# Phase 2 – The Journey

**Team #:** 5

## Member names:

Chandrika Mummalaneni
Jaya Saran Teja Pavuluri
Lakshmi Prasanna Kumar Nalabothu
Tejaswi Neelapu
Tileshwar Narayan

**Site Name:** Seattle Biz Connect

**Site URL:** http://54.203.43.38/

## Sample Pages:

Eateries:

http://54.203.43.38/seattles-must-try-foods-a-culinary-journey-through-the-emerald-city/

Cafe's:

http://54.203.43.38/cafes/

Breweries:

http://54.203.43.38/breweries/

Businesses:

http://54.203.43.38/business/

Startups:

http://54.203.43.38/startups/

## Site Mission Statement

"Celebrating Seattle's vibrant business ecosystem by highlighting innovation, growth, and diverse industries, while promoting sustainability, diversity, and community-driven progress."

## Site Content Strategy

A great content strategy makes a website engaging, easy to navigate, and informative. To keep users interested, content should be well-organized, visually appealing, and simple to explore. Using clear categories, intuitive navigation, and high-quality visuals helps visitors find information quickly without frustration. Interactive elements like user reviews, business insights, and recommendations make the experience more engaging and useful. To increase visibility and reach more people, the website should follow SEO best practices, including keyword optimization, structured metadata, and mobile-friendly content. Essential features like a search bar, category tags, and personalized recommendations will make it easier for users to discover businesses and food spots that match their interests.

Looking at successful websites like Visit Seattle and Seattle Met, we can see how strong content strategies create a smooth browsing experience. Visit Seattle focuses on visitor guides, event listings, and business spotlights, making it easy for people to explore the city. Seattle Met, on the other hand, offers a mix of news, food reviews, and lifestyle content, creating engaging experiences with well-structured articles and high-quality visuals. Following this approach, our website will use a modern, content-driven format that allows users to explore Seattle's food and business scene effortlessly. The content will be divided into clear categories, such as Eateries, Restaurants, Breweries, Businesses (MNCs & Startups), and Cafes, so users can find what they're looking for quickly. A search bar with filters and tags will make searching easy, while sections like "Recently Visited," "New Blogs," "Trending Places," and "User Recommendations" will keep content fresh and exciting. An interactive discovery system will suggest places based on user preferences, ensuring that everyone finds something that interests them. The goal is to create a fun, engaging, and easy-to-use platform that helps users explore and enjoy Seattle's vibrant food and business scene

**Site:**
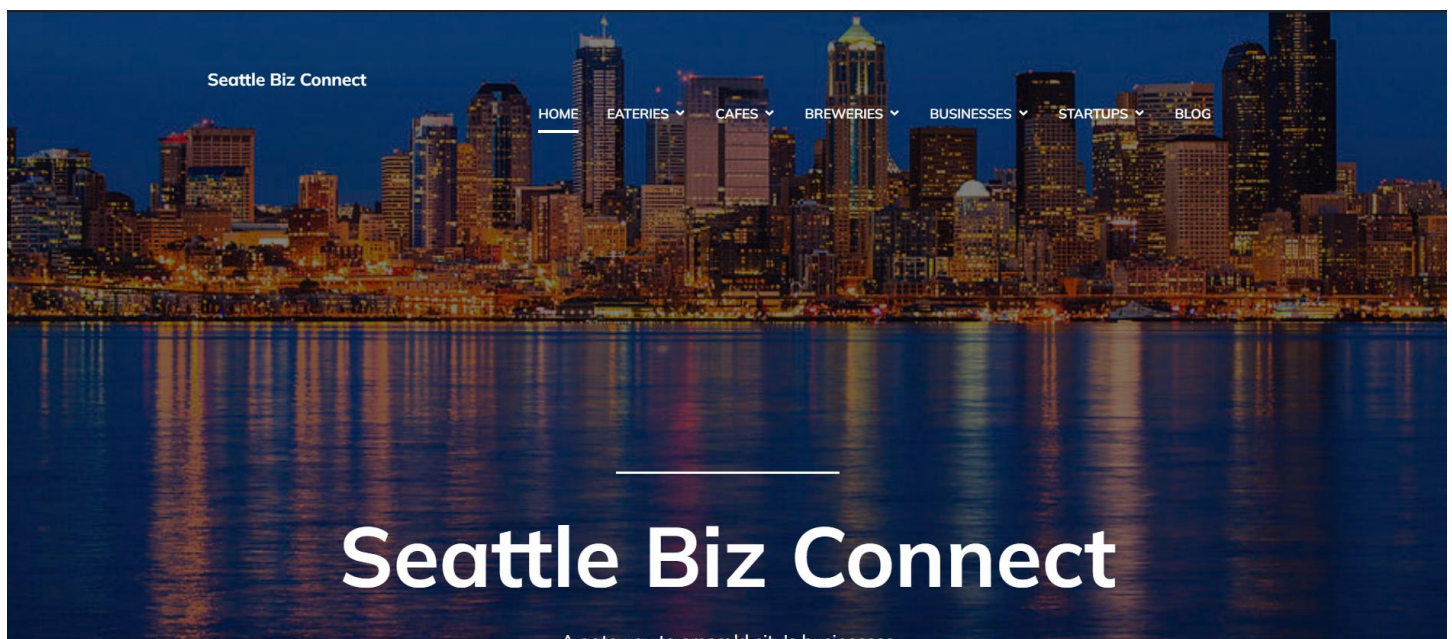
## About us

Seattle Biz Connect is all about highlighting the businesses that make Seattle and Washington unique.

From local eateries, cozy cafes, and craft breweries to startups and established businesses, it highlights everything the local scene has to offer. The goal is to connect people with local businesses, making it easier to find great places to eat, explore new ventures, and support the community. Whether it's a hidden gem or a well-known spot, Seattle Biz Connect brings the city's vibrant business scene together in one place

READ MORE

**Example Websites:**

**Visit Seattle**
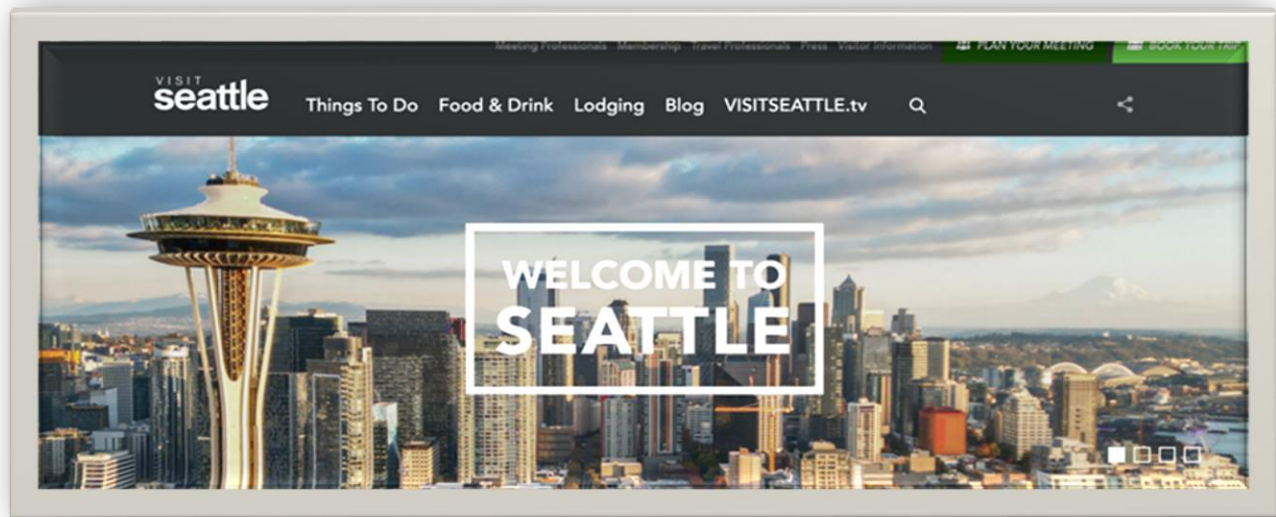


Source: Visit Seattle. (2025) Retrieved 18th Feb 2025 [ONLINE] https://visitseattle.org/

**Seattle Met:**



Source: Seattle Met (2025) Retrieved 18th Feb 2025 [ONLINE] https://www.seattlemet.com

**Reference:** Gemes, N. (2024, September 25). *The ultimate guide to digital content strategy*. Hygraph. https://hygraph.com/blog/digital-content-strategy

## Site Design Strategy

A well-designed website should be easy to navigate, visually appealing, and accessible to everyone. The layout should be clean and well-organized, making it simple for users to find what they need. A good design strategy includes clear menus, structured categories, and mobile responsiveness, so the site works smoothly on any device. High-quality images, good use of whitespace, and bold typography help keep the site looking professional and engaging without feeling cluttered. It's also important to include fast loading times, SEO optimization, and accessibility features to make the site easy to find and use. Features like search options, category tags, and personalized recommendations can improve the user experience by helping visitors explore more content. Two websites that do this well are Outdoor Project and Seattle Refined. Outdoor Project makes it easy to search for outdoor activities with interactive maps and user-generated content, while Seattle Refined uses a grid-based layout with bold visuals and well-organized sections to make browsing simple and enjoyable.

Our website will be modern, clean, and interactive, ensuring smooth user experience with a structured and engaging layout. The navigation menu will be simple and well-organized, featuring key categories such as Eateries, Restaurants, Breweries, Businesses (MNCs & Startups), and Cafes to help users easily explore different sections. A search bar at the top, along with tags and filter options, will allow visitors to quickly find specific content based on their preferences. To keep content fresh and engaging, the homepage will feature dynamic sections like "Recently Visited," "New Blogs," "Trending Places," and "User Recommendations." An interactive exploration style will allow users to discover new places based on their interests, making navigation more engaging. The overall design will focus on user-friendliness, visual
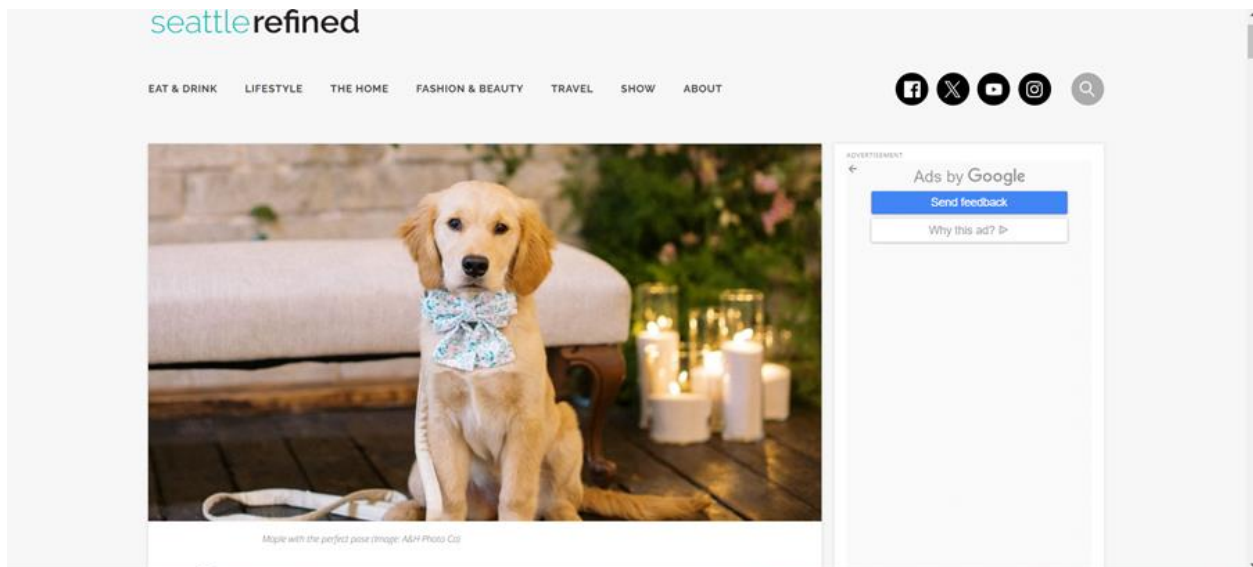
appeal, and seamless functionality, creating a platform that encourages users to explore Seattle's vibrant business and food scene effortlessly.
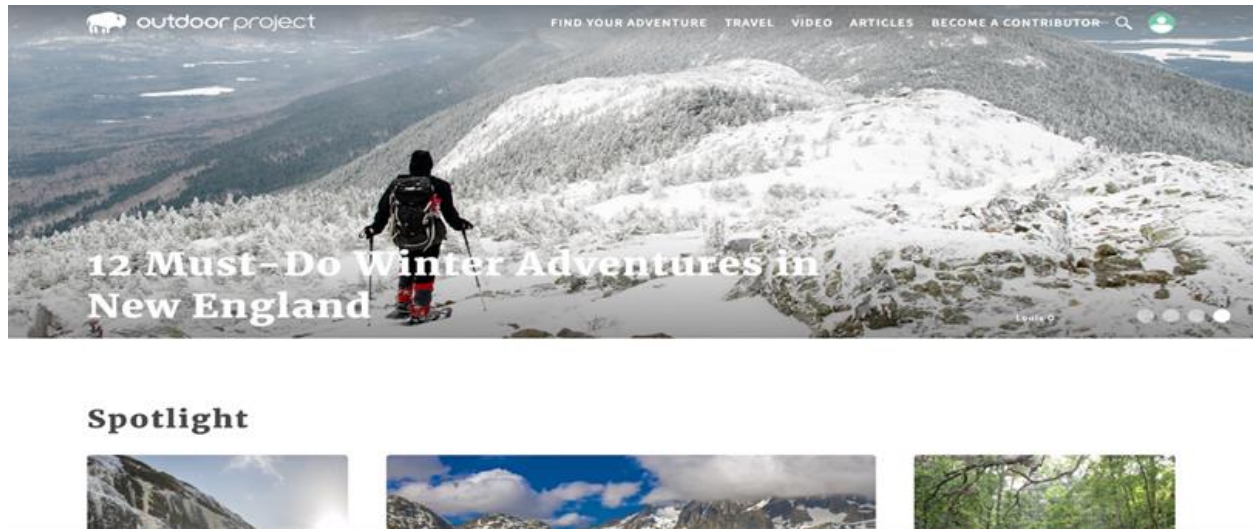
**Site:**
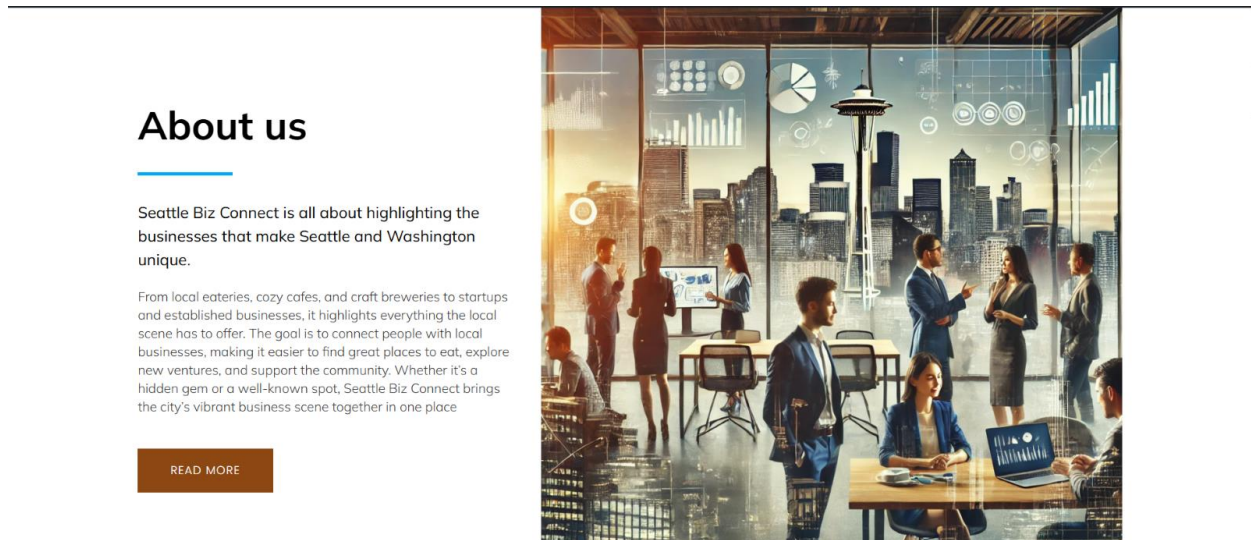


**Example Website:**

**Seattle Refined – Visual Storytelling & Content-Driven Design**



Source: Seattle Refined. (n.d.). *Seattle Refined*. Retrieved February 15, 2025, from
https://seattlerefined.com/

# Phase 2 – The Journey

**Outdoor Project – Interactive & Adventure-Oriented**



Source: Outdoor Project. (n.d.). *Outdoor Project*. Retrieved February 15, 2025, from
https://www.outdoorproject.com/

**Site Metrics Strategy: (multiple paragraphs with images)**

Our site is structured with a simple main menu system categorizing businesses into divisions such as restaurants, cafes, breweries, corporations, and startups. All the categories have specifically dedicated blogs to provide information, reviews, and industry insights pertinent to these types of businesses. This structure maximizes user navigation, with an easier navigation feature for visitors to surf through content related to them. By tracking visits and events in these sections, we receive valuable insights into what categories and blogs are most popular. This allows us to refine content strategies and increase exposure for businesses listed on our website. Event tracking allows us to track interactions such as clicks on listings, reads on blogs, and shares, so we can optimize the user experience continually. We want to create a friendly platform where individuals can easily discover and engage with Seattle's vibrant business community.

# Phase 2 – The Journey

## Discuss team's Explore Template(s) from GA4 'Explore | Analysis'?

The GA4 'Explore | Analysis' feature enables groups to create customized explorations to perform extensive analysis of user behavior. Within the provided setup, the group has named the exploration "Bizconnect," and it is stated that it deals with business-related traffic and engagement trends. The Free Form technique has been selected, offering a way of seeing data in various forms, such as tables and charts. The analysis has significant traffic segments, i.e., Direct Traffic, Paid Traffic, Mobile Traffic, and Tablet Traffic, where the team can examine different channels for user acquisition.
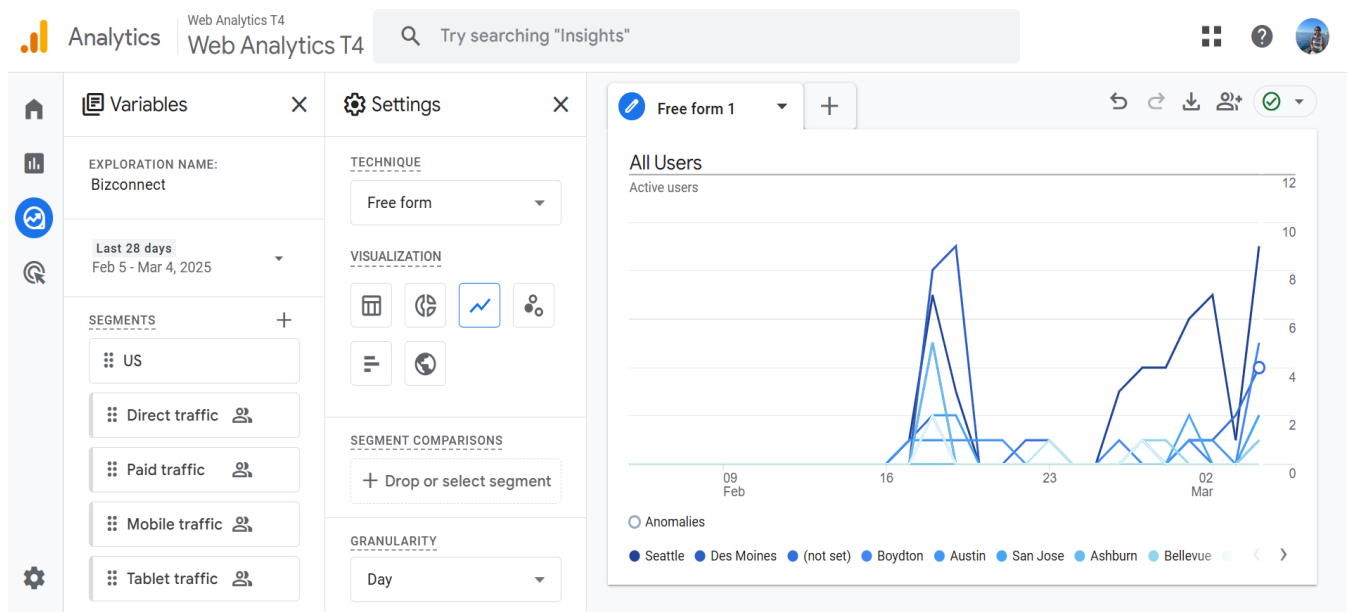


The team is monitoring active users over time on a line chart segmented by city, e.g., Seattle, Des Moines, Austin, San Jose, and Boynton. The granularity is daily so the team can monitor user trends day by day. The graph identifies fluctuations in user activity, possibly indicating spikes induced by marketing initiatives, content upload, or environmental influences. Geographical involvement compared to traffic sources assists the team in making more specific marketing strategies, optimizing the distribution of content more effectively, and enhancing user experience. This analytical style assists in identifying top-performing regions and improving targeting.

In addition, the User Explorer analysis provides a more granular view of individual user behavior in the BizConnect stream. Unlike the first graph, which was focused on total active users, this analysis digs deeper into individual user interaction by tracking Effective User IDs and their event activity. Using the User Explorer approach, the table displays key metrics such as Event Count, Sessions, and Purchase Revenue. There is high engagement from some users, as seen in the event counts of 883, 410, and 352, which reflect

repeated interaction. The Sessions column indicates different levels of user visits, representing differing browsing activities.
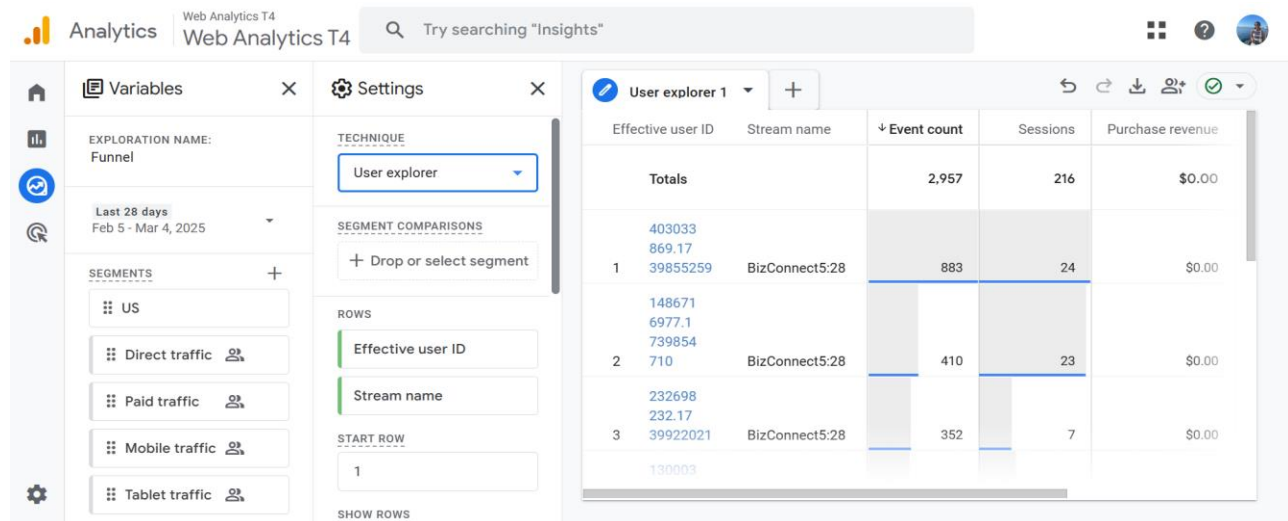


This can be utilized to discover highly active users and their behavioral patterns. When this information is paired with the insights from the first graph, the team can personalize marketing campaigns, increase user engagement, and optimize conversion funnels. If revenue generation is the goal, adding e-commerce tracking or analyzing drop-off points in the funnel could provide more clarity.

From the above observations, Cohort Exploration analysis further refines user behavior tracking by segmenting users into cohorts on the basis of acquisition date and activity over time. This observation helps identify user retention and activity trends after their initial touch with the BizConnect platform. From the Cohort Exploration approach, users are segmented based on their First Touch (acquisition date) and tracked weekly to observe how they persistently interact. The following table indicates the active users who created any event after their initial activity. The greatest retention is for the cohort purchased between Feb 16 - Feb 22, 2025, with 53 users active during the subsequent week. Other cohorts experience fewer retentions, with 19 users from Feb 23 - Mar 1 remaining active in the subsequent period.

# Phase 2 – The Journey
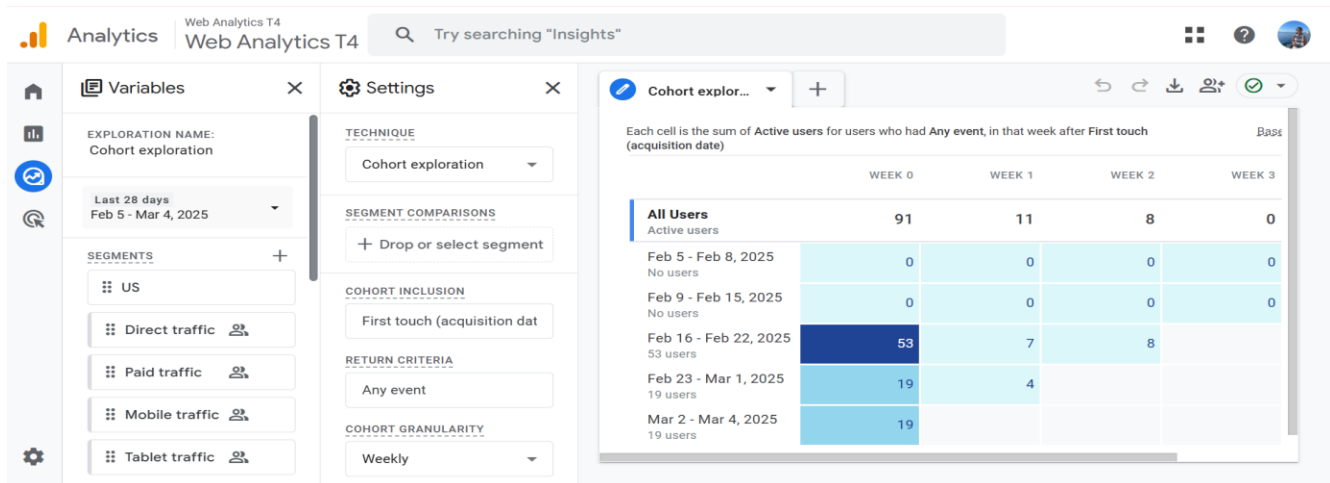


This report provides excellent user longevity of engagement insight and helps in the detection of retention trends. In contrast to previous User Explorer reporting, this cohort report helps in the assessment of acquisition strategy performance and re-engagement activity of users. When the retention rate is dropping significantly, email marketing campaigns, customized recommendations, or reward-based engagement can be considered to increase long-term engagement.

What we have observed, looking at the data Google Analytics gathered, is that returning user sessions show sporadic peaks, with notable spikes around mid-February and early March. This suggests that user retention is inconsistent, with certain days experiencing significantly higher engagement from returning visitors. Mobile users, on the other hand, display relatively low activity, indicating that the majority of sessions are likely to happen on desktop rather than mobile devices.

# Phase 2 – The Journey
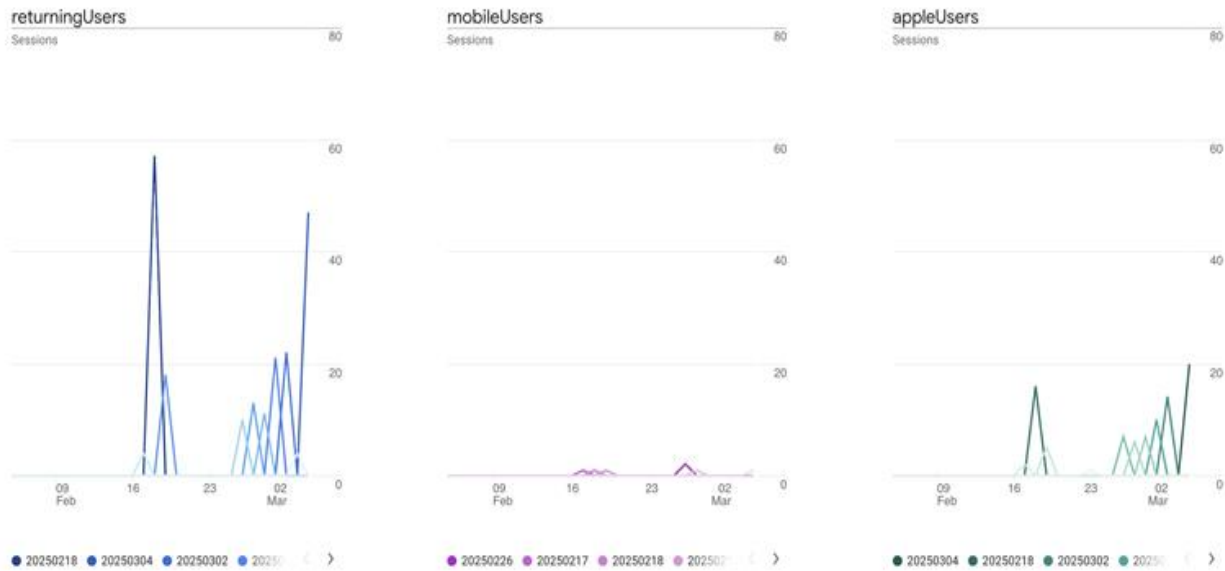


Looking at Apple users specifically, their sessions also show fluctuations, with increased activity around similar periods as returning users. However, the bounce rate metrics for Apple users appear to be unusually high, even exceeding 100% in several instances, which may indicate a tracking issue or incorrect data interpretation. The breakdown of bounce rates by specific pages suggests that certain pages, such as those related to Seattle's business ecosystem and startup landscape, have particularly high exit rates. This could mean users are landing on these pages but not finding engaging content that encourages further navigation.

# Phase 2 – The Journey



## Discuss team's 'Events' in GA4

We have created the following events to track user interactions across key sections of the website using Google Tag Manager. These events have been defined as key metrics to be tracked on the analytics dashboard, allowing for better monitoring and analysis of user behavior.

- Amazon Tracker (Tag) with Amazon Trigger (Trigger): This event is set up to track traffic directed to the Amazon-related webpage. By capturing visits to this page, we can assess user interest in Amazon-related content and measure engagement levels.

- Blog Traffic (Tag) with Blog Trigger (Trigger): This event is designed to monitor user visits and interactions on the BlogPage. Tracking this activity will help us analyze readership patterns, identify popular blog topics, and determine how users navigate through the content.

- Eateries Tracker (Tag) with eateries Trigger (Trigger): This event captures user visits to the eateries section of the site, providing insights into how frequently users explore this category. By tracking engagement, we can evaluate user interest in eateries-related content and optimize the experience accordingly.

# Phase 2 – The Journey

These tracking events are now set as key performance indicators on the analytics dashboard, allowing us to measure and compare traffic trends, engagement levels, and user navigation patterns in real-time. With this structured event tracking, we can make more data-driven decisions to improve user experience and content strategy.





The event data provides insights into user interactions on the Seattle Biz Connect website. Events track user actions, helping to analyze engagement levels and areas for improvement.

1. Page View (1,441 events, 91 users, 15.84 events per user)

A page view event is triggered each time a user loads a webpage. This is the most frequent event, indicating that users are actively navigating the site, with an average of 15.84 pages viewed per user. Since the total number of active users is 92, almost all users have viewed multiple pages, suggesting they are exploring the site rather than bouncing after a single visit.

2. User Engagement (1,201 events, 42 users, 28.60 events per user)

# Phase 2 – The Journey

The user engagement event measures actions that indicate a visitor is actively interacting with the site (e.g., scrolling, staying on a page for a certain duration, clicking links). Only 42 users triggered engagement events, meaning that while many users are browsing pages, fewer are interacting deeply with content. However, for those who do engage, the average number of engagement events per user is high (28.60), suggesting that certain visitors find the site valuable.

3. Session Start (215 events, 91 users, 2.36 sessions per user)

A session start event is logged when a user begins a new visit to the website. The 91 total users indicate that almost all visitors have initiated at least one session, and some users have returned for more visits (an average of 2.36 sessions per user). This indicates repeat traffic, which is a positive sign for website retention.

4. First Visit (91 events, 91 users, 1.00 events per user)

A first visit event occurs when a new user lands on the website for the first time. Since this number matches the total user count (91), all users recorded in this period are new visitors. There are no returning users in this dataset, meaning either the timeframe is short, or past visitors are not revisiting.

5. Click (9 events, 1 user, 9 events per user)

Click events track interactions such as button clicks or link clicks. There is only one user responsible for all 9 click events, which is quite low. This suggests that users are not clicking on interactive elements as expected, which could indicate low call-to-action effectiveness or navigation issues.

## Preliminary Analysis:

Observe/examine your metrics. Describe what is happening.

The metrics provide an insightful overview of user engagement on the Seattle Biz Connect website. Overall, the site has recorded 1,441 views with 92 active users, averaging 15.66 views per active user and an average engagement time of 2 minutes and 28 seconds per user. The total event count stands at 2,957.

Key Observations:

Most Popular Page: The homepage, "Seattle Biz Connect – A gateway to Emerald City's businesses," is the most viewed (566 views) and has 46 active users, averaging 12.30 views per user with 2m 26s of engagement time.

# Phase 2 – The Journey

Engagement on Blog Pages: The "Our Blog" page has 159 views and 10 active users, with a high 15.90 views per user, though the engagement time (1m 34s) is lower than the homepage. This indicates repeated visits but possibly lower content retention.

Business and Breweries Pages: The "businessInSeattle" page (150 views, 25 users, 6 views per user) and the "Breweries" page (122 views, 11 users, 11.09 views per user) are moderately popular but have lower engagement times (1m 02s and 1m 01s, respectively). Enhancing content or user experience on these pages could improve interaction.

Error & Low-Engagement Pages:

The "Page Not Found" (59 views, 8 users, 28s engagement) and "Site Under Construction" (55 views, 14 users, 13s engagement) suggest users are encountering incomplete or broken pages.

The "Entrepreneurial Spirit" blog post has low views (26), 9 users, and an engagement time of just 18s, indicating it may not be resonating with visitors.

Longer Engagement but Fewer Views: The "Seattle's Must-Try Foods" page has only 22 views but an engagement time of 2m 06s, implying strong interest among those who visit. This page could benefit from better visibility or promotion.

Suggested Actions:

Improve Navigation & Fix Errors: Address the "Page Not Found" and "Site Under Construction" issues to reduce user drop-off.

Enhance Engagement on Key Pages: The breweries and business pages have good traffic but shorter engagement times. Adding interactive content or detailed business profiles could boost retention.

Promote High-Engagement Content: Pages with higher engagement times but low views (e.g., "Seattle's Must-Try Foods") should be highlighted through social media or search optimization.

Monitor Repeat Visits: The high views per active user on the homepage and blog indicate strong return visitors, suggesting an opportunity to encourage deeper site exploration.

Discuss how the team responds/aligns site Content Strategy with analytical insights

Both GA4 and Google Tag Manager (GTM) are utilized by the team to optimize the site's content strategy. This helps ensure it matches user behavior and increases engagement. GTM allows for the simple addition and management of tags to track specific user actions, like clicks, form submissions, and content views. This tracking is done on different types of businesses, ranging from restaurants, cafes, and breweries to

startups and big businesses. This tagging plan allows us to view how visitors interact with different sections of the site. Combined with GA4's advanced metrics, including visits, engagement time, and event tracking, we can track performance in real-time and spot trends in visitor activity. When specific categories, i.e., cafes or startups, show a high level of interest, we can develop more content to take advantage of that interest. Conversely, we enhance weaker areas based on the data we collect, be it through more engaging content, newer images, or simpler navigation. With GA4 and GTM combined, the team can continuously refine and adapt the content strategy so that it remains current, data-driven, and addresses the needs of users. This approach makes the site function more effectively, enhances user engagement, and supports the growth of Seattle's multicultural business community.

### Discuss how the team responds/aligns site Design Strategy with analytical insights

The team aligns the site's design strategy with insight-driven recommendations using data from GA4, Google Tag Manager, and event tracking to inform design decisions. By regularly monitoring user activity such as engagement time, bounce rates, and ad visits, the team identifies which design aspects are performing and which ones need improvement. For instance, if certain areas, such as restaurants or startup types, are extremely active, the design is adjusted to optimize these areas so that they become user-friendly, more prominent, and pleasing. This could involve updating page designs, adding enticing images, or navigating more readily in order to provide better access to these popular sections. Conversely, where analytics indicate elevated bounce rates or short engagement periods on specific pages, the team adjusts to improve user retention. This might involve simplifying navigation, optimizing mobile experience, or clarifying calls to action. Real-time insights also feed into page loading speed, visual hierarchy, and user interface design improvements to build a seamless and intuitive browsing experience. With ongoing feedback from analysis tools, the design process adjusts to respond to users' wants and needs, keeping the site constantly interactive, easy to navigate, and capable of creating conversions, and helping in Seattle's business diversification success.

## Team Dynamics:

**Tejaswi Neelapu – Information Architect & Quality Assurance (QA) Tester:**

**Hours worked**: 12 hours

**Summary of your role and responsibilities:**

As an Information Architect (IA) and Quality Assurance (QA) Tester, I analyzed Google Analytics event metrics to assess user interactions, engagement levels, and website performance. This involved examining key metrics such as page views, user engagement, and click events to identify trends and areas for improvement. Also, I contributed to the content structure by creating dedicated posts for breweries,

ensuring that each listing provided valuable and well-organized information. I also developed the main brewery page, structuring it to enhance usability and navigation. These efforts aimed to improve the website's overall functionality, content accessibility, and user experience.

**Lakshmi Prasanna Kumar – User Experience (UX) Designer & Web Developer:**

**Hours worked:** 15 hours

**Summary of your role and responsibilities:**

As a Web Developer and UX Designer, I updated the website's menu system to improve navigation and enhance user experience. This involved restructuring menu categories, ensuring clear organization, and optimizing accessibility for seamless interaction across devices. Additionally, I contributed to content development by adding new posts under the "Eateries" section, providing well-structured and informative listings. These updates aimed to create a more intuitive browsing experience, making it easier for users to find relevant content while maintaining a visually cohesive and functional design. Through these enhancements, I helped improve website usability, engagement, and overall content accessibility.

**Chandrika Mummalaneni – User Experience (UX) & User Interface (UI) Designer:**

**Hours worked:** 15 hours

**Summary of your role and responsibilities:**

As a UX & UI Designer, my focus was on refining the website's interface to improve usability, accessibility, and overall aesthetic appeal. Over the past 15 hours, I worked on enhancing the visual hierarchy, optimizing typography, and refining color schemes to create a seamless and engaging user experience. I also restructured UI elements to enhance navigation, ensuring better alignment with user expectations and a more intuitive interaction across devices. The goal was to not only enhance the platform's visual appeal but also to maintain its functionality and ease of use, ultimately improving user engagement and satisfaction.

Additionally, I played a key role in re-evaluating and modifying the website's theme to better align with its purpose and audience. Based on user feedback and design evaluations, I redesigned key interface elements and refined layout structures to create a more cohesive and immersive browsing experience. I contributed to content development by adding new posts under the "Cafés" section, providing well-structured and informative listings. These updates aimed to create a more intuitive browsing experience, making it easier for users to find relevant content while maintaining a visually cohesive and functional design

# Phase 2 – The Journey

**Tileshwar Narayan – Web Content Specialist & Quality Assurance (QA) Tester:**

**Hours worked:** 15 hours

**Summary of your role and responsibilities**:

**Web Content Specialist**: My role as a Web Content Specialist involves organizing, preparing, and uploading content to the website using a content management system (CMS). I ensure that all content is accurate, engaging, and aligned with the goals and needs of the project. Working closely with developers and designers, I ensure the smooth integration of content into the website, keeping everything current and relevant. I also gather and organize information from a wide range of sources to improve user experience and curate the site's story. Additionally, I work with GA4 and Google Tag Manager (GTM) to track user interactions and use the data to make informed decisions about content placement, updates, and design changes, helping optimize the site's performance.

**Quality Assurance (QA) Tester**: As a QA Tester, I am responsible for ensuring that the website operates seamlessly, providing users with flawless navigation experience. I develop and execute test cases, working closely with Information Architecture (IA), UX designers, and developers to assess the site's usability, performance, and functionality. I conduct multiple rounds of testing to identify and address any bugs, defects, or discrepancies, annotating feedback and collaborating with developers to fix issues before launch. My role ensures the website meets its specifications and delivers an improved user experience by verifying the quality of the site across all stages of development.

**Jaya Saran Teja - Server Administrator & Project Manager (PM):**

**Hours worked**: 15 hours

**Summary of your role and responsibilities:**

I play a crucial role in ensuring both the smooth coordination of the project and the stability of the web server: In my role as the ***Server Administrator***, I handle the configuration, maintenance, and security of the web server environment. This includes managing the operating system, web server software, database systems, and any necessary scripting interpreters to keep the website running efficiently. I also ensure the server remains optimized and secure while deploying site updates from the staging environment or source control system.

As the ***Project Manager (PM)***, I am responsible for coordinating team activities, tracking progress against milestones, and facilitating clear communication among team members. I ensure that the project stays on schedule, deliverables are met, and everyone is aligned with our goals. Part of my responsibilities include preparing and maintaining the project proposal, providing progress reports, and making sure the team stays organized and productive.

**Phase 2 – The Journey**