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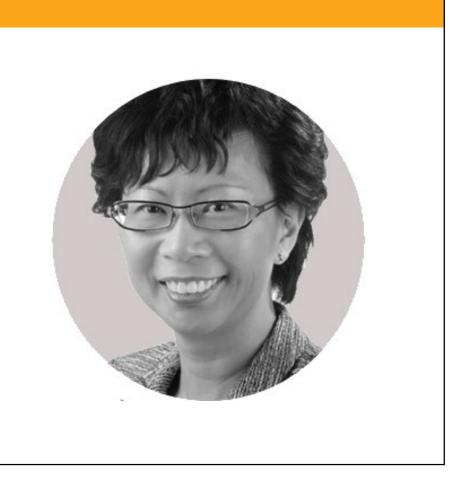# How Google Analytics can Strengthen the Case for UX

TorCHI
Toronto, Ontario
September 10, 2020

June Li
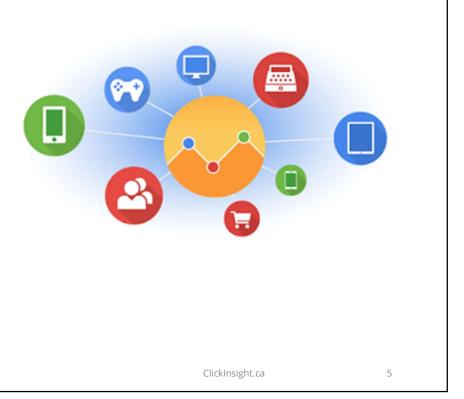Founder & CEO
ClickInsight

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4

Digital Analytics is an Enabler

Digital Analytics is the **measurement, collection, analysis and reporting** of Internet data for the purposes of **understanding** and **optimizing** usage *on digital properties*

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Focus on
Asking the Questions

Hire help
to get you the Answers

What Behaviour tells you the User is Succeeding?

Can you "see" your user succeeding or not?

Most "interesting" behaviours are not automatically measured.

Is there a Gap?

What you have vs What you need

Focus on
Asking the Questions

Hire analysts to
get the Answers

Quantify Observations & Answer Questions

- Search or browse

- Unclear wording or message causing detours

- Quantify a usability path observation

- Slow pages

Are they browsing or searching onsite?

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Onsite Search

- What proportion of visitors use onsite search?

- What terms do they search?

- What page are they on when they search?

- What happens after search?

  - Leave?

  - Stay?

  - Convert?

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Pogo Sticking

Your Analyst is armed with Sequence Segments

Sequence Segments:
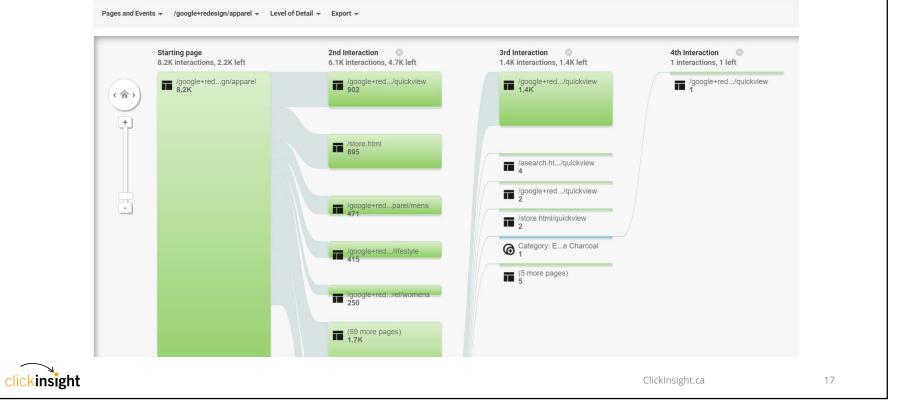# Immediate Pogos or Loose Pogos

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Quantify a Path Observed in Usability Tests

Describe to your analyst what you want to learn

Don't ask for a "Path" report

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Behaviour Flow. Cool Looking. Mostly Useless

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Sequence Segments More Productive

Site Speed Matters

Use automated reports with caution

Site Speed Page Timings ✓

SAVE   EXPORT   SHARE   INSIGHTS

All Users   + Add Segment   Aug 1, 2020 - Aug 31, 2020

Aug 2   Aug 4   Aug 6   Aug 8   Aug 10   Aug 12   Aug 14   Aug 16   Aug 18   Aug 20   Aug 22   Aug 24   Aug 26   Aug 28   Aug 30

Primary Dimension: **Page**   Page Title   Content Grouping: none ▾   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾   advanced

Page	Pageviews	Avg. Page Load Time (sec) ↓	Page Load Sample	Avg. Redirection Time (sec)	Avg. Domain Lookup Time (sec)	Avg. Server Connection Time (sec)	Avg. Server Response Time (sec)	Avg. Page Download Time (sec)
	346,105 % of Total: 100.00% (346,105)	4.15 Avg for View: 4.15 (0.00%)	3,280 % of Total: 100.00% (3,280)	0.05 Avg for View: 0.05 (0.00%)	0.02 Avg for View: 0.02 (0.00%)	0.03 Avg for View: 0.03 (0.00%)	0.95 Avg for View: 0.95 (0.00%)	0.18 Avg for View: 0.18 (0.00%)
1. /google+redesign/apparel/womens/womens+t+shirts	40 (0.01%)	20.81	1 (0.03%)	0.06	0.24	0.10	1.68	0.46
2. /google+redesign/apparelgoogle+beekeepers+tee+mint	175 (0.05%)	19.73	3 (0.09%)	<0.01	0.00	0.00	0.28	0.04
3. /google+redesign/bags/backpacks/home	449 (0.13%)	14.77	4 (0.12%)	0.02	<0.01	0.04	0.60	0.40
4. /google+redesign/shop+by+brand/youtube	7,065 (2.04%)	12.06	69 (2.10%)	0.02	0.11	0.10	0.51	0.33
5. /google+redesign/apparel/google+google+summer19+crew+grey	148 (0.04%)	9.64	4 (0.12%)	<0.01	0.00	<0.01	0.26	0.04
6. /google+redesign/bags/backpacks//quickview	332 (0.10%)	9.42	5 (0.15%)	<0.01	0.00	0.02	0.12	0.14

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Quantify Observations & Answer Questions

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- Unclear wording or message
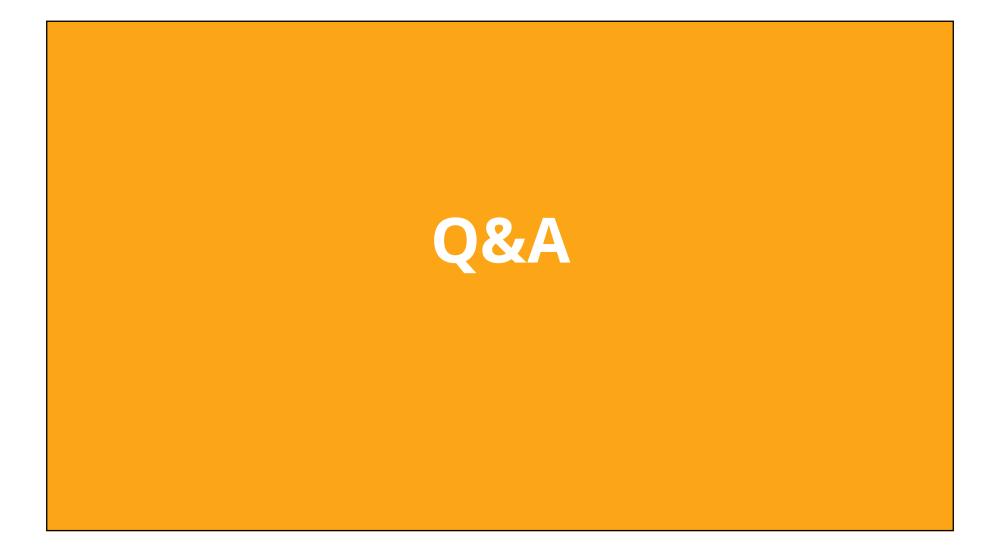
- Quantify a usability observation

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Ask your Questions at Wireframing

**Less costly to add measurement
while the site is being built
than to go back after.**

Some "enhancements" never happen.

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Q&A

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Free webinar

Sign up at
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