CTT534 – Thiết Kế Giao Diện

HK II 2015 – 2016

Google Analytics and UI Evaluation Tools

Outline

- Google Analytics
- Other UI evaluation tools

Google Analytics

- How do you know
  - Who are visiting your site?
  - How many?
  - Where do they go?
  - How much time they spend on your site?
  - Where are they from?
  - etc.

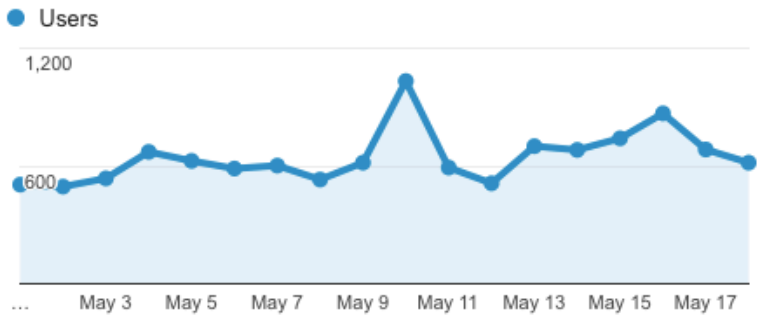
- Google Analytics can help answer these questions

Google Analytics helps collect data

Sessions by Country

Country	Sessions
Vietnam	12,179
United States	538
Russia	218
United Arab Emirates	84
Sudan	70
Singapore	68
(not set)	56
Japan	46
Netherlands	46
France	44

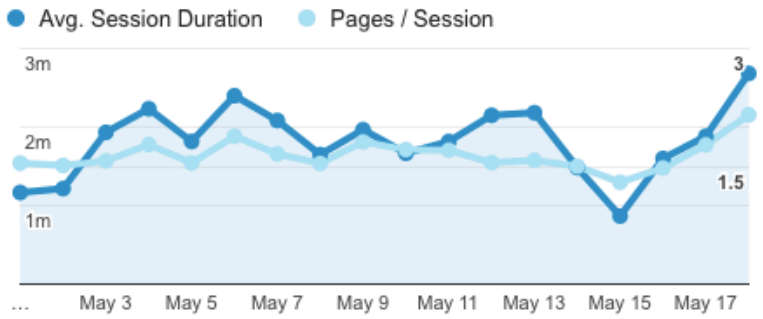
Users



Sessions by Browser

Browser	Sessions
Chrome	6,718
Safari	2,279
Coc Coc	2,219
Firefox	913
UC Browser	369
Android Browser	328

Avg. Session Duration and Pages / Session



Bounce Rate

Purpose of using Google Analytics

- Understand users
- Evaluate user interface design and experience (UI/UX)
- Improve UI/UX
- Validate business objectives and goals
- Improve business objectives and goals
- Increase conversion rate and revenue

- Support marketing and sales

How to use Google Analytics

- Simple steps
  - Create a property ID
  - Add JavaScript snippet to a webpage
  - Use only two API functions
    - ga('create',…)
    - ga('send',...)

How to use Google Analytics – 2

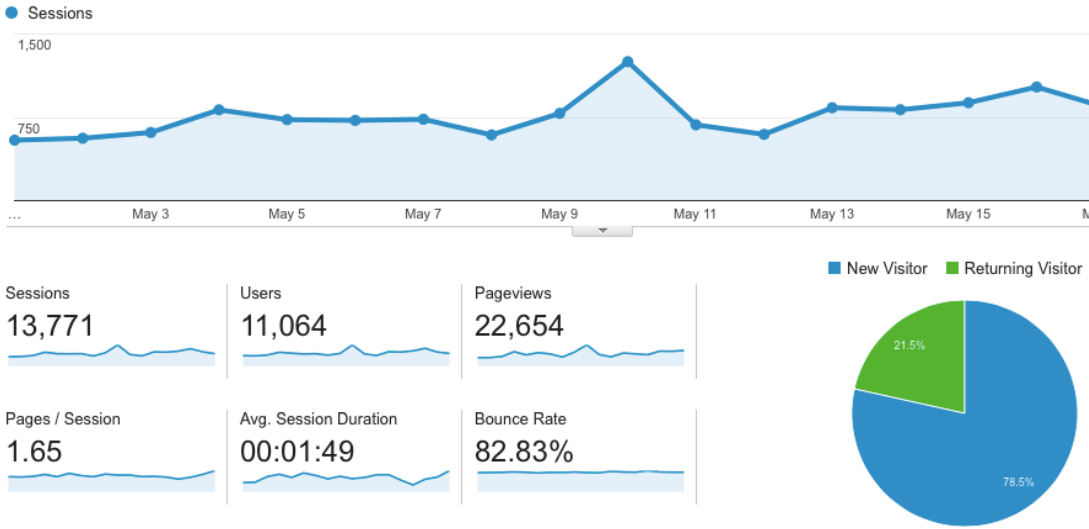
```
<!-- Google Analytics -->
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','https://www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-XXXXX-Y', 'auto');
ga('send', 'pageview');
</script>
<!-- End Google Analytics -->
```

How to use Google Analytics – 3

- Use the functions for
  - Sending page views
    - Everytime users view a page
  - Sending events
    - Any event a website needs to record
    - E.g., click on a link, click on a button, play video, etc.

Key metrics

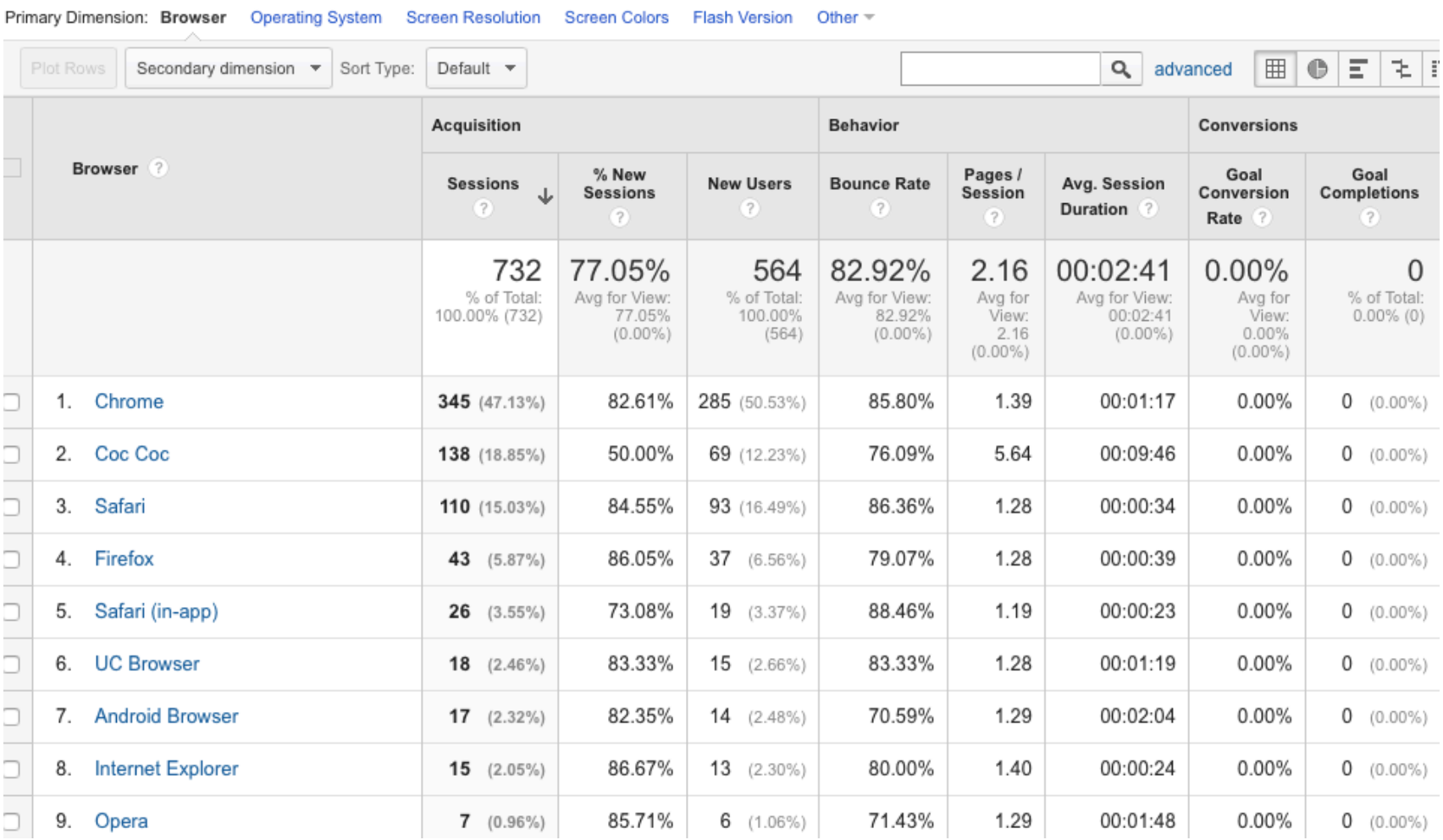
- Bounce rate
- Number of users
- Number of sessions
- Session duration
- New visitors
- Returning visitors
- Number of pageviews
- Conversion rate



Who visits the site (audience)

- Demographics
- Interests
- Geography
- Behavior
- Technology
- Mobile

Technology



Primary Dimension: **Browser** | Operating System | Screen Resolution | Screen Colors | Flash Version | Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Browser	Acquisition			Behavior			Conversions	
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
		732 % of Total: 100.00% (732)	77.05% Avg for View: 77.05% (0.00%)	564 % of Total: 100.00% (564)	82.92% Avg for View: 82.92% (0.00%)	2.16 Avg for View: 2.16 (0.00%)	00:02:41 Avg for View: 00:02:41 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)
1.	Chrome	345 (47.13%)	82.61%	285 (50.53%)	85.80%	1.39	00:01:17	0.00%	0 (0.00%)
2.	Coc Coc	138 (18.85%)	50.00%	69 (12.23%)	76.09%	5.64	00:09:46	0.00%	0 (0.00%)
3.	Safari	110 (15.03%)	84.55%	93 (16.49%)	86.36%	1.28	00:00:34	0.00%	0 (0.00%)
4.	Firefox	43 (5.87%)	86.05%	37 (6.56%)	79.07%	1.28	00:00:39	0.00%	0 (0.00%)
5.	Safari (in-app)	26 (3.55%)	73.08%	19 (3.37%)	88.46%	1.19	00:00:23	0.00%	0 (0.00%)
6.	UC Browser	18 (2.46%)	83.33%	15 (2.66%)	83.33%	1.28	00:01:19	0.00%	0 (0.00%)
7.	Android Browser	17 (2.32%)	82.35%	14 (2.48%)	70.59%	1.29	00:02:04	0.00%	0 (0.00%)
8.	Internet Explorer	15 (2.05%)	86.67%	13 (2.30%)	80.00%	1.40	00:00:24	0.00%	0 (0.00%)
9.	Opera	7 (0.96%)	85.71%	6 (1.06%)	71.43%	1.29	00:01:48	0.00%	0 (0.00%)

Where are they from (acquisition)

- Channels
- Treemaps
- Source/Medium
- Referrals
- Social
- Campaigns

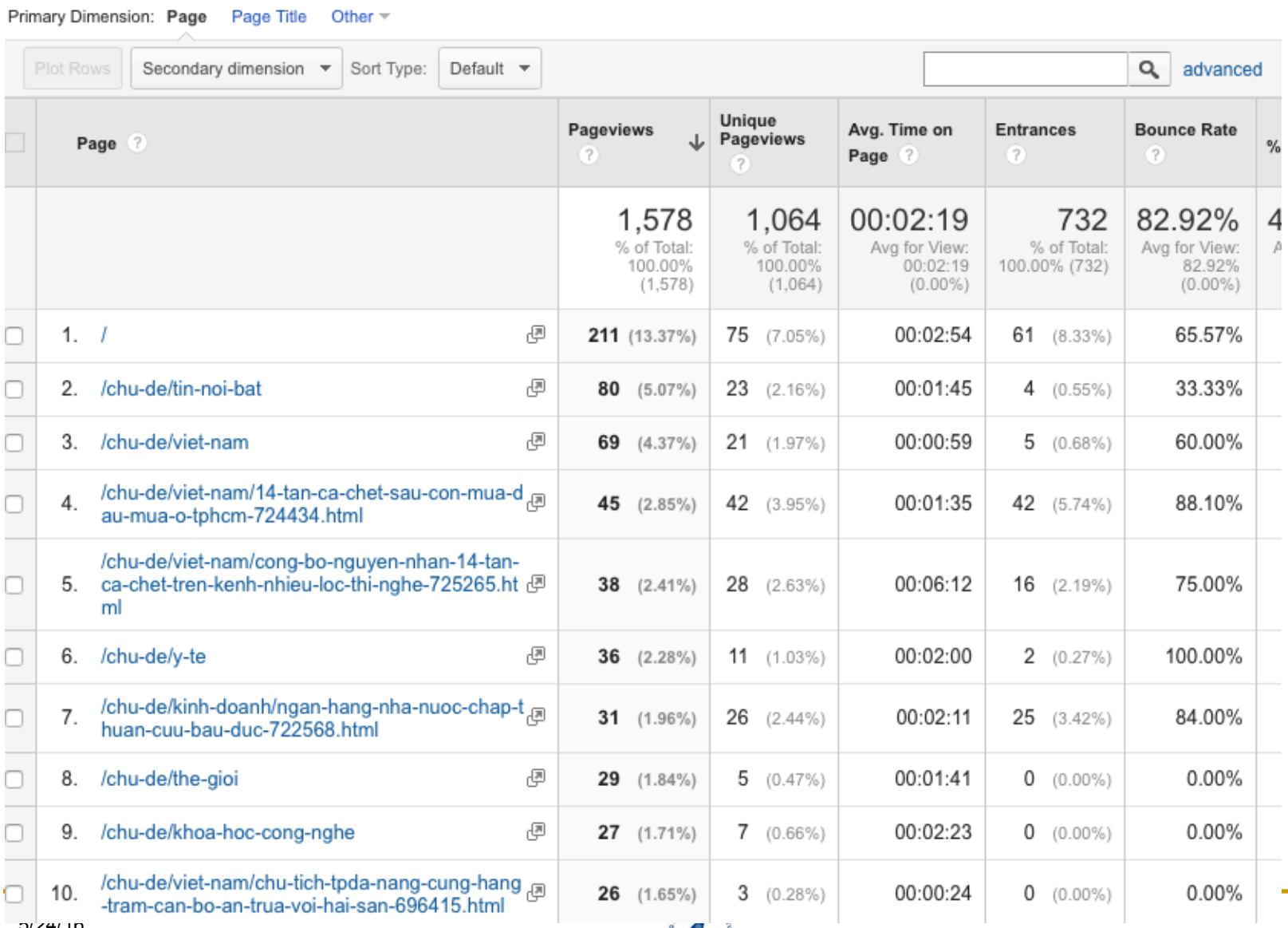
Channels

Default Channel Grouping	Acquisition			Behavior			Conversions	
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	
	732 % of Total: 100.00% (732)	77.05% Avg for View: 77.05% (0.00%)	564 % of Total: 100.00% (564)	82.92% Avg for View: 82.92% (0.00%)	2.16 Avg for View: 2.16 (0.00%)	00:02:41 Avg for View: 00:02:41 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	
1. Organic Search	**510** (69.67%)	83.92%	428 (75.89%)	87.25%	1.24	00:01:03	0.00%	
2. Social	**111** (15.16%)	48.65%	54 (9.57%)	79.28%	3.55	00:04:50	0.00%	
3. Direct	**73** (9.97%)	63.01%	46 (8.16%)	54.79%	6.84	00:11:57	0.00%	
4. Referral	**38** (5.19%)	94.74%	36 (6.38%)	89.47%	1.34	00:00:30	0.00%	

What do users do (behavior)?

- Content visited
- Landing pages
- Site speed
- Events

Top pages



Primary Dimension: **Page** Page Title Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	%
		1,578 % of Total: 100.00% (1,578)	1,064 % of Total: 100.00% (1,064)	00:02:19 Avg for View: 00:02:19 (0.00%)	732 % of Total: 100.00% (732)	82.92% Avg for View: 82.92% (0.00%)	4
1.	/	211 (13.37%)	75 (7.05%)	00:02:54	61 (8.33%)	65.57%	
2.	/chu-de/tin-noi-bat	80 (5.07%)	23 (2.16%)	00:01:45	4 (0.55%)	33.33%	
3.	/chu-de/viet-nam	69 (4.37%)	21 (1.97%)	00:00:59	5 (0.68%)	60.00%	
4.	/chu-de/viet-nam/14-tan-ca-chet-sau-con-mua-dau-mua-o-tphcm-724434.html	45 (2.85%)	42 (3.95%)	00:01:35	42 (5.74%)	88.10%	
5.	/chu-de/viet-nam/cong-bo-nguyen-nhan-14-tan-ca-chet-tren-kenh-nhieu-loc-thi-nghe-725265.html	38 (2.41%)	28 (2.63%)	00:06:12	16 (2.19%)	75.00%	
6.	/chu-de/y-te	36 (2.28%)	11 (1.03%)	00:02:00	2 (0.27%)	100.00%	
7.	/chu-de/kinh-doanh/ngan-hang-nha-nuoc-chap-thuan-cuu-bau-duc-722568.html	31 (1.96%)	26 (2.44%)	00:02:11	25 (3.42%)	84.00%	
8.	/chu-de/the-gioi	29 (1.84%)	5 (0.47%)	00:01:41	0 (0.00%)	0.00%	
9.	/chu-de/khoa-hoc-cong-nghe	27 (1.71%)	7 (0.66%)	00:02:23	0 (0.00%)	0.00%	
10.	/chu-de/viet-nam/chu-tich-tpda-nang-cung-hang-tram-can-bo-an-trua-voi-hai-san-696415.html	26 (1.65%)	3 (0.28%)	00:00:24	0 (0.00%)	0.00%	

Other tools

- Optimizely
  - A/B Testing
- Inspectlet
  - Screen capture, heatmap, etc.
- Crazy Egg
  - Heatmap, points of interest
- Mixpanel
  - Individual actions on a per-user level to process usage patterns
- www.feng-gui.com