

COM5961 DATA DRIVEN PRODUCTS & SERVICES DESIGN: LESSON 9 - USABILITY & AB TESTS FOR EARLY ADOPTERS

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Today's Agenda

1. Review assignment #3.
2. Customize CSS style with ease.
3. Code testing and integration.
4. Building membership features for your final project.
5. Overview of qualitative and quantitative UX research methods including A/B test.

Review Assignment #3

- **Critical persona type and supporting persona types.**
Need to interview supporting persona type (e.g. merchants and shops) to find out whether there are costs involved in seeking support.
- **Scope by location** to reduce the amount of works for performing prototype validation at a small scale before scaling up the operations. Otherwise the content support will be too demanding for addressing local differences and needs.
- **Be clear how the project can serve your job interview.**
If poorly prepared, it will expose your weaknesses.

Customize and overwrite
CSS styling.

Zay

Home About Sample Signup Login Profile Logout

7 +99



Login

This is a test.

User name

Enter username

Password

Password

Submit

```
JUSTIFY-CONTENT-BETWEEN AT
-items-center"> flex
...
<a class="navbar-brand t
success logo h1 align-se
enter" href="/"> Zay </a
== $0
> button class="navbar-to
...
... v.navbar.navbar-expand-lg.navb
...
Styles Computed Layout >
File :hov .cls + ⌂
element.style {
}
.navbar- bootstrap.min.css:6
light
.navbar-brand {
  color: #rgba(0,0,0,.9);
}
.text-
success {
  color: #59ab6e !important;
}
.logo {
  font-weight: 500 !important;
}
.h1 {
  font-family: 'Roboto' !important;
}
...
Console What's New ×
```

! NEW FEATURE: You can now create a gradient out of 3 colors!



Beta

ColorSpace

NEW

PALETTES

GRADIENT

3-COLOR-GRADIENT

CONTACT

INFO



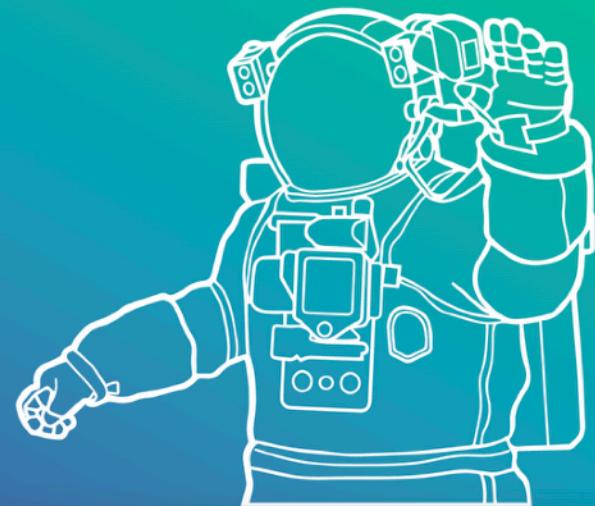
Never waste Hours on finding the perfect Color Palette again!

JUST ENTER A COLOR!

And Generate nice Color Palettes

#59AB6E

GENERATE



<https://mycolor.space/>



Login

This is a test.

User name

Password

Submit

You need to login again.

JUSTIFY-CONTENT-BETWEEN ALL-ITEMS-CENTER"> flex

...  Zay == \$0

<button class="navbar-toggler" ... v.navbar.navbar-expand-lg.navb

Styles Computed Layout >

File :hov .cls + element.style { }

.navbar- bootstrap.min.css:6 light

.navbar-brand { color: #000000; }

.text- templatem.css:55 success { color: #59ab6e !important; }

.logo { templatem.css:52 font-weight: 500 !important; }

.h1 { templatem.css:37 font-family: 'Roboto' !important; }

⋮ Console What's New ×



#59AB6E

GENERATE

Natural Palette



#59AB6E

#719A79

#EFFDF1

#F6EDD9

Matching Palette



#59AB6E

#3C4A3E

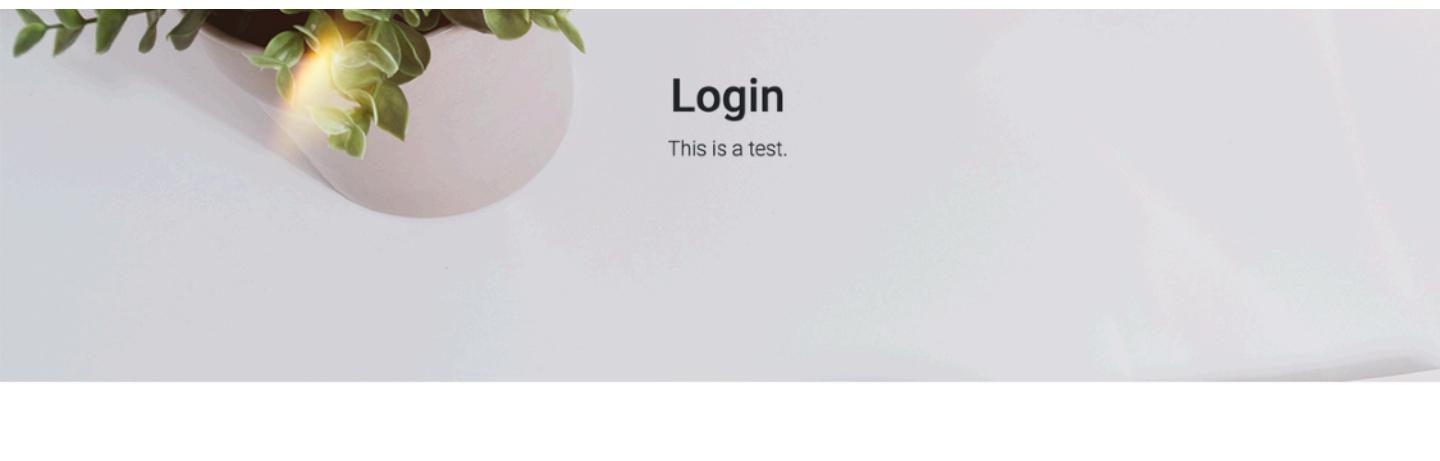
#9FAFA1

#8C94E5

#5561AD

Squash Palette





Login

This is a test.

User name

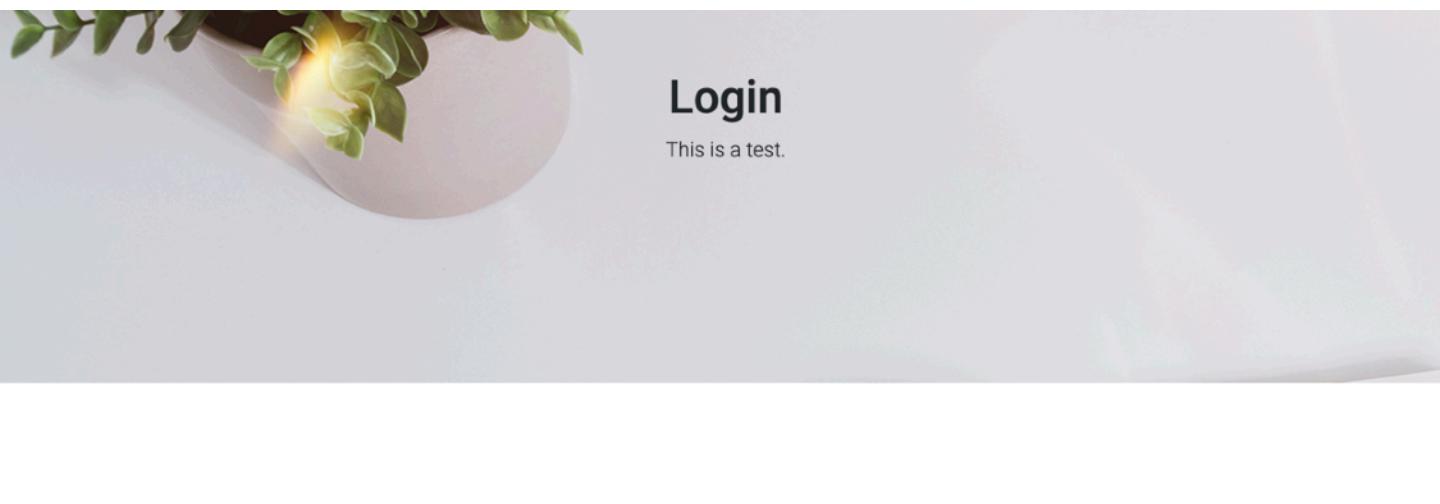
Password

Submit

You need to login again.

```
</uiv>
<br>
<button type="submit"
"btn btn-primary">Sub
</button> == $0
▶<div class="alert alert
inc" role="alert"><
...
... on.container.py-5  div.std_form ...
Styles Computed Layout >
File :hover .cls +, □ element.style {
}
[type=button]:no
t(:disabled),
[type=reset]:not(:disabled),
[type=submit]:not(:disabled),
button:not(:disabled) {
    cursor: pointer;
}
.btn-
primary bootstrap.min.css:6
{
    color: □#fff;
background-color:
    #59AB6E;
border-color: ▶ □#59AB6E;
margin-bottom: 5%;
}
```

⋮ Console What's New ×



Login

This is a test.

User name
Enter username

Password
Password

Submit

You need to login again.

```
"btn btn-primary">>Submit
```

```
</button>
```

```
<div class="alert alert-warning" role="alert">
```

```
...<h3>You need to log in</h3> == $0
```

```
... .container.py-5 div.std_form ...
```

Styles Computed Layout >

File :hov .cls +

```
margin-inline-end: 0px;
font-weight: bold;
}
```

Inherited from ...

```
.alert-warning bootstrap.min.css:6
{
    color: #719A79;
    background-color: #F6EDD9;
    border-color: #F6EDD9;
    ...
}
```

```
body, ul, templateo.css:32
li, p, a,
label, input, div {
    font-family: 'Roboto',
    sans-serif;
}
```

Console What's New

```
1  /*
2  Custom Css
3  */
4
5 .hero-box {
6     display: flex;
7     flex-direction: column;
8     justify-content: center;
9     align-items: center;
10    height: 50vh;
11 }
12
13 .std_form {
14     padding-left: 5%;
15     padding-right: 5%;
16     padding-bottom: 5%;
17 }
18
19 .zay-green {
20     color: #fff;
21     background-color: #59AB6E;
22     border-color: #59AB6E;
23     margin-bottom: 5%;
24 }
25
26
27
28
29 <div class="std_form">
30     {% if current_user.is_authenticated %}
31         <h1>You're already logged in.</h1>
32     {% else %}
33         <form action="/login" method="POST">
34             <div class="form-group">
35                 <label for="username">User name</label>
36                 <input type="text" class="form-control" placeholder="Enter username" name="username">
37             </div>
38             <div class="form-group">
39                 <div class="form-group">
40                     <label for="password">Password</label>
41                     <input type="password" class="form-control" placeholder="Password" name="password">
42                 </div>
43                 <br>
44                 <button type="submit" class="btn btn-primary zay-green">Submit</button>
45             </form>
46         {% endif %}
47         {% with messages = get_flashed_messages() %}
48             {% if messages %}
49                 {% for message in messages %}
50                     <div class="alert alert-warning" role="alert">
51                         <h3>{{ message }}</h3>
52                     </div>
53                 {% endfor %}
54             {% endif %}
55             {% endwith %}
56         </div>
57
58
59
60
61
62
63
64
65
66
67
68
69
70
71
72
73
74
75
76
77
```

**Using CKEditor for simple
HTML WYSIWYG editing.**

CKEditor CDN

Speed up your website by loading CKEditor from CDN:

- CKEditor is hosted on servers spread across the globe - scripts are loaded faster because they are served from the nearest locations to the end user.
- If the same version of CKEditor has already been downloaded (even on a different website), it is loaded from cache.
- CDN reduces the number of HTTP requests handled by your server so it speeds it up as well!

CKEditor 5

To start using CKEditor 5 Builds on your website, add a single <script> tag to your HTML page:

```
<script src="https://cdn.ckeditor.com/ckeditor5/35.3.0/classic/ckeditor.js"></script>
```

Quick example:

```
<!DOCTYPE html>
<html>
    <head>
        <meta charset="utf-8">
        <title>CKEditor</title>
        <script src="https://cdn.ckeditor.com/ckeditor5/35.3.0/classic/ckeditor.js"></script>
    </head>
    <body>
        <div id="editor">This is some sample content.</div>
        <script>
            ClassicEditor
                .create( document.querySelector( '#editor' ) )
                .then( editor => {
```

<https://cdn.ckeditor.com/>

Blog Post

Title

MAKING REMOTE WORKS COLLABORATIVE AND ACCOUNTABLE

Body



Embed creditor here for simple WYSIWYG feature.

Design thinking and digital transformation are two buzzwords receiving a lot of attention these days. They also give business consultants and trainers ample opportunities to make money and sell their services. Actually, the two are closely related, especially during the time when COVID19 has caused tremendous disruption to business as usual. Without effective means to bring diverse talents together in the same physical setting for collaborative problem solving, the design and transformation processes will easily fall apart with fruitless result.

With remote and distributive works becoming a new reality, how can business workflows including those related to innovation and deployment be possible? Both design thinking and digital transformation make the promises to foster innovation and accelerate implementation. They need a well articulated roadmap to solve collective productivity problem and building new work culture for remote and distributed collaboration.

I think the no-code/low-code movement and proliferation of workflow tools have already confirmed the strategic importance of the space. There is an urgency for building a cloud

SUBMIT

```
</footer>
<!-- Bootstrap core JS-->
<script src="https://code.jquery.com/jquery-3.5.1.min.js"></script>
<script src="https://cdn.jsdelivr.net/npm/bootstrap@4.6.0/dist/js/bootstrap.bundle.min.js"></script>
<!-- Core theme JS-->
<script src="{{ url_for('static', filename='js/scripts.js') }}></script>
<script src="https://cdn.ckeditor.com/4.16.0/standard/ckeditor.js"></script>
<script type="text/javascript">
    CKEDITOR.replace('editor')
</script>
```

base.html

Blog Post

Title

MAKING REMOTE WORKS COLLABORATIVE AND ACCOUNTABLE

Body



Embed creditor here for simple WYSIWYG feature.

Design thinking and digital transformation are two buzzwords receiving a lot of attention these days. They also give business consultants and trainers ample opportunities to make money and sell their services. Actually, the two are closely related, especially during the time when COVID19 has caused tremendous disruption to business as usual. Without effective means to bring diverse talents together in the same physical setting for collaborative problem solving, the design and transformation processes will easily fall apart with fruitless result.

With remote and distributive works becoming a new reality, how can business workflows including those related to innovation and deployment be possible? Both design thinking and digital transformation make the promises to foster innovation and accelerate implementation. They need a well articulated roadmap to solve collective productivity problem and building new work culture for remote and distributed collaboration.

I think the no-code/low-code movement and proliferation of workflow tools have already confirmed the strategic importance of the space. There is an urgency for building a cloud

SUBMIT

```
<form action="/blog/{{id}}" method="POST">
  <div class="form-group">
    <label for="title">Title</label>
    {% for entry in entries %}
      <input type="text" class="form-control" id="title" placeholder="Enter title" name="title"
             value="{{entry['title']}}>
    <label for="body">Body</label>
    <textarea class="form-control" id="editor" name="body" rows="3">{{entry['body']}}</textarea>
  </div>
  {% endfor %}
  <input type="hidden" name="_method" value="">
  <button type="submit" class="btn btn-primary">Submit</button>
</form>
```

blog.html

**File uploading using HTML
form.**

File Upload

Choose file No file chosen

Submit

• File successfully uploaded.

Flash message

HTML Form

File Upload

Choose file No file chosen

Submit

• No file uploaded.

Flash message

HTML Form

01_file_upload

```
1 <!doctype html>
2 <html>
3   <head>
4     <title>File Upload</title>
5   </head>
6   <body>
7     <h1>File Upload</h1>
8     <form method="POST" action="" enctype="multipart/form-data">
9       <p><input type="file" name="file"></p>
10      <p><input type="submit" value="Submit"></p>
11    </form>
12    {% with messages = get_flashed_messages() %}
13      {% if messages %}
14        <ul>
15          {% for message in messages %}
16            <li>{{ message }}</li>
17          {% endfor %}
18        </ul>
19      {% endif %}
20    {% endwith %}
21  </body>
22 </html>
```

HTML File upload form type="file"

```
import os
import secrets
from flask import Flask, render_template, request, redirect, url_for, flash

app = Flask(__name__)
app.config['SECRET_KEY'] = 'thisismysecret'
UPLOAD_FOLDER = 'static/profile_pics'
app.config['UPLOAD_FOLDER'] = UPLOAD_FOLDER
app.config['MAX_CONTENT_LENGTH'] = 16 * 1024 * 1024
ALLOWED_EXTENSIONS = set(['txt', 'pdf', 'png', 'jpg', 'jpeg', 'gif'])

@app.route('/', methods=['GET', 'POST'])
def index():
    if request.method == 'POST':
        uploaded_file = request.files['file']
        if uploaded_file.filename != '':
            uploaded_file.save(os.path.join(app.config['UPLOAD_FOLDER'], uploaded_file.filename))
            flash("File successfully uploaded.")
        else:
            flash("No file uploaded.")
    return redirect(url_for('index'))
    return render_template('index.html')
```

Flash message

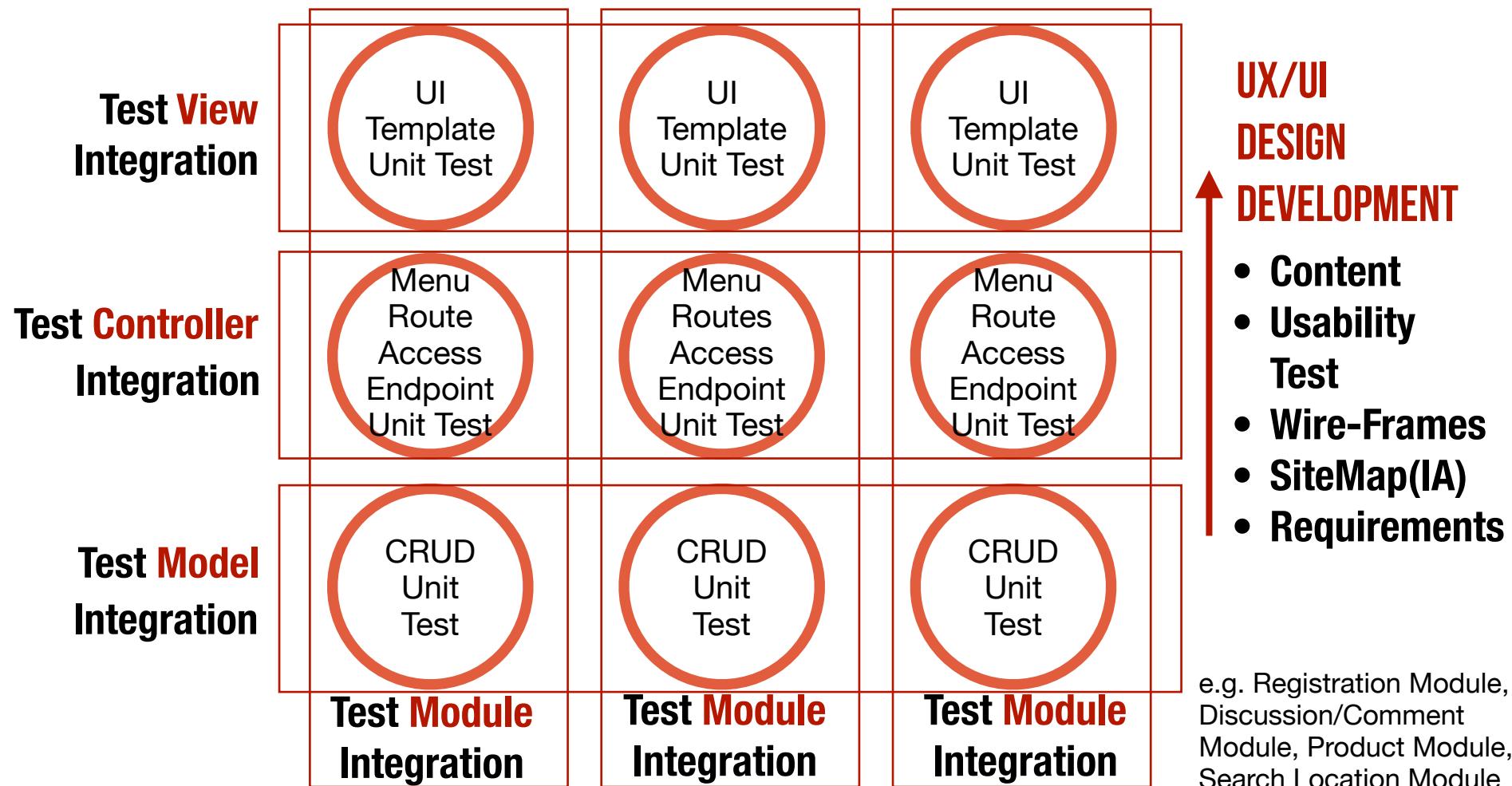
Test file upload (request.files) success and
save uploaded file.

Unit Testing, Integration Testing, and User Acceptance Testing (UAT)

**Add Testing and Team Works
into the Picture**



Test Total System Integration / Test User Acceptance





GURU99

<https://www.youtube.com/watch?v=QYCaaNz8emY>

Use of **stubs and **drivers** to deal
with completion and integration
time lags.**



Source: <https://jasmine1022.github.io/SeoulConcertMap>

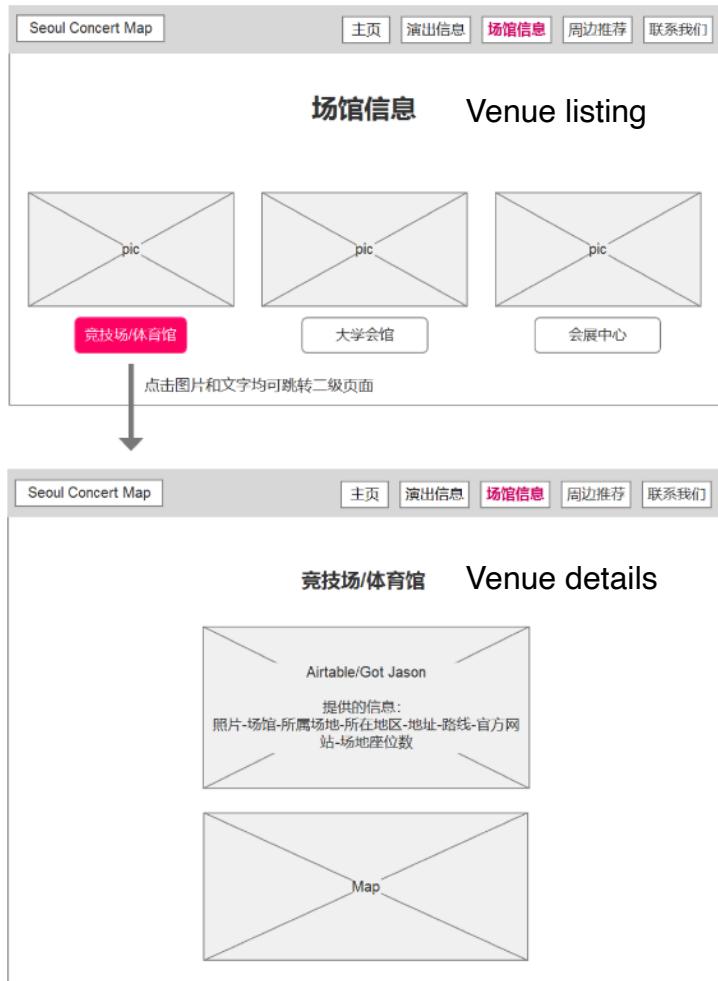


Figure 5. Wireframe-Venue information

Venue listing module completed by “A” (without screen display content coming from the data table). Need link to detail page for testing. So ask “B” to provide a **stub for temporary use.**

Venue detail module not done by “B”. So in this case “B” can provide static template (stub**) page with hard-coded content to simulate the detail page when linked from the looping list.**

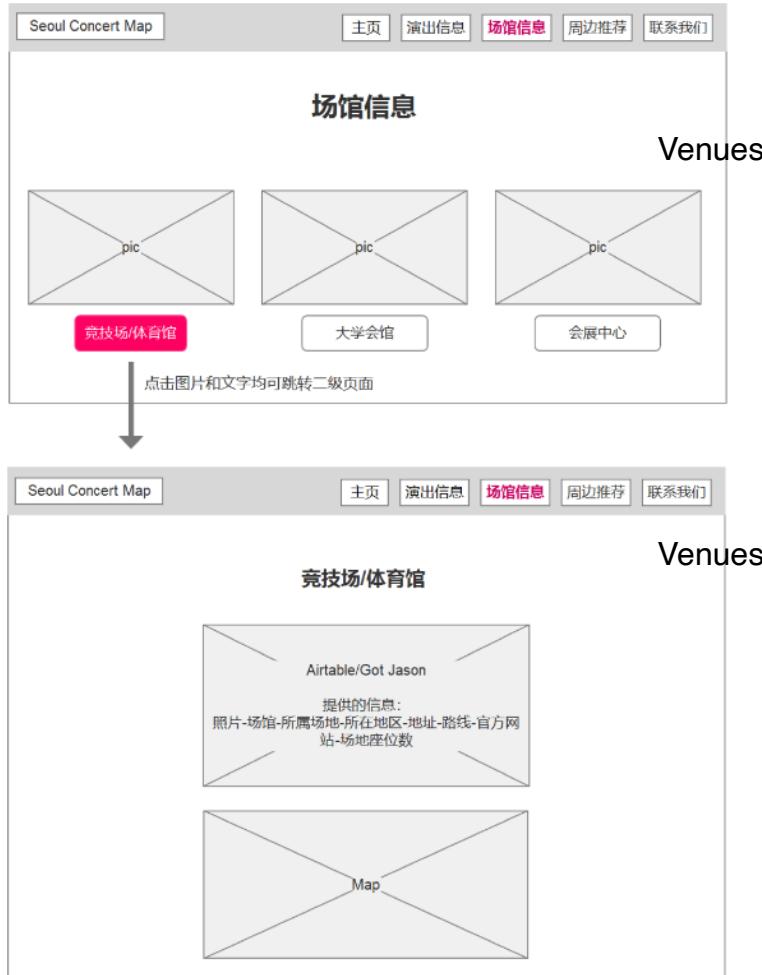


Figure 5. Wireframe-Venue information

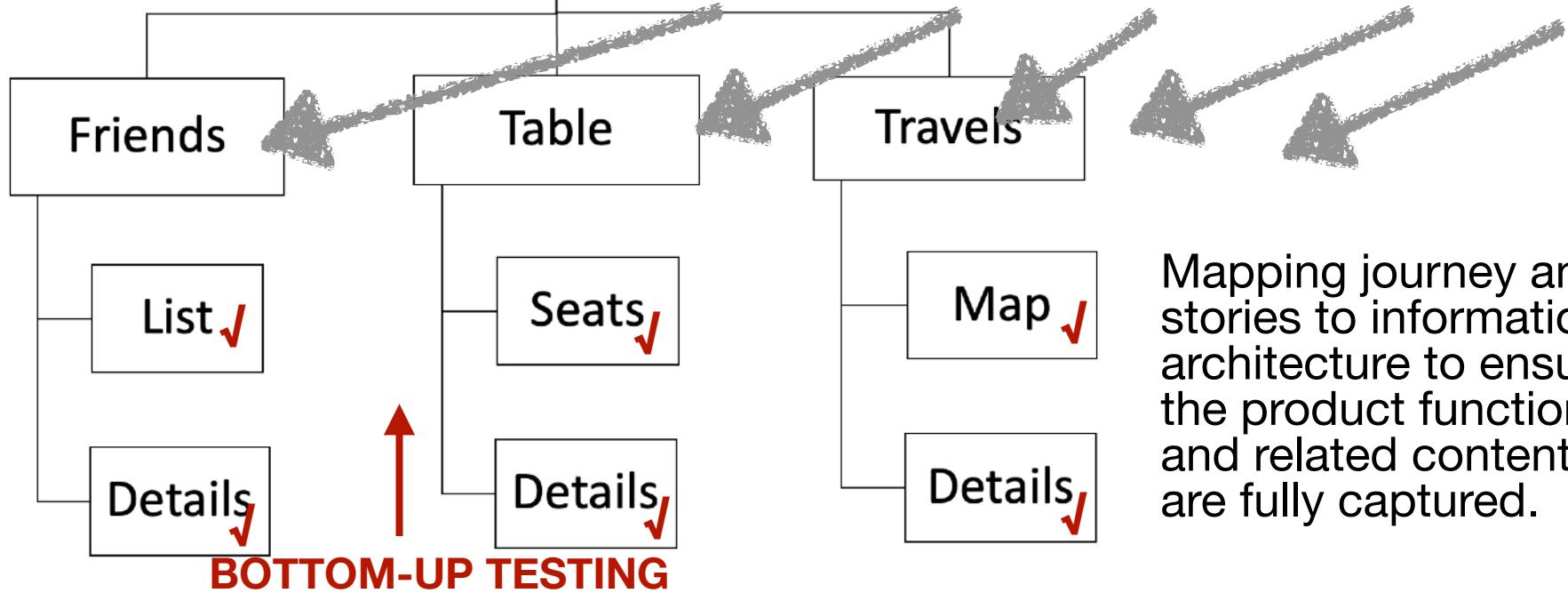
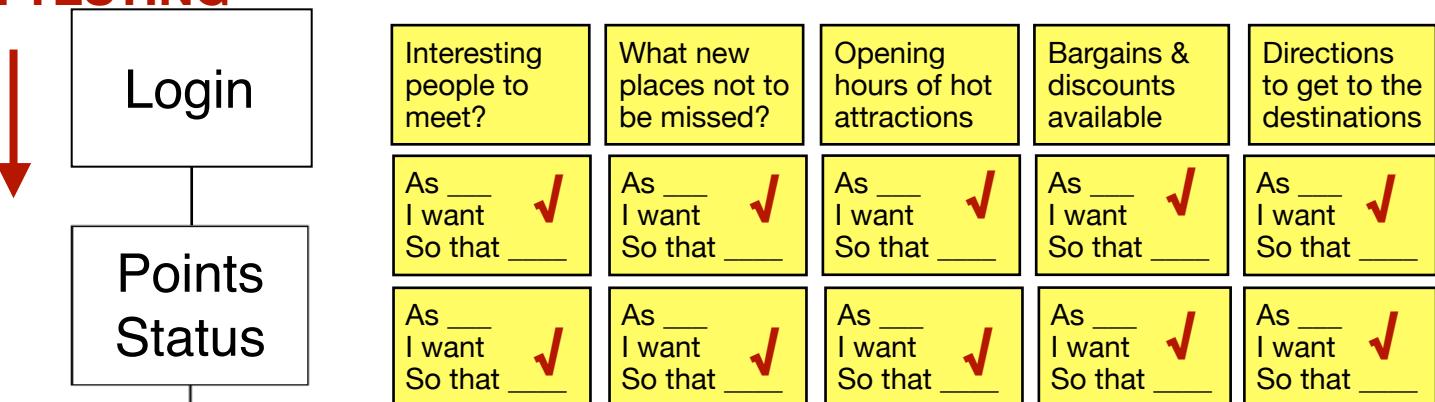
Venue listing module not completed by “A” (without screen display content coming from the table). “A” can provide a list template page (driver**) with hard coded link to the detail page for testing by “B”.**

Venue detail module completed by “B”. But the listing module has not been completed by “A”, so “B” has to ask “A” to provide a **driver.**

Recommendations for Team Development

TOP-DOWN TESTING

Information Architecture
(e.g. Site Map)



Mapping journey and stories to information architecture to ensure the product functions and related content are fully captured.

1. Establish design standards (header, footer, information architecture, database structure-ER diagram, navigation logic)
2. Set up **identical local environment** for performing unit testing (maintain different versions locally)
3. Assign one person to be the integrator to perform integration testing. Once integration test is completed for the given sprint, distribute the update to the team for subsequent unit test.
4. When user acceptance test is involved, make sure the users' comments are gathered and distributed to every member on the team.

**A basic web app with authenticated
(login management) membership
support using Bootstrap (Assignment
#5 Demo)**

Introduction to Flask-login Manager

Sample Demo

This is a test.

Sample Content

lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Signup

This is a test.

User name

Email address

Password

Login

This is a test.

User name

Enter username

Password

Password

Submit

Profile

This is a test.

Lore ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod Lore
ipsum dolor sit amet.

Hello admin!

Successfully logged in.

```
from flask import Flask, render_template, redirect, url_for, request, flash
from flask_sqlalchemy import SQLAlchemy      # Import the SQLAlchemy module from the flask_sqlalchemy package
from flask_login import LoginManager, UserMixin, login_user, login_required, logout_user, current_user

app = Flask(__name__)
db = SQLAlchemy(app)
app.config['SQLALCHEMY_DATABASE_URI'] = 'sqlite:///demo.db'
app.config['SQLALCHEMY_TRACK_MODIFICATIONS'] = False
app.config['SECRET_KEY'] = 'mysecretkey'

# Initialize the SQLAlchemy flask database object
# Setup the database file "demo.db"
# Disable modification track
# Initialize SECRET_KEY used to encrypt your cookie
# and save send them to the browser for session management

db = SQLAlchemy(app)
login_manager = LoginManager()
login_manager.init_app(app)
login_manager.login_message = "You need to login again."
login_manager.refresh_view = 'login'
login_manager.login_view = 'login'

class Users(UserMixin, db.Model):
    __tablename__ = 'users'
    id = db.Column(db.Integer, primary_key=True, autoincrement=True)
    username = db.Column(db.String(50))
    email = db.Column(db.String(255))
    password = db.Column(db.String(80))

@login_manager.user_loader
def load_user(user_id):
    return Users.query.get(int(user_id))
```

Setup Flask login manager

Load login user

Introduction to server-side session management and Python decorator

Lore ipsum dolor sit amet, consectetur adipisicing elit. Saepe nostrum ullam eveniet pariatur voluptates odit, fuga atque ea nobis sit soluta odio, adipisci quas excepturi maxime quae totam ducimus consectetur?

Lore ipsum dolor sit amet, consectetur adipisicing elit. Eius praesentium recusandae illo eaque architecto error, repellendus iusto reprehenderit, doloribus, minus sunt. Numquam at quae voluptatum in officia voluptas voluptatibus, minus!

Lore ipsum dolor sit amet, consectetur adipisicing elit. Aut consequuntur magnam, excepturi aliquid ex itaque esse est vero natus quae optio aperiam soluta voluptatibus corporis atque iste neque sit tempora!

Packages and modules required for running the app.

```
#####
# EXTERNAL MODULES TO BE USED

#####
import os
import secrets
from PIL import Image
from flask import Flask, flash, render template, request, redirect, url_for, session
from flask_session._init_ import Session
from flask_bcrypt import Bcrypt
from functools import wraps
from flask_sqlalchemy import SQLAlchemy
from datetime import datetime, timedelta

app = Flask(__name__)
bcrypt = Bcrypt(app)
```

There are many ways to implement authentication (login) management. Using the Flask-login package is one way and using session decorator wrapper is another way.

02_Bootstrap_Blog

Session and secret key management for creating a wrapper decorator in login management.

```
#####
# APP CONFIGURATION
#####

# app.config['SQLALCHEMY_DATABASE_URI'] = 'mysql://root:root@localhost/workshop'
app.config['SQLALCHEMY_DATABASE_URI'] = app.config['SQLALCHEMY_DATABASE_URI'] = 'sqlite:///workshop.db'
app.config['SESSION_TYPE'] = 'filesystem'
app.config['SECRET_KEY'] = 'thisismysecret'
app.config['SQLALCHEMY_TRACK_MODIFICATIONS'] = False
Session(app)

UPLOAD_FOLDER = 'static/profile_pics'
app.config['UPLOAD_FOLDER'] = UPLOAD_FOLDER
app.config['MAX_CONTENT_LENGTH'] = 16 * 1024 * 1024
ALLOWED_EXTENSIONS = set(['txt', 'pdf', 'png', 'jpg', 'jpeg', 'gif'])

#####
# SELF-DEFINED LOGIN MANAGER DECORATOR
#####

def login_required(func):
    @wraps(func)
    def wrap(*args, **kwargs):
        if 'logged_in' in session:
            return func(*args, **kwargs)
        else:
            flash('You need to login first.', 'danger')
            return redirect(url_for('login'))
    return wrap
```

Source: <https://www.youtube.com/watch?v=ilhAfX4iek0>

SELF-DEFINED LOGIN MANAGER DECORATOR

```
def login_required(func):
    @wraps(func)
    def wrap(*args, **kwargs):
        if 'logged_in' in session:
            return func(*args, **kwargs)
        else:
            flash('You need to login first.', 'danger')
            return redirect(url_for('login'))
    return wrap
```

Source: <https://www.youtube.com/watch?v=CD5lFKyH9Ls>

Bootstrap carousel effect



**Bootstrap carousel effect.
Make sure the Bootstrap
version is compatible.**

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Saepe nostrum ullam eveniet pariatur voluptates odit, fuga atque ea nobis sit soluta odio, adipisci quas excepturi maxime quae totam ducimus consectetur?

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Eius praesentium recusandae illo eaque architecto error, repellendus iusto reprehenderit, doloribus, minus sunt. Numquam at quae voluptatum in officia voluptas voluptatibus, minus!

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Aut consequuntur magnam, excepturi aliquid ex itaque esse est vero natus quae optio aperiam soluta voluptatibus corporis atque iste neque sit tempora!

https://www.w3schools.com/bootstrap4/bootstrap_carousel.asp



```

<!-- https://www.w3schools.com/bootstrap4/bootstrap_carousel.asp -->


<!-- Indicators -->
  <ul class="carousel-indicators">
    <li data-target="#demo" data-slide-to="0" class="active"></li>
    <li data-target="#demo" data-slide-to="1"></li>
    <li data-target="#demo" data-slide-to="2"></li>
  </ul>

  <!-- The slideshow -->
  <div class="carousel-inner">
    <div class="carousel-item active">
      
    </div>
    <div class="carousel-item">
      
    </div>
    <div class="carousel-item">
      
    </div>
  </div>

  <!-- Left and right controls -->
  <a class="carousel-control-prev" href="#demo" data-slide="prev">
    <span class="carousel-control-prev-icon"></span>
  </a>
  <a class="carousel-control-next" href="#demo" data-slide="next">
    <span class="carousel-control-next-icon"></span>
  </a>
</div>


```

index.html

```

.carousel-inner img {
  width: 100%;
  height: 500px;
  object-fit: cover;
}

```

custom.css

Image upload

Profile

**admin****admin@hkdesign.com**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sagittis lacinia augue, non commodo tellus laoreet id. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Donec vitae malesuada nibh, ac gravida tortor. Quisque faucibus commodo nulla, vitae suscipit magna. Suspendisse at facilisis felis. Nullam at elit sed odio pulvinar maximus. Phasellus odio mauris, iaculis non rhoncus nec, lobortis vel enim. Maecenas quis tellus eu enim maximus pharetra eget et elit. Nam malesuada fermentum rutrum. Donec condimentum tincidunt massa efficitur cursus. Duis quis iaculis metus, ornare tempus leo. testing.

Username

Username

admin

Email

admin@hkdesign.com

Bio



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sagittis lacinia augue, non commodo tellus laoreet id. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Donec vitae malesuada nibh, ac gravida tortor. Quisque faucibus commodo nulla, vitae suscipit magna. Suspendisse at facilisis felis. Nullam at elit sed odio pulvinar maximus. Phasellus odio mauris, iaculis non rhoncus nec, lobortis vel enim. Maecenas quis tellus eu enim maximus pharetra eget et elit. Nam malesuada fermentum rutrum. Donec condimentum tincidunt massa efficitur cursus. Duis quis iaculis metus, ornare tempus leo. testing.

Profile Pic No file chosen

SUBMIT



Copyright © Your Website 2021

```

#####
# app.config['SQLALCHEMY_DATABASE_URI'] = 'mysql://root:root@localhost/workshop'
app.config['SQLALCHEMY_DATABASE_URI'] = app.config['SQLALCHEMY_DATABASE_URI'] = 'sqlite:///workshop.db'
app.config['SESSION_TYPE'] = 'filesystem'
app.config['SECRET_KEY'] = 'thisismysecret'
app.config['SQLALCHEMY_TRACK_MODIFICATIONS'] = False
Session(app)

UPLOAD_FOLDER = 'static/profile_pics'
app.config['UPLOAD_FOLDER'] = UPLOAD_FOLDER
app.config['MAX_CONTENT_LENGTH'] = 16 * 1024 * 1024
ALLOWED_EXTENSIONS = set(['txt', 'pdf', 'png', 'jpg', 'jpeg', 'gif'])

@app.route("/profile/", defaults={"username": "nobody"})
@app.route("/profile/<string:username>", methods=['GET', 'POST'])
@login_required
def profile(username):
    dataset = []
    if request.method == "GET":
        msg = "Edit"
        user = User.query.filter_by(username=username).first()
        if user.image_file is None:
            user.image_file = 'default.jpg'
            image_file = url_for('static', filename='profile_pics/' + user.image_file)
        dataset.append({'id':user.id, 'username': user.username, 'email': user.email, 'bio': user.bio, 'image_file':user.image_file})
    if request.method == "POST":
        username = request.form['username']
        email = request.form['email']
        bio = request.form['bio']
        id = request.form['id']
        file = request.files['file']
        if file:
            file.save(os.path.join(app.config['UPLOAD_FOLDER'], file.filename))
            print("Updated")
            msg = "Updated!"
            user = User.query.filter_by(id=id).first()
            user.username = username
            user.email = email
            user.bio = bio
            user.image_file = os.path.join('/static/profile_pics', file.filename)
            db.session.commit()
            dataset.append({'id':user.id, 'username': user.username, 'email': user.email, 'bio': user.bio, 'image_file':user.image_file})
    return render_template('profile.html', entries=dataset)

```

```

<form action="/profile/{{session.username}}" method="POST" enctype="multipart/form-data">
    <div class="form-group">
        <label for="username">Username</label>
        {% for row in entries %}
            <input type="hidden" class="form-control" id="id" name="id" value="{{row['id']}}>
        <input type="text" class="form-control" id="title" placeholder="Enter username" name="username" value="{{row['username']}}>
        <label for="email">Email</label>
        <input type="text" class="form-control" id="title" placeholder="Enter email" name="email" value="{{row['email']}}>
        <label for="bio">Bio</label>
        <textarea class="form-control" id="editor" name="bio" rows="3">{{row['bio']}}</textarea>
    </div>
    {% endfor %}
    <div class="form-group">
        <label for="pic">Profile Pic</label>
        <input type="file" name="file" autocomplete="off" required>
    </div>
    <button type="submit" class="btn btn-primary">Submit</button>
</form>

```

profile.html

Test file upload (request.files) success and save uploaded file.

Flask-SQLAlchemy

paging support

Dashboard

ID	Title	Author	Date
1	MAKING REMOTE WORKS COLLABORATIVE AND ACCOUNTABLE	admin	05-16-2021
2	LESSON FROM THE TIKTOK DEAL: NAVIGATING THE PARALLEL INTERNET	admin	05-16-2021
3	COVID-19: THE GREAT ACCELERATOR OF WORK AND LEARNING	admin	05-16-2021
4	THINK MVA WHILE DEVELOPING MVP	admin	05-16-2021

Page: 12

Paging support.

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Dashboard

1	MAKING REMOTE WORKS COLLABORATIVE AND ACCOUNTABLE	admin	05-16-2021	EDIT	DELETE
2	LESSON FROM THE TIKTOK DEAL: NAVIGATING THE PARALLEL INTERNET	admin	05-16-2021	EDIT	DELETE
3				EDIT	DELETE

```
@app.route("/dashboard") Dashboard route (login_required)
```

```
@login_required
def dashboard():
    page_num = 1
    if session['admin'] > 0:
        blog_list = Blog.query.paginate(per_page=4, page=page_num, error_out=True)
    else:
        blog_list = Blog.query.filter_by(author=session['username']).paginate(per_page=4, page=page_num, error_out=True)

    return render_template('dashboard.html', blogs=blog_list)
```

```
@app.route("/dashboard/<int:page_num>")
@login_required
def dashboard_paging(page_num):
    if session['admin'] > 0:
        blog_list = Blog.query.paginate(per_page=4, page=page_num, error_out=True)
    else:
        blog_list = Blog.query.filter_by(author=session['username']).paginate(per_page=4, page=page_num, error_out=True)

    return render_template('dashboard.html', blogs=blog_list)
```

Admin will see all blog edits in dashboard with pagination parameters.

User will see one's blog edits in dashboard with pagination parameters.

```

{% block content %}
    <!-- Main Content-->
    <div class="container">
        <div class="row mobile-disabled">
            <div class="col-lg-1">ID</div>
            <div class="col-lg-6">Title</div>
            <div class="col-lg-1">Author</div>
            <div class="col-lg-2">Date</div>
            <div class="col-lg-1"></div>
            <div class="col-lg-1"></div>
        </div><!-- row -->
        {% for blog in blogs.items %}
            <div class="row">
                <div class="col-lg-1">{{blog.id}}</div>
                <div class="col-lg-6">{{blog.title}}</div>
                <div class="col-lg-1">{{blog.author}}</div>
                <div class="col-lg-2">{{blog.post_date.strftime('%m-%d-%Y')}}</div>
                <div class="col-lg-1"><a href="/blog/{{blog.id}}" class="btn btn-primary pull-right">Edit</a></div>
                <div class="col-lg-1">
                    <!-- a href="#" class="btn btn-danger">Delete</a-->
                    <form action="/blog/{{blog.id}}" method="POST">
                        <input type="hidden" name="title" value="{{blog.title}}>
                        <input type="hidden" name="body" value="{{blog.body}}>
                        <input type="hidden" name="_method" value="DELETE">
                        <button type="submit" class="btn btn-danger">Delete</button>
                    </form>
                </div>
            </div><!-- row -->
        {% endfor %}
    </div>
    <div class="container" style="float: none;">
        Page:
        {% for page in blogs.iter_pages() %}
            {% if page %}
                <a href="{{url_for('dashboard')}}/{{ page }}>{{ page }}</a>
            {% else %}
                ...
            {% endif %}
        {% endfor %}
    </div>
    {% endblock %}

```

Paging iteration defined here.

Disable display when mobile.

```

@media screen and (max-width: 600px) {
    .mobile-disabled {
        display:none;
    }

    .btn {
        min-width: 110px;
    }
}

```

custom.css

For mobile use.

Building members only features

Clean Blog

A Blog Theme by Start Bootstrap

Search

SEARCH

Enter keyword for search.

MAKING REMOTE WORKS COLLABORATIVE AND ACCOUNTABLE

18 0

By admin on 05-16-2021

LESSON FROM THE TIKTOK DEAL: NAVIGATING THE PARALLEL INTERNET

41 0

By admin on 05-16-2021

COVID-19: ACCELERATING AND LEARNING

24 2

By admin on 05-16-2021

blogs.html

Clean Blog

A Blog Theme by Start Bootstrap

Search

SEARCH

MAKING REMOTE WORKS COLLABORATIVE AND ACCOUNTABLE

18 0

By admin on 05-16-2021

LESSON FROM THE TIKTOK DEAL: NAVIGATING THE PARALLEL INTERNET

41 0

By admin on 05-16-2021

```

<form action="{{ url_for('search') }}" method="GET" class="form-inline my-2 my-lg-0">
    <input class="form-control mr-sm-2" type="text" placeholder="Search" aria-label="Search" name="keyword"
id="searched">
    <button class="btn btn-outline-success my-2 my-sm-0 search-btn" type="submit">Search</button>
</form><br />
<div class="list-group">
    {% for blog in blogs.items %} 

```

Form for capturing keyword to send to back-end (/search route).

```

        {% if loop.index == 1 %}{% set counter = ( counter | default(1) ) %}{% endif %}
        {% if counter == 1 %}
        <div class="row">
        {% endif %}
        <div class="col-md-4">
            <div class="thumbnail blog-box">
                <p><!-- Col#:{{ loop.index }}-->
                {% if keyword == '' %}
                    <a href="/blog_details/{{blog.id}}">
                        <h4 class="post-title">{{blog.title}}</h4>
                    </a>
                {% else %}
                    <a href="/blog_details/{{blog.id}}">
                        <h4 class="post-title">{{blog.title}}</h4>
                    </a>
                {% endif %}
            </p>
            <div class="feedback-group">
                <i class="fa fa-eye fa-lg"></i> {{blog.views}}
                <i class="fa fa fa-comment fa-lg"></i> {{blog.comments}}
                <p class="">
                    <small>By {{blog.author}} on {{blog.post_date.strftime('%m-%d-%Y')}}</small>
                </p>
                <!-- class="badge badge-warning badge-pill" -->
                <!-- class="badge badge-success badge-pill" -->
            </div><!--end btn-group-->
        </div><!-- end thumbnail product box-->
    </div><!-- end col -->
    {% if counter == 3 %}</div><!--end row-->{% set counter = ( counter | default(1) ) %}{% else %}{% set
counter = ( counter | default(0) ) + 1 %}{% endif %}
    {% endfor %}
</div><!-- end list-group -->

```

blogs.html

```

@app.route('/blogs')
#@login_required
def blogs():
    page_num = 1
    blog_list = Blog.query.paginate(per_page=6, page=page_num, error_out=True)
    return render_template('blogs.html', blogs=blog_list)

@app.route("/blogs/<int:page_num>")
def blogs_paging(page_num):
    blog_list = Blog.query.paginate(per_page=6, page=page_num, error_out=True)
    return render_template('blogs.html', blogs=blog_list)

```

@app.route('/search') Search route for handling keyword search submission.

```

def search():
    page_num = 1
    keyword = request.args.get('keyword')      Request for keyword.
    print('keyword=' , keyword)
    if (keyword == ''):      Test keyword to see if it is blank.
        blog_list = Blog.query.paginate(per_page=6, page=page_num, error_out=True)
    else:
        blog_list = Blog.query.filter(db.or_(Blog.body.contains(keyword),Blog.title.contains(keyword))).paginate(per_pa
    return render_template('blogs.html', blogs=blog_list, keyword=keyword)

```

Filter blog title or blog body to see if keyword is contained in either one of them.

Blog Details

Assignment 5 is going to be fun

Highlight

By admin on 2021-05-18 12:33:31.609471

This is the 5th entry.

Non-member cannot see and post comments.



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blog_details.html

Blog Details

Assignment 5 is going to be fun

 [Highlight](#)

Highlight keyword.

By **admin** on 2021-05-18 12:33:31.609471

This is the 5th entry.

1 Comments

admin

Member only.

Leave a Comment

 Messege

Member can see and post comments.

[blog_details.html](#)

```

<div class="col">
    <div class="card">
        <div class="card-body">
            {% for blog in blogs %}
                <h4>{{ blog['title'] }}</h4>
                <hr>
                <input type="text" id="search" />
                <button onClick="search(id)" id="button">
                    Highlight
                </button>
                <p>By <strong>{{ blog['author'] }}</strong> on {{ blog['post_date'] }}</p>
                <div id="text" class="text-left">{{ blog['body'] | safe }}</div>
            {% endfor %}
        </div>
    </div>
</div><!--end col-->
</div><!--end row-->
{% if session.username %} Test to see if it is a logged in member.
<div class="comments-area">
    <h4>{{comment_count}} Comments</h4>
    {% for message in comment %}
        <div class="comment-list">
            <div class="single-comment justify-content-between d-flex">
                <div class="user justify-content-between d-flex">
                    <div class="desc">
                        <h5><a href="#">{{message.name}}</a></h5>
                        <p class="comment">
                            {{message.message}}
                        </p>
                    </div>
                </div>
                <div class="reply-btn">
                    <!-- <a href="#" class="btn-reply text-uppercase">reply</a> -->
                </div>
            </div>
        </div>
    {% endfor %}
</div><!-- comment-list -->
<% endfor %>
</div><!-- comments-area -->
<div class="comment-form">
    <h4>Leave a Comment</h4>
    <form method="POST">
        <input type="hidden" name="name" class="form-control" id="name" value="
```

Highlight keyword.

Form for posting comments

blog_details.html

```
@app.route("/blog_details/<int:id>", methods=['GET', "POST"])
def blog_details(id):
    dataset = []
    blog = Blog.query.filter_by(id=id).first()
    print("blog.views=",blog.views, "blog.title=",blog.title, "blog.author", blog.author)
    dataset.append({"title":blog.title, "body":blog.body, "author":blog.author, "post_date":blog.post_date, "comments":comment})
    comment = Comment.query.filter_by(blog_id=blog.id).all()
    blog.views = blog.views + 1
    comment_count = blog.comments
    db.session.commit()
    Thanks = ""
    if request.method == "POST":  If the method is post, add new comments and update the comment count.
        blog_id = blog.id
        name = request.form.get('name')
        message = request.form.get('message')
        comment = Comment(name=name,message=message,blog_id=blog_id)
        db.session.add(comment)
        blog.comments = blog.comments + 1
        db.session.commit()
        flash('Your comment has been submitted.', 'success')
        return redirect(request.url)

    return render_template('blog_details.html', blogs=dataset, comment=comment, comment_count=comment_count, Thanks=Thanks)
```

```
<script>
  function search(e) {
    let searched = document.getElementById("search").value.trim();
    if (searched !== "") {
      let text = document.getElementById("text").innerHTML;
      let re = new RegExp(searched, "g"); // search for all instances
      let newText = text.replace(re, "<mark>${searched}</mark>");
      document.getElementById("text").innerHTML = newText;
    }
  }
</script>
```

base.html

```
mark {
  background-color: yellow;
  color: black;
}
```

custom.css

Blog Details

MAKING REMOTE WORKS COLLABORATIVE AND ACCOUNTABLE

COVID

Highlight

By admin on 2021-05-16 14:00:45.036667

Design thinking and digital transformation are two buzzwords receiving a lot of attention these days. They also give business consultants and trainers ample opportunities to make money and sell their services. Actually, the two are closely related, especially during the time when COVID19 has caused tremendous disruption to business as usual. Without effective means to bring diverse talents together in the same physical setting for collaborative problem solving, the design and transformation processes will easily fall apart with fruitless result.

With remote and distributive works becoming a new reality, how can business workflows including those related to innovation and deployment be possible? Both design thinking and digital transformation make the promises to foster innovation and accelerate implementation. They need a well articulated roadmap to solve collective productivity problem and building new work culture for remote and distributed collaboration.

I think the no-code/low-code movement and proliferation of workflow tools have already confirmed the strategic

Prototype for Design Evaluation

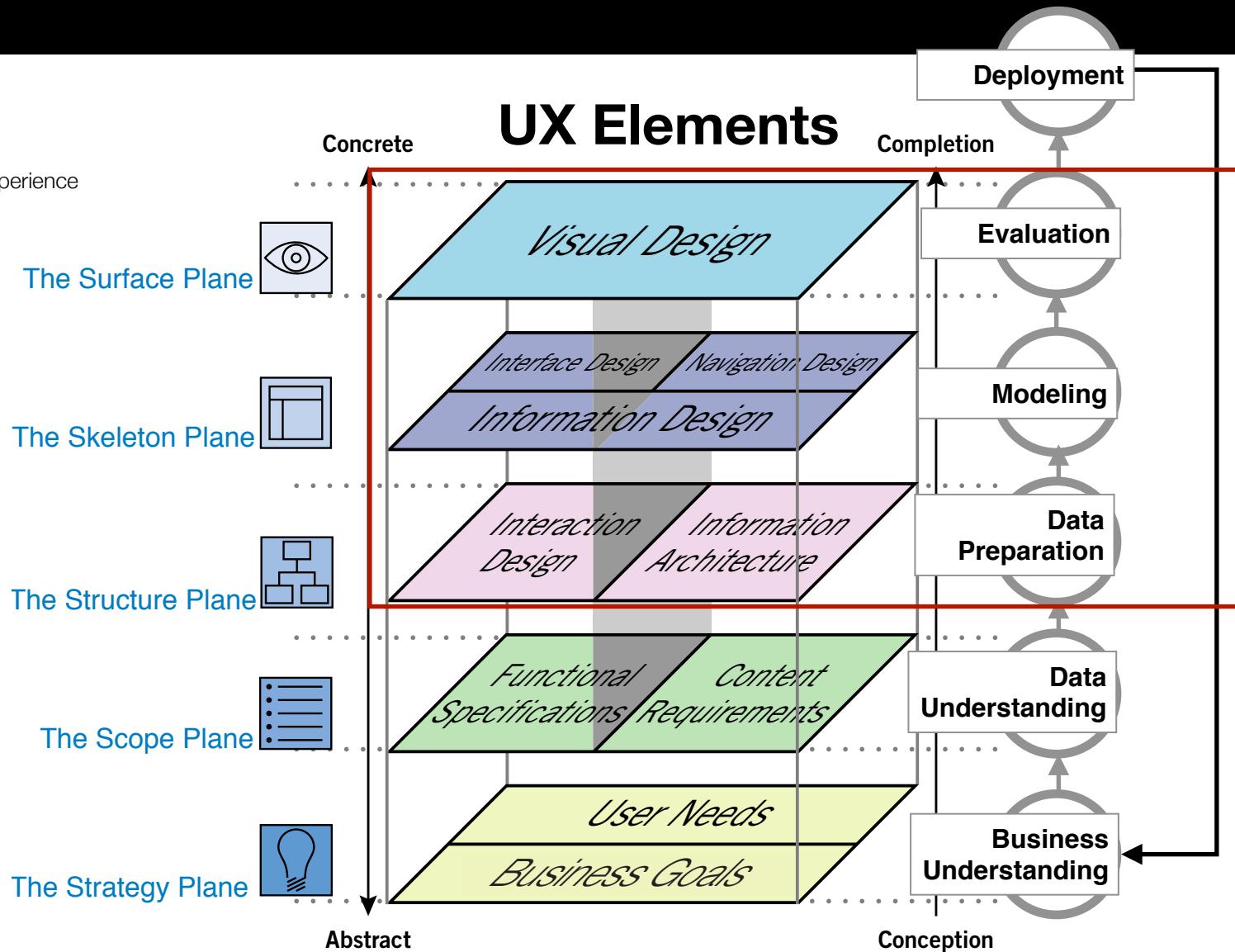
Solution Space

how and
how much

Problem Space

who, what,
and why

Source: Elements of User Experience
by Jesse James Garrett

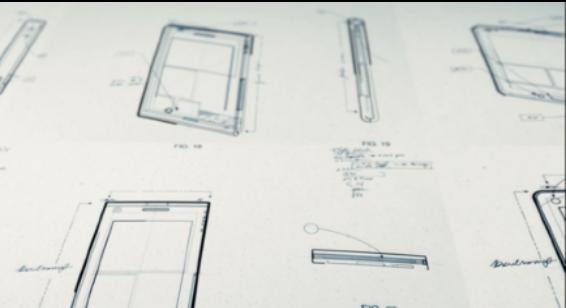


Business Goals

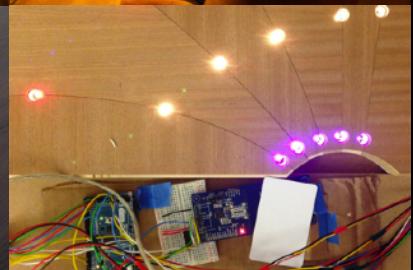
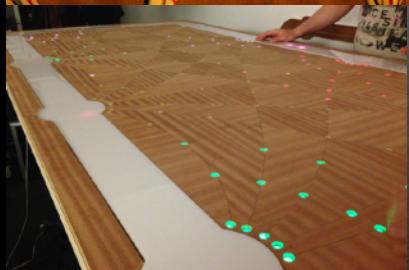
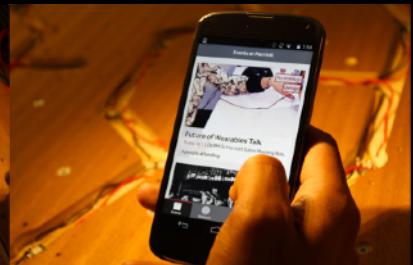
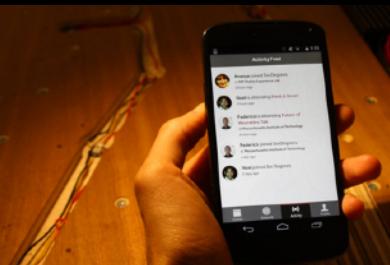
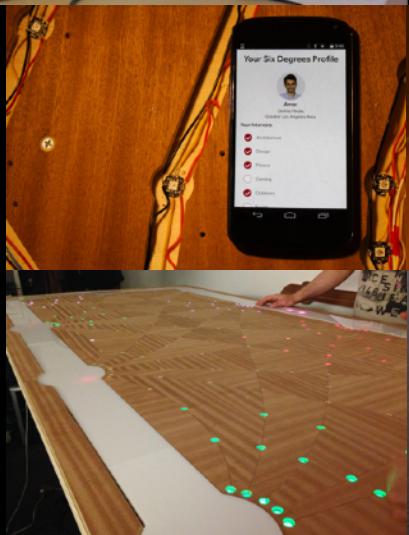
**From low-fidelity (wireframes)
to high-fidelity prototype.**



Source: ABC News IDEO Shopping Cart Report



Source: MIT Mobile Experience Lab
Marriott Hotel Lobby Experience
Project



Qualitative & Quantitative Evaluation

	Qualitative	Quantitative
Attitudinal	<ul style="list-style-type: none">- <i>Interview</i>- <i>Focus Group</i>	<ul style="list-style-type: none">- <i>Post-test Satisfaction Survey</i>
Behavioral	<ul style="list-style-type: none">- <i>Usability Test</i>- <i>Contextual Inquiry</i>	<ul style="list-style-type: none">- <i>Usability Measures</i>- <i>A/B Test</i>- <i>Analytics</i>- <i>Funnel Metrics</i>

Assumptions to be Tested

- ✓ **What is the most important information to the target user? How should the information be displayed (look and position) to increase interaction?**
- ✓ **Is the chosen page the landing page? If yes, where is the source for referring the page?**
- ✓ **What does the user expect to see and do on the page?**
- ✓ **What does the user expect to do next?**
- ✓ **Does the page provide the means for doing that?**

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Why You Only Need to Test with 5 Users

by Jakob Nielsen on March 19, 2000

Topics: User Testing

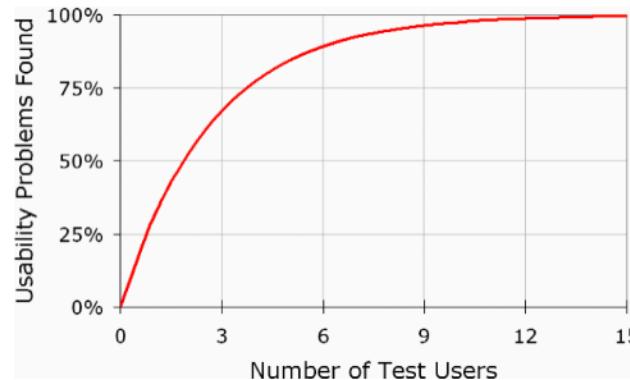
Summary: Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.

Some people think that usability is very costly and complex and that user tests should be reserved for the rare web design project with a huge budget and a lavish time schedule. Not true. Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.

In earlier research, Tom Landauer and I showed that the number of usability problems found in a usability test with n users is:

$$N(1-(1-L)^n)$$

where N is the total number of usability problems in the design and L is the proportion of usability problems discovered while testing a single user. The typical value of L is 31%, averaged across a large number of projects we studied. Plotting the curve for $L = 31\%$ gives the following result:



Quantitative Methods

A/B Test

The image displays two versions of a landing page for 'CityClip'. Both pages have a blue header bar with a search bar containing 'Search what - business or city? in' and a 'Create P' button. Below the header, both versions feature a large yellow call-to-action button labeled 'View pricing plan'.

Version A:

- Headline:** Businesses grow faster online!
- Text:** Consumers use online searches to find local businesses. Get your business on the first pages of Google, Yahoo, Bing, AOL -- Guaranteed!
- Image:** A person's hand pointing at a laptop screen displaying a search results page.
- Offer:** Money Back Guarantee, 30-day Free Trial.
- Text:** Pages are guaranteed to appear on the first pages Google, Yahoo, AOL, MSN, AltaVista or AllTheWeb. [Learn more](#).
- Text:** Fast and Easy. Making our CityClip page and we made the first page a month. It's been a great advertising plan. [Read More](#).
- Conversion Rate:** A 25.3% Conversion Rate.

Version B:

- Headline:** Create a webpage for your business.
- Text:** Consumers use online searches to find local businesses. Get your business on the first pages of Google, Yahoo, Bing, AOL -- Guaranteed!
- Image:** A person's hand pointing at a laptop screen displaying a search results page.
- Offer:** Money Back Guarantee, 30-day Free Trial.
- Text:** Pages are guaranteed to appear on the first pages Google, Yahoo, AOL, MSN, AltaVista or AllTheWeb. [Learn more](#).
- Text:** Fast and Easy. Making our CityClip page and we made the first page a month. It's been a great advertising plan. [Read More](#).
- Conversion Rate:** B 47.8% Conversion Rate.

Source: UX for the Lean Startup by Laura Klein

A/B Test

“不测量，无市场”：A/B测试怎么做？

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[tnw.co](#)



Celebrating back-to-school, we're offering a special package to all moms and dads. Click [here](#) for more info!

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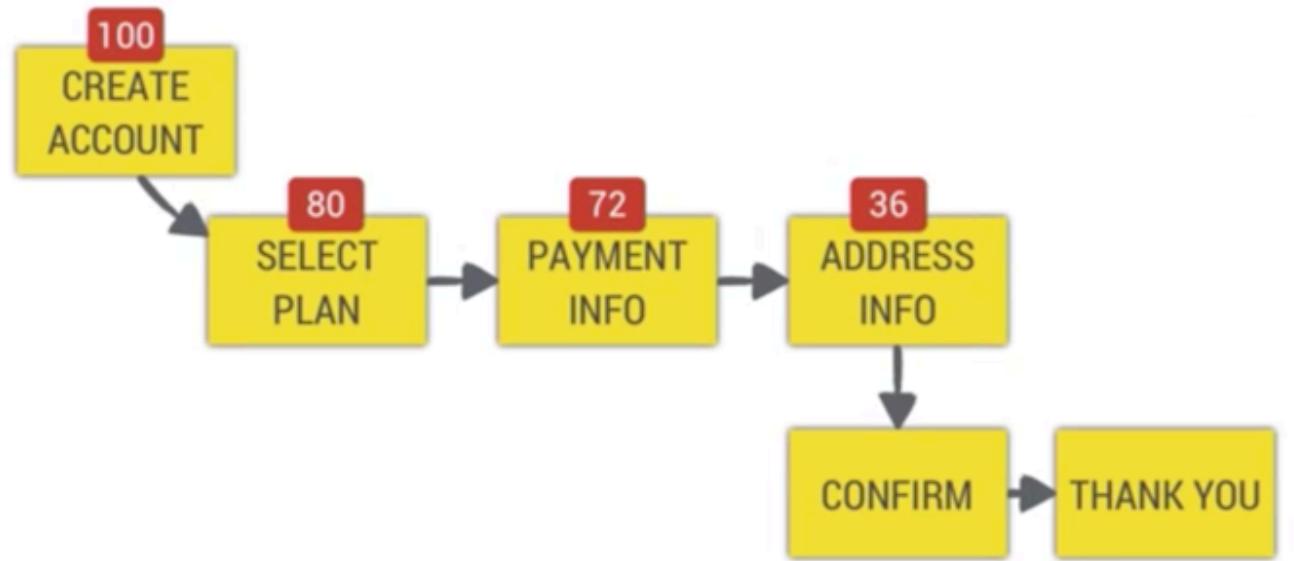
20% off until October 1st!
[tnw.co](#)

**20%
Off!**

Celebrating back-to-school, we're offering a special package to all moms and dads. Click [here](#) for more info!

Source:Dan Taylor

Example - checkout flow



Source:



Lean UX - Measurement - Qualitative & Quantitative

QUAL



数据训练营 | BAT都在用的方法，详解A/B测试的那些坑！



友盟全域数据

3人赞同了该文章

作者 | 蚂蚁金服人工智能部产品经理 范磊

▲ 赞同 3

▼

● 1条评论

◀ 分享

● 喜欢

★ 收藏

✉ 申请转载

...

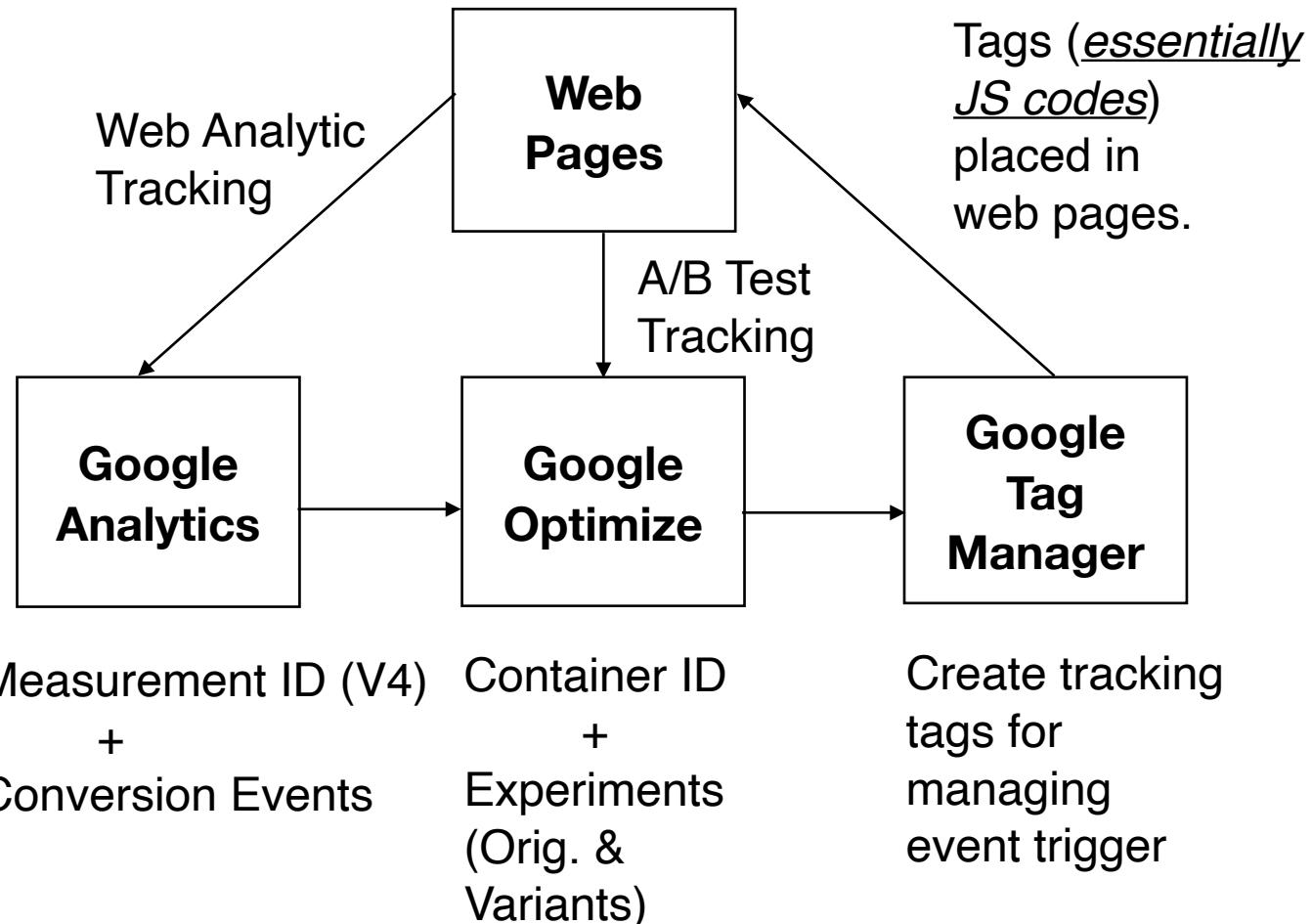
<https://zhuanlan.zhihu.com/p/37522317>

Home Page ≠ Landing Page

Set up Google Analytics Measurement ID in GA Version 4

3 Chrome extensions required for tracking:

- Google Tag assistant
- GA debugger
- Google Optimize





chrome web store



suentze2020@gmail.com ▾

[Home](#) > [Extensions](#) > Tag Assistant Legacy (by Google)



Tag Assistant Legacy (by Google)

[Remove from Chrome](#)

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1,155 [\(i\)](#) | [Developer Tools](#) | 2,000,000+ users

By Google

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<https://chrome.google.com/webstore/detail/tag-assistant-legacy-by-g/kejbdjndbnbjgmefkgeddjlbkphdefk>



chrome web store



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Home > Extensions > Google Analytics Debugger



Google Analytics Debugger

Add to Chrome

★★★★★ 600 [i](#) | [Developer Tools](#) | 500,000+ users

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<https://chrome.google.com/webstore/detail/google-analytics-debugger/jnkmfdileelhofjcijamephohjechhna>



chrome web store



bsysin@gmail.com ▾

Home > Extensions > Google Optimize

Google Optimize

Offered by: <https://optimize.google.com>

★★★★★ 58 | [Developer Tools](#) | 300,000+ users

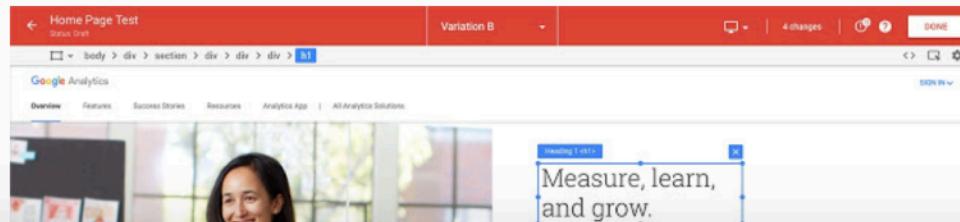
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Overview

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<https://chrome.google.com/webstore/detail/google-optimize/bhdplaindhdkiflmbfbciehdccfhegci>

Analytics

Tag Manager

Optimize

Data Studio

Surveys

Attribution

Audience Center

Analytics 360 Suite



Turn insights into action.

Get stronger results across all your sites, apps, and offline channels. Google Analytics Solutions offer marketing analytics products for businesses of all sizes to better understand your customers.

“Google’s analytics products helped us improve engagement by 33% and click-throughs by 21% for content promotions on

Analytics

Tag Manager

Optimize

Data Studio

Surveys

Attribution

Audience Center

Analytics 360 Suite

Overview

Capabilities

Features

Compare

Mobile Access

Success Stories

Resources



Improve the
customer
experience with
digital analytics.

Google Analytics gives you the digital analytics tools you need to analyze data from all touchpoints in one place, for a deeper understanding of the customer experience. You can then share the insights that matter with your whole organization.

SIGN UP FOR FREE

Analytics All accounts Try searching "Week over Week Growth of Sessions"

ADMIN USER

Create Account

Account Settings

Account Access Management

All Filters

Trash Can

GA4 Setup Assistant

Property Settings

Tracking Info

PRODUCT LINKS

- Google Ads Links
- AdSense Links
- Ad Exchange Links
- All Products

Audience Definitions

Custom Definitions

View Settings

Goals

Filters

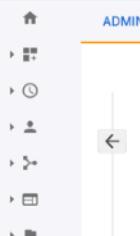
Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

- Segments
- Annotations
- Multi-Channel Funnels Settings
- Custom Channel Grouping BETA
- Custom Alerts
- Scheduled Emails
- Saved Reports
- Share Assets

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ADMIN

USER

1 Account setup

Account details

Account name (Required)

Accounts can contain more than one tracking ID.

com5962-2022

Google Analytics is a business tool. Use it exclusively for purposes related to your trade, business, craft, or profession.

Account Data Sharing Settings

Google processes your Google Analytics data only as required to [maintain and protect](#) the Google Analytics service, as set out in the [Google Ads Data Processing Terms](#). The data sharing settings below allow you to customize whether the data that you collect in Google Analytics may also be shared with Google for additional purposes.

The data sharing options give you more control over sharing your Google Analytics data. [Learn more](#)

 Google products & services

Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google to better understand patterns of user behavior and expectation, and build features and functionalities that would benefit customers across our products, such as improving the Google Ads system tools that you use to create, manage, and analyze your ad campaigns. Google will not use your data for its own ad personalization or ad targeting. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.

 Modeling contributions & business insights

Enable features like predictions, modeled data, and benchmarking that can provide you with richer business insights when you contribute anonymous measurement data. All data contributed is anonymized (removing identifiable information about your property) and aggregated with other anonymous data before being used to generate business insights.
[Show Example](#)

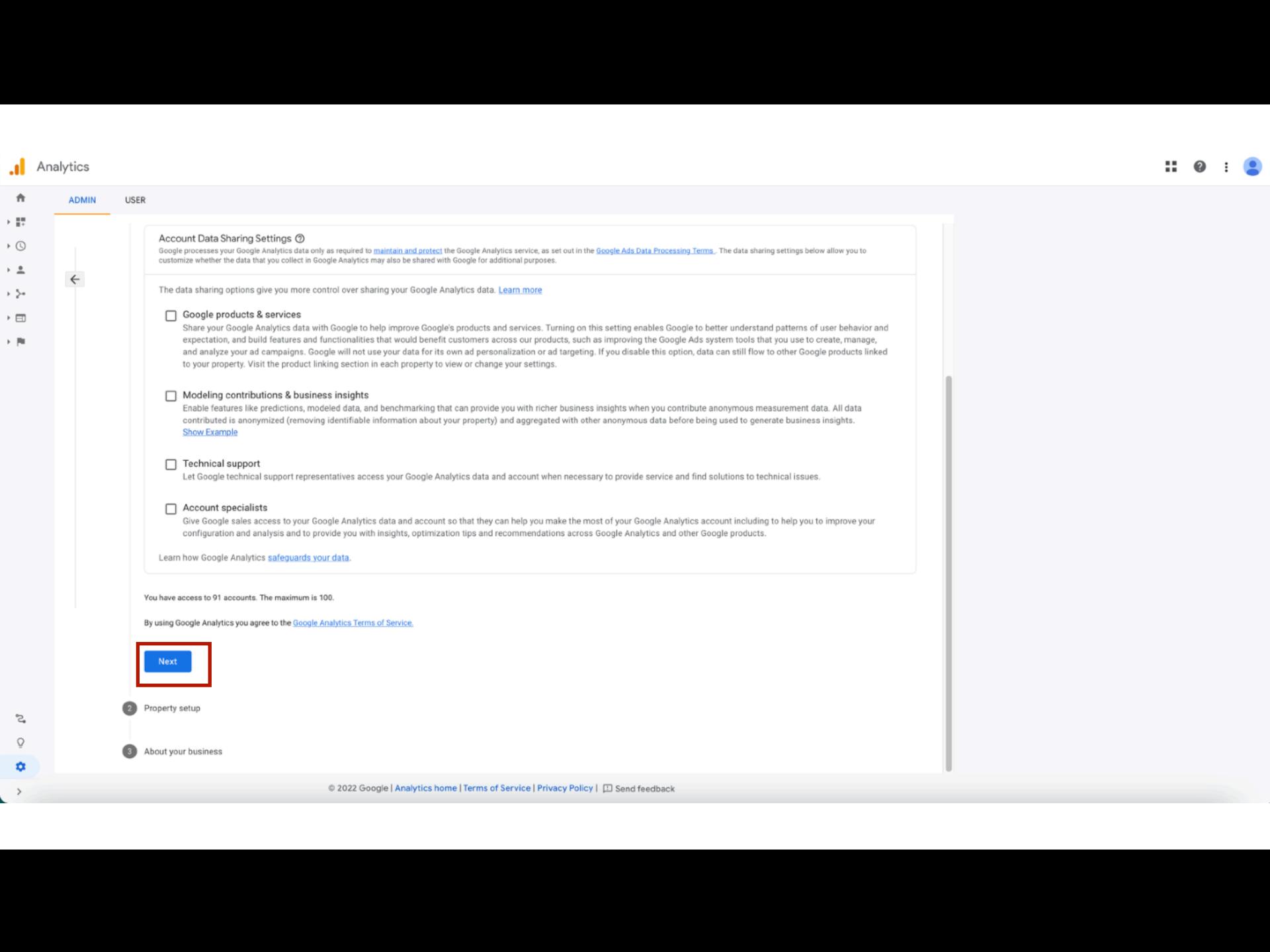
 Technical support

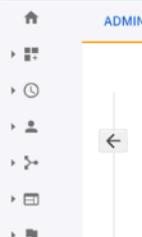
Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

 Account specialists

Give Google sales access to your Google Analytics data and account so that they can help you make the most of your Google Analytics account including to help you to improve your configuration and analysis and to provide you with insights, optimization tips and recommendations across Google Analytics and other Google products.

Learn how Google Analytics [safeguards your data](#).



 **Property setup****Property details**

A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)
[*Navigate to your Firebase account](#) if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

com5961-demo01

Reporting time zone

Hong Kong (GMT+08:00) Hong Kong Time

Currency

Hong Kong Dollar (\$)

You can edit these property details later in Admin

Show advanced options

Next

[Previous](#)

3 About your business

ADMIN USER

Account setup

2 Property setup

Property details

A property represents a business's web and/or app data. An account can contain one or more properties. [Learn more](#)
[*Navigate to your Firebase account](#) if you want to create a new property for an existing Firebase project.

Create a Google Analytics 4 property to measure your web and/or app data.

Property name

Reporting time zone

Hong Kong ▾ (GMT+08:00) Hong Kong Time ▾

Currency

Hong Kong Dollar (\$) ▾

You can edit these property details later in Admin

[Show advanced options](#)

Next

Previous

3 About your business

ADMIN

USER

Property setup

3 About your business

Business information

Help us tailor your experience by answering the following.

Industry category

Jobs & Education ▾

Business size

- Small - 1 to 10 employees
- Medium - 11 to 100 employees
- Large - 101 to 500 employees
- Very Large - 501+ employees

How do you intend to use Google Analytics with your business? (Check all that apply)

- Measure customer engagement with my site or app
- Optimize my site or app experience
- Measure data across multiple devices or platforms
- Optimize my advertising cost
- Increase my conversions
- Measure content monetization
- Analyze my online sales
- Measure app installs
- Measure lead generation
- Other

Create

Previous

ADMIN

USER

Property setup

3 About your business

Business information

Help us tailor your experience by answering the following.

Industry category

Jobs & Education ▾

Business size

- Small - 1 to 10 employees
- Medium - 11 to 100 employees
- Large - 101 to 500 employees
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How do you intend to use Google Analytics with your business? (Check all that apply)

- Measure customer engagement with my site or app
- Optimize my site or app experience
- Measure data across multiple devices or platforms
- Optimize my advertising cost
- Increase my conversions
- Measure content monetization
- Analyze my online sales
- Measure app installs
- Measure lead generation
- Other

[Create](#)[Previous](#)

Google Analytics Terms of Service Agreement

To use Google Analytics you must first accept the terms of service agreement for your country / region.

Hong Kong ▾

Google Marketing Platform

to a single Property will have their Hits aggregated before determining the charge for the Service for that Property.

Confidential Information includes any proprietary data and any other information disclosed by one party to the other in writing and marked "confidential" or disclosed orally and, within five business days, reduced to writing and marked "confidential". However, Confidential Information will not

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

Analytics | All accounts > com5962-2022
com5961-2022-demo01 | Try searching "Explorations"

ADMIN USER

Property + Create Property
com5961-2022-demo01 (342190263)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams**
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings
- Property Change History
- Data Deletion Requests

PRODUCT LINKS

- Google Ads Links
- Ad Manager Links
- BigQuery Links
- Display & Video 360 Links
- Merchant Center
- Google Play Links
- Search Ads 360 Links
- Search Console Links

Start collecting data

To set up data collection for your website or app, choose from where you will be collecting data (the Web, an Android app, or an iOS app). Next, you'll get instructions for adding a data collection tag to that source.

[Learn more about data collection](#)

Choose a platform

Web (highlighted with a red box)

Android app

iOS app

https://analytics.google.com/analytics/web/#_dismiss

Set up data collection for websites

You'll need to add the Google tag to your web pages to begin seeing data in your new Google Analytics 4 property.

[Add the tag to a website builder or CMS-hosted website \(e.g., WordPress, Shopify, etc.\)](#) ▾

[Add the Google tag directly to your web pages](#) ^

You need access to the HTML for your web pages. Ask your web developer to perform these steps if you're unable to complete the steps yourself.

1. Sign in to your [Google Analytics account](#).
2. Click [Admin](#) 
3. At the top of the *Property* column, select your property.
4. In the *Property* column, click **Data streams > Web**.
5. Click the data stream for your website.
6. Under *Google tag*, click **View tag instructions**.
7. On the *Installation instructions* page, select **Install manually**:
 - On the screen, you'll see the JavaScript snippet for your account's Google tag. Your Google tag is the entire section of code that appears, beginning with:

`<!-- Google tag (gtag.js) -->`

and ending with

`</script>`

Paste your Google tag immediately after the `<head>` on each page of your website.

Data collection may take up to 30 minutes to begin. You can then use the [Realtime report](#) to verify that you're receiving data.



Don't see a Data Streams option in the Property column? You are in a Universal Analytics

Source: <https://support.google.com/analytics/answer/9304153#add-tag&zippy=%2Cadd-the-google-tag-directly-to-your-web-pages>

Analytics All accounts > com5962-2022 com5961-2022-demo01

ADMIN USER

Property Settings Property Access Management Data Streams Data Settings Data Import Reporting Identity Attribution Settings Property Change History Data Deletion Requests

Google Ads Links Ad Manager Links BigQuery Links Display & Video 360 Links Merchant Center Google Play Links Search Ads 360 Links Search Console Links

Analytics Intelligence Search History

Web stream details

⚠ Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.

[View tag instructions](#)

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
supint	https://supint.pythonanywhere.com	4279730139	G-71MPLN17T8

Stream details

STREAM NAME: supint STREAM URL: <https://supint.pythonanywhere.com> STREAM ID: 4279730139 MEASUREMENT ID: G-71MPLN17T8

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement. Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)

Measuring: [Page views](#) [Scrolls](#) [Outbound clicks](#) + 4 more

Modify events

Modify incoming events and parameters. [Learn more](#)

Create custom events

Create new events from existing events. [Learn more](#)

Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)

Google tag

Configure tag settings

Configure your Google tag behavior, including cross-domain linking and internal traffic. [Learn more](#)

Manage connected site tags

Load tags for additional properties or products using this stream's on-page Google tag. [Learn more](#) 0 connected

View tag instructions

Get instructions for how to implement your Google Tag for this data stream. [Learn more](#) No data received

Web stream details

⚠ Data collection isn't active for your website. If you installed tags manually, make sure they're correctly implemented.

Stream details

STREAM NAME: supint STREAM URL: <https://supint.com>

Events

Enhanced measurement
Automatically measure interactions and content on your sites in addition to on-page elements such as links and embedded videos.

Measuring: [Page views](#) [Scrolls](#) [Outbound clicks](#)

Modify events
Modify incoming events and parameters. [Learn more](#)

Create custom events
Create new events from existing events. [Learn more](#)

Measurement Protocol API secrets
Create an API secret to enable additional events to be sent into this stream. [Learn more](#)

Google tag

Configure tag settings
Configure your Google tag behavior, including cross-domain linking and more.

Manage connected site tags
Load tags for additional properties or products using this stream's options.

View tag instructions
Get instructions for how to implement your Google Tag for this data stream.

Installation instructions

Install your Google tag

You can use a website builder or content management system (CMS) to finish setup automatically, or install your tag manually. To ensure you get accurate measurement, make sure your tag is installed on every page of your site.



[Install with a website builder or CMS](#)

[Install manually](#)

Install the Google tag manually

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-71MPLN17T8"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag() {dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-71MPLN17T8');
</script>
```



Use Google Tag Manager?

For additional features including multiple tag management and enterprise workflows, install and manage with Google Tag Manager.

[Learn More](#)



/home/supint/mysite/templates/base.html (unsaved changes)

Keyboard shortcuts: Normal ▾

Share

Save

Save as...



```
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <!-- Google tag (gtag.js) -->
5      <script async src="https://www.googletagmanager.com/gtag/js?id=G-71MPLN17T8"></script>
6      <script>
7          window.dataLayer = window.dataLayer || [];
8          function gtag(){dataLayer.push(arguments);}
9          gtag('js', new Date());
10
11         gtag('config', 'G-71MPLN17T8');
12     </script>
13
14     <meta charset="utf-8" />
15     <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
16     <meta name="description" content="" />
17     <meta name="author" content="" />
18     <title>Clean Blog - Start Bootstrap Theme</title>
19     <link rel="icon" type="image/x-icon" href="{{ url_for('static', filename='assets/favicon.ico') }}"/>
20     <!-- Font Awesome icons (free version)-->
21     <script src="https://use.fontawesome.com/releases/v5.15.3/js/all.js" crossorigin="anonymous"></script>
22     <!-- Google fonts-->
23     <link href="https://fonts.googleapis.com/css?family=Lora:400,700,400italic,700italic" rel="stylesheet" type="text/css"/>
24     <link href="https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800" rel="stylesheet" type="text/css"/>
25     <!-- Core theme CSS (includes Bootstrap)-->
26     <link rel="stylesheet" href="{{url_for('static', filename='css/style.css')}}">
27     <link rel="stylesheet" href="{{url_for('static', filename='css/custom.css')}}">
28 </head>
29 <body>
30     <!-- Navigation-->
31     <nav class="navbar navbar-expand-lg navbar-light fixed-top" id="mainNav">
32         <div class="container">
```

base.html



Try searching "how to do BigQuery export"



Reports snapshot

Realtime

Life cycle

Acquisition

Engagement

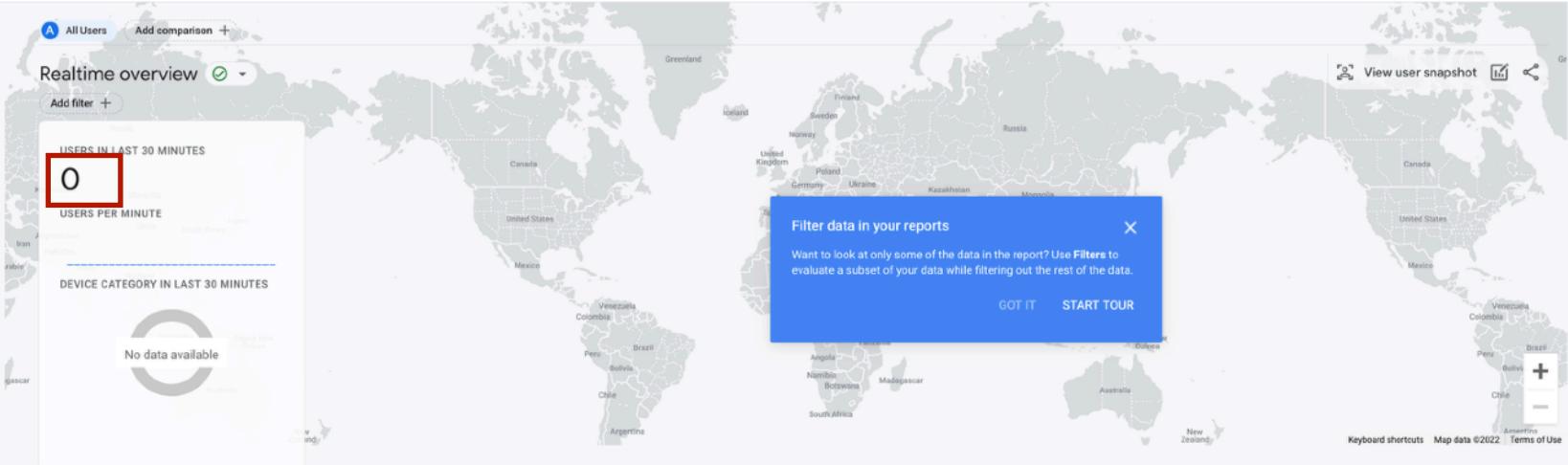
Monetization

Retention

User

Demographics

Tech



Users by First user source

#1 -

No data available

FIRST USER SOURCE

USERS

No data available

Users by Audience

#1 -

No data available

AUDIENCE

USERS

No data available

Views by Page title and screen n...

#1 -

No data available

PAGE TITLE AND S...

VIEWS

No data available

Event count by Event name

#1 -

No data available

EVENT NAME

EVENT COUNT

No data available

Conversions by Event name

#1 -

No data available

EVENT NAME

CONVERSIONS

No data available

Users by User property

#1 -



supint.pythonanywhere.com

Configuration for supint.pythonanywhere.com

[+ Add a new web app](#)

Reload:

 Reload supint.pythonanywhere.com

Reload website to activate tracking.

Best before date:

We're happy to host your free website – and keep it free – for as long as you want to keep it running, but you'll need to log in at least once every three months and click the "Run until 3 months from today" button below. We'll send you an email a week before the site is disabled so that you don't forget to do that. [See here for more details.](#)

This site will be disabled on **Wednesday 04 January 2023** Run until 3 months from today

Paying users' sites stay up forever without any need to log in to keep them running.

Traffic:

How busy is your site?

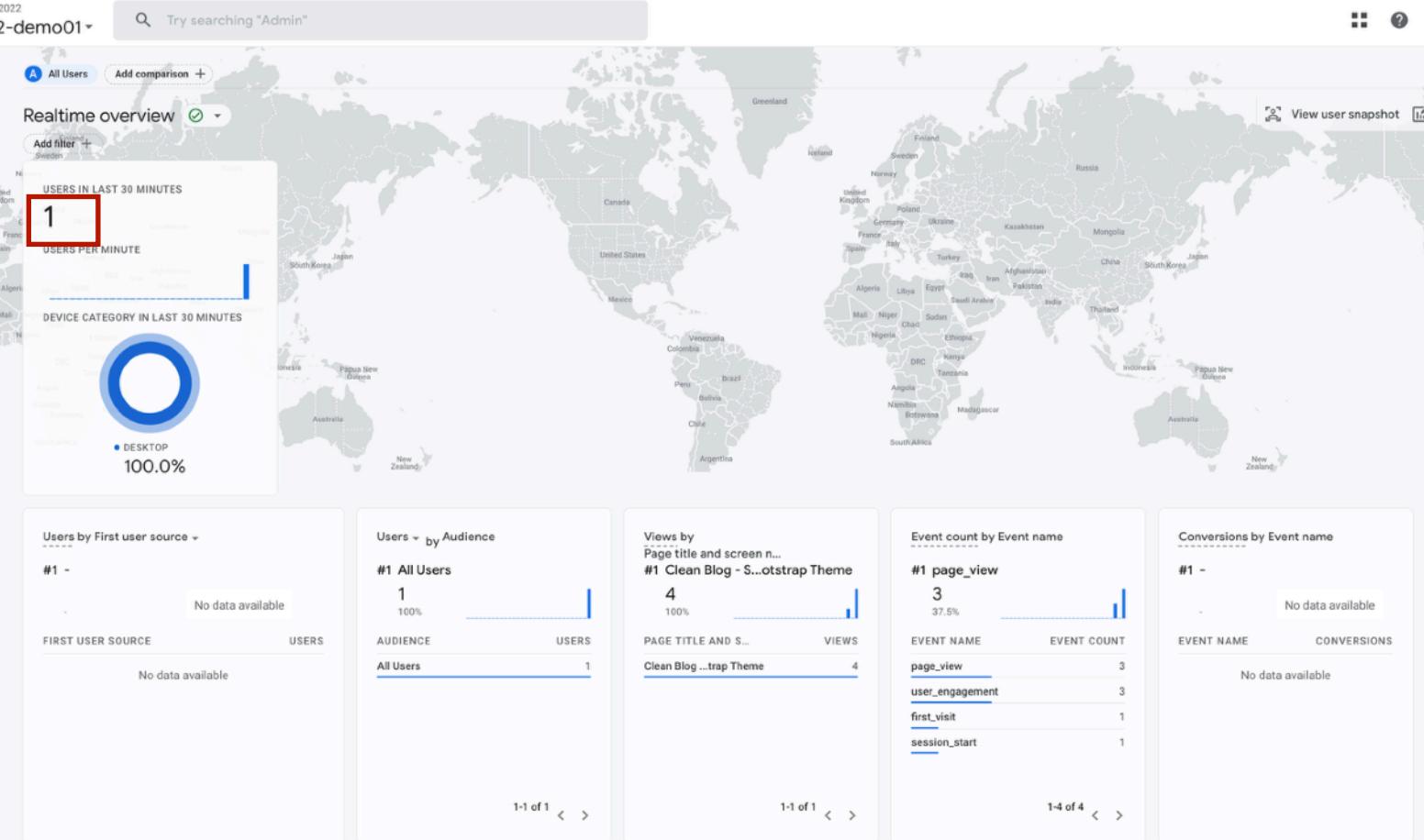
This month (previous month) 251 (43)

Today (yesterday) 124 (11)

Last 7 days (previous week) 1 / 100%

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
- Engagement
- Monetization
- Retention

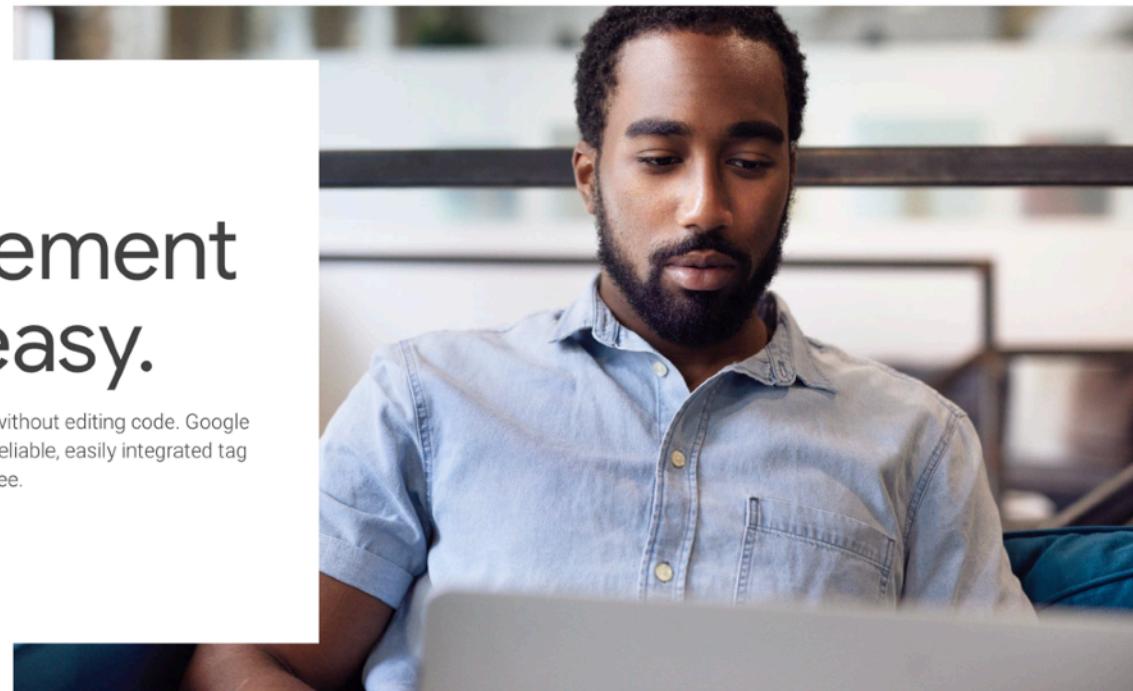
- User
- Demographics
- Tech



**Set up conversion event
through Google Tag Manager.**

Tag management made easy.

Manage all your website tags without editing code. Google Tag Manager delivers simple, reliable, easily integrated tag management solutions— for free.

[Start for free](#)

Source: https://www.youtube.com/watch?v=_wq5nfKQ3DM

Below is a list of Tag Manager Accounts and Google tags to which you have access.

 Invitations 1 >

Accounts Google tags Create Account



 Click here to create an account

Workspace Versions Admin

Add a New Account

Account Setup

Account Name: com5961-2022-bs

Country: Hong Kong

Share data anonymously with Google and others

Container Setup

Container name: supint.pythonanywhere.com

Target platform

Web For use on desktop and mobile web pages (selected)

iOS For use in iOS apps

Android For use in Android apps

AMP For use in Accelerated Mobile Pages

Server For server-side instrumentation and measurement

Create **Cancel**

[Terms of Service](#) • [Privacy Policy](#)

Account S

Account Name: com5961

Country: Hong Kong

Share

Container

Container name: supint.py

Target platform:

-
-
-
-
-

Create

X Google Tag Manager Terms of Service Agreement

Use of the Google Tag Manager (the "Service") is subject to this Google Tag Manager Use Policy (the "GTM Use Policy").

If You use the Service to support products or services from a 3rd party or designed by You (together, "3rd Party Tags") or Google, You will have and abide by an appropriate privacy policy and will comply with the EU user consent policy (located at <https://www.google.com/about/company/user-consent-policy.html>) and all applicable agreements and regulations (also relating to the collection of information), including for example:

- the Google Analytics Terms of Service located at: <https://www.google.com/analytics/terms/us.html>,
- the agreement between You and Google that is in effect during the dates that You are participating in the Service, and
- the Google LLC Advertising Program Terms (or, if applicable, as negotiated).

If You have 3rd Party Tags delivered through the Service:

- Google is not responsible for 3rd Party Tags.
- Google may screen such 3rd Party Tags to ensure compliance with this GTM Use Policy.
- You guarantee that You have the rights to upload the 3rd Party Tags.
- You agree not to, and not to allow third parties to use the Service or interfaces provided with the Service:

1. to engage in or promote any unlawful, infringing, defamatory or otherwise harmful activity;
2. to disable, interfere with or circumvent any aspect of the Service;
3. to upload any data to Google Tag Manager that personally identifies an individual (such as a name, email address or billing information), or other data which can be reasonably linked to such information by Google, or
4. to access any other Google product or service in a manner that violates their respective terms.

Your use of the Platform Home is subject to the Platform Home Additional Terms available at <https://support.google.com/marketingplatform/answer/9047313> (or such other URL as Google may provide) and as modified from time to time (the "Platform Home Terms").

To the extent Your use of the Service is within scope, You and Google agree to the Google Ads Data Processing Terms at <https://privacy.google.com/businesses/processorterms> (the "Processing Terms"). Google will not modify the Processing Terms, except as expressly permitted under the Processing Terms.

Our use of Google Tag Manager data

We may collect information such as how the Service is used, and how and what tags are deployed. We may use this data to improve, maintain, protect and develop the Service as described in our [privacy policy](#), but we will not share this data with any other Google product without Your consent.

Last updated: July 24, 2018

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

No Yes

All accounts / 06/09/2022 03 supint.pythonanywhere.com ▾

Search workspace

Tag Manager

Workspace Versions Admin

GTM-T7BS97V Workspace Changes: 0 Preview Submit

CURRENT WORKSPACE

Default Workspace >

Overview Tags Triggers Variables Folders Templates

New Tag Choose from over 50 tag types Add a new tag

Description Edit description

Workspace Changes

Activity History

Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

Paste this code as high in the `<head>` of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.createElementByTagName(s)[0],
j=d.createElement(s),dl=!l?'dataLayer':l+'j';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-T7BS97V');
```

Additionally, paste this code immediately after the opening `<body>` tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-T7BS97V"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

For more information about installing the Google Tag Manager snippet, visit our [Quick Start Guide](#).

OK

This workspace has no changes.

Learn More

```

<head>
  <!-- Google tag (gtag.js) -->
  <script async src="https://www.googletagmanager.com/gtag/js?id=G-71MPLN17T8"></script>
  <script>
    window.dataLayer = window.dataLayer || [];
    function gtag(){dataLayer.push(arguments);}
    gtag('js', new Date());
    gtag('config', 'G-71MPLN17T8');
  </script>

  <!-- Google Tag Manager -->
  <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
    new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
    j=d.createElement(s),dl=l!='dataLayer'?&l:'';j.async=true;j.src=
    'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
  })(window,document,'script','dataLayer','GTM-T7BS97V');</script>
  <!-- End Google Tag Manager -->

  <meta charset="utf-8" />
  <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
  <meta name="description" content="" />
  <meta name="author" content="" />
  <title>Clean Blog - Start Bootstrap Theme</title>
  <link rel="icon" type="image/x-icon" href="{{ url_for('static', filename='assets/favicon.ico') }}" />
  <!-- Font Awesome icons (free version)-->
  <script src="https://use.fontawesome.com/releases/v5.15.3/js/all.js" crossorigin="anonymous"></script>
  <!-- Google fonts-->
  <link href="https://fonts.googleapis.com/css?family=Lora:400,700,400italic,700italic" rel="stylesheet" type="text/css"/>
  <link href="https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800" rel="stylesheet" type="text/css" />
  <!-- Core theme CSS (includes Bootstrap)-->
  <link rel="stylesheet" href="{{url_for('static', filename='css/style.css')}}">
  <link rel="stylesheet" href="{{url_for('static', filename='css/custom.css')}}">
</head>
<body>
  <!-- Google Tag Manager (noscript) -->
  <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-T7BS97V"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
  <!-- End Google Tag Manager (noscript) -->
  <!-- Navigation-->

```

Old GA measurement ID tracking code.

base.html

supint.pythonanywhere.com

Configuration for supint.pythonanywhere.com

[+ Add a new web app](#)

Reload:

 Reload supint.pythonanywhere.com

Reload website to activate tracking.

Best before date:

We're happy to host your free website – and keep it free – for as long as you want to keep it running, but you'll need to log in at least once every three months and click the "Run until 3 months from today" button below. We'll send you an email a week before the site is disabled so that you don't forget to do that. [See here for more details.](#)

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Traffic:

How busy is your site?

This month (previous month) 251 (43)

Today (yesterday) 124 (11)

Last 7 days (previous week) 1 (1)

← Tag Manager All accounts > com5961-2022-bs supint.pythonanywhere.com ▾ Search workspace

Workspace Versions Admin GTM-T7BS97V Workspace Changes: 0 Preview Submit

CURRENT WORKSPACE

Default Workspace >

Overview Tags Triggers Variables Folders Templates

Built-In Variables ⑦

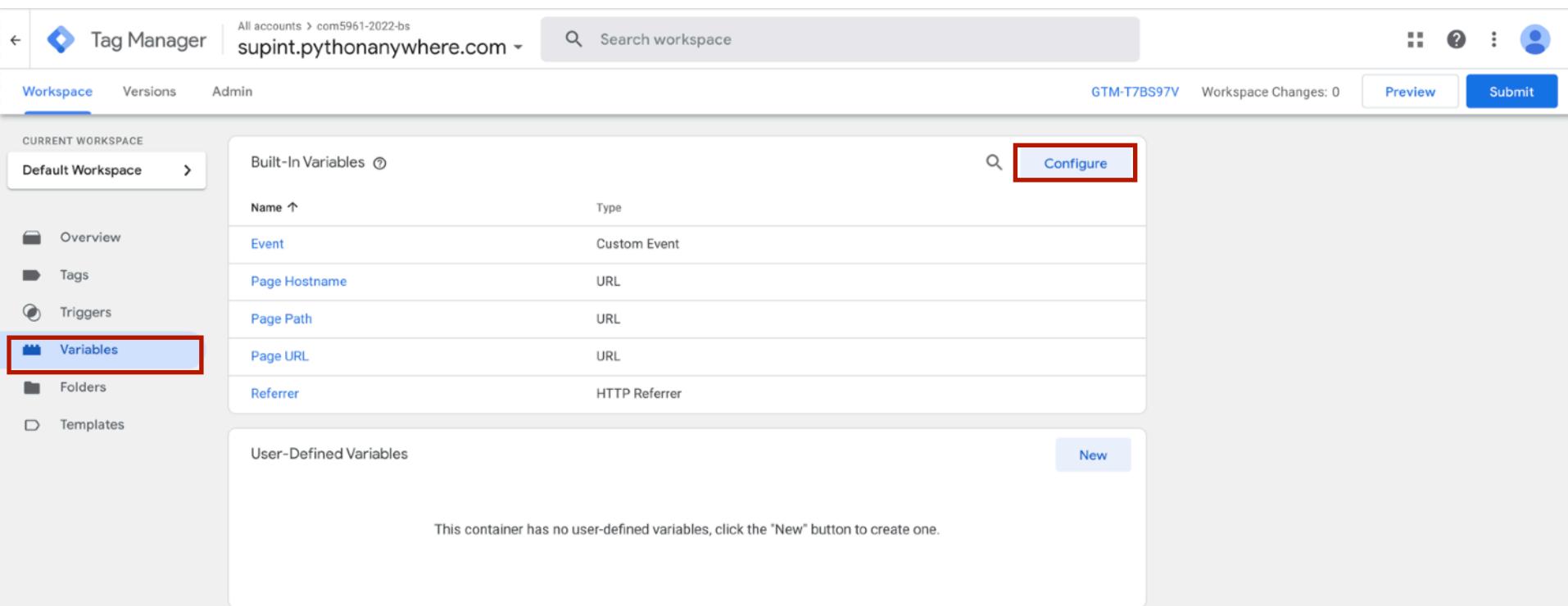
Name ↑	Type
Event	Custom Event
Page Hostname	URL
Page Path	URL
Page URL	URL
Referrer	HTTP Referrer

Configure

User-Defined Variables

New

This container has no user-defined variables, click the "New" button to create one.



Tag Manager

All accounts > com5961-2022-bs
supint.pythonanywhere.com

Search workspace

Configure Built-In Variables

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Overview Tags Triggers Variables Folders Templates

Built-In Variables

Name ↑	Type
Event	Custom Event
Page Hostname	URL
Page Path	URL
Page URL	URL
Referrer	HTTP Referrer

User-Defined Variables

This container has no user-defined variables, click the "New" button to create one.

Pages

- Page URL
- Page Hostname
- Page Path
- Referrer

Utilities

- Event
- Environment Name
- Container ID
- Container Version
- Random Number
- HTML ID

Errors

- Error Message
- Error URL
- Error Line
- Debug Mode

Clicks

- Click Element

Terms of Service · Privacy Policy

Tag Manager

All accounts > com5961-2022-bs
supint.pythonanywhere.com

Search workspace

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Overview Tags Triggers Variables Folders Templates

Built-In Variables

Name ↑	Type
Click Classes	Data Layer Variable
Click Element	Data Layer Variable
Click ID	Data Layer Variable
Click Target	Data Layer Variable
Click Text	Auto-Event Variable
Click URL	Data Layer Variable
Debug Mode	Debug Mode
Error Line	Data Layer Variable
Error Message	Data Layer Variable
Error URL	Data Layer Variable
Event	Custom Event
Form Classes	Data Layer Variable
Form Element	Data Layer Variable
Form ID	Data Layer Variable
Form Target	Data Layer Variable
Form Text	Auto-Event Variable
Form URL	Data Layer Variable

Configure Built-In Variables

Errors

- Error Message
- Error URL
- Error Line
- Debug Mode

Clicks

- Click Element
- Click Classes
- Click ID
- Click Target
- Click URL
- Click Text

Forms

- Form Element
- Form Classes
- Form ID
- Form Target
- Form URL
- Form Text

History

Tag Manager

All accounts > com supint.pyth

Save

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Tags

Overview

Tags

Triggers

Variables

Folders

Templates

GA4 Config|Tag

Tag Configuration

Choose a tag type to begin setup...

Learn More

Triggering

Choose a trigger to make this tag fire...

Learn More



ADMIN

USER

Property Create Property

com5961-2022-demo01 (342190263)

- [Setup Assistant](#)
 - [Property Settings](#)
 - [Property Access Management](#)
 - [Data Streams](#)
 - [Data Settings](#)
 - [Data Import](#)
 - [Reporting Identity](#)
 - [Attribution Settings](#)
 - [Property Change History](#)
 - [Data Deletion Requests](#)
- PRODUCT LINKS
- [Google Ads Links](#)

Data Streams

All iOS Android Web

Add stream

supint	https://supint.pythonanywhere.com	4279730139	Receiving traffic in past 48 hours.	
--------	-----------------------------------	------------	-------------------------------------	--



The sidebar on the left is titled 'Analytics' and contains several icons and sections. A red box highlights the 'gear' icon under the 'ADMIN' section.

Web stream details



Data collection isn't active for your website. If you installed tags more than 48 hours ago, make sure they are set up correctly.

[View tag instructions](#)All
Com

ADMIN

Property

com5961-



Stream details

STREAM NAME

supint

STREAM URL

<https://supint.pythonanywhere.com>

STREAM ID

4279730139

MEASUREMENT ID

G-71MPLN17T8

Events

Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Measuring: Page views Scrolls Outbound clicks

+ 4 more



Modify events

Modify incoming events and parameters. [Learn more](#)



Create custom events

Create new events from existing events. [Learn more](#)



Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)



Tag Manager

All accounts > com.supint.pyth

Save

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Tags

Overview

Tags

Triggers

Variables

Folders

Templates

Tag Configuration

Tag Type

Google Analytics: GA4 Configuration
Google Marketing Platform

Measurement ID ②

G-71MPLN17T8

Send a page view event when this configuration loads

Send to server container ②

Fields to Set

Field Name Value

Add Row

User Properties

Property Name Value

Add Row

Advanced Settings

Tag firing priority ②

Enable custom tag firing schedule

Only fire this tag in published containers. ②

X GA4 Config Tag

Tag Configuration

Tag Type



Google A
Google Ma

Measurement ID
G-71MPLN17T8

Triggering

X Choose a trigger



Name	Type	Filter
All Pages	Page View	--
Consent Initialization - All Pages	Consent Initialization	--
Initialization - All Pages	Initialization	--
Registration Form Submitted	Form Submission	Form ID equals register
Registration Link	Just Links	Page URL contains supint.pythonanywher...

All Pages

Page View

Tag Manager | All accounts > com.supint.pyth

Save

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Tags

Overview

Tags

Triggers

Variables

Folders

Templates

GA4 Config Tag

Tag Configuration

Tag Type

Google Analytics: GA4 Configuration
Google Marketing Platform

Measurement ID: G-71MPLN17T8

Triggering

Firing Triggers

All Pages
Page View

Add Exception

The screenshot displays the Google Tag Manager interface for a 'GA4 Config Tag'. On the left sidebar, under 'CURRENT WORKSPACE', the 'Tags' option is selected. The main workspace shows the 'GA4 Config Tag' configuration. The 'Tag Configuration' section is highlighted with a red box, containing the tag type 'Google Analytics: GA4 Configuration' and its measurement ID 'G-71MPLN17T8'. The 'Triggering' section is also highlighted with a red box, showing the trigger 'All Pages' under 'Firing Triggers'. A blue 'Save' button is located in the top right corner.

Tag Manager

All accounts > com.supint.pyth

Save

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Tags

Name ↑

GA4 Config Tag

Overview

Tags

Triggers

Variables

Folders

Templates

GA4 Config Tag

Added in this workspace

Abandon changes

Tag Configuration

Tag Type

Google Analytics: GA4 Configuration
Google Marketing Platform

Measurement ID: G-71MPLN17T8

Send a page view event when this configuration loads

Send to server container

Fields to Set

User Properties

Advanced Settings

Triggering

Firing Triggers

All Pages
Page View

The screenshot displays the Google Tag Manager interface for managing a 'GA4 Config Tag'. The main area is titled 'Tag Configuration' and includes sections for 'Tag Type' (set to 'Google Analytics: GA4 Configuration'), 'Measurement ID' (set to 'G-71MPLN17T8'), and two checkboxes: 'Send a page view event when this configuration loads' (checked) and 'Send to server container'. Below this, there are three expandable sections: 'Fields to Set', 'User Properties', and 'Advanced Settings'. At the bottom, the 'Triggering' section is shown, which contains a single trigger named 'All Pages' under the 'Page View' category. The entire 'Tag Configuration' section is highlighted with a red box, and the 'Triggering' section is also highlighted with a red box.

```
<head>
<!-- Google tag (gtag.js) --&gt;
&lt;script async src="https://www.googletagmanager.com/gtag/js?id=G-71MPLN17T8"&gt;&lt;/script&gt;
&lt;script&gt;
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'G-71MPLN17T8');
&lt;/script&gt;</pre>
```

After setting up GA config tag for tracking, the original GA tag can be removed to avoid duplicate tracking.

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?&l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-T7BS97V');</script>
<!-- End Google Tag Manager -->
```

```
<meta charset="utf-8" />
<meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
<meta name="description" content="" />
<meta name="author" content="" />
<title>Clean Blog - Start Bootstrap Theme</title>
<link rel="icon" type="image/x-icon" href="{{ url_for('static', filename='assets/favicon.ico') }}" />
<!-- Font Awesome icons (free version)-->
<script src="https://use.fontawesome.com/releases/v5.15.3/js/all.js" crossorigin="anonymous"></script>
<!-- Google fonts-->
<link href="https://fonts.googleapis.com/css?family=Lora:400,700,400italic,700italic" rel="stylesheet" type="text/css"/>
<link href="https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800" rel="stylesheet" type="text/css" />
<!-- Core theme CSS (includes Bootstrap)-->
<link rel="stylesheet" href="{{url_for('static', filename='css/style.css')}}">
<link rel="stylesheet" href="{{url_for('static', filename='css/custom.css')}}">
</head>
<body>
  <!-- Google Tag Manager (noscript) -->
  <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-T7BS97V"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
  <!-- End Google Tag Manager (noscript) -->
  <!-- Navigation-->
```

base.html

supint.pythonanywhere.com

Configuration for supint.pythonanywhere.com

[+ Add a new web app](#)

Reload:

 Reload supint.pythonanywhere.com**Reload website to activate tracking.**

Best before date:

We're happy to host your free website – and keep it free – for as long as you want to keep it running, but you'll need to log in at least once every three months and click the "Run until 3 months from today" button below. We'll send you an email a week before the site is disabled so that you don't forget to do that. [See here for more details.](#)

This site will be disabled on **Wednesday 04 January 2023** Run until 3 months from today

Paying users' sites stay up forever without any need to log in to keep them running.

Traffic:

How busy is your site?

This month (previous month) 251 (43)

Today (yesterday) 124 (11)

Last 7 days (previous week) 1 (1)

Tag Manager | All accounts > com5961-2022-bs supint.pythonanywhere.com ▾

Search workspace

Workspace Versions Admin

GTM-T7BS97V Workspace Changes: 20 Preview Submit

CURRENT WORKSPACE

Default Workspace >

Tags

Name ↑	Type	Firing Triggers	Last Edited
GA4 Config Tag	Google Analytics: GA4 Configuration	All Pages	8 minutes ago

Overview Tags (selected) Triggers Variables Folders Templates

Terms of Service • Privacy Policy

The screenshot shows the Google Tag Manager interface. On the left, there's a sidebar with navigation links: Overview, Tags (which is selected and highlighted in blue), Triggers, Variables, Folders, and Templates. The main content area is titled 'Tags' and lists one item: 'GA4 Config Tag'. This tag is of type 'Google Analytics: GA4 Configuration' and is set to fire on 'All Pages'. It was last edited 8 minutes ago. At the top right, there are buttons for 'Preview' (which is highlighted with a red box) and 'Submit'. The top bar also shows the account name 'com5961-2022-bs' and the domain 'supint.pythonanywhere.com'. A search bar is at the top center.

X Not Connected supint.pythonanywhere.com

2 Google containers found G-71MPLN17TB GTM-T7BS97V

⚠️ Debug window closed ~ The connected debug window has been closed

Reopen

Summary

Clean Blog - Start Boots...
28 Window Loaded
27 DOM Ready
26 Container Loaded
25 Container Loaded
24 Container Loaded
23 Initialization
22 Consent Initialization
Clean Blog - Start Boots...
21 form_submit
20 Form Submit
19 form_start
18 Scrolls
17 Scroll Depth
16 Window Loaded
15 DOM Ready
14 Container Loaded

Output of GTM-T7BS97V

Tags

Tags Fired

GA4 Config Tag
Google Analytics: GA4 Configuration

Tags Not Fired

None

Connect Tag Assistant to your site

Tag Manager Preview Mode

Learn why Tag Manager preview mode has changed

Tag Manager container **GTM-T7BS97V** will be put into debug mode in this web browser. Enter a URL to your site to begin previewing your container.

Your website's URL <https://supint.pythonanywhere.com/register>

Connect

Opens your site in a new window

Include debug signal in the URL

Consent

Errors

Previewing: env-B >

Register

User name

Email address

Password

Bio



Tag Assistant

Tag Assistant Connected

Debug information for this page is viewable in the Tag Assistant window [Learn more](#)

Finish

X Connected supint.pythonanywhere.com

2 Google containers found GTM-T7BS97V G-71MPLN17T8

Summary

Clean Blog - Start Boots...

Window Loaded

DOM Ready

Container Loaded

Container Loaded

Container Loaded

Initialization

Consent Initialization

Output of GTM-T7BS97V

Tags

Tags Fired

GA4 Config Tag

Google Analytics: GA4 Con...

Tags Not Fired

GA4 Registration Link Tag

GA4 Registration Form Tag

Google Analytics: GA4 Event

Google Analytics: GA4 Event

Connected!

Tag Assistant

supint.pythonanywhere....

Debug information from the connected window will appear in this window. Both windows must remain open for debug mode to operate. [Learn more](#)

Continue

Previewing: env-8 >

Consent Errors

X Not Connected supint.pythonanywhere.com :

2 Google containers found G-71MPLN17T8 GTM-T7BS97V

⚠ Debug window closed – The connected debug window has been closed. To continue debugging, reopen the window. Reopen

Summary ⚡

Clean Blog - Start Boots...

28 Window Loaded ⓘ

27 DOM Ready ⓘ

26 Container Loaded ⓘ

25 Container Loaded ⓘ

24 Container Loaded ⓘ

23 Initialization ⓘ

22 Consent Initialization ⓘ

Clean Blog - Start Boots...

21 form_submit

20 Form Submit

19 form_start

18 Scrolls

17 Scroll Depth

16 Window Loaded ⓘ

15 DOM Ready ⓘ

14 Container Loaded ⓘ

Output of GTM-T7BS97V ⓘ

Tags Variables Data Layer Consent Errors Previewing: env-8 >

Tags Fired

GA4 Config Tag

Google Analytics: GA4 Configuration - Fired 3 time(s)

Tags Not Fired

None

Tag Manager All accounts > com5961-2022-bs supint.pythonanywhere.com

Submit Changes

Publish

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Tags

Name ↑

GA4 Config Tag

Overview

Tags

Triggers

Variables

Folders

Templates

Submission Configuration

Publish and Create Version Push changes to your sites

Create Version Save changes and create a new version

Version Name
GA4 Registration Link and Form Submis

Version Description
GA4 Registration Link and Form Submission tracking ver 1

Publish to Environment

Live

Workspace Changes

Name ↑	Type	Change	Last Edited	User
GA4 Registration Form Tag	Tag	Added	a few seconds ago	suuentze2020@gmail.com

Activity History >

All accounts > com5962-2022

com5961-2022-demo01 ▾

Try searching "how to create funnel"

Events Debug Device 0

Conversions

Audiences

Custom definitions

DebugView

1:35 AM

1:34 AM

1:33 AM

1:32 AM

1:31 AM

1:30 AM

1:29 AM

1:28 AM

1:27 AM

1:26 AM

1:36:43 AM

1:36:42 AM

1:36:40 AM

5s

2s

page_view

TOP EVENTS

LAST 30 MINS

1 TOTAL

1 page_view

USER PROPERTIES ACTIVE NOW

The screenshot shows the Google Analytics Debug View interface. On the left, a vertical timeline displays a series of dark grey dots representing user interactions from 1:26 AM to 1:35 AM. A blue circle highlights the first interaction at 1:35 AM. On the right, a larger timeline shows a sequence of events starting at 1:36:40 AM: a 'page_view' event followed by two smaller events at 1:36:42 AM and 1:36:43 AM. The 'page_view' event is highlighted with a blue icon. Below the timelines, a summary box shows '1 TOTAL' event, specifically a 'page_view'. At the bottom, a section titled 'USER PROPERTIES ACTIVE NOW' is visible.

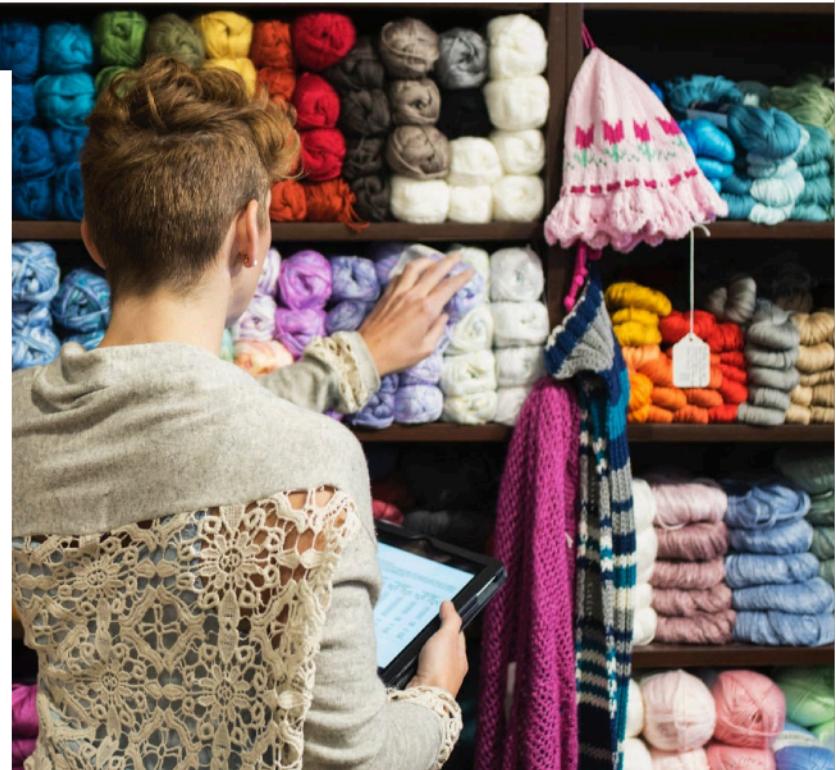
Set up Google Optimize

Container ID

Your website is your store window.

Engage your website visitors like never before. Create personalized experiences and run website tests – for free.

[Start for free](#)



Source: <https://www.youtube.com/watch?v=ufczfAZGUjM>



Optimize

All accounts ▾



Create account

Welcome to Google Optimize! Create an account to get started.

[Learn more](#)

Deleted accounts and containers

2

[Terms of Service](#) • [Privacy Policy](#)



Optimize | All accounts ▾

Create account

Next

Account name *

com5961-2022

12 / 255

Improve Google products

Share data in your Optimize account with Google to improve Google's products and services. *If you disable this option, data can still flow to other Google products you've linked to your account.*

Benchmarking

Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others.

Get in-depth analysis

Give Google sales experts access to your Optimize account, including data therein so that you can get more in-depth analysis, insights and recommendations across Google products.

To use Google Optimize, you must first accept the terms-of-service agreement for your country.

Hong Kong

I acknowledge I have read and agree to the [terms of service](#)

I also accept the [Data Processing Terms](#) as required by GDPR. [Learn more](#)

I also accept the [Measurement Controller-Controller Data Protection Terms](#) for the data that I share with Google under the GDPR

[Terms of Service](#) • [Privacy Policy](#)



Optimize

All accounts ▾

← Add container

Create

Container name *

supint.pythonanywhere.com

25 / 255

Note: Other account admins will have access to this container.

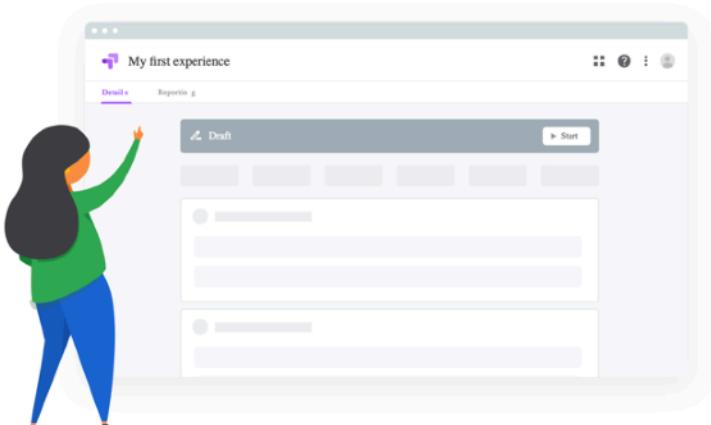
Welcome to Google Optimize! Create an account to get started

[Learn more](#)

Deleted accounts and containers

[Terms of Service](#) • [Privacy Policy](#)

**Create Experience in Google
Optimize for Setting Up A/B Test**



Create your first experience

This is where you'll create experiments and personalizations for your website.

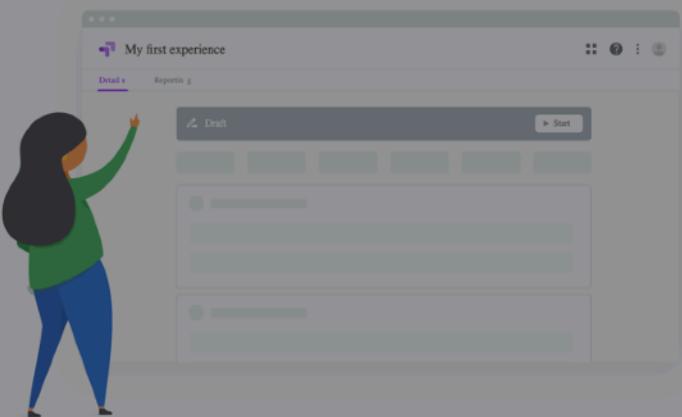
[Let's go](#)

[Learn more about creating your first experience](#)

[Check out our "Working with Optimize" video playlist](#)

All accounts > com5961-2022
supint.pythonanywhere.com

Experiences Activity



My first experience

Draft Reporting Start

Create your website.

Let's go

Learn more about Personalization

Check out our blog

Terms of Service • Privacy Policy

Create experience

Name: com5961-2022-demo01

19 / 255

What is the URL of the page you'd like to use? This is called your editor page. * ⓘ
https://supint.pythonanywhere.com/register

What type of experience would you like to create?

- A/B test**
Tests two or more variants of a page. Also called an A/B/n test. [Learn more](#)
- Multivariate test**
Tests variants with two or more different sections. [Learn more](#)
- Redirect test**
Tests separate web pages identified by different URLs or paths. [Learn more](#)
- Personalization**
Personalize your page for targeted visitors. [Learn more](#)
- Banner template**
Add a notification banner to the top of your website. [Learn more](#)

← supint.pythonanywhere.com
Optimize | com5961-2022-demo01 A/B test ⋮ ? ⋮ ⚙️

Details Reporting

⚠ Draft. Some setup steps must still be completed. ⏱ Start ⋮

CREATE VARIANTS > ADD TARGETING RULES > LINK TO ANALYTICS > SET UP OBJECTIVES > START

Customize your site Target your site visitors Select a property and view Choose objectives to optimize Schedule or start

🕒 Targeting and variants

Get started by creating a variant of your site to test.

🔗 Learn more

Add variant

Or, start by adding audience targeting rules instead.

Editor page: <https://supint.pythonanywhere.com/register>

📄 Description

✍

↗ Measurement and objectives

📊 Google Analytics

← Optimize supint.pythonanywhere.com com5961-2022-demo01 A/B test

Details Reporting

Draft. Some setup steps must still be completed.

CREATE VARIANTS > ADD TARGETING RULES > LINK TO ANALYTICS

Customize your site Target your site visitors Select a property and view

Targeting and variants

Get started by creating a variant

Learn more Add variant

Or, start by adding audience targeting rules.

Editor page: <https://supint.pythonanywhere.com/register>

Description

Measurement and objectives

Google Analytics

X Add variant

Variant name *

Variant 1|

Done

← Optimize supint.pythonanywhere.com com5961-2022-demo01 A/B test ⋮

Details Reporting

⚠ Draft. Some setup steps must still be completed. ⏱ Start ⋮

CREATE VARIANTS > ADD TARGETING RULES > LINK TO ANALYTICS > SET UP OBJECTIVES > START

Customize your site Target your site visitors Select a property and view Choose objectives to optimize Schedule or start

◎ Targeting and variants

Variants
What do you want to test?

Original	<input type="radio"/> 50% weight	View
Variant 1	<input type="radio"/> 50% weight	Changes (0)
+ Add variant	Edit ⋮	

Editor page: <https://supint.pythonanywhere.com/register> ⌂

Page targeting

Where should this experience run on your website?

WHEN URL matches https://supint.pythonanywhere.com/register ⌒ ⌓

AND [+ Add URL rule](#)

com5961-2022-demo01 (Status: Draft) Variant 1 Standard No changes Done

Body <body>

Start Bootstrap

HOME ABOUT BLOGS REGISTER LOGIN

Register

User name

Email address

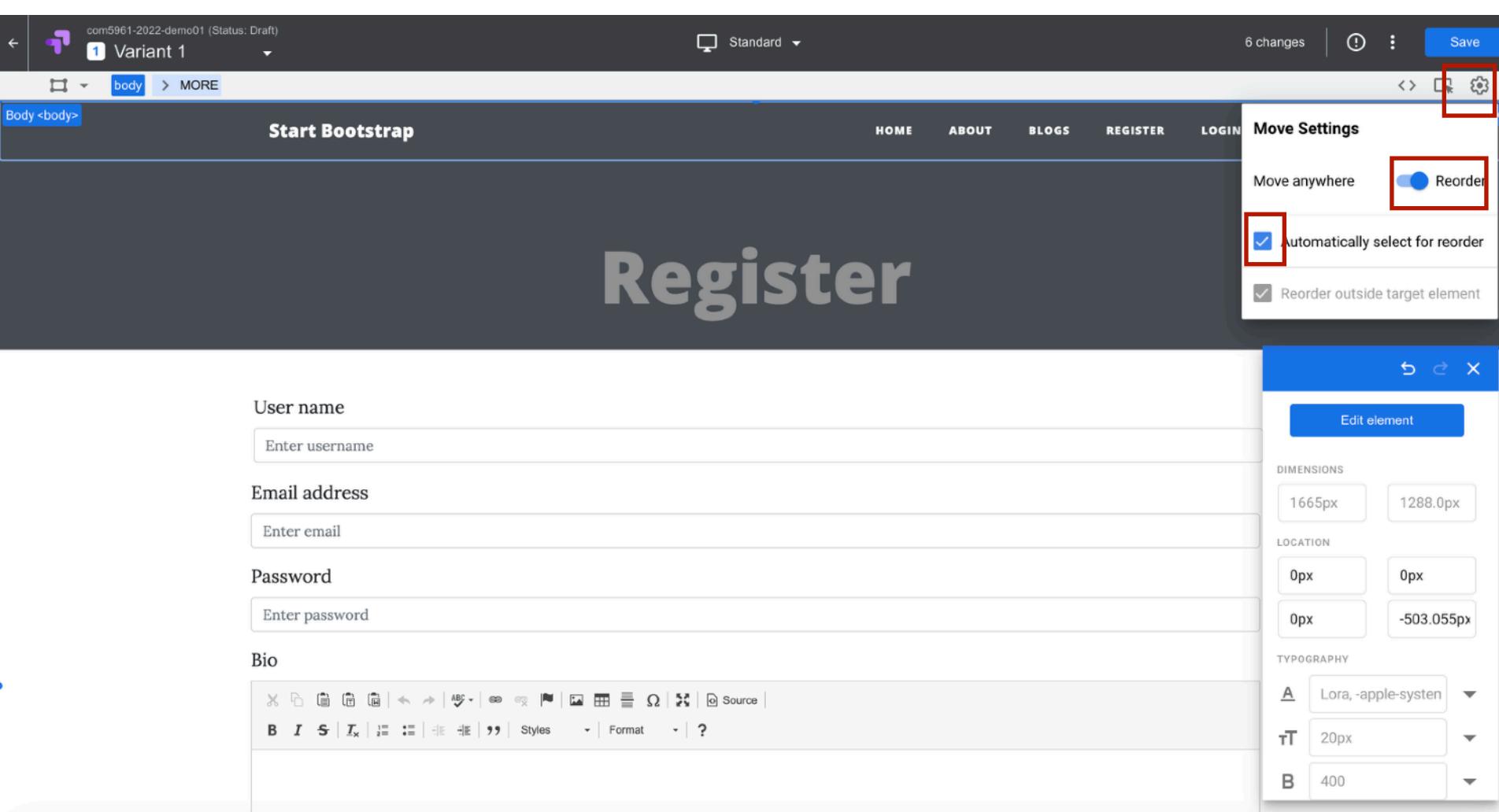
Password

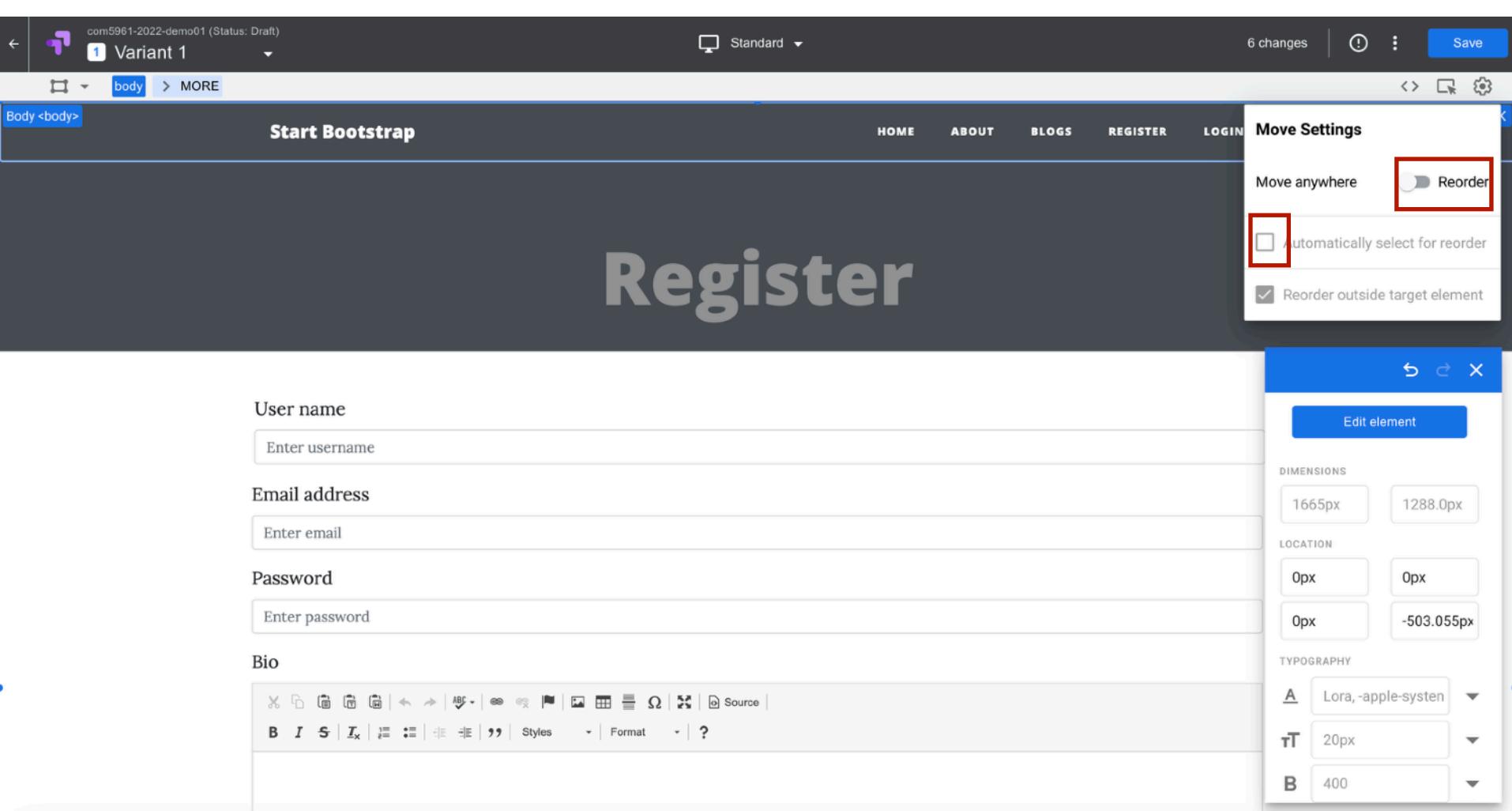
Bio

B **I** **S** | **I_x** | **≡** **≡** | **≡** **≡** | **,”** | **Format** | **?**

1665px 1288.0px
0px 0px
0px -488.055px

Lora, -apple-system
20px
400





body > div > form > div > MORE

HOME ABOUT BLOGS REGISTER LOGIN

Register

Container <div>

User name

Email address

Password

Bio

MEMBERS BENEFITS



WELCOME OFFERS

Redeem your exclusive welcome offers at our partnered stores!



BIRTHDAY TREAT

Enjoy a special 25% off selected products in Birthday month!



MONTHLY DEALS

Receive monthly specials catalog via email!



MEMBER SHOUTOUTS

Make your pet Instagram famous!



LUCKY DRAW

Chance to win exclusive giveaways!



EVENTS

First to be notified in upcoming pet-friendly events!



by ANACONDA.

[/home/supint/mysite/static/assets/](#)

Directories

Enter new directory name

[New directory](#)[Dashboard](#) [Consoles](#) **Files** [Web](#) [Tasks](#) [Databases](#)[Open Bash console here](#)2% full – 7.8 MB of your 512.0 MB quota [More Info](#)

Files

Enter new file name, eg hello.py

[New file](#)

about-bg.jpg	2021-05-15 07:21 2.4 MB
contact-bg.jpg	2021-05-15 07:21 488.9 KB
home-bg.jpg	2021-05-15 07:21 984.2 KB
membership1.jpeg	2022-11-13 10:34 423.7 KB
post-bg.jpg	2021-05-15 07:21 1.7 MB
post-sample-image.jpg	2021-05-15 07:21 112.4 KB

[Upload a file](#)

100MiB maximum size

MEMBERS BENEFITS



WELCOME OFFERS

Redeem your exclusive welcome offers at our partnered stores!



BIRTHDAY TREAT

Enjoy a special 25% off selected products in Birthday month!



MONTHLY DEALS

Receive monthly specials catalog via email!



MEMBER SHOUTOUTS

Make your pet Instagram famous!



LUCKY DRAW

Chance to win exclusive giveaways!



EVENTS

First to be notified in upcoming pet-friendly events!

com5961-2022-demo01 (Status: Draft) Standard 30 changes Done

Variant 1

body > img

Start Bootstrap

HOME ABOUT BLOGS PROFILE NEW BLOG DASHBOARD LOGOUT

Edit HTML

```

```

Image

WELCOME OFFERS

WELCOME OFFERS

Redeem your exclusive welcome offers at partnered stores

Replace

Will replace the HTML of the selected element

Cancel Apply

SOURCE https://gwynethlai99.py

DIMENSIONS 1332px 315.0px

LOCATION 143px -143px

-1px 1px

TYPOGRAPHY A Lora, -apple-system

User name

Enter username

Email address

Start Bootstrap

HOME ABOUT BLOGS PROFILE NEW BLOG DASHBOARD LOGOUT

Register

MEMBERS BENEFITS



WELCOME OFFERS

Redeem your exclusive welcome offers at our partnered stores!



BIRTHDAY TREAT

Enjoy a special 25% off selected products in Birthday month!



MONTHLY DEALS

Receive monthly specials catalog via email!



MEMBER SHOUTOUTS

Make your pet Instagram famous!



LUCKY DRAW

Chance to win exclusive giveaways!



EVENTS

First to be notified in upcoming pet-friendly events!

User name

Enter username

Email address



Optimize

supint.pythondanywhere.com
com5961-2022-demo01 A/B test

Details

Reporting

Measurement and objectives

Google Analytics

Optimize uses Google Analytics for measurement.

Link to your Google Analytics property to enable measurement.

[Link to Analytics](#)

Objectives ?

The website functionality you wish to optimize. [Learn more](#)

Before adding objectives, you need to link this container and experiment to Analytics.

Settings

Email Notifications ?

Receive important notifications about this experience. [Learn more](#)



Traffic allocation

Percentage of all visitors eligible for this experience.

100.0%

Activation event



←

Optimize | supint.pythonanywhere.com
com5961-2022-demo01 A/B test

Details Reporting

Measurement and objectives

Google Analytics

Optimize uses Google Analytics for measurement.

Link to your Google Analytics property to enable measurement.

Link to Analytics

Objectives ②

The website functionality you wish to optimize. [Learn more](#)

Before adding objectives, you need to link this container and experiment to Analytics.

Settings

Email Notifications ②

Receive important notifications about this experience. [Learn more](#)

Traffic allocation

Percentage of all visitors eligible for this experience.

Activation event

X Link a property

Search for a property

COM5962-2022

com5961-2022-demo01 GA4

CREATIVITY LAB OF WYS COLLEGE, CUHK

Creativity Lab of WYS College, CUHK (UA-56477780-1)

Analytics to Optimize is subject to the [Optimize terms of service](#) and data shared from Optimize to Analytics is subject to the [Analytics terms of service](#). [Learn more](#) about linking Analytics and Optimize.

Link

Optimize | supint.pythonlywhere.com
com5961-2022-demo01 A/B test

Details Reporting

Measurement and objectives

Google Analytics

Optimize uses Google Analytics for measurement.

Link to your Google Analytics property to enable measurement.

Link to Analytics

Objectives

The website functionality you wish to optimize. [Learn more](#)

Before adding objectives, you need to link this container and experiment to Analytics.

Settings

Email Notifications

Receive important notifications about this experience. [Learn more](#)

Traffic allocation

Percentage of all visitors eligible for this experience.

Activation event

Link a property

⚠ Linking to a Google Analytics 4 property is currently in a beta release. Some features aren't available to containers that link to a Google Analytics 4 property. [Learn more](#) about the beta release.

The selected property will be linked to this container and can be used for all experiences in this container.

Google Analytics property
com5961-2022-demo01

Stream
supint (G-71MPLN17T8)

Linking allows data to flow between Analytics and Optimize and shares all of your audiences with this container, subject to Analytics limits. Data shared from Analytics to Optimize is subject to the [Optimize terms of service](#) and data shared from Optimize to Analytics is subject to the [Analytics terms of service](#). [Learn more](#) about linking Analytics and Optimize.

← supint.com

Optimize

Setup instructions

Details Reporting

Measurements

Google Optimize

Properties com59

Objects

The website

PRIMARY

Add experiment

Settings

Optimizations Not verified

Emails Received

Traffic Percent

Activations

Install the Optimize snippet

Optimize is installed by adding a small snippet of code to your website to display new experiences to your visitors. Add the following code to the top of the <HEAD> tag on every page you wish to optimize.

[Learn more](#) about how to install Optimize and about advanced installation options.

```
<script src="https://www.googleoptimize.com/optimize.js?id=OPT-PJRNQXD"></script>
```

Check installation

Install the Chrome extension

The Chrome extension is required to use the visual editor and installation diagnostics, but not to create redirect experiments or view reports.

✓ Extension installed

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <script src="https://www.googleoptimize.com/optimize.js?id=OPT-PJRNQXD"></script>
    <!-- Google Tag Manager -->
    <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
      new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
      j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
      'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
    })(window,document,'script','dataLayer','GTM-T7BS97V');</script>
    <!-- End Google Tag Manager -->
    <script src="https://www.googleoptimize.com/optimize.js?id=OPT-PJRNQXD"></script>
    <meta charset="utf-8" />
    <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
    <meta name="description" content="" />
    <meta name="author" content="" />
    <title>Clean Blog - Start Bootstrap Theme</title>
    <link rel="icon" type="image/x-icon" href="{{ url_for('static', filename='assets/favicon.ico') }}" />
    <!-- Font Awesome icons (free version) -->
    <script src="https://use.fontawesome.com/releases/v5.15.3/js/all.js" crossorigin="anonymous"></script>
    <!-- Google fonts-->
    <link href="https://fonts.googleapis.com/css?family=Lora:400,700,400italic,700italic" rel="stylesheet" type="text/css"/>
    <link href="https://fonts.googleapis.com/css?family=Open+Sans:300italic,400italic,600italic,700italic,800italic,400,300,600,700,800" rel="stylesheet" type="text/css" />
    <!-- Core theme CSS (includes Bootstrap) -->
    <link rel="stylesheet" href="{{url_for('static', filename='css/style.css')}}">
    <link rel="stylesheet" href="{{url_for('static', filename='css/custom.css')}}">
  </head>
  <body>
    <!-- Google Tag Manager (noscript) -->
    <noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-T7BS97V"
      height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
    <!-- End Google Tag Manager (noscript) -->
```

Insert Google Optimize tracking code here.

base.html

supint.pythonanywhere.com

Configuration for supint.pythonanywhere.com

[+ Add a new web app](#)

Reload:

 Reload supint.pythonanywhere.com**Reload website to activate tracking.**

Best before date:

We're happy to host your free website – and keep it free -- for as long as you want to keep it running, but you'll need to log in at least once every three months and click the "Run until 3 months from today" button below. We'll send you an email a week before the site is disabled so that you don't forget to do that. [See here for more details.](#)

This site will be disabled on **Wednesday 04 January 2023** Run until 3 months from today

Paying users' sites stay up forever without any need to log in to keep them running.

Traffic:

How busy is your site?

This month (previous month) 251 (43)

Today (yesterday) 124 (11)

Last 7 days (previous week) 1 (1)

Optimize | supint.pythonanywhere.com
com5961-2022-demo01 A/B test

Details Reporting

This experience is part of a beta release because it is or has been previously linked to a Google Analytics 4 property. [Learn more](#)

Draft. Some setup steps must still be completed.

CREATE VARIANTS Customize your site > ADD TARGETING RULES Target your site visitors > LINK TO ANALYTICS Select a property and view > SET UP OBJECTIVES Choose objectives to optimize > START Schedule or start

Targeting and variants

Variants
What do you want to test?

Variant	Weight	Preview	Changes	Action
Original	50% weight	Preview		View
Variant 1	50% weight	Preview	(31)	Edit

+ Add variant
Editor page: <https://supint.pythonanywhere.com/register>

Add new optimise objective for tracking form submission.

Page targeting
Where should this experience run on your website?

WHEN URL matches https://supint.pythonanywhere.com/register AND + Add URL rule

Waiting for optimise.google.com

 Optimize | [supint.pythonanywhere.com](#)
com5961-2022-demo01 | A/B test

[Details](#) [Reporting](#)

Property: com5961-2022-demo01 Web Stream: supint Experiment ID: FX7u6zuRScmvg39SuquY4Q

Objectives ⓘ
The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE
[Add experiment objective](#) ↗

[Choose from list](#) (highlighted with a red box)
[Create custom](#)

Optimize installation ⓘ 
Optimize installation verified with no errors
Last checked on Sun, Nov 13, 2022, 6:59 PM GMT+8
[View instructions](#) [Check installation](#)

Email Notifications ⓘ
Receive important notifications about this experience. [Learn more](#) 

Traffic allocation
Percentage of all visitors eligible for this experience.  100.0% 

Activation event
Choose when this experience is triggered. [Learn more](#)  Page load 

[Terms of Service](#) • [Privacy Policy](#)

Waiting for optimize.google.com...

← Optimize supint.pythonanywhere.com com5961-2022-demo01 A/B test

Details Reporting

Property com5961-2022-demo01 Web Stream supint Experiment ID FX7u6zuRScmvg

Objectives ⓘ The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

Add experiment objective ▾

Settings

Optimize installation ⓘ Optimize installation verified with no errors Last checked on Sun, Nov 13, 2022, 6:59 PM GMT+8

Email Notifications ⓘ Receive important notifications about this experience. [Learn more](#)

Traffic allocation Percentage of all visitors eligible for this experience.

Activation event Choose when this experience is triggered. [Learn more](#)

✖ Select Objective

Ecommerce

Purchases
The average number of purchase events per user in the experiment

Purchase revenue
The average revenue from purchases per user in the experiment

Conversions

Maximize purchase

Other

Pageviews
The average number of pageview events per user in the experiment

User name

Jack

Email address

jackli@cuhk.edu.hk

Password

Bio



My name is Jack Li. I'm curious about this blog. Please let me join your community.

body p

SUBMIT

← supint.pythonanywhere.com

Optimize com5961-2022-demo01 A/B test

Details Reporting

Property com5961-2022-demo01 Web Stream supint Experiment ID FX7u6zuRScmvg39SuquY4Q

Objectives  The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

 Pageviews System 

ADDITIONAL OBJECTIVES

Add additional objective 

Settings

Optimize installation  Optimize installation verified with no errors Last checked on Sun, Nov 13, 2022, 6:59 PM GMT+8 [View instructions](#) 

Email Notifications  Receive important notifications about this experience. [Learn more](#) 

Traffic allocation  Percentage of all visitors eligible for this experience. 100.0% 

Activation event 

**Add form submission trigger and tag
for tracking in Google Tag Manager.**

Register

User name

Email address

Password

Bio

A standard rich text editor toolbar with icons for bold, italic, underline, font size, alignment, and other text styling options.**B** *I* S | **I_x** | **I=** | **I:** | **I#** | **I"** | **I,** | Styles | Format | ?

Obtain form ID.

```
<!-- Main Content-->
<div class="container">
  <form action="/register"
    method="POST" id="register">
    == $0
      <div class="form-group">...
        </div>
    ...
  </form>
  ... 1e-i2svg-active.fontawesome-i2svg-co ...
```

Styles Computed Layout >

Filter :hov .cls + 

```
element.style {
}
*, *::before, *::after {
  box-sizing: border-box;
}
form {
  user agent stylesheet
  display: block;
  margin-top: 0em;
}
```

Inherited from body

```
body {
  style.css:10010
  font-size: 20px;
  color: #212529;
}
```

```
body {
  style.css:61
```

Console What's New 

Tag Manager | All accounts > com.supint.pyth

Registration Form Submitted

Create new form submission trigger.

Save

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Overview Tags Triggers Variables Folders Templates

Triggers

Name ↑ Registrat Registrat

Trigger Configuration

Trigger Type

Form Submission

Wait for Tags ⓘ Check Validation ⓘ

This trigger fires on

All Forms Some Forms

Fire this trigger when an Event occurs and all of these conditions are true

Form ID equals register

Added in this workspace

Abandon changes

Pick Form ID Enter ID “register”

The screenshot shows the Google Tag Manager interface. On the left, the sidebar has 'Triggers' selected, highlighted with a red box. The main area shows a trigger configuration for a 'Form Submission' type, also highlighted with a red box. The trigger is named 'Registration Form Submitted'. The configuration specifies it fires on 'Some Forms' and has a condition where 'Form ID' equals 'register'. The 'Form ID' input field and the value 'register' are both highlighted with red boxes. A large red box also covers the top right corner of the main configuration area. At the bottom, there are two text boxes: 'Pick Form ID' on the left and 'Enter ID “register”' on the right, both in red text.

Tag Manager | All accounts > com.supint.pyth

Registration Form Submitted Name of the form submission trigger.

Save

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Triggers

Name ↑

Registrat

Registrat

Overview

Tags

Triggers

Variables

Folders

Templates

Trigger Configuration

Trigger Type

Form Submission

This trigger fires on

Form ID equals register

Added in this workspace

Abandon changes

Trigger type is form submission.

Form ID used in base.html.

The screenshot shows the Google Tag Manager interface. On the left, there's a sidebar with various options like Workspace, Versions, Admin, and a list of triggers. The 'Triggers' option is selected and highlighted with a blue background. In the main area, a trigger named 'Registration Form Submitted' is being edited. The title bar says 'Name of the form submission trigger.' A red box highlights the trigger name. Below it, the 'Trigger Configuration' section shows 'Trigger Type' set to 'Form Submission' (also highlighted with a red box). The condition 'This trigger fires on' is set to 'Form ID equals register' (also highlighted with a red box). A green banner at the top says 'Added in this workspace'. On the right, there are 'Save' and 'Abandon changes' buttons. Red annotations on the right side of the screenshot state 'Trigger type is form submission.' and 'Form ID used in base.html.'

← → C tagmanager.google.com/#/container/accounts/6062853857/containers/96889425/worksheets/2/triggers

All accounts > com5961-2022-bs supint.pythontanywhere.com ▾ Update

Tag Manager Workspace Versions Admin GTM-T7BS97V Workspace Changes: 18 Preview Submit

CURRENT WORKSPACE

Default Workspace >

Overview Tags **Triggers** Variables Folders Templates

Triggers

<input type="checkbox"/> Name ↑	Event Type	Filter	Tags	Last Edited
<input type="checkbox"/> Registration Form Submitted	Form Submission	Form ID equals register	0	a few seconds ago

The trigger for handling the registration form tag event.

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Tag Manager All accounts > com5961-2022-bs supint.pythonanywhere.com

GA4 Registration Form Tag

Create form tracking tag.

Save

Workspace Versions Admin

CURRENT WORKSPACE

Default Workspace >

Tags

Overview

Tags (highlighted)

Triggers

Variables

Folders

Templates

Tag Configuration

Tag Type

Google Analytics: GA4 Event
Google Marketing Platform

Configuration Tag (GA4 Config Tag)

Event Name (registration_form_conversion)

Create an event name (all lower case without blank)

Event Parameters

Parameter Name	Value
currency	HKD
value	1

Consent Settings (BETA)

Built-In Consent Checks (ad_storage, analytics_storage)

Additional Consent Checks

No additional consent required

Triggering

Firing Triggers

Registration Form Submitted (Form Submission)

Add Exception

Link to form submission trigger created earlier.

The screenshot shows the Google Tag Manager interface. On the left, there's a sidebar with options like Overview, Tags (which is selected and highlighted with a red box), Triggers, Variables, Folders, and Templates. The main workspace shows a tag configuration for a 'Google Analytics: GA4 Event' tag. A red box highlights the 'Event Name' field, which contains 'registration_form_conversion'. To the right of this field, a red box contains the text 'Create an event name (all lower case without blank)'. Below the event name, there's a section for 'Event Parameters' with two entries: 'currency' (Value: HKD) and 'value' (Value: 1). Under 'Consent Settings (BETA)', there are 'Built-In Consent Checks' for 'ad_storage' and 'analytics_storage'. In the 'Triggering' section, there's a 'Firing Triggers' list with one item: 'Registration Form Submitted (Form Submission)'. To the right of this list, a red box contains the text 'Link to form submission trigger created earlier.'.

Add conversion event in Google Analytics.

Analytics All accounts > com5962-2022
com5961-2022-demo01 Try searching "how to create funnel"

Last 28 days Oct 17 - Nov 13, 2022 ▾
Compare: Sep 19 - Oct 16, 2022

Events Conversions Audiences Custom definitions DebugView

New conversion event

Conversion Events Network Settings

Conversion name ↑	Count	% change	Value	% change	Mark as conversion ?
purchase	0	0%	0	0%	

Back to Google Analytics for adding conversion event.

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Analytics All accounts > com5962-2022
com5961-2022-demo01 ▾ Try searching "how to create funnel"

Last 28 days Oct 17 - Nov 13, 2022 ▾
Compare: Sep 19 - Oct 16, 2022

Events Conversions Audiences Custom definitions DebugView

Conversion Events Network Settings

Conversion name ↑ Count % change Value % change Mark as conversion ?

New event name * registration_form_conversion 28 / 40

Cancel Save

form_submit 0 0% 0 0%

purchase 0 0% 0 0%

Enter the event name created in Tag manager.

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Analytics All accounts > com5962-2022
com5961-2022-demo01 ▾ Try searching "how to create funnel"

Last 28 days Oct 17 - Nov 13, 2022 ▾
Compare: Sep 19 - Oct 16, 2022

Events Conversions Audiences Custom definitions DebugView

Conversion Events Network Settings

Conversion name ↑ Count % change Value % change Mark as conversion ?

Conversion name	Count	% change	Value	% change	Mark as conversion
purchase	0	0%	0	0%	<input type="checkbox"/>
registration_form_conversion	0	0%	0	0%	<input checked="" type="checkbox"/>

New conversion event

Now the event form submission tag created in Tag manager is connected to Google Analytics.

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Add optimization objective to Google Optimize

 **Optimize**

supint.pythonanywhere.com
com5961-2022-demo01 A/B test

Details Reporting

Measurement and objectives

Google Analytics
Optimize uses Google Analytics for measurement.

Property com5961-2022-demo01	Web Stream supint	Experiment ID FX7u6zuRScmvg
---------------------------------	----------------------	--------------------------------

Objectives ⓘ
The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

 **Pageviews**
System

ADDITIONAL OBJECTIVES
[Add additional objective](#) ▾

Settings

Optimize installation ⓘ
Optimize installation verified with no errors
Last checked on Mon, Nov 14, 2022, 1:11 AM GMT+8

Email Notifications ⓘ
Receive important notifications about this experience. [Learn more](#)

Select Objective

 **Ecommerce**

Purchases
The average number of purchase events per user in the experiment

Purchase revenue
The average revenue from purchases per user in the experiment

 **Conversions**

Maximize purchase

Maximize registration_form_conversion

Go to Google Optimize to pick a new conversion objective to add maximise the event name created in both Google Tag Manager and Google Analytics.

← supint.com Optimize

Setup instructions

Details Reporting

Measurements

Google Optimizer

Properties

Objects

Primary

Add experiment

Settings

Optimizations

Email

Traffic

Activations

Install the Optimize snippet

Optimize is installed by adding a small snippet of code to your website to display new experiences to your visitors. Add the following code to the top of the <HEAD> tag on every page you wish to optimize.

[Learn more](#) about how to install Optimize and about advanced installation options.

```
<script src="https://www.googleoptimize.com/optimize.js?id=OPT-PJRNQXD"></script>
```

[Check installation](#)

Click check installation to test installation and connection.

Install the Chrome extension

The Chrome extension is required to use the visual editor and installation diagnostics, but not to create redirect experiments or view reports.

[Extension installed](#)

This screenshot shows the 'Setup instructions' page in Google Optimize. It displays two main sections: 'Install the Optimize snippet' and 'Install the Chrome extension'. The 'Check installation' button and the 'Extension installed' message are highlighted with red boxes. A large red box also covers the text 'Click check installation to test installation and connection.'.

Start Bootstrap[HOME](#)[ABOUT](#)[BLOGS](#)[PROFILE](#)[NEW BLOG](#)[DASHBOARD](#)[LOGOUT](#)

Register

[Optimize editor header](#)

User name

 Enter username

Email address

 Enter email

Password

 Enter password

Bio

**Optimize is correctly installed**

✓ No major issues were detected while verifying the Optimize installation on this page.

[Back to experience](#)

Optimize | supint.pythonanywhere.com
com5961-2022-demo01 A/B test

Details Reporting

This experience is part of a beta release because it is or has been previously linked to a Google Analytics 4 property. [Learn more](#)

Draft. Ready to start. [Start](#)

[CREATE VARIANTS](#) Customize your site > [ADD TARGETING RULES](#) Target your site visitors > [LINK TO ANALYTICS](#) Select a property and view > [SET UP OBJECTIVES](#) Choose objectives to optimize > [START](#) Schedule or start

Start experiment

Targeting and variants

Variants
What do you want to test?

Variant	Weight	Preview	Changes	Edit	⋮
Original	50% weight	Preview		View	
Variant 1	50% weight	Preview	(31)	Edit	
+ Add variant					

Editor page: <https://supint.pythonanywhere.com/register>

Page targeting

Where should this experience run on your website?

WHEN URL matches <https://supint.pythonanywhere.com/register> [Edit](#) [Delete](#)

AND + Add URL rule

Optimize supint.pythonanywhere.com com5961-2022-demo01 A/B test

This experience is part of a beta release because it is or has been previously linked to a Google Analytics 4 property. [Learn more](#)

Draft. Ready to start. [Start](#) [...](#)

[CREATE VARIANTS](#) [ADD TARGETING RULES](#) [LINK TO ANALYTICS](#) [SET UP OBJECTIVES](#) [START](#)

Start experiment?

Your experiment will go live on all pages with the Optimize snippet. Preview all variants before starting your experiment.

Receive email notifications

[Cancel](#) [Start](#)

50% weight [Preview](#) Changes (31) [Edit](#) [...](#)

Targeting and variants

What do you want to test?

Original

Variant 1

+ Add variant

[View](#)

Page targeting

Where should this experience run on your website?

WHEN URL matches https://supint.pythonanywhere.com/register [Edit](#) [Delete](#)

AND + Add URL rule

← Optimize supint.pythonanywhere.com com5961-2022-demo01 A/B test ⋮

Details Reporting

This experience is part of a beta release because it is or has been previously linked to a Google Analytics 4 property. Learn more

🕒 Running Edit End ⋮

Started manually: Mon, Nov 14, 2022, 9:01 AM GMT+8 Expiration scheduled: Mon, Dec 19, 2022, 9:01 AM GMT+8

🕒 Targeting and variants

A/B test experiment is running.

Variants

What do you want to test?

Original	👤 0	50% weight	Preview	View
Variant 1	👤 0	50% weight	Preview	Changes (31) View ⋮

Editor page: <https://supint.pythonanywhere.com/register>

Page targeting

Where should this experience run on your website?

WHEN URL matches <https://supint.pythonanywhere.com/register>

Audience targeting

Who should see this experience?

← Optimizer supint.pythonanywhere.com com5961-2022-demo01 A/B test ⋮

Details Reporting

Keep your experiment running
Run Optimizer experiments for at least two weeks. [Learn more.](#)

ACTIVE VISITORS 0

COLLECTED SESSIONS 13 DAYS [View full chart](#)

STARTED MANUALLY: Mon, Nov 2, 2020, 9:56 PM GMT+8 EXPIRATION SCHEDULED: Sun, Jan 31, 2021, 9:56 PM GMT+8

Bounces PRIMARY ▾ Based on Google Analytics data as of Thu, Nov 5, 2020, 10:34 AM GMT+8. [View in Analytics](#)

OBSERVED DATA			
	Experiment Sessions	Experiment Bounces	Calculated Bounce Rate
Variant ↑	5	2	40.00%
Original	0 active visitors	5	62.50%
Variant 1	0 active visitors	5	62.50%

OPTIMIZE ANALYSIS

Probability to be Best	Modeled Bounce Rate	Modeled Improvement
77%	11.4% - 77.9%	Baseline
23%	29.4% - 86.5%	-450% to 44%

Share A/B testing tracking with others.

All accounts > com5961-2022
supint.pythonanywhere.com

Optimize Experiences Activity Settings

This container is part of a beta release because it is linked to a Google Analytics 4 property. Learn more

All Create experience

Find an experience...

RUNNING 1 OF 5 EXPERIMENTS AND 0 OF 10 PERSONALIZATIONS SCHEDULED/RUNNING

Name	Type	Clients	Active users	Started
com5961-2022-demo01	A/B	0	-	Nov 14, 2022

Terms of Service • Privacy Policy

Click setting to share tracking with others

Optimize | All accounts supint

Experiences Activity

All

Measurement

Property com5961-2022-demo01 Stream supint (G-71MPLN17T8)

Setup instructions

Install the Optimize snippet

Optimize is installed by adding a small snippet of code to your website to display new experiences to your visitors. Add the following code to the top of the <HEAD> tag on every page you wish to optimize.

[Learn more](#) about how to install Optimize and about advanced installation options.

```
<script src="https://www.googleoptimize.com/optimize.js?id=OPT-PJRNQXD"></script>
```

Install the Chrome extension

The Chrome extension is required to use the visual editor and installation diagnostics, but not to create redirect experiments or view reports.

✓ Extension installed

Additional Settings

Notifications

User management

Enter user management to add other users.

Accounts

Go to accounts

Optimize All accounts supir

Experiences Activity

Container permissions 1 row

com5961-20221 supint.pythonanywhere.com

Name ↑	Email	Permissions ⓘ	User status ⓘ
<input type="checkbox"/> Yiu Sin Suen	suentze2020@gmail.com	Publish	Has access

Search

Add users

Add user groups

All

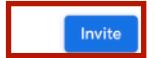
RUNNING

Name

com596

This screenshot shows a user interface for managing container permissions. On the left, there's a sidebar with tabs for 'Experiences' (selected) and 'Activity'. The main area is titled 'Container permissions' and shows one row for 'com5961-20221 supint.pythonanywhere.com'. The table columns are 'Name ↑', 'Email', 'Permissions', and 'User status'. A single user, 'Yiu Sin Suen' (email: suentze2020@gmail.com), is listed with 'Publish' permissions and 'Has access' status. In the top right, there are buttons for 'Add users' (highlighted with a red box) and 'Add user groups'. A search bar is at the top center. On the far right, there are more interface icons.

Invite



com5961-2022 | supint.pythonanywhere.com
Send invitations

Container permissions

Name ↑

Yiu Sin Suen

Email addresses

suentze2020@gmail.com

Container permissions

Publish

Can publish container versions. [Learn more](#)



Edit

Can edit the container and its experiments. [Learn more](#)



Read

Can view the container and its experiments. [Learn more](#)



Problem Set #5

- a. Based on the usability study result on your low-fidelity prototype, prepare a **high-fidelity** prototype using **HTML/CSS/JS/Python Flask/SQLite**.
- b. Test with 5 users to obtain feedback on your improved design with usability study (qualitative method).
- a. Conduct an **A/B test** (with one variant) using Google Optimize and share your **results** with me (quantitative method).

Thanks for joining me today!