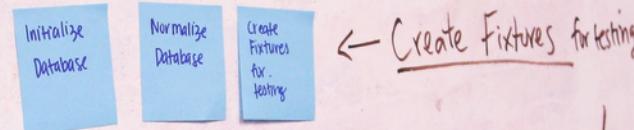
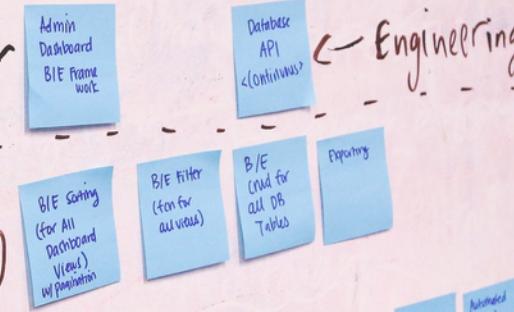


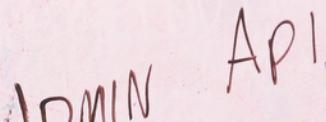
1) WEEK 4: Design



2) WEEK 5: Design



3) WEEK 6: Dev



Source: Tommy Wong

QUALITATIVE AND QUANTITATIVE METHODS FOR PROTOTYPING AND USER TESTING

Bernard Suen

Center for Entrepreneurship

Chinese University of Hong Kong

Recap

1. **3 key elements of responsive design.**
2. **CSS Grid, CSS Flexbox, and Bootstrap framework for layout composition in responsive design.**
3. **Wire-framing and prototyping in Figma**

**RESPONSIVE DESIGN = VIEW PORT + MEDIA QUERY + MAX/MIN
WIDTH SETTING**

Target Users' Devices



Responsive Design



Adapt to Users' Devices



Data (AI) First - - - → **Mobile First**

What is Mobile First Design? Why It's Important & How To Make It?



Vincent Xia Dec 21, 2017 · 5 min read



<https://medium.com/@Vincentxia77/what-is-mobile-first-design-why-its-important-how-to-make-it-7d3cf2e29d00>

Home > Emerging Technology > Artificial Intelligence



IDG TECHTALK VOICES

By [Michael Bertha](#), Contributor, CIO | SEP 21, 2020 5:13 AM PDT

OPINION

AI-first or nothing

5 steps to AI transformation and survival



<https://www.cio.com/article/3575542/ai-first-or-nothing.html>

3,114 views | Jan 30, 2020, 11:00pm EST

Want To Be AI-First? You Need To Be Data-First.

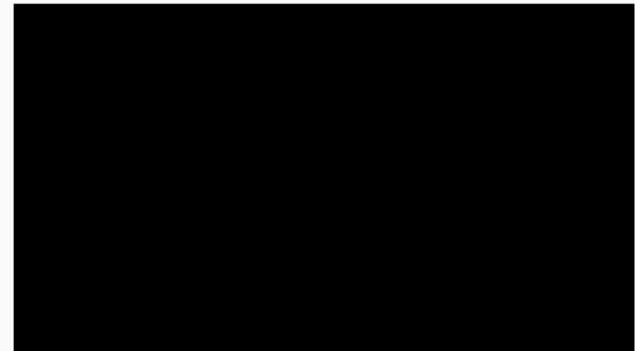


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AI

f
t
in



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<https://www.forbes.com/sites/cognitiveworld/2020/01/30/want-to-be-ai-first-you-need-to-be-data-first/?sh=22c9321f3a43>

Screen Layout (Composition) Using Float

Screen Layout (Composition) Using Grid

Screen Layout (Composition) Using Flexbox

Screen Layout (Composition) Using Bootstrap

Bootstrap

Build responsive, mobile-first projects on the web with the world's most popular front-end component library.

Bootstrap is an open source toolkit for developing with HTML, CSS, and JS. Quickly prototype your ideas or build your entire app with our Sass variables and mixins, responsive grid system, extensive prebuilt components, and powerful plugins built on jQuery.

[Get started](#)[Download](#)

Currently v4.3.1

2



<https://getbootstrap.com/>

Components

[Alerts](#)[Badge](#)[Breadcrumb](#)[Buttons](#)[Button group](#)[Card](#)[Carousel](#)[Collapse](#)[Dropdowns](#)[Forms](#)

Alerts

Provide contextual feedback messages for typical user actions with the handful of available and flexible alert messages.

Examples

Alerts are available for any length of text, as well as an optional dismiss button. For proper styling, use one of the eight **required** contextual classes (e.g., `.alert-success`). For inline dismissal, use the [alerts jQuery plugin](#).



Start Bootstrap

THEMES ▾ TEMPLATES ▾ SNIPPETS LEARN ▾ RESOURCES

BLOG  

Bootstrap themes, templates, and more to help you start your next project!

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<https://startbootstrap.com/>



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Tony

Mae

Where teams design together

Luis

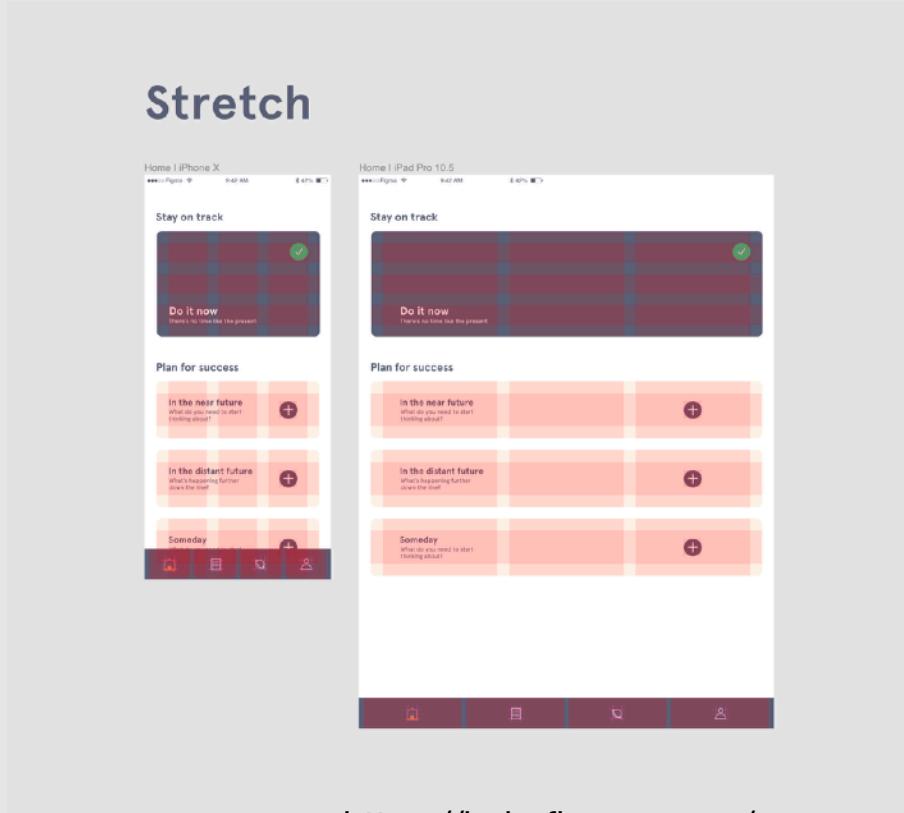
Sunni

Figma helps teams create, test, and ship better designs from start to finish.

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▶ See how it works

Stretch



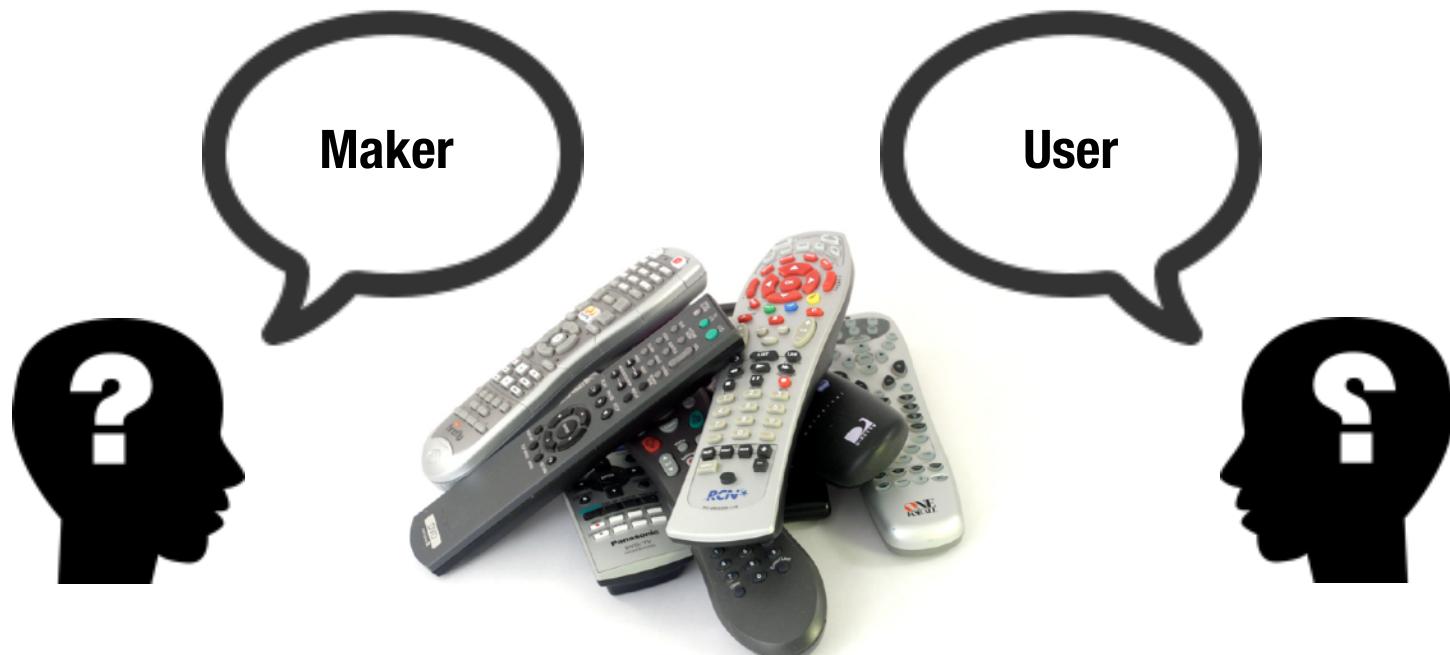
source: <https://help.figma.com/>

Today's Agenda

1. Overview of **qualitative** and **quantitative** UX research methods.
2. Obtain **qualitative insights** on user needs (**why**) through **usability studies** with **5 users**.
3. Obtain **quantitative validations** of user adoption and conversion (**what**) through **A/B test** with statistically significant sample size achieved at a given duration and confident level.

Why Prototype?

Gap exists between their conceptual models



設計思維 Design Thinking	用戶體驗 UX Elements	數據發掘 CRISP-DM	內容重點 Description
同理心 Empathy	策略 Strategy	商業理解 Business Understanding	Collect stories from stakeholders for framing and decomposing the problem into smaller parts.
界定問題 Definition	範圍 Scope	數據理解 Data Understanding	Define the conditions for causing the problem and collect data for grouping observations and defining requirements.
創意發想 Ideation	結構 Structure	準備數據 Data Preparation	Design solutions for producing desirable outcome and develop required dataset for validation and evaluation.
開展原型 Prototyping	骨架 Skeleton	建立模型 Modeling	Prototype the solutions through physical and software models.
重複測試 Testing	表面 Surface	評估 Evaluation	Evaluate outcome through testing, integration, and automation, ready for deployment and operation.

Qualitative and Quantitative Methods for Testing and Evaluating Prototypes

Overview of UX Research Methods

Qualitative (Observing and talking to People)

- Interview/Focus Group
- Usability Study
- Contextual Inquiry

Quantitative (Measuring attitude and behaviour data)

- Analytics
- A/B Test
- Funnel Metrics/Survey

	Qualitative	Quantitative
Attitudinal	<ul style="list-style-type: none">- Interview- Focus Group	<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>

**Why Figma (or its equivalent) if we already have
HTML/CSS/JS for building prototype?**

1.

2.

3.

4.

5.

6.

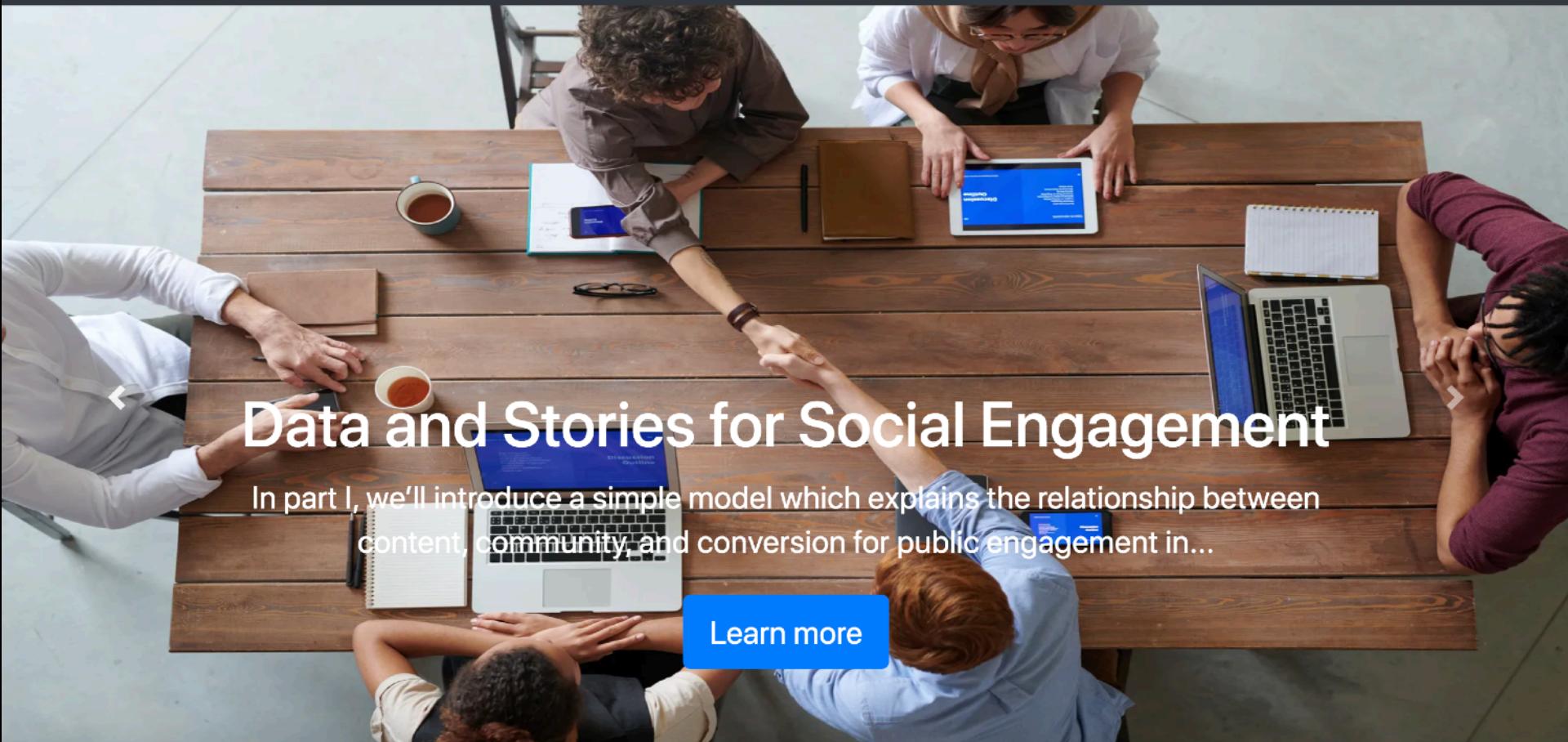
7.

8.

Qualitative Method - Usability Study

How to find your **users and their **needs**?**

Walkthrough Assignment #6



Data and Stories for Social Engagement

In part I, we'll introduce a simple model which explains the relationship between content, community, and conversion for public engagement in...

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At the same time, I combine my blogs with my official and unofficial courses so as to have a single point of presence on the web for doing my job.

Courses Sorted by:

Release date (newest first)



New Media Business Model and Innovation



Data and Stories for Social Engagement

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**GET
STARTED!**

**With 25 options to choose from,
which one should I pick?**

1.

2.

3.

4.

Assumptions to be Tested

✓

✓

✓

✓

✓



https://www.youtube.com/watch?v=v8JJrDvQDF4&feature=emb_logo

How to Test with Users in a Usability Study?

1. Find **representative** users (persona).
2. Ask to perform **realistic tasks**.
3. **Shut up** while the user is performing the task and observe.
4. **Never** provide any **hints** or **leads** to guide their actions. You want to observe their **natural** tendency.
5. Request users to **speak aloud** while performing the tasks. **Obtain approval** for recording the session.
6. **Record** the session (e.g. screen recording using Zoom) for later analysis.

https://projects.invisionapp.com/share/KQ2P6RXMY#/screens — HP No Location

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Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

○ ● ○

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MADE WITH  INVISION

https://www.youtube.com/watch?time_continue=1&v=thNZIZmMDQo

What did you **notice in the usability study?**

How many users should you test?

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- [The Distribution of Users' Computer Skills: Worse Than You Think](#)
- [UX Research Cheat Sheet](#)
- [When and How to Create Customer Journey Maps](#)

Why You Only Need to Test with 5 Users

by Jakob Nielsen on March 19, 2000

Topics: User Testing

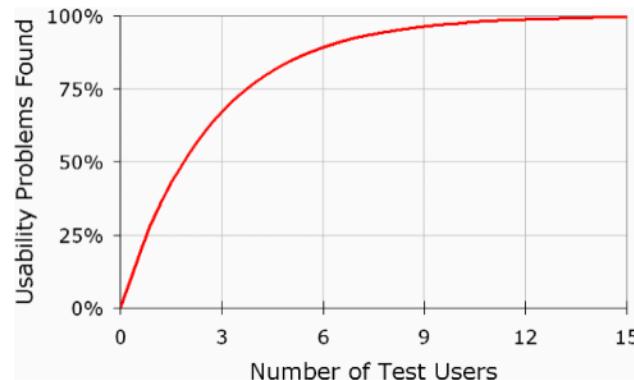
Summary: Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.

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:



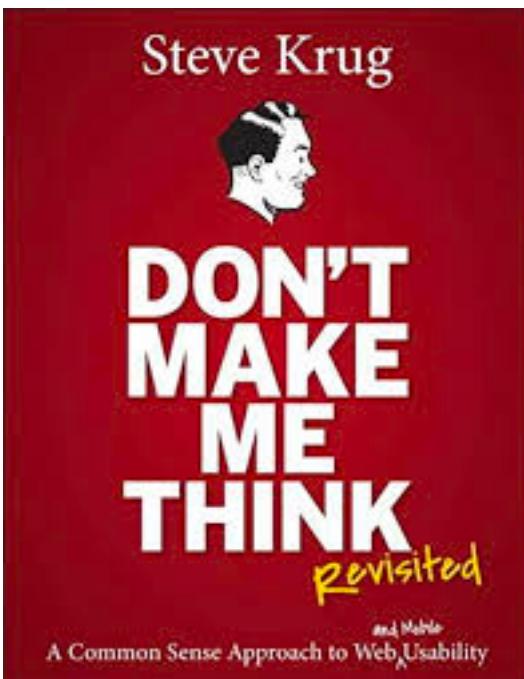


<https://www.youtube.com/watch?v=RhgUirqki50>

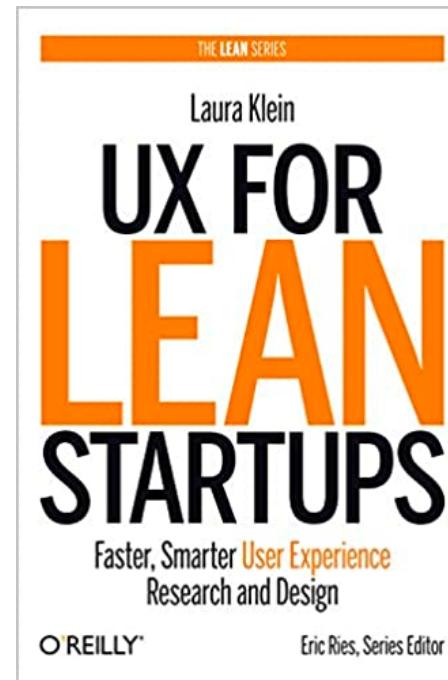
Useful References

1. **What is usability?** (<https://www.userfocus.co.uk/consultancy/usabilitytesting.html>)
2. **The 1 page usability test plan** (https://www.userfocus.co.uk/articles/usability_test_plan_dashboard.html).
3. **Usability test plan dashboard** (<https://www.userfocus.co.uk/pdf/usabilitydashboard.pdf>)
4. **Creating the usability dashboard** (<https://www.userfocus.co.uk/articles/dashboard.html>)
5. **Measure usability satisfaction** (<https://www.userfocus.co.uk/articles/satisfaction.html>)

Books Recommended



<https://www.amazon.com/Dont-Make-Me-Think-Usability/dp/0321344758>



<https://www.amazon.com/dp/B07LGGNWJC/ref=dp-kindle-redirect?encoding=UTF8&btkr=1>

Quantitative Methods

Setup Google Analytics Tracking ID.

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

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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.

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Account [+ Create Account](#)

- [Account Settings](#)
- [User Management](#)
- [All Filters](#)
- [Change History](#)
- [Trash Can](#)

Property [+ Create Property](#)

- [Property Settings](#)
- [User Management](#)
- [.js Tracking Info](#)

PRODUCT LINKING

- [Google Ads Linking](#)
- [AdSense Linking](#)
- [Ad Exchange Linking](#)
- [All Products](#)

Postbacks

- [Audience Definitions](#)
- [Custom Definitions](#)
- [Data Import](#)

View [+ Create View](#)

- [View Settings](#)
- [User Management](#)
- [Goals](#)
- [Content Grouping](#)
- [Filters](#)
- [Channel Settings](#)
- [Ecommerce Settings](#)
- [Calculated Metrics BETA](#)

PERSONAL TOOLS & ASSETS

- [Segments](#)
- [Annotations](#)
- [Attribution Models](#)
- [Custom Channel Grouping BETA](#)

Loading...

1



ADMIN

USER

Account [+ Create Account](#)

- Account Settings
- User Management
- All Filters
- Change History
- Trash Can

Property [+ Create Property](#)

- Property Settings
- User Management
- Tracking Info
 - Tracking Code **(Red Box)**
 - Data Collection
 - Data Retention
 - User-ID
 - Session Settings
 - Organic Search Sources
 - Referral Exclusion List
 - Search Term Exclusion List
- PRODUCT LINKING
 - Google Ads Linking
 - AdSense Linking
 - Ad Exchange Linking
 - All Products
- Postbacks

View [+ Create View](#)

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA
- PERSONAL TOOLS & ASSETS
 - Segments
 - Annotations
 - Attribution Models
 - Custom Channel Grouping BETA
 - Custom Alerts

 Analytics

ADMIN USER

Property [+ Create Property](#)

[Property Settings](#)

[User Management](#)

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- Data Collection
- Data Retention
- User-ID
- Session Settings
- Organic Search Sources
- Referral Exclusion List
- Search Term Exclusion List

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Tracking ID UA-20477509-1

Status Receiving traffic in past 48 hours.
1 active users right now. See details in [real-time traffic reports](#).

[Send test traffic](#) [?](#)

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the `config` line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-20477509-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-20477509-1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

[Learn how to get started with Google Tag Manager](#).

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 blog .in'. Below the header, there's a large yellow button labeled 'Create Page'.

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!
- Call-to-action:** View pricing plan
- Image:** A person pointing at a laptop screen displaying a search result.
- 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](#)

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!
- Call-to-action:** View pricing plan
- Image:** A person pointing at a laptop screen displaying a search result.
- 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](#)

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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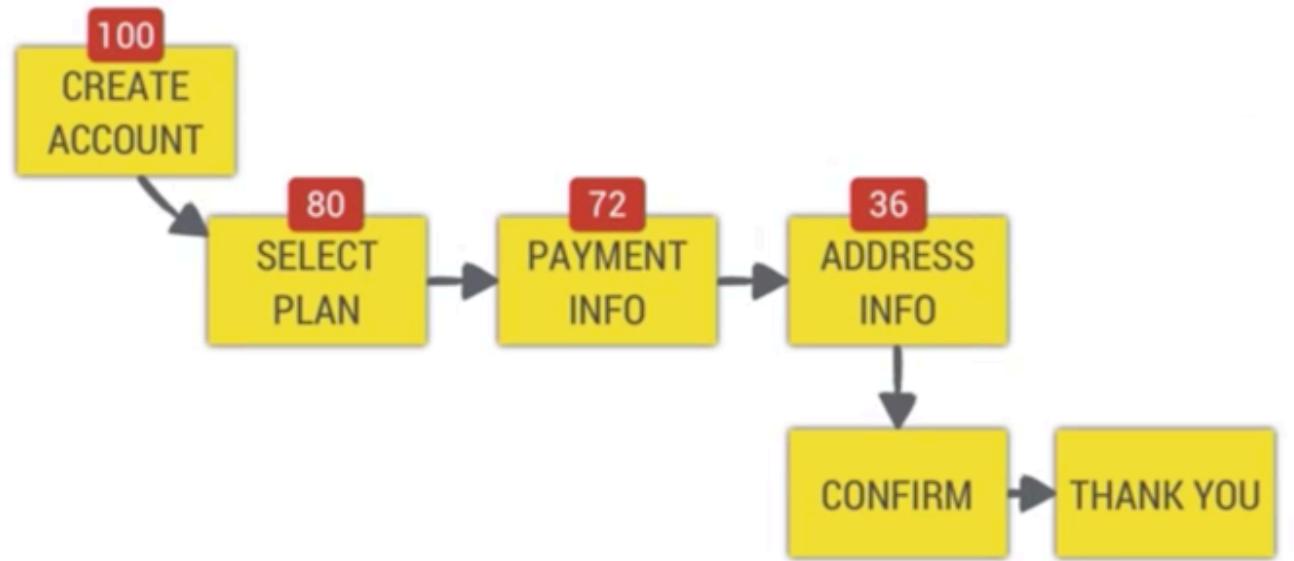
20% off until October 1st!
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**20%
Off!**

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

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BAT都在用的方法，详解A/B测试的那些坑！

范磊 2018年06月04日  阅读 2005  快速评论



Sean Ellis 是增长黑客模型 (AARRR) 之父，增长黑客模型中提到的一个重要思想就是“AB实验”，今天作者就带我们一起了解一下AB实验中有哪些玄机。

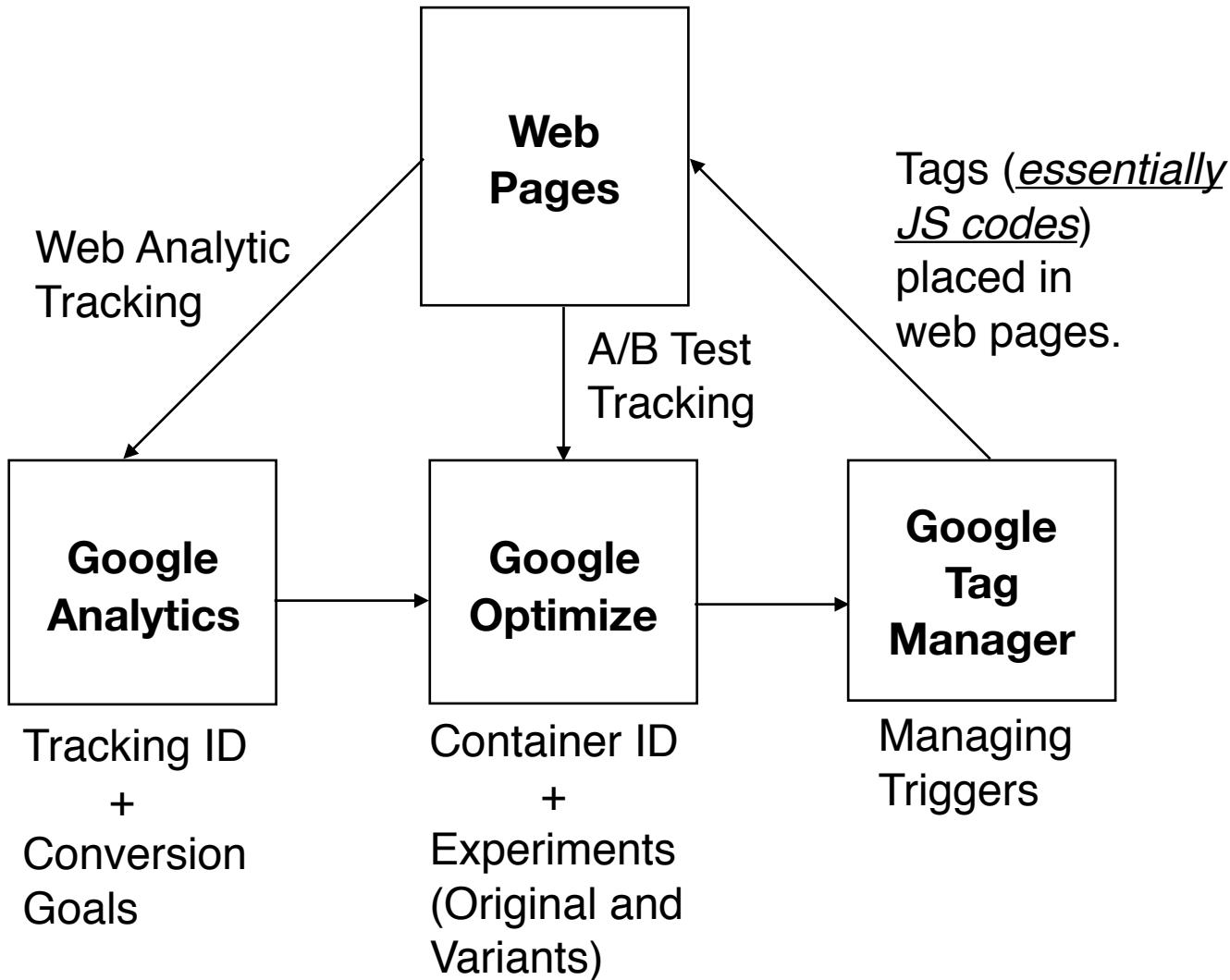
“如何把AB实验文化根植到公司的基因中去？” ，时代正在向所有的互联网公司发出提问。



微信公众号：梅花网

<https://www.meihua.info/a/71768>

Setup A/B Test in Google Optimise.



https://www.youtube.com/watch?v=1bkpuvyW_48&feature=emb_logo

Home Page \neq Landing Page

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



<https://marketingplatform.google.com/about/optimize/>



Optimize

All accounts ▾

com5961 Stanley Demo

Container name ↑

Running

com5961 AB Test 1

0

portfolio

Container name ↑

Running

portfolio web

0

Python Rest Test

Container name ↑

Running

Python Rest 1

0

x Create account

Next

Account name *

e.g. My account name

0 / 255

 Improve Google products (recommended)

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 (recommended)

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 (recommended)

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.

United States



 Account invitations Deleted accounts and containers[Terms of Service](#)Account name (Required)

Design and Code

15 / 255

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Hong Kong

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Account name *

Design and Code

15 / 255

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 Get in-depth analysis (recommended)

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



Optimize

All accounts ▾

✉ Account invitations

🗑 Deleted accounts and containers

[Terms of Service](#)

← Add container

Create

Container name *

dc.cuhkcfe.io

13 / 255

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



Optimize

All accounts ▾



✉ Account Invitations

2



Create account

Design and Code



Container name

Running

Total

Container ID

dc.cuhkcfe.io

0

0

OPT-TRDHV7L



🗑 Deleted accounts and containers

4

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



Optimize

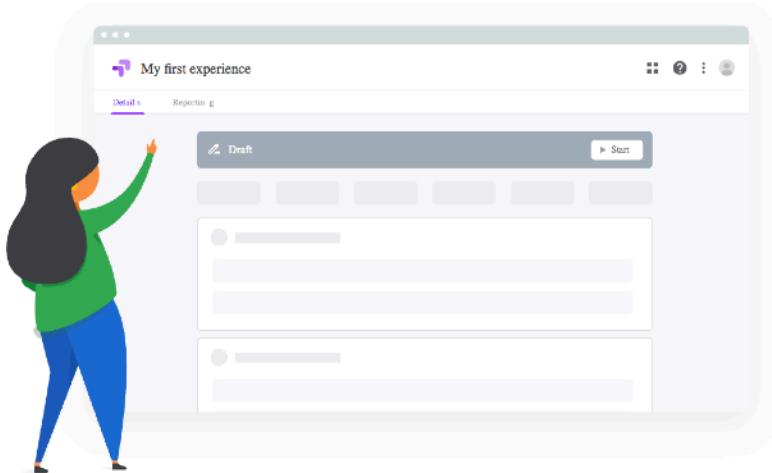
All accounts > Design and Code
dc.cuhkcfe.io ▾



Experiences

Activity

Settings



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](#)

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

A screenshot of the Optimizely interface. At the top, there's a navigation bar with the Optimizely logo, the text "All accounts > Design and Code", and a URL "dc.cuhkcfe.io". Below the navigation is a tabs section with "Experiences" (which is selected) and "Activity". The main area shows a woman in a green shirt and blue pants interacting with a mobile device screen. The screen displays a "My first experience" dashboard with sections for "Detail", "Reports", and "Start". A large red box highlights the URL input field, which contains "https://dc.cuhkcfe.io". At the bottom of the interface, there's a "Terms of Service" link.

Create experience

Create

Name *

Design and Code

15 / 255

What is the URL of the page you'd like to use? This is called your **editor page**. *
https://dc.cuhkcfe.io

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](#)

dc.cuhkcf.io

Optimize

Design and Code A/B test

Details Reporting

!

Draft. Some setup steps must still be completed.

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

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://dc.cuhkcf.io>

Description

Optimize | dc.cuhkcf.io Design and Code A/B test

Details Reporting

Draft. Some setup steps must still be completed.

CREATE VARIANTS > ADD TARGETING RULES > LINK TO ANALY

Customize your site Target your site visitors Select a property

Targeting and variants

Get started by cr

Learn more

Add variant

Or, start by adding audience segments

Editor page: <https://dc.cuhkcf.io>

Description

X Add variant

Variant name *

Variant 1

9 / 255

Done



chrome web store



bsysin@gmail.com

[Home](#) > [Extensions](#) > [Google Optimize](#)

Google Optimize

[Remove from Chrome](#)

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

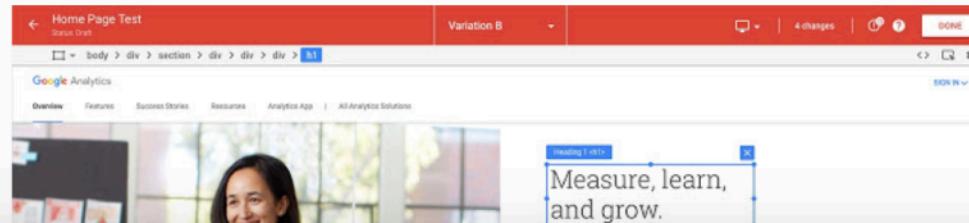
★★★★★ 58 | [Developer Tools](#) | 300,000+ users

By Google

[Overview](#)

Reviews

Related



← Design and Code (Status: Draft) Standard ▾ No changes ! : Done

Original

body

Body <body>

DESIGN & CODE

Literacy and Skills for 21st Century Talents

HOME

COURSES

ZOOM MEETINGS

MY COURSES

BLOGS

LOGIN



COURSES

DESIGN & CODE

Thanks to the Internet! I can now easily access information and knowledge at my finger tips without leaving the comfort of my home. As I have benefited tremendously from the generous sharing of knowhow by authors on Github, YouTube, Medium, and the like, it's time for me to give back. I would like to be a self-ordained curator, sharing my views on what's happening out there in the tech and startup world, built upon contributions already made by others.

At the same time, I combine my blogs with my official and unofficial courses so as to have a single point of presence on the web for doing my job.

Chat with me



Courses

SORT BY:

Release date (newest first)



Design and Code (Status: Draft) Standard No changes Variant 1 Done

Body <body> Sign & Code Customize 0 + New Edit Page Rank Math SEO Autoptimize Performance ... Toggle Airpress Debugger Theme Options page.php

DESIGN & CODE
Literacy and Skills for 21st Century Talents

HOME COURSES ZOOM MEETINGS MY COURSES

COURSES

DESIGN & CODE

Thanks to the Internet! I can now easily access information and knowledge at my finger tips without leaving the house. I have benefited tremendously from the generous sharing of knowhow by authors on Github, YouTube, Medium, etc. I would like to give back. I would like to be a self-ordained curator, sharing my views on what's happening out there in the world, built upon contributions already made by others.

At the same time, I combine my blogs with my official and unofficial courses so as to have a single point of presentation doing my job.

Edit element

DIMENSIONS
1257px 1209.5px

LOCATION
0px 0px
0px -660.516

TYPOGRAPHY
A "Open Sans"
T 17px
B 400

Design and Code (Status: Draft) Variant 1 Standard No changes 1 Done

body > div#wrapper > div#main > div > div > MORE

Design & Code Customize 0 + New Edit Page Rank Math SEO Autoptimize Performance 83 / 100 Toggle Airpress Debugger Theme Options

page Literacy and Skills for 21st Century Talents HOME COURSES ZOOM MEETINGS MY COURSES BLOGS LOGIN Unsuspend Transients Howdy, Bernard

Container <div>

Courses

SORT BY: Release date (newest first)

Image	Category	Course Title
	Application Development >	New Media Business Model and Innovation
	Social Innovation >	Data and Stories for Social Engagement
	Application Development >	Hacking COVID-19 Using Design & Coding Tools
	Application Development >	WEEK 3: Design WEEK 4: Design WEEK 5: Design WEEK 6: Dev WEEK 7: Par

Dat Serv Chat with me

Chat with me



body

Design & Code

Literacy and Skills

Container <div>

Courses



Application Develo

New Media Bu
and Innovatio

Edit HTML

```
1 <div class="stm_lms_courses_wrapper">  
2  
3  
4 <div class="courses_filters">  
5   <div class="courses_filters_title">  
6     <h2>Courses</h2>  
7   </div>  
8   <div class="courses_filters_activities">  
9     <div class="stm_lms_courses_grid_sort">  
10       <span class="sort_label_heading_font">Sort By:</span>  
11       <select class="no-search select2-hidden-accessible" tabindex="-1" aria-hidden="true">  
12         <option value="date_high">Release date (newest first)</option>  
13         <option value="date_low">Release date (oldest first)</option>  
14         <option value="popular">Popular (most viewed)</option>  
15       </select><span class="select2 select2-container select2-container--default" style="width: 100%; "><span class="selection"><span class="select2-selection select2-selection--single" role="combobox" aria-autocomplete="list" aria-haspopup="true" aria-expanded="false" tabindex="0" aria-labelledby="select2-nh27-container"><span class="select2-selection__rendered" id="select2-nh27-container" title="Release date (newest first)">Release date (newest first)</span><span class="select2-selection__arrow" role="presentation"><b>Release date (newest first)</b></span></span><span class="dropdown-wrapper" aria-hidden="true"></span></div>
```

Replace



Will replace the HTML of the selected element

Cancel

Apply

Theme Options

LOGIN

Hanley, Bernard

Edit HTML

```
1 <div class="bs-container" style="padding-left: 15px;">
2 <div class="stm_lms_courses_wrapper">
3
4
5 <div class="courses_filters">
6   <div class="courses_filters_title">
7     <h2>Courses</h2>
8   </div>
9   <div class="courses_filters_activities">
10    <div class="stm_lms_courses_grid_sort">
11      <span class="sort_label heading_font">Sort By:</span>
12      <select class="no-search select2-hidden-accessible" tabindex="-1" aria-hidden="true">
13        <option value="date_high">Release date (newest first)</option>
14        <option value="date_low">Release date (oldest first)</option>
15        <option value="popular">Popular (most viewed)</option>
16      </select><span class="select2 select2-container select2-container--default" dir="ltr" style="width: 100%;"><span class="selection"><span class="select2-selection select2-selection--single" role="combobox" aria-autocomplete="list" aria-haspopup="true" aria-expanded="false" tabindex="0" aria-labelledby="select2-nh27-container"><span class="select2-selection__rendered" id="select2-nh27-container" title="Release date (newest first)">Release date (newest first)</span><span class="select2-selection__arrow" role="presentation"><b role="presentation"></b></span></span></span><span class="dropdown-wrapper" aria-hidden="true">
</span></span>
```

Replace ▾

Will replace the HTML of the selected element

Cancel

Apply

Edit HTML

```
424 </div>
425 </div>      </div>
426
427
428
429
430 <div class="text-center">
431   <a href="#" class="btn btn-default stm_lms_load_more_courses" data-offset="1" data-
432     template="courses/grid" data-url="" data-args="{"image_d":"img-480-
433     380","per_row":4,"posts_per_page":9,"class":"archive_grid"}" style="display: none;">
434     <span>Load more</span>
435   </a>
436 </div>
437
438 </div>
439 <div class="bs-sidebar">
440   <h2>Blogs</h2>
441   <br><br>
442 </div>
443
444
```

Replace ▾

Will replace the HTML of the selected element

Cancel

Apply

body > div#wrapper >

div#main >

div >

div > MORE



Design & Code

Customize

0

New

Edit Page

Rank Math SEO

Autoptimize

Performance 89 / 100

Toggle Airpress Debugger

Theme Options

page title

Literacy and Skills for 21st Century Talents

HOME

COURSES

ZOOM MEETINGS

MY COURSES

BLOGS

LOGIN

Unsuspend Transients

Rowdy, Bernard



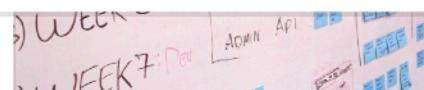
Application Development >

**New Media Business Model
and Innovation**

Social Innovation >

**Data and Stories for Social
Engagement**

Application Development >

**Hacking COVID-19 Using
Design & Coding Tools**

Application Development >

**Data Driven Product and
Service Design**

Blogs

body > div#wrapper > div#main > div > div > MORE



Edit CSS

```
1 .bs-container {  
2   width : 100%;  
3   margin : auto;  
4 }  
5  
6 .stm_lms_courses_wrapper {  
7   float : left;  
8   width : 69.5%;  
9   box-sizing : border-box;  
10  border : 0px;  
11  padding-left : 1em;  
12 }  
13  
14 .bs-sidebar {  
15   float : right;  
16   width : 29.5%;  
17   box-sizing : border-box;  
18   border : 0px;  
19 }  
20 @media (max-width: 600px) {  
21   .stm_lms_courses_wrapper, .bs-sidebar {  
22     width : 100%;  
23     float : none;  
24   }  
25 }  
26 }
```



Literacy and Skills



Application Development

New Media
and Innovation

Blogs

! This dialog includes only changes that can be represented as CSS. To see and edit all changes, refer to the change list.

Cancel

Save

Design and Code (Status: Draft) Standard 14 changes ! :

Variant 1

2 selected

Design & Code Customize 0 + New Edit Page Rank Math SEO Autooptimize Performance 89 / 100 Toggle Airpress Debugger Theme Options

Literacy and Skills for 21st Century Talents

HOME COURSES ZOOM MEETINGS MY COURSES BLOGS LOGIN

Unsuspend Transients

Howdy, Bernard S

Courses

SORT BY: Release date (newest first)

Blogs

Application Development > New Media Business Model and Innovation	Social Innovation > Data and Stories for Social Engagement	Application Development > Hacking COVID-19 Using Design & Coding Tools	Application Development > Data Driven Product and Service Design
-----------------------------------------------------------------------------	----------------------------------------------------------------------	--------------------------------------------------------------------------------------	----------------------------------------------------------------------------

Design and Code (Status: Draft) Variant 1 Standard 15 changes 2 Done

body > div#wrapper > div#main >

Design & Code Customize 0 New Edit Page Rank Math SEO Autooptimize Performance 91 / 100 Toggle Airpress Debugger Theme Options

Courses page.php BLOGS Unsuspend Transients Howdy, Bernard

Application Development > New Media Business Model and Innovation

Social Innovation > Data and Stories for Social Engagement

Application Development > Hacking COVID-19 Using Design & Coding Tools

Application Development > Data Driven Product and Service Design

COVID-19: The Great Accelerator of Work and Learning

Lesson from the TikTok Deal: Navigating the Parallel Internet

Making Remote Works Collaborative and Accountable

No-code/Low-code: the Spreadsheet Revolution Replayed?

C3 vs D3: Best of Both Worlds

The IoT Technology Stack May be Falling Apart

Chat with me



body > div#wpadmin... > div#wp-toolbar > ul#wp-admin-... > li#wp-admin-... > a >



Literacy and Skills for 21st Century
Talents

COURSES

DESIGN & CODE

Thanks to the Internet! I can now easily access information and knowledge at my finger tips without leaving the comfort of my home. As I have benefited tremendously from the generous sharing of knowhow by authors on Github, YouTube, Medium, and the like, it's time for me to

Link <a>

Edit element

DESTINATION

DIMENSIONS

52px 46px

LOCATION

0px 0px

0px 0px

TYPOGRAPHY

A -apple-system,

← Design and Code (Status: Draft) Variant 1 ▾ iPhone X ▾ 20 changes ⚡ ⓘ ⋮ Save

body > div#wrapper > div#main > div >

1 WEEK 4: Design

2 WEEK 5: Design

3 WEEK 6: Dev

4 WEEK 7: Dev

ADMIN API

side focus: testing

Application Development >
Data Driven Product and Service Design

Blogs

COVID-19: The Great Accelerator of Work and Learning

Lesson from the TikTok Deal: Navigating the Parallel Internet

Making Remote Accountable

Chat with me  

No-code/Low-code: the Spreadsheet Revolution
Replayed?

Defining Conversion Goals in Google Analytics

 Analytics

ADMIN USER

Account [+ Create Account](#)

-  Account Settings
-  User Management
-  All Filters
-  Change History
-  Trash Can

Property [+ Create Property](#)

-  Property Settings
-  User Management
-  Tracking Info
- PRODUCT LINKING**
-  Google Ads Linking
-  AdSense Linking
-  Ad Exchange Linking
-  All Products

View [+ Create View](#)

-  View Settings
-  User Management
-  Goals **(Red Box)**
-  Content Grouping
-  Filters
-  Channel Settings
-  Ecommerce Settings
-  Calculated Metrics **BETA**

HOME REPORTING CUSTOMIZATION ADMIN

Administration > View Goals

CfE Website / http://hksec.hk / hksec.hk

VIEW

hksec.hk

+ NEW GOAL Import from Gallery Search

Goal	Id	Past 7 day conversions	Recording
Duration Count	Goal ID 1 / Goal Set 1	100	ON
Registration Page	Goal ID 2 / Goal Set 1	25	ON

18 goals left

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA



Analytics



ADMIN

USER

View

+ Create View

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

View schedule Viewed calendar or deadlines

ENGAGEMENT

Media play Played interactive media, like a video, slideshow, or product demo

Share / social connect Shared to a social network or emailed

Newsletter sign up Signed up for newsletter or mailings

Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use this information to improve your Google Ads bidding. [Learn more](#)

Custom

Continue

Cancel

2 Goal description



HOME

REPORTING

CUSTOMIZATION

ADMIN

VIEW

hksec.hk

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Goal setup

Edit

Custom

Goal description

Name

Click the Contact Page Button|

Goal slot ID

Goal Id 3 / Goal Set 1 ▾

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue

Cancel

VIEW

hksec.hk ▾

 View Settings User Management Goals Content Grouping Filters Channel Settings Ecommerce Settings Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

 Goal setup[Edit](#)

Custom

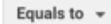
 Goal description[Edit](#)

Name: Click the Contact Page Button

Goal type: Destination

 Goal details

Destination

 Equals to

://dev-com5961-demo.pantheonsite.io/stanley4/theme/contact.html

 Case sensitive

For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

Value optional

 OFF

Assign a monetary value to the conversion.

Funnel optional

 OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

[Verify this Goal](#)

See how often this Goal would have converted based on your data from the past 7 days.

HOME

REPORTING

CUSTOMIZATION

ADMIN

Success.

CfE Website / http://hksec.hk / hksec.hk

VIEW

hksec.hk

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA Goal setup

Edit

Custom

 Goal description

Edit

Name: *Click the Contact Page Button*
Goal type: *Destination* Goal details

Edit

Done

CfE Website / http://hksec.hk / hksec.hk

VIEW

hksec.hk ▾

 View Settings

 User Management

 Goals

 Content Grouping

 Filters

 Channel Settings

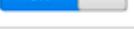
 Ecommerce Settings

 Calculated Metrics BETA

+ NEW GOAL

Import from Gallery

Search

<input type="checkbox"/>	Goal	Id	Past 7 day conversions	Recording
<input type="checkbox"/>	Click the Contact Page Button	Goal ID 3 / Goal Set 1	0	 ON
<input type="checkbox"/>	Duration Count	Goal ID 1 / Goal Set 1	100	 ON
<input type="checkbox"/>	Registration Page	Goal ID 2 / Goal Set 1	25	 ON

17 goals left

HOME REPORTING CUSTOMIZATION ADMIN

Search reports & help

Overview

Registration Page (Goal 2 Completions) vs. Select a metric

Hourly Day Week Month

● Registration Page (Goal 2 Completions)

10

5

Oct 15

Oct 22

Oct 29

Nov 5

...

Goal Completions

159

Goal Value

HK\$0.00

Goal Conversion Rate

3.43%

Total Abandonment Rate

56.08%

Duration Count (Goal 1 Completions)

121

Registration Page (Goal 2 Completions)

38

Goals

Overview

Goal URLs

Reverse Goal Path

Funnel Visualization

Goals

Goal Completion Location

Source / Medium

Goal Completion Location

- [/event/hksec-2016-registration](#)
- [/event/hksec-2016-mixer-gathering-1](#)
- [/hksec2016-official-documents](#)

Goal Completions

41 25.79%

8 5.03%

8 5.03%

Search reports & help

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Events

Publisher

Experiments

In-Page Analytics

Conversions

Goals

Overview

Goal URLs

Reverse Goal Path

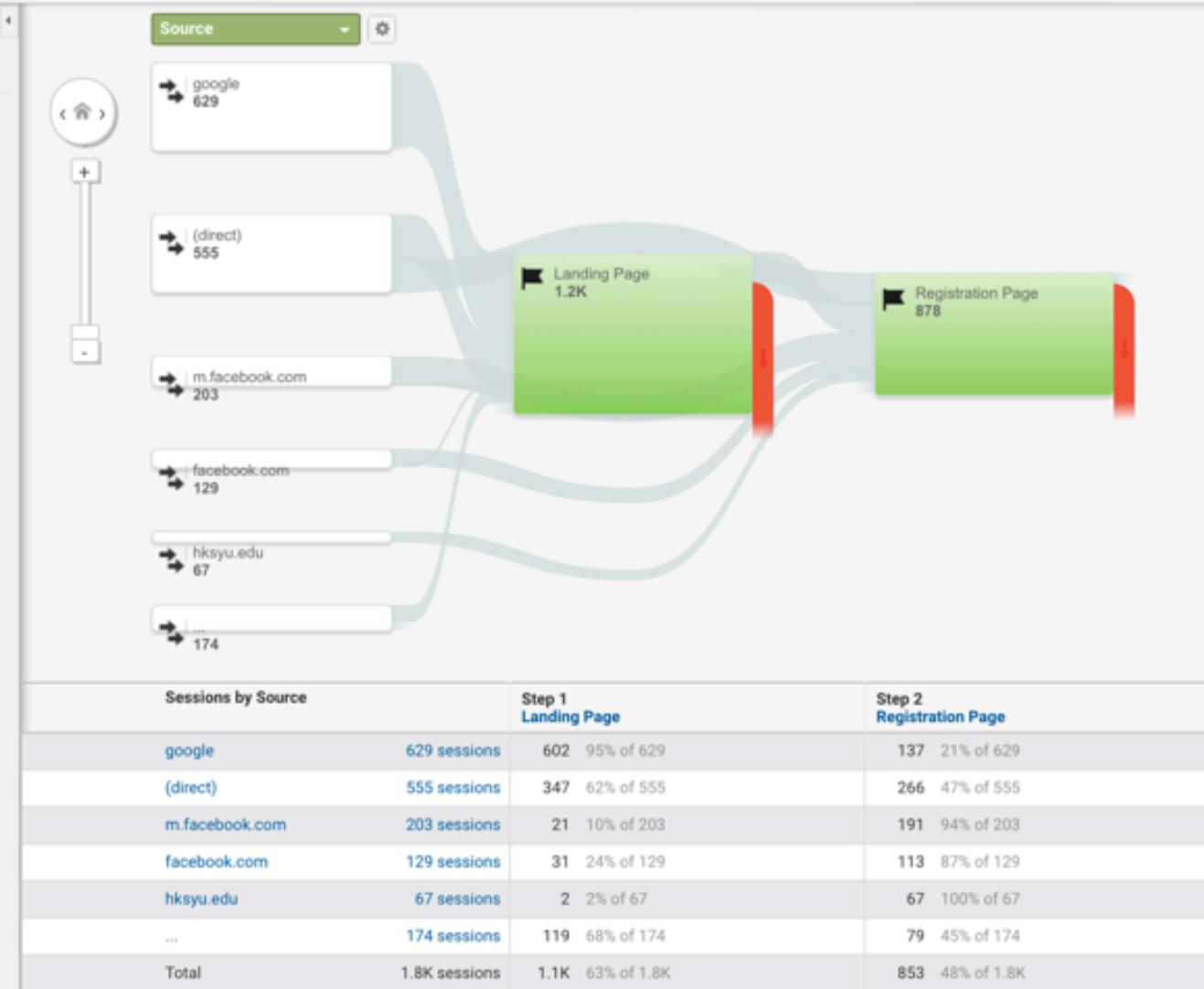
Funnel Visualization

Goal Flow

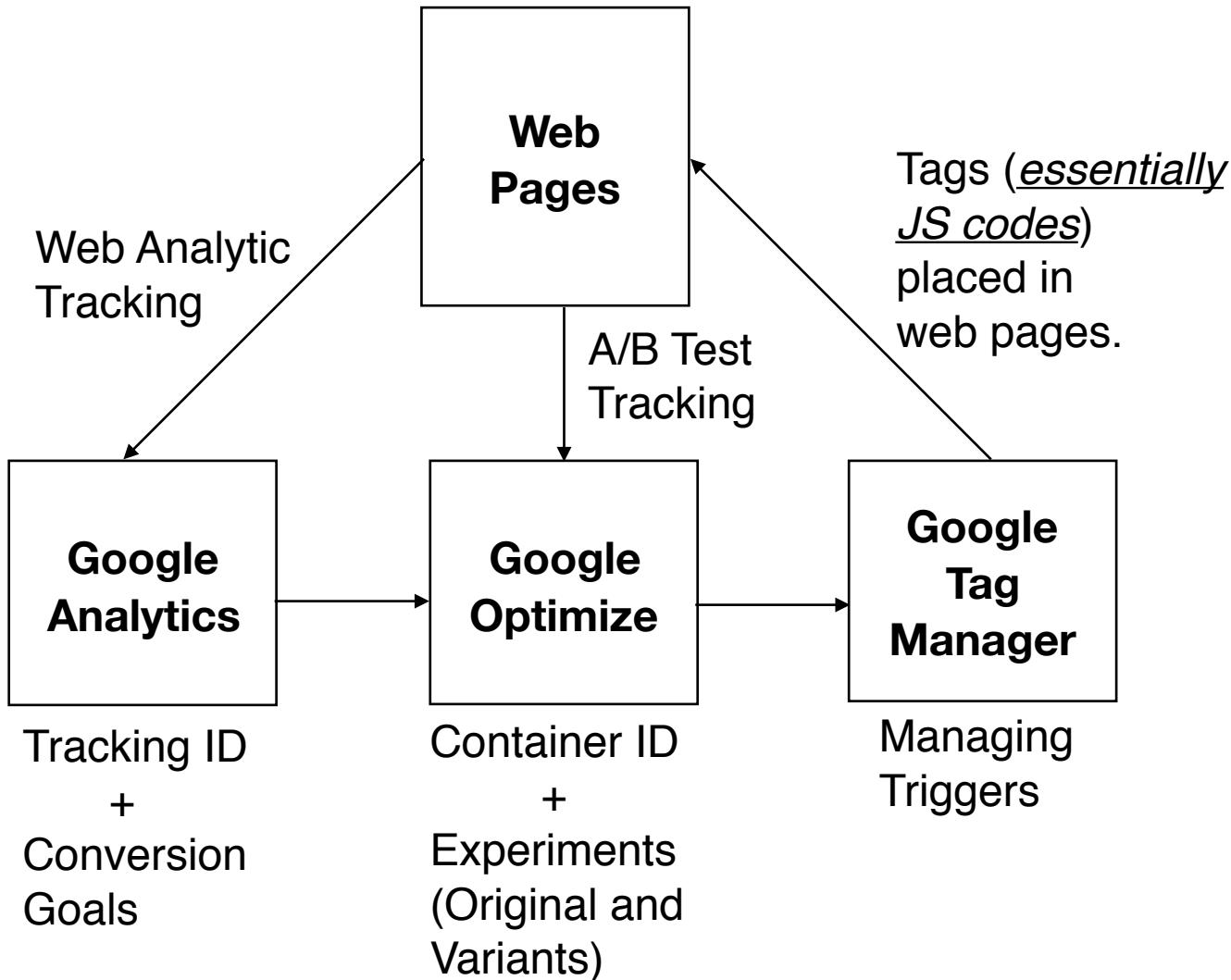
Ecommerce

Multi-Channel Funnels

Attribution



Add Google Optimize to Website Through Google Tag Manager





Workspace

Versions

Admin

← Add a New Account

Account Setup

Account Name

e.g. My Company

Country

United States

 Share data anonymously with Google and others [?](#)

Container Setup

Container name

e.g. www.mysite.com

Target platform

[←](#) Add a New Account

Account Setup

Account Name

CUHK Classes

Country

United States

 Share data anonymously with Google and others

Container Setup

Container name

e.g. www.mysite.com

Target platform

Container Setup

Container name

dc.cuhkcfe.io

Target platform



Web

For use on desktop and mobile web pages



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

BETA

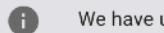
Create

Cancel

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



Workspace Versions Admin



We have updated the Google Tag Manager Use Policy & Terms of Service. By continuing to use Google Tag Manager, you agree to these updated terms.

[Review Terms](#) [Dismiss](#)

← Container Settings



Container name

dc.cuhkcfe.io

Target platform



Web

For use on desktop and mobile web pages

Default workspace name

Default Workspace

[Save](#)[Cancel](#)

All accounts > CUHK Classes
dc.cuhkcfe.io

Search workspace

Tag Manager

Workspace Versions Admin

GTM-KDJKS8B Workspace Changes: 1 Preview Submit

We have updated the Google Tag Manager Use Policy & Terms of Service. By continuing to use Google Tag Manager, you agree to these updated terms.

Review Terms Dismiss

CURRENT WORKSPACE

Default Workspace >

Overview Tags Triggers Variables Folders Templates

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

Now Editing Default Workspace

Description Edit description

Workspace Changes

Name ↑	Type	Change	Last Edited	User
https://tagmanager.google.com/#/container/accounts/2750889113/containers/32334988/worksaces/2	Modified	24 days ago	bsysin@gmail.com	

Live Version Version 1 Published 2 months ago by bsysin@gmail.com

Latest Version Version 1 Modified 2 months ago by bsysin@gmail.com

Latest version

Tag M

X design & code

Save

⋮

Tag Configuration



Choose a tag type to begin setup...

[Learn More](#)

Triggering



Choose a trigger to make this tag fire...

[Learn More](#)

X design & code

Tag Configuration



Choose a tag type to begin setup.

[Learn More](#)

Triggering



Choose a trigger to make this tag

[Learn More](#)

X Choose tag type

Discover more tag types in the Community Template Gallery [>](#)

Google Ads Remarketing
Google Ads

Floodlight Counter
Google Marketing Platform

Floodlight Sales
Google Marketing Platform

Conversion Linker
Google

Google Optimize
Google Marketing Platform

Google Surveys Website Satisfaction
Google Marketing Platform

Custom

Custom HTML
Custom HTML Tag

Custom Image
Custom Image Tag

←  Tag M Ver: Save ⋮

X design & code ⋮

Workspace Ver:

i We have update

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tag Configuration

Tag Type

 **Google Optimize**
Google Marketing Platform Edit

Optimize Container ID

Google Analytics Settings ?

Select Settings Variable...

Enable overriding settings in this tag ?

Advanced Settings >

Triggering

Triggering configuration area (mostly obscured by a large gray circular placeholder)



Optimize

All accounts > Design and Code
dc.cuhkcfe.io ▾



Experiences

Activity

Turn off edit mode

Settings

All

Create experience

Find an experience...



DRAFT

Name	Type	Created	Last modified	
Design and Code	A/B	Nov 1, 2020	Nov 1, 2020	⋮

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



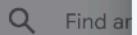
Opt



Container settings

Experiences

All



Find an

DRAFT

Name

Design and C

Container details

Name

dc.cuhkcfe.io

ID

OPT-TRDHV7L



Measurement



Property

Data Driven Product & Services Class (UA-71445513-2)

Views

All Web Site Data



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-TRDHV7L"></script>
```



Install the Chrome extension

← Tag M X design & code

Save ⋮

Workspace Version

We have update

CURRENT WORKSPACE

Default Workspace

Overview Tags Triggers Variables Folders Templates

Tag Configuration

Tag Type

Google Optimize Google Marketing Platform

Optimize Container ID

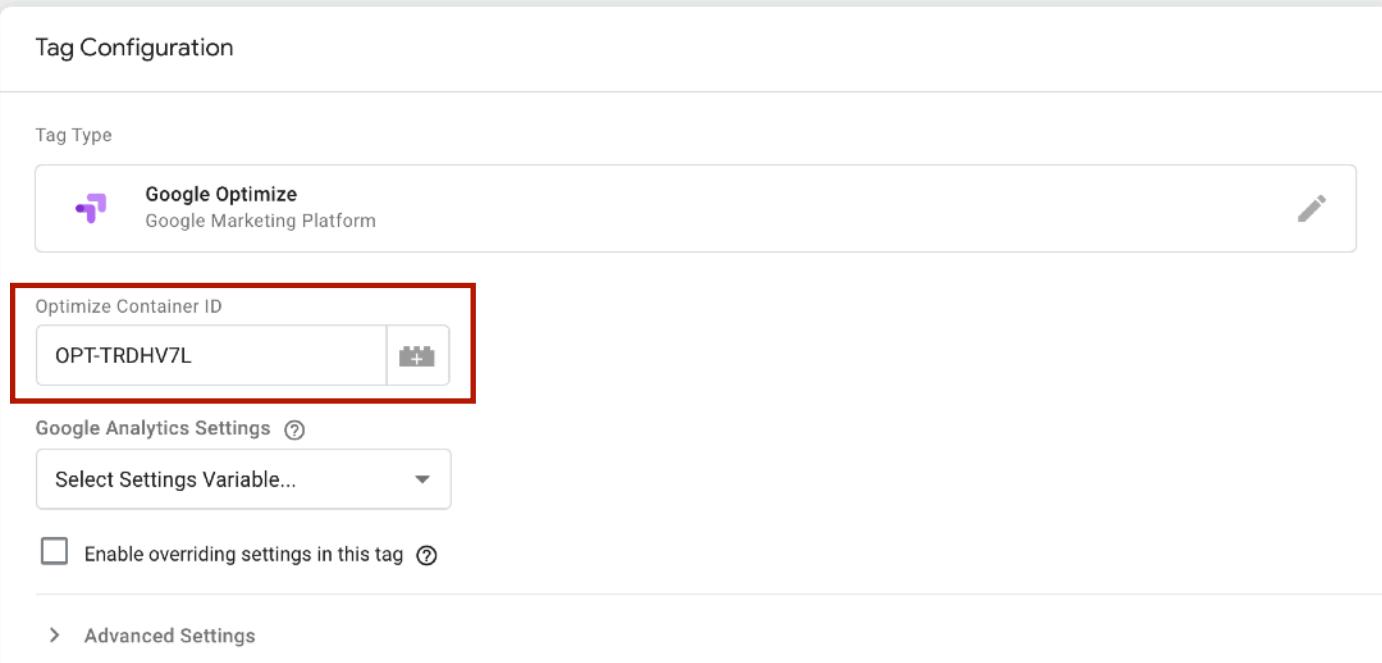
OPT-TRDHV7L

Select Settings Variable...

Enable overriding settings in this tag

Advanced Settings

Triggering





Try searching "Worst pages by load speed"



ADMIN

USER

Property

+ Create Property

Data Driven Product & Services Class (...)

Upgrade to GA4

Property Settings

Property User Management

Tracking Info

Property Change History

Data Deletion Requests

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

Property Settings

Move property

Move to Trash Can

Basic Settings

Tracking Id

UA-71445513-2

Property Name

Data Driven Product & Services Class

Default URL

https:// dc.cuhkcfe.io

Default View

All Web Site Data

Industry Category

Jobs & Education

Advanced Settings

 Allow manual tagging (UTM values) to override auto-tagging (GCLID values) for Google Ads and Search Ads 360 integration [?](#)

Property Hit Volume

Last day: 115 hits

X design &

X design & code

Save

⋮

Tag C

Tag Ty

Optimi

OPT

Google

Select

□ E

> A

Trigg

Variable Configuration

Variable Type



Google Analytics Settings



Tracking ID ?

UA-71445513-2



Cookie Domain ?

auto



More Settings

← Tag M X Design & Code GO

Save ⋮

Workspace Version

We have update

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tag type

Google Optimize Google Marketing Platform

Optimize Container ID OPT-TRDHV7L

✓ Enable overriding settings in this tag

Tracking ID UA-71445513-2

Triggering

Choose a trigger to make this tag fire...

Learn More

This screenshot shows the 'Design & Code GO' interface of Google Tag Manager. On the left, a sidebar lists various workspace components like Overview, Tags, Triggers, and Variables. The 'Tags' section is currently selected. In the main area, a tag for 'Google Optimize' is being edited. Key fields shown include the 'Optimize Container ID' (OPT-TRDHV7L) and 'Tracking ID' (UA-71445513-2), both of which are highlighted with red boxes. A checkbox for enabling overriding settings is checked. Below the tag configuration, a 'Triggering' section is visible, featuring a placeholder message 'Choose a trigger to make this tag fire...' and a 'Learn More' link.

Choose a trigger



Name ↑

Type

Filter

 All Pages

Page View

--

← Tag Manger X Design & Code GO

Save ⋮

Added in this workspace

Workspace Version

We have updates

CURRENT WORKSPACE

Default Workspace

Overview Tags Triggers Variables Folders Templates

Tag Configuration

Tag Type

Google Optimize Google Marketing Platform

Optimize Container ID
OPT-TRDHV7L

Google Analytics Settings ⓘ
✓ Enable overriding settings in this tag ⓘ

Tracking ID ⓘ
UA-71445513-2

Triggering

Firing Triggers

All Pages Page View

Loading...

← Tag M X Design & Code GO Save ⋮

Workspace Version

We have updated

CURRENT WORKSPACE

Default Workspace

Overview Tags Triggers Variables Folders Templates

Added in this workspace

Abandon changes

Tag Configuration

Tag Type

 Google Optimize
Google Marketing Platform

Optimize Container ID
OPT-TRDHV7L

Google Analytics Settings [?](#)

Enable overriding settings in this tag [?](#)

Tracking ID [?](#)
UA-71445513-2

Triggering

Firing Triggers

 All Pages
Page View

←  Tag Manager | All accounts > CUHK Classes
dc.cuhkcfe.io ▾ Search workspace ⋮ ? ... 

Workspace Versions Admin GTM-KDJKS8B Workspace Changes: 3 Preview Submit

i We have updated the Google Tag Manager Use Policy & Terms of Service. By continuing to use Google Tag Manager, you agree to these updated terms. Review Terms Dismiss

CURRENT WORKSPACE
Default Workspace ›

Overview Tags Triggers Variables Folders Templates

<input type="checkbox"/>	Name ↑	Type	Firing Triggers	Last Edited
<input type="checkbox"/>	Design & Code GO	Google Optimize	 All Pages	a few seconds ago
<input type="checkbox"/>	Facebook Pixel ID 609391533280886	Custom HTML	 All Pages	24 days ago
<input type="checkbox"/>	GA Universal Tag	Google Analytics: Universal Analytics	 All Pages	2 months ago

New

Connect Google Optimize to Google Analytics Through Linking Properties

dc.cuhkcf.e.io

Optimize

Design and Code A/B test

Details Reporting

Draft. Some setup steps must still be completed.

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

LINK TO ANALYTICS
Select a property and view

Targeting and variants

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

Add variant

Editor page: <https://dc.cuhkcf.e.io>

Description

This screenshot shows the Optimizely Design and Code interface for an A/B test titled "dc.cuhkcf.e.io". The top navigation bar includes a back arrow, the Optimizely logo, the project name, and various icons for settings and help. Below the header, there are tabs for "Details" (which is selected) and "Reporting". A prominent message at the top states "Draft. Some setup steps must still be completed." with a clock icon and a "Start" button. The main workflow consists of five steps: "CREATE VARIANTS", "ADD TARGETING RULES", "LINK TO ANALYTICS", "SET UP OBJECTIVES", and "START". The "LINK TO ANALYTICS" step is highlighted with a red box around its title and description. Below this, a section titled "Targeting and variants" provides instructions to start by creating a variant, featuring a "Add variant" button and a "Learn more" link. It also suggests starting with audience targeting rules instead. At the bottom, it shows the editor page URL and a "Description" section with a text input field and a pencil icon.



Opt

Container settings

Experiences

All



Find an

DRAFT

Name

Design and C

Container details



Name

dc.cuhkcfe.io

ID

OPT-TRDHV7L

Measurement



Your Optimize account must be linked to an Analytics property in order to collect data. [Learn more](#)

[Link to Analytics](#)

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-TRDHV7L"></script>
```



X Container settings

Container details

Name

dc.cuhkcf.e.io

ID

OPT-TRDHV7L

Measurement



Your Optimize account must be linked to an Analytics property in order to collect data.

[Link to Analytics](#)

Setup instructions



[Install the Optimize snippet](#)

Optimize is installed by adding a small snippet of code to your website to collect data. 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-TLJFZ"></script>
```

X Link a property

[Link](#)

Select a property

Don't see the property you wish to link? Here are a few potential reasons why.

- You do not have permission to access the Google Analytics properties associated with the Google account you're using. [Learn more about Analytics permissions](#).
- You might be using a Google account that is different from the one you use for Google Analytics. [Learn more about Google accounts](#).

You can also skip linking for now, but it will be required to start an experience. For more information about linking, please refer to the [Optimize help center](#).

X Container settings

Container details

Name

dc.cuhkcf.e.io

ID

OPT-TRDHV7L

Measurement



Your Optimize account must be linked to an Analytics property in order to collect data.

[Link to Analytics](#)

Setup instructions



[Install the Optimize snippet](#)

Optimize is installed by adding a small snippet of code to your website to define the experiment. 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-TRDHV7L"></script>
```

X Link a property

[Link](#)

Google Analytics property

Data Driven Product & Services Class (UA-71445513-2)

Views [?](#)

All Web Site Data

Linking this container to Google Analytics allows data to flow between the two products. This may result in additional hits. Additionally, information shared from Google Analytics to Optimize is subject to Optimize [terms](#) and settings, while information shared from Optimize to Google Analytics is subject to Google Analytics terms and settings. [Learn more](#)

 Optimize | dc.cuhkcfe.io
Design and Code A/B test

Details Reporting

 Description

 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 experience to Analytics.

X Link a property

Link

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

Google Analytics property

Data Driven Product & Services Class (UA-71445513-2)

Views 

All Web Site Data

Linking this container to Google Analytics allows data to flow between the two products. This may result in additional hits. Additionally, information shared from Google Analytics to Optimize is subject to Optimize [terms](#) and settings, while information shared from Optimize to Google Analytics is subject to Google Analytics terms and settings. [Learn more](#)

Container settings

Container details

Name
dc.cuhkcfe.io

ID
OPT-TRDHV7L

Measurement

Your Optimize account must be linked to an Analytics property in order to create experiences.

[Link to Analytics](#)

Setup instructions

Install the Optimize snippet

Optimize is installed by adding a small snippet of code to your website to define the experience. 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-TLJFZ"></script>
```

Search for a property

CUHK CLASSES

Classroom2 Demo Site (UA-71445513-3)

Data Driven Product & Services Class (UA-71445513-2)

EPIN 1020 (UA-71445513-4)

- You do not have permission to access the Google Analytics properties associated with the Google account you're using. [Learn more about Analytics permissions.](#)
- You might be using a Google account that is different from the one you use for Google Analytics. [Learn more about Google accounts.](#)

You can also skip linking for now, but it will be required to start an experience. For more information about linking, please refer to the [Optimize help center](#).

Optimise | dc.cuhkcfe.io

Design and Code A/B test

Details Reporting

[Create page](#)

Make different changes on different pages, e.g. a flow or funnel.

Description

Measurement and objectives

Google Analytics
Optimize uses Google Analytics for measurement.

Property: Data Driven Product & Services Class View: All Web Site Data Experiment ID: Nh5Op-BHSeiFQBXDAuujUA

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

PRIMARY OBJECTIVE

[Add experiment objective ▾](#)

Design and Code

Installation diagnostics

Design & Code Customize 0 + New Edit Page Rank Math SEO Autoptimize Performance ... Toggle Airpress Debugger Theme Options

page.php Unsuspend Transients Howdy, Bernard 

DESIGN & CODE
Literacy and Skills for 21st Century Talents

HOME COURSES ZOOM MEETINGS MY COURSES BLOGS LOGIN 

COURSES

Optimize is correctly installed

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

[Back to experience](#)

Thanks to the Internet! I can share my knowledge and expertise with others. This has been a great way to give back to the community and help others learn and grow. I have benefited tremendously from the generous sharing of knowhow by authors on GitHub, YouTube, Medium, and the like, it's time for me to give back. I would like to be a self-ordained curator, sharing my views on what's happening out there in the tech and startup world, built upon contributions already made by others.

At the same time, I combine my blogs with my official and unofficial courses so as to have a single point of presence on the web for doing my job.

Chat with me 

SORT BY: Release date (newest first) 

Courses

← Optimizer dc.cuhkcfe.io Design and Code A/B test

Details Reporting Turn off edit mode

Running Edit End :

Started manually: Mon, Nov 2, 2020, 12:50 AM GMT+8 Expiration scheduled: Sun, Jan 31, 2021, 12:50 AM GMT+8

Targeting and variants

Variants

What do you want to test?

Original	1	50% weight	Preview	View	:	
Variant 1	0	50% weight	Preview	Changes (5)	View	:

Editor page: <https://dc.cuhkcfe.io/>

Page targeting

Where should this experience run on your website?



dc.cuhkcf.io

Design and Code

A/B test



Details

Reporting

ACTIVE VISITORS

0

COLLECTED SESSIONS

2

DAYS

View full chart

STARTED MANUALLY:

Mon, Nov 2, 2020, 12:50 AM GMT+8

EXPIRATION SCHEDULED:

Sun, Jan 31, 2021, 12:50 AM GMT+8

Bounces PRIMARY

[View in Analytics](#)Based on Google Analytics data as of Mon, Nov 2, 2020, 6:53 AM GMT+8. [i](#)

	Variant ↑	OBSERVED DATA			OPTIMIZE ANALYSIS		
		Experiment Sessions	Experiment Bounces	Calculated Bounce Rate	Probability to be Best	Modeled Bounce Rate	Modeled Improvement
<input checked="" type="checkbox"/>	Variant ↑						
<input checked="" type="checkbox"/>	Original 0	2	0	0.00%	Limited Data		

Modeled Bounce Rate

All

100.00%

Original



Optimize

dc.cuhkcfe.io

Design and Code

A/B test



Details

Reporting

ACTIVE VISITORS

0

COLLECTED SESSIONS

2

DAYS

1

STARTED MANUALLY:

Mon, Nov 2, 2020, 12:50 AM GMT+8

EXPIRATION SCHEDULED:

Sun, Jan 31, 2021, 12:50 AM GMT+8

Sessions over time [Hide chart](#)Bounces [View in Analytics](#) View in AnalyticsBased on Google Analytics data as of Mon, Nov 2, 2020, 6:53 AM GMT+8. [i](#)

ORDERED DATA

OPTIMIZE ANALYTICS



Try searching "Users today"



Nov 1, 2020 - Nov 1, 2020

Design and Code

● Running

Conversions / Page Metrics ▾ Export ▾

This report is based on 100% of sessions. [Learn more](#)

Greater precision ▾



All Users

0.00% Experiment Sessions



+ Add Segment

Explorer

Conversions Site Usage Goal Set 1

Calculated Bounce Rate ▾

VS. Select a metric

Day Week Month

● Original ● Variant 1

100.00%

●

0.00%

Sunday, November 1, 2020

0 Experiment Sessions

0 hours of data

100% users included

Status: Running

Running

Primary Dimension: Variant

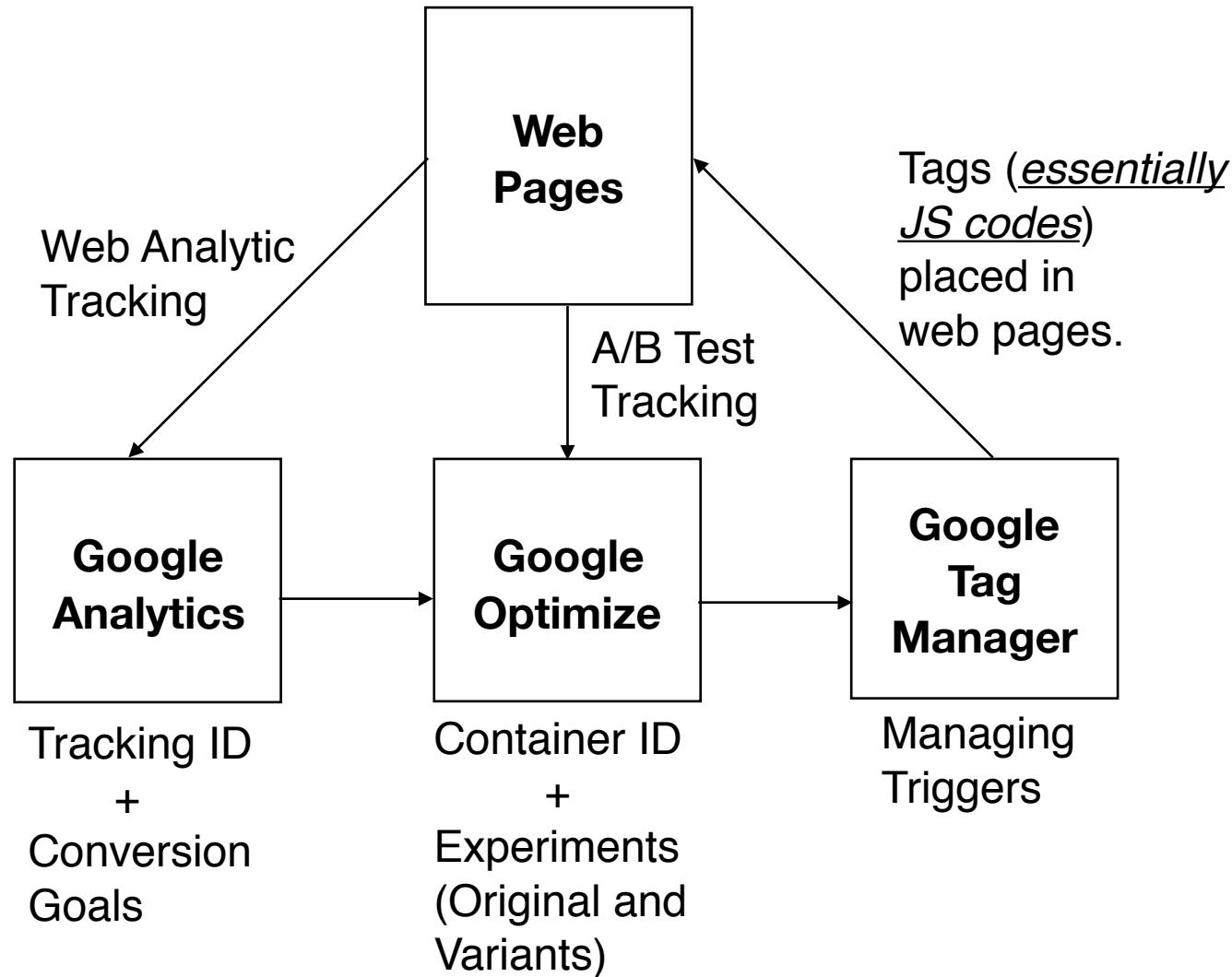
Variant

Experiment Sessions

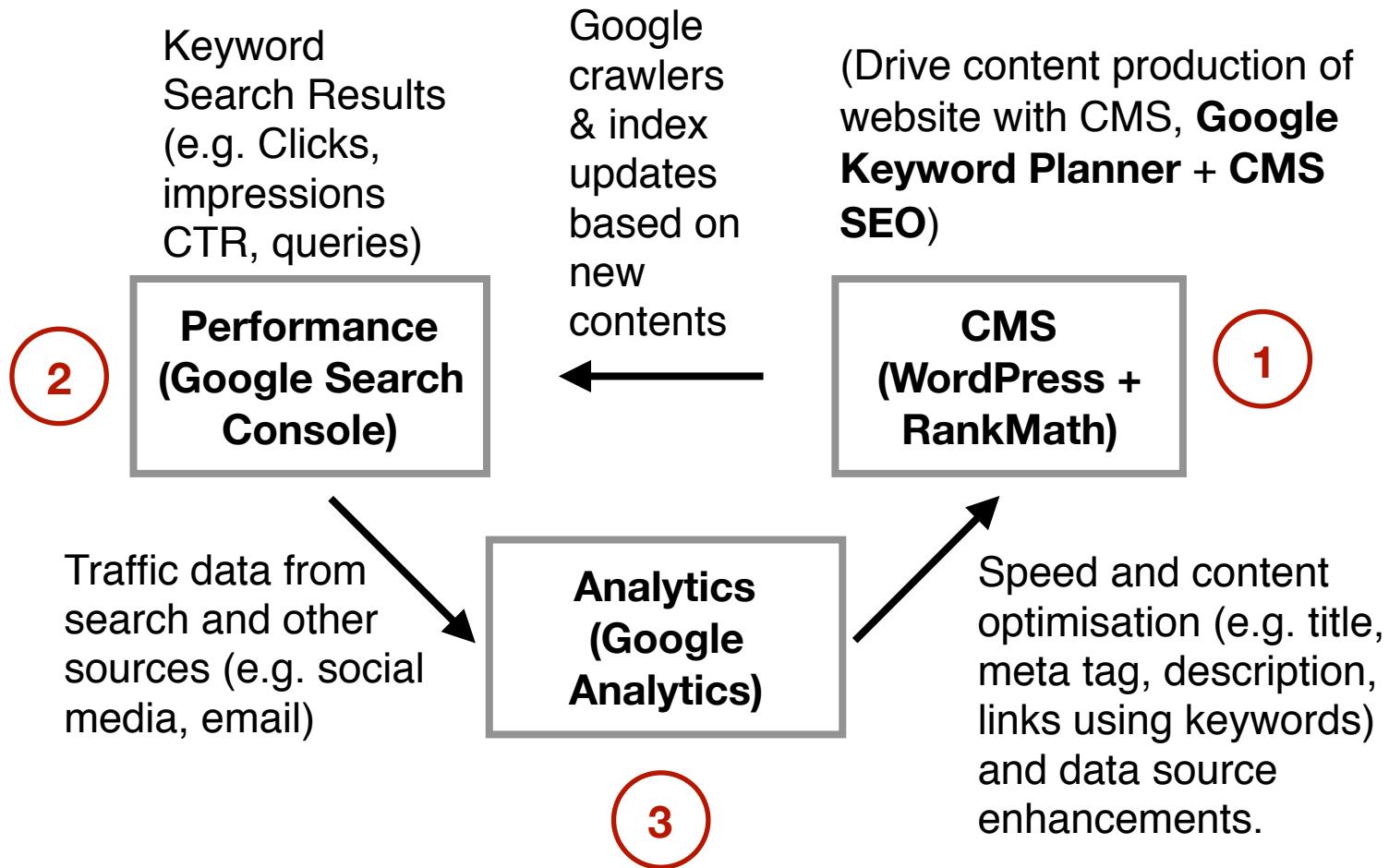
Experiment Bounces

Calculated Bounce Rate

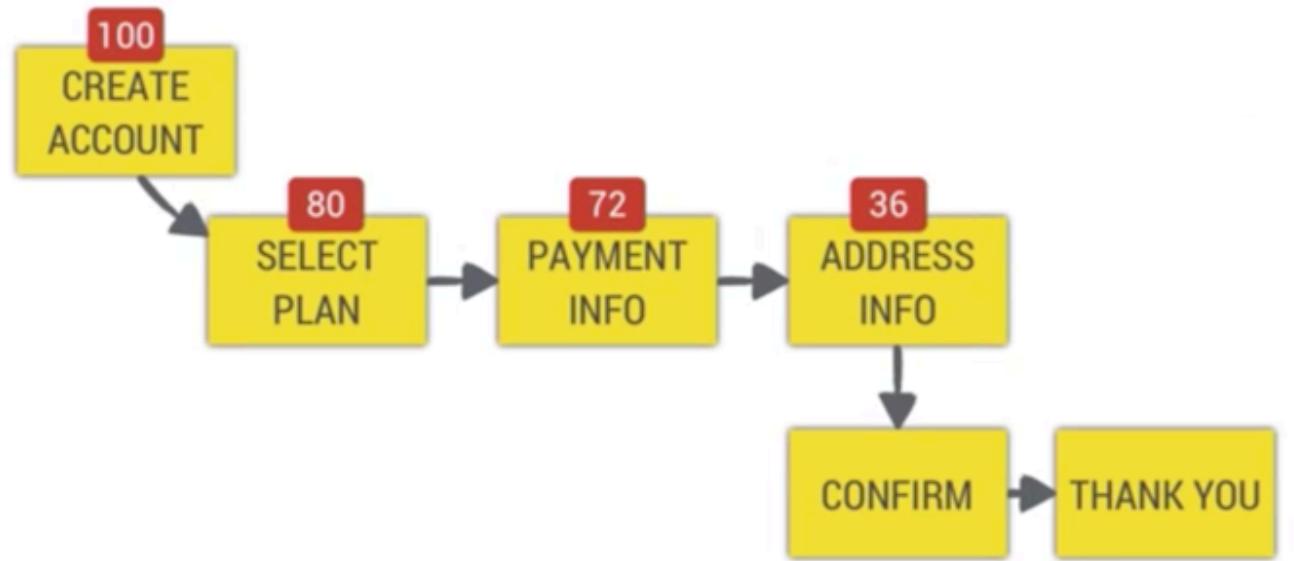
There is no data for this view.



Use of Google Analytics for SEO, Web Traffic Analysis, and Conversion Tracking



Example - checkout flow



Source:  Lean UX - Measurement - Qualitative & Quantitative

QUAL

Use of UTM Codes for Campaign Tracking



Demos & Tools

Autotrack

Account Explorer

Campaign URL Builder

Dimensions & Metrics Explorer

Embed API

Basic Dashboard

Multiple Views

Interactive Charts

Working with Custom Components

Third Party Visualizations

Server-side Authorization

Enhanced Ecommerce

Hit Builder

Polymer Elements

Query Explorer

Request Composer

Spreadsheet Add-on

Tag Assistant

Usage Trends New!

Resources

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track [Custom Campaigns](#) in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. <https://www.example.com>)

* Campaign Source

The referrer: (e.g. [google](#), [newsletter](#))

Campaign Medium

Marketing medium: (e.g. [cpc](#), [banner](#), [email](#))

Campaign Name

Product, promo code, or slogan (e.g. [spring_sale](#))

Campaign Term

Identify the paid keywords

How To Implement UTM Parameters

So now you know what they are; how do you implement them? It's really simple actually! Using the [Google Analytics URL builder](#), all you need to do is fill in the form and click 'Submit' and Hey Presto! So for the example above, the form would look as follows:

Step 1: Enter the URL of your website.

Website URL *

 (e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source *

 (referrer: google, citysearch, newsletter4)

Campaign Medium *

 (marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

 (product, promo code, or slogan)
Submit

* Required field

Click and Ta-Da!

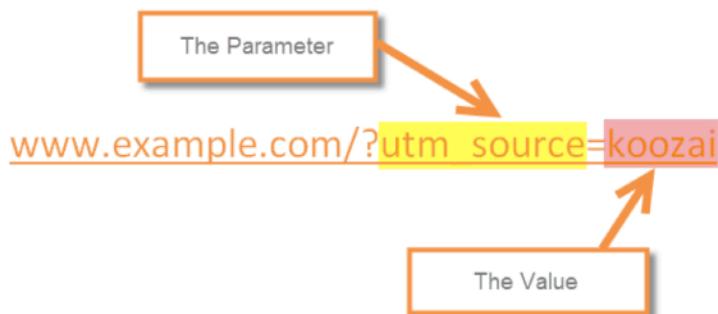
What Is A UTM Parameter?

UTM stands for Urchin Tracking Module; the format used by Google to track your unique URLs.

So what actually are they? Let's start with the basics – Generally speaking, anything succeeding a question mark (?) within a URL is a parameter, for example:



A UTM parameter is a tag added to the end of a URL which, once clicked, sends data back to Google Analytics allowing you to track which elements of your online marketing strategy are most effective. A UTM parameter is made up of the parameter and its value:



There are 5 key UTM parameters used for campaign tracking within Google Analytics, 3 of which are required, 2 which are optional.

Required

- *utm_source* – Used to describe where the traffic is coming from, for example the name of the website displaying your adverts or the newsletter name.
- *utm_medium* – Used to describe the specific element, for example you may refer to banner placements or sizes dependant on which aspect you are split testing. Or it could be a product image in the newsletter case.
- *utm_campaign* – This refers to the overall campaign you are running. For example, if the new campaign you are launching is for a new phone (e.g. the K00z) then your campaign may be called 'K00z_launch'

Optional

- *utm_term* – This is used for paid search to determine the particular keyword you were bidding on for that specific ad. For example, an ad for the term 'SEO services' would be tagged 'utm_term=seo_services'
- *utm_content* – Used for split testing to differentiate between type A and type B.

So say we include a 200 x 100 banner within our monthly Koozmail email, which is advertising jobs at Koozai, the URL with UTM parameter would look as follows:

Example:

www.example.com/?utm_source=koozmail&utm_medium=200x100banner&utm_campaign=jobs

Source: <https://www.koozai.com/blog/analytics/utm-parameters/>

Traffic source dimensions

Source: Every referral to a web site has an origin, or source. Possible sources include: "google" (the name of a search engine), "facebook.com" (the name of a referring site), "spring_newsletter" (the name of one of your newsletters), and "direct" (users that typed your URL directly into their browser, or who had bookmarked your site).

Medium: Every referral to a website also has a medium. Possible medium include: "organic" (unpaid search), "cpc" (cost per click, i.e. paid search), "referral" (referral), "email" (the name of a custom medium you have created), "none" (direct traffic has a medium of "none").

Keyword: When SSL search is employed, Keyword will have the value (*not provided*).

Campaign is the name of the referring AdWords campaign or a custom campaign that you have created.

Content identifies a specific link or content item in a custom campaign. For example, if you have two call-to-action links within the same email message, you can use different Content values to differentiate them so that you can tell which version is most effective.

source:support.google.com

SOURCES	MEDIUM	URL (e.g. http://x.com)
1. event	1. qrcode	1. http://ybsuen.github.io?utm_source=event&utm_medium=qrcode&utm_campaign=epin181114
2. facebook	2. cpc	2. http://x.com?utm_source=facebook&utm_medium=cpc&utm_campaign=jg180320
3. mailchimp	3. email	3. http://x.com?utm_source=mailchimp&utm_medium=email&utm_campaign=jg180320
4. google	4. organic, cpc	1. http://x.com?utm_source=google&utm_medium=organic&utm_campaign=jg180320

Another **UTM** Case Study



https://www.youtube.com/watch?v=MNOsIdDS_pY

Campaign Traffic by Acquisition Channels

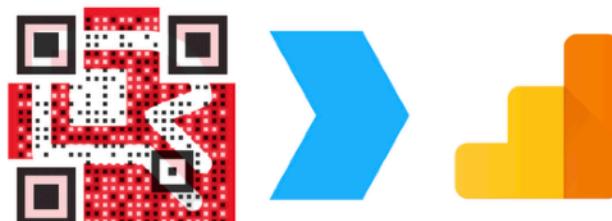
- 1. Web, email, QR code, social media promotion
(using UTM code)**
- 2. Registration invitation (e.g. Airtable form as a
conversion goal)**
- 3. Registration and payment tracking**
- 4. Event attendance**
- 5. Post-event evaluation (e.g. onsite Airtable form as
a conversion goal)**
- 6. Score keeping (conversion metrics)**

Create successful mobile marketing campaigns with QR Codes

HOME QR CODE MANAGEMENT LANDING PAGES QR CODE TIPS

Tracking QR Codes with Google Analytics

Leave a reply



[Free QR Code Generator](#)

<https://blog.qrd.by/2017/12/19/tracking-qr-codes-with-google-analytics/>

Our [QR Code Tracking](#) platform has detailed tracking capabilities of your QR Code scans like which mobile device has scanned your QR Code where and when. However, sometimes you want to include QR Codes in a bigger marketing campaign with various sources managed in your Google Analytic account.

To send QR Code scans to your Google Analytic account simple add your GA Tracking ID in your account settings:

CATEGORIES

[Business Card](#) [Designer QR Code](#)

[Examples and ideas](#) [QR Code](#)

[QR Code Printing](#) [QR Code Reader](#)

[QR Code Tracking](#)

[Offline](#)

QR Code Generator

Pricing Sign In Free Register

Dynamic QR Codes with Logo trackable

URL Text Track a QR Code vCard Landing Pages More QR Codes

'ybsuen.github.io?utm_source= event&utm_medium=qrCode&utm_campaign=epin181114

Yippee! Your landing page is optimized for mobile devices.
The web page that the user is being redirected after scanning the QR Code is mobile-friendly.

Hint: You are using an URL that is too long
QR codes with long URLs can be decoded less by your Smartphone than shortened URLs.
Create a free account to create optimally-readable QR codes with your URL automatically shortened.

Register free account

Download QR Code

Next Steps...

The image shows a screenshot of a QR code generator website. At the top, there's a navigation bar with 'QR Code Generator' and links for 'Pricing', 'Sign In', and 'Free Register'. Below the navigation, there are three checked icons: 'Dynamic QR Codes', 'with Logo', and 'trackable'. A red oval highlights the URL input field containing the long URL 'ybsuen.github.io?utm_source= event&utm_medium=qrCode&utm_campaign=epin181114'. Below the input field, a green checkmark icon says 'Yippee! Your landing page is optimized for mobile devices.' followed by a note about mobile-friendliness. A blue info icon provides a hint about using long URLs. A red button at the bottom says 'Register free account'. At the bottom of the main content area, there's a QR code and a smartphone icon with a yellow arrow pointing from the QR code to the phone. The phone screen shows a landing page with 'START UP' and some smaller text. A red button at the bottom says 'Download QR Code'. Below the main content, the text 'Next Steps...' is visible.

Problem Set #7

- a. The **problem statement** - Define your persona, pain points, needs, and objectives.
- b. Pick a **competitor's website** for performing a user test.
- c. Prepare the **1 page usability test plan** and create the **dashboard**.
- d. Test with **5 users**. Make sure time spent with each user is the same with consistent tone and interactions following the plan (number of **tasks** and **sequence**).
- e. Measure usability satisfaction — **effectiveness** (e.g. completion/error rate) and **efficiency** (e.g. time to complete)

Problem Set #8

- a. Design a **low-fidelity** prototype with information architecture and wire-frames based on feedback from usability study on competitor.
- b. Compare your prototype with the competitor's website to highlight **improvements** made.
- c. Prepare a **usability test plan**.
- d. Conduct a **usability study** according to the test plan on your improved prototype **with 5 users** and record the results.
- e. Write up your analysis (at least two pages).

The End