

# IDEATHON PHASE

Phase 2

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PROJECT NAME	WEBSITE TRAFFIC ANALYSIS



## Says

What have we heard them say?  
What can we imagine them saying?

how do i get more counts in order to sale my product

I'm trying to grow my business, but my website traffic is flat

I don't know why my website isn't ranking in search engines

how do i reach my target audience

I'm not getting enough leads from my website

providing best keywords

I'm trying to create more content for my website

I'm trying to improve my website's SEO.

I'm trying to promote my website on social media.



## Does

What behavior have we observed?  
What can we imagine them doing?



## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Maybe my website isn't relevant to my target audience.

Maybe I'm not using the right keywords in my content.

Maybe my website isn't user-friendly

frustrated

confused

discouraged



## Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Define your problem statement

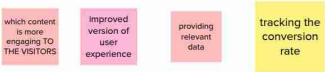
Create a data analytics solution for website traffic analysis that leverages cutting edge techniques to process and interpret large volumes of web traffic data. The goal is to provide businesses with actionable insights into user behavior, demographic information, and content engagement. This solution should incorporate machine learning algorithms to predict future traffic trends and user preferences, enabling businesses to refine their content and marketing strategies for improved user engagement and conversion rates. The project aims to empower businesses to make data-driven decisions and enhance their online presence by harnessing the power of data analytics for website traffic analysis.

Brainstorm

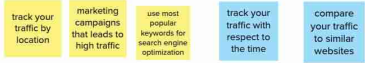
Person 1



Person 2



Person 3



Person 4



Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP  
Add customizable legs to sticky notes to make it easier to find, browse, organize, and collapse important ideas as themes within your mind.

Prioritize

