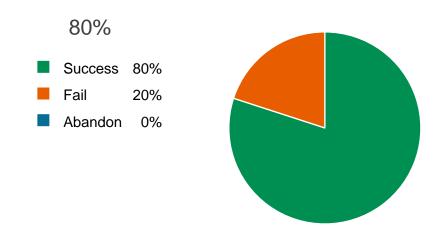
Project2

Average Task Completion Rate



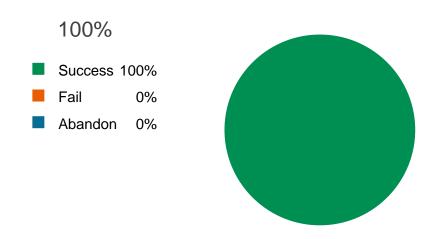
Tasks Results Overview

Success Fail Abandon	Average page views	Average time
Search for help center and contacts	4.0	40.0
100%	4.0	48.0
Select 1 stop flights 100%	4.0	75.0
Get your booking history, and get a business account 100%	6.0	64.0
How to go to sitemap 100%	2.0	33.0
Book a flight 100%	8.0	39.0

Tasks

1. Search for help center and contacts

Task Completion Rate



Page View to Complete Task

Average	4.0
Minimum	4
Maximum	4

Time to Complete Task (Seconds)

Average	48.0
Minimum	48.0
Maximum	48.0

Most Common Success Page

URL	Response %	Response count
http://mxnks9.axshare.com/#g=1&p=about_us	100.0	1

Most Common First Clicks

URL	Response %	Response count
http://mxnks9.axshare.com/home.html	100.0	1

Most Common Clickstream

URL	Response %	Response count
http://mxnks9.axshare.com/#g=1&p=home	100.0	1
http://mxnks9.axshare.com/home.html		

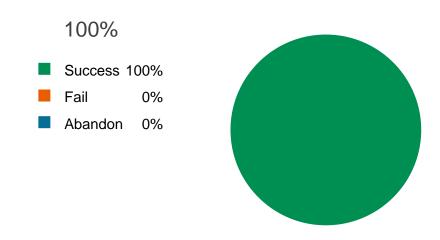
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http://mxnks9.axshare.com/about_us.html

http://mxnks9.axshare.com/#g=1&p=about_us

2. Select 1 stop flights

Task Completion Rate



Page View to Complete Task

Average	4.0
Minimum	4
Maximum	4

Time to Complete Task (Seconds)

Average	75.0
Minimum	75.0
Maximum	75.0

Most Common Success Page

URL	Response %	Response count
http://mxnks9.axshare.com/#g=1&p=flight	100.0	1

Most Common First Clicks

URL	Response %	Response count
http://mxnks9.axshare.com/home.html	100.0	1

Most Common Clickstream

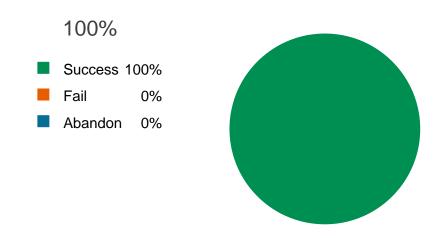
http://mxnks9.axshare.com/flight.html

URL	Response %	Response count
http://mxnks9.axshare.com/#g=1&p=home	100.0	1
http://mxnks9.axshare.com/home.html		

http://mxnks9.axshare.com/#g=1&p=flight

3. Get your booking history, and get a business account

Task Completion Rate



Page View to Complete Task

Average	6.0
Minimum	6
Maximum	6

Time to Complete Task (Seconds)

Average	64.0
Minimum	64.0
Maximum	64.0

Most Common Success Page

URL	Response %	Response count
http://mxnks9.axshare.com/#g=1&p=my_account	100.0	1

Most Common First Clicks

URL	Response %	Response count
http://mxnks9.axshare.com/home.html	100.0	1

Most Common Clickstream

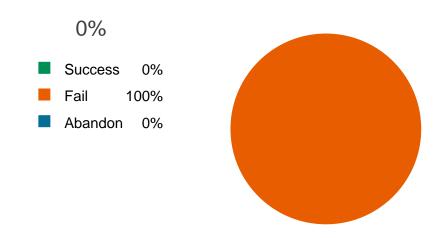
URL	Response %	Response count
http://mxnks9.axshare.com/#g=1&p=home	100.0	1
http://mxnks9.axshare.com/home.html		

http://mxnks9.axshare.com/login_page.html

http://mxnks9.axshare.com/#g=1&p=login_page http://mxnks9.axshare.com/my_account.html http://mxnks9.axshare.com/#g=1&p=my_account

4. How to go to sitemap

Task Completion Rate



Page View to Complete Task

Average	2.0
Minimum	2
Maximum	2

Time to Complete Task (Seconds)

Average	33.0
Minimum	33.0
Maximum	33.0

Most Common Fail Page

URL	Response %	Response count
http://mxnks9.axshare.com/home.html	100.0	1

Most Common First Clicks

URL	Response %	Response count
http://mxnks9.axshare.com/home.html	100.0	1

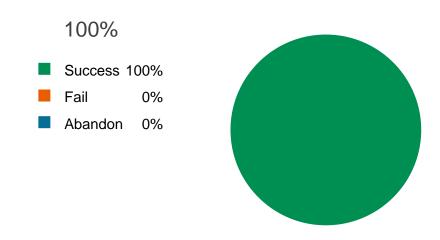
Most Common Clickstream

http://mxnks9.axshare.com/home.html

URL	Response %	Response count
http://mxnks9.axshare.com/#g=1&p=home	100.0	1

5. Book a flight

Task Completion Rate



Page View to Complete Task

Average	8.0
Minimum	8
Maximum	8

Time to Complete Task (Seconds)

Average	39.0
Minimum	39.0
Maximum	39.0

Most Common Success Page

URL	Response %	Response count
http://mxnks9.axshare.com/#g=1&p=checkout	100.0	1

Most Common First Clicks

URL	Response %	Response count
http://mxnks9.axshare.com/home.html	100.0	1

Most Common Clickstream

http://mxnks9.axshare.com/flight.html

URL	Response %	Response count
http://mxnks9.axshare.com/#g=1&p=home	100.0	1
http://mxnks9.axshare.com/home.html		

http://mxnks9.axshare.com/#g=1&p=flight

http://mxnks9.axshare.com/cart.html

http://mxnks9.axshare.com/#g=1&p=cart

http://mxnks9.axshare.com/checkout.html

http://mxnks9.axshare.com/#g=1&p=checkout