Web Analytics

Prof. Katherine Lawrence

Brian Allen

Richard Franklin

Grant Fricano

Ming Ma

Description

The page we have identified with the issue is `http://drupal.org/project/modules/` on the Durpal website.

The issue we found on the website was that original design functionalities merely attract user interests, if any at all. Described in detail in the data section below, we found by using Google Analytics' page overlay that the outbound links on this page concentrates heavily on the first link. Some intend shortcut functions such as search bar are almost always assumed to have high click percentage overall, but on this page an average user barely uses the search function. The unexpected click-percentage of page overlay indicates possible misleading layouts that simply did not take functional popularity into account.

Another example is the category section. Possibly due to its awful position, the user barely notices it and on the page there was no other functionality that promotes a different view (or sorting in this context) of all the modules other than alphabetical view. The issue with alphabetical view is that unless the user knows exactly what module she wants from the website, it does not help the user to browse what she might be interested in.

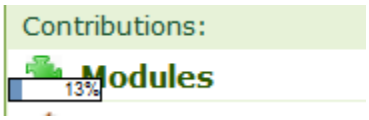
There are two different search bars with completely different functionality existing on the same page. They possess similar designs and looks and are even aligned. It is reasonable to speculate that a user without intense experience on drupal would not know which search bar to use to search for specific type of information, if not making any mistakes.

Lastly, by extracting and comparing the visiting sources with other pages, it was discovered that not many users return to this page, which is a potential indicator of a less helpful page. Given that the nature of this page is not one of the site entry points, we can exclude the possibility that the low returning rate is acceptable because that the page is not supposed to be for new users.

Data

When the user enters the *Projects* page of the website, they have the option for some new drupal add ons. We noticed that a substantial portion of those visitors then selected the *Modules* link for the new downloads.

Figure 1; Google Analytic



This was one of the most popular links as characterized by the Google Analytics data. Most of the links features less than a three percent hit rate

From there the users were brought to a page that listed the add-ons. These downloads are sorted alphabetically, by project category, by contributor link, and finally by newest added. One of the

main problems of this page is that there is little to no attention paid to anything other than the alphabetized list.

We decided that it would be better to have two tabs; one for the most popular and one is for the newest. All modules will have screen shots depicting the page.

Figure 2; Rate

On the left side of the page there will be an alphabetical listing that can be navigated by letter. This will provide more useful links for the user to select from and increase the efficiency of the page.

Figure 3; Lack of Use

Another piece of information that we noticed was the low number of percentages throughout the page. Upon entrance to the page the users either knew what they were looking for, or could not make user of the current format. Our changes will allow the user to see what is coming from future pages "at-a-glance." This feature should increase usability for the user and allow them to utilize features more effectively.

The final justification for this change came when we noticed the number of page views – 19.4 million. Of these, 15.03 million were unique visitors. This data tells us that not many people return to this page when they are looking for what they thought they needed before.

From this data it is apparent there needs to be an adjustment to this portion of the website. Our analysis of the data has shown that the method they have used does not work. Through implementation of our idea this will become a thriving portion of the website.

Experimental Design

Hypothesis

From the data we have collected from the Google analytics on the website Drupal.org, specifically the modules subpage, we have determined that the following actions will increase the usability of the subpage, increase the click rate on modules, decrease the bounce rate from module download pages, and increase the rate of funnel completions pertaining to module downloads.

- Make a search bar just for modules and place it at the top of the page
- Have two main tabs on the page, one shows the most popular modules while the second shows the newest modules
- Have a screenshot and description for every module
- On the left side of the page have an alphabetical listing of all modules which can be viewed by letter.

Method

We concluded that the best way to test our hypothesis would be to create our own version of the modules subpage. We would then split the traffic of visits to the modules subpage on Drupal.org between the original and our new version. Thus, the participants of our experiment would be regular users of Drupal.org and as a result would give us relevant data for our results. Once our version of the page was created and finished, we would run our experiment for four weeks and compare the data from each version that is collected on Google analytics. The main attributes we will compare are the bounce rate from the module subpages, the click rates on the actual modules, the funnel completion rate for downloading and using modules, and how the users are getting to module download pages. With this data, we believe that we will be able to determine which version is better suited for Drupal.org to use.

Data and Analysis

Upon completion of the experiment, we would look at the data collected by Google Analytics, specifically the bounce and click rates, funnel completion rate, and module page access rates. The current Module page recieves about 150,000 page views per month. If we randomly direct half the users to the current page, and half the users to the new page, there should be about 75,000 pageviews for each version, which should be a sufficient sample size. We would compare the differences in the attributes described above to see the differences in user behavior between the two versions. Furthermore, we would also use Drupal's internal data collection to see if there is an increase in module use (once downloaded).

Discussion

Once we gather and analyze the data, it should become clear which version is more usable and more effective. If our experiment was successful, we predict the following would happen:

- Due to the search bar, users would be able to find specific modules more quickly, and thus the usability of the page would increase. This would then lead to an increase in traffic
- Due to the reorganization of the sidepanels, users would be able to see the most popular and the newest modules. This would increase traffic to those specific modules.
- Given that traffic to individual modules would increase, the funnel completion rate would increase. More users would be able to find, browse, download, and use modules.

That would demonstrate that the new version is more effective than the current version, and should replace it.