over half of the sessions for this site are from individuals over 55 years old, with 38.98% of users over 65 years old and 22.78% users between the ages of 55 and 64.
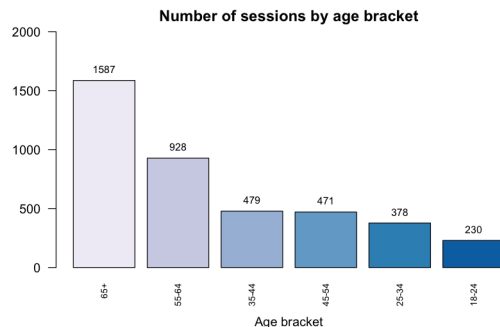


**Figure 1**: Age of users.

**Browser:** 43.25% of users of the site use Chrome, 34.85% use Safari, and 5.6% use Internet Explorer as their browser while accessing the site.

**Mobile Device Info:** 40% of sessions are accessed using Apple iPads, 34.18% using Apple Iphone, followed by 1.83% using Windows RT Tablet. A total of 3116 sessions were completed using mobile devices, as opposed to 9888 accessed using computer browsers. This might indicate that the mobile device usability is not as good as the browser usability, and points towards a potential area of improvement.
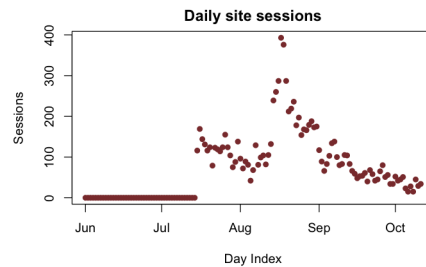
### 2.2 Trend over time



**Figure 2**: Number of sessions (active engagement with content) between June and mid-October.

We can see from Figure 2 that there are no sessions until around mid-July. It is possible that the website was down until then. In mid-July, number of sessions jumps up to around 150, dips in the beginning of August and **peaks in mid-August** at around 400 sessions per day. There is a **downward trend** from mid-August to mid-October. Between 7/14/17 and 10/11/17, there is an average of 111.1 sessions a day, with a minimum of 15 and a maximum of 393 sessions.

Given this trend and the demographics, it is possible that the site contains information about a specific event or activity that becomes relevant during the summer, that older adults are interested in.

### 2.3 What content is compelling?

The 'All About' video is the most watched video by a large margin, followed by 'Confrontation', 'Step-by-step', and 'Training' (Figure 3).

**Affinity category (reach)** Table 1 illustrates the percentage of sessions coming
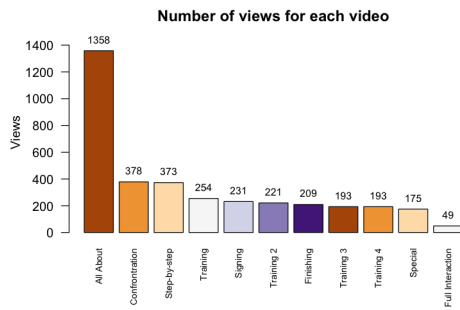
**Figure 3**: Number of views for video content on site.

from users who are more likely to be interested in learning about the specified category.

| | |
|---|---|
| 30 Minute Chefs | 4.92% |
| Book Lovers | 4.79% |
| Avid Investors | 4.53% |
| Green Living Enthusiasts | 4.5% |
| Political News Junkies | 4.41% |
| Art & Theater Aficionados | 4.39% |
| Travel Buffs | 4.21% |
| Health & Fitness Buffs | 3.83% |

**Table 1**: Affinity categories (reach) highest percentages for sessions.

### 2.4 How long are users spending consuming content on the site?
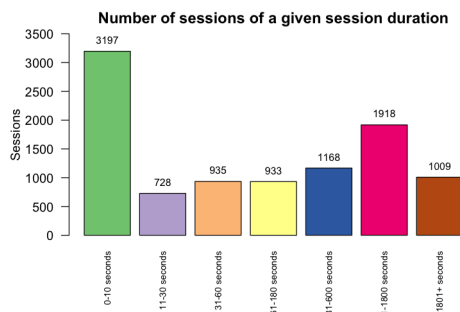


**Figure 4**: Session lengths.

We see from Figure 4 that users are commonly spending 0-10 seconds a session. Depending on the purpose of the website, this can be a bad sign that we are not capturing the users' attention. This is another potential area of improvement.

### 2.5 What design decisions might you make on the basis of your observations?

We observed high exit rates (24% and 33% respectively) and bounce rates on the homepage and the welcome pages, which is problematic as it shows that users are leaving without exploring the rest of the site. This might be because it might not be immediately apparent to the user how to get to the page that they need. It might be a good idea simplifying content on these pages and making clear tabs for navigation.

### 3. Reflections

### 3.1 What types of data were most useful. Why?

The site visits, exit pages, session duration data were most useful as these data gives us insight into whether we are able to engage the user in the content or if we need to make design changes.

### 3.2 What, if anything, was missing? What would help you to know more about the site experience?

The user click path/common paths data was missing. Knowing the chronological sequence people follow while using the site would help us get a better idea of the site experience and troubleshoot for problems, if any.

### 3.3 What approaches were most successful in helping review the data? Which were the least? Why?

Plotting out the data was most useful in reviewing the data as the information is easily digestible in visual format. Raw data were the least useful as the patterns in the data are harder to see when the data are not aggregated.