Documentation for Tracking Event

There are two parts of this tracking events plan, which are Page Show and Click Views. The data recorded can help to analyse user's behaviours and preferences, hence it would guide appropriate business strategies and bring benefits.

The Section of Page Show aims to track virtual page view. It is divided into ten different columns to record the users' action on webpages.

Page Show - Track virtual page view

Date	Visitor_ ID	Page_Name	Page_Element	Login Status (Yes/No)	Time On Site	Location	Platform (PC/Mobile)	Operations System	A/B testing (BKGD colour: 1-black, 0-red)
8:58 PM 7/11/2021	1	Landing		No	30min	Australia	PC	macOS	1
9:01 AM 8/11/2021	2	Log In		No	20min	India	Mobile	Android	0
11:22 AM 9/11/2021	3	Sign Up		Yes	15min	China	PC	Windows	0
6:15PM 9/11/2021	1	Sign In		No	20min	Australia	Mobile	IOS	1

- Date: it can track when users apply this action on the web

- Visitor_ID: it can identify individuals who take the page view

- Page_Name: it can track the page which users viewed by different name

- Page_Element: it can track the page views of different page elements

- Login Status: it can track if the users sign in or sign up when they do the virtual page views

- Time On Site:it can track how long it takes between the user's first request and last request

- Location: it can track where the users are

- Platform: it can track if the users use PC or mobile to view this page

- Operation Systems: it can track if the users use IOS or Android operation system to go through the page

- A/B testing: it can record the assignment of A/B testing

The Section of Click View aims to track the button by an event. It is divided into nine different columns to record the users' action on the button.

Click Views - Track the button by an event

Date	Visitor_ID	Page_Name	Button_Name	Account ID	Location	Platform (PC/Mobile)	Operations Syetem	A/B Testing (Button colour: 1-pink, 0-red)
7:15 PM 7/11/2021	4	Sign In	Sign In	886@qq.com	China	PC	Windows	1
4:24 PM 8/11/2021	2	Sign In	Sign In	ata@gmail.com	India	Mobile	Android	0
11:37 AM 9/11/2021	3	Sign Up	Sign Up	hehe@163.com	China	PC	Windows	1

- Date: it can track when users use the button

- Visitor_ID: it can identify individuals who click the button

- Page_Name: it can track what page it is when users click the button

- Button_Name: it can track which button is clicked by users

- Login Status: it can track if the users sign in or sign up when they click the button

- Location: it can track where the users are

- Platform: it can track if the users use PC or mobile to view this page

- Operation Systems: it can track if the users use IOS or Android operation system to go through the page

- A/B testing: it can record the assignment of A/B testing