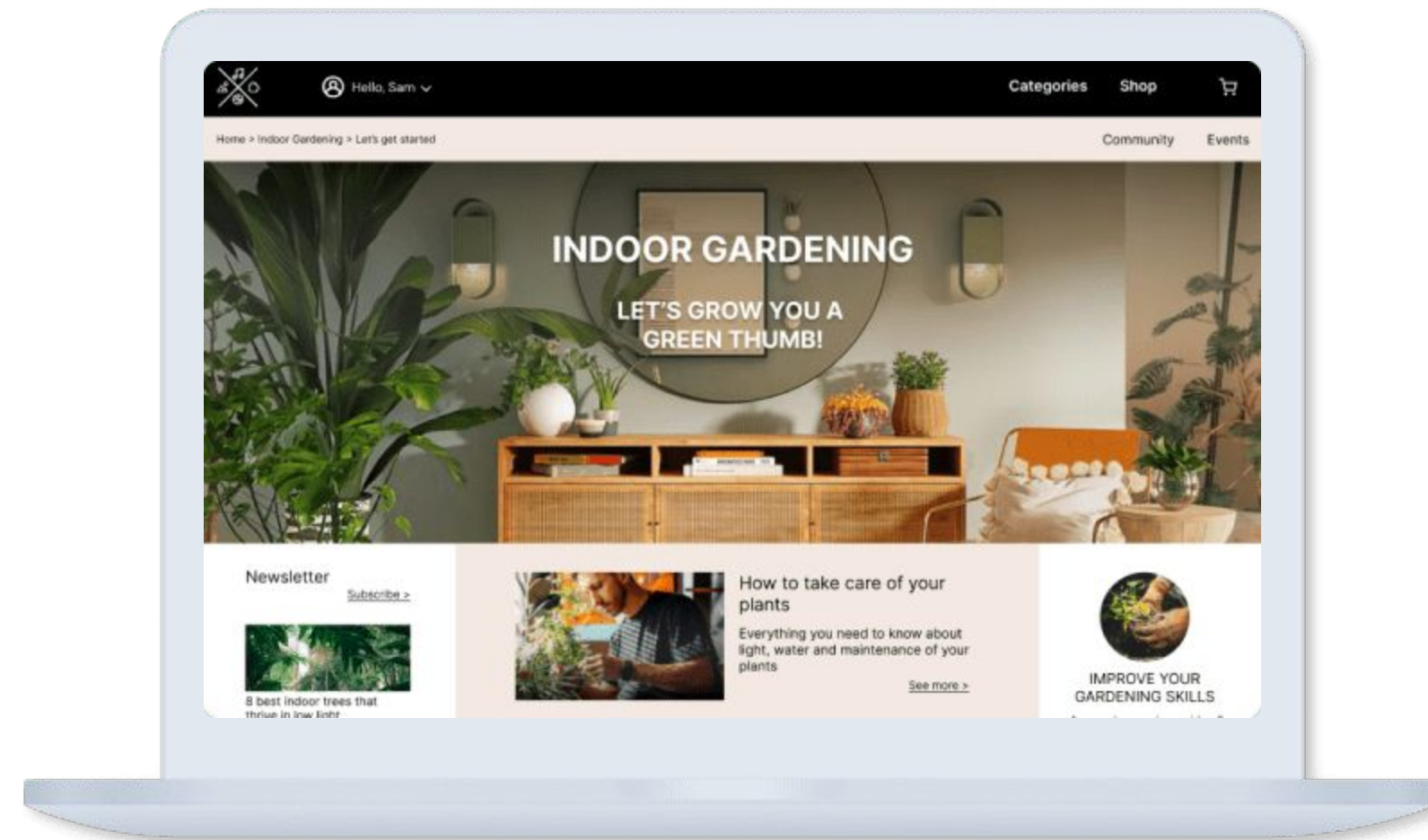


Setting up Google Analytics & Hotjar

Hobby Shop





PROJECT OVERVIEW

If having a website is important, being able to **get information about its use and analyze this information** is crucial. This is the best way to ensure that the **product meets both company and users expectations**.

This is why I decided to showcase this one week project that highlights how I **iterated** a Hobby Shop based on the **results obtained from Google Analytics and Hotjar**. The analysis utilized **specific KPIs** I had defined and set up beforehand to ensure the Hobby Shop **business objectives were met**.

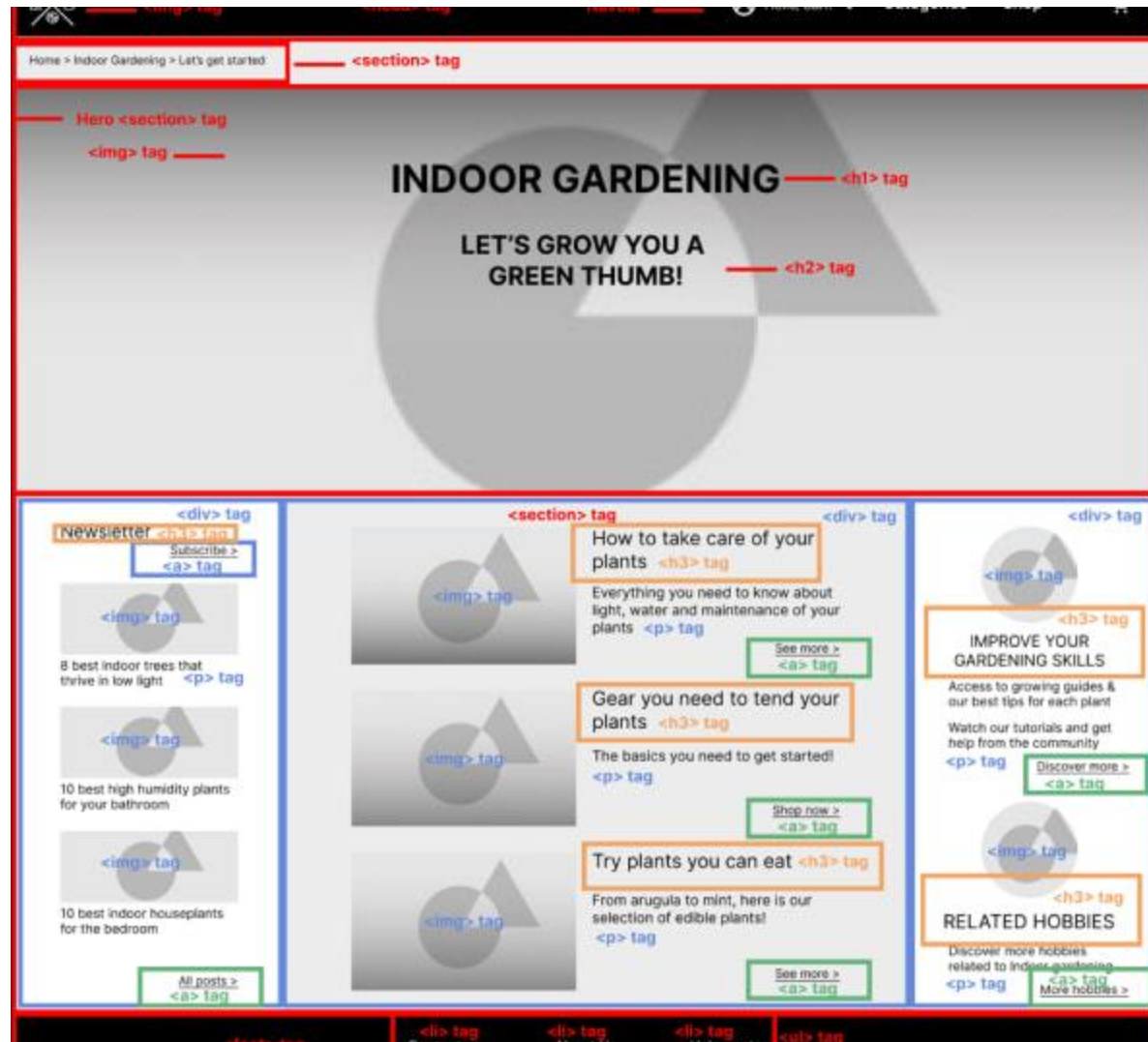
MY ROLE: UX/UI Designer, FE Developer: Information Architecture, Wireframes and Testings, UI design, Coding

TOOLS: Figma, Visual Studio Code, Github, Hotjar, Google Analytics

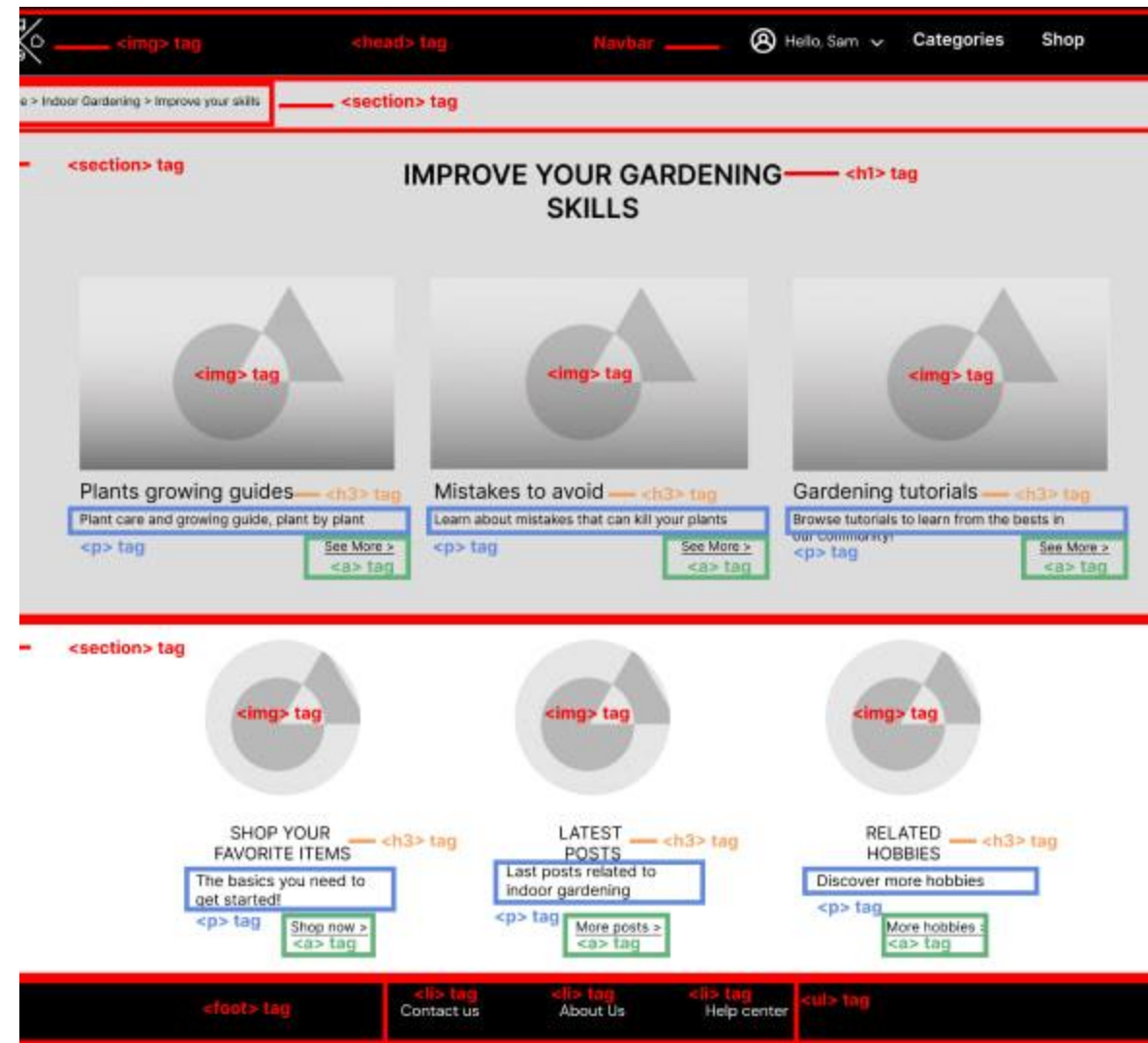
WIREFRAMES

Preparing for coding

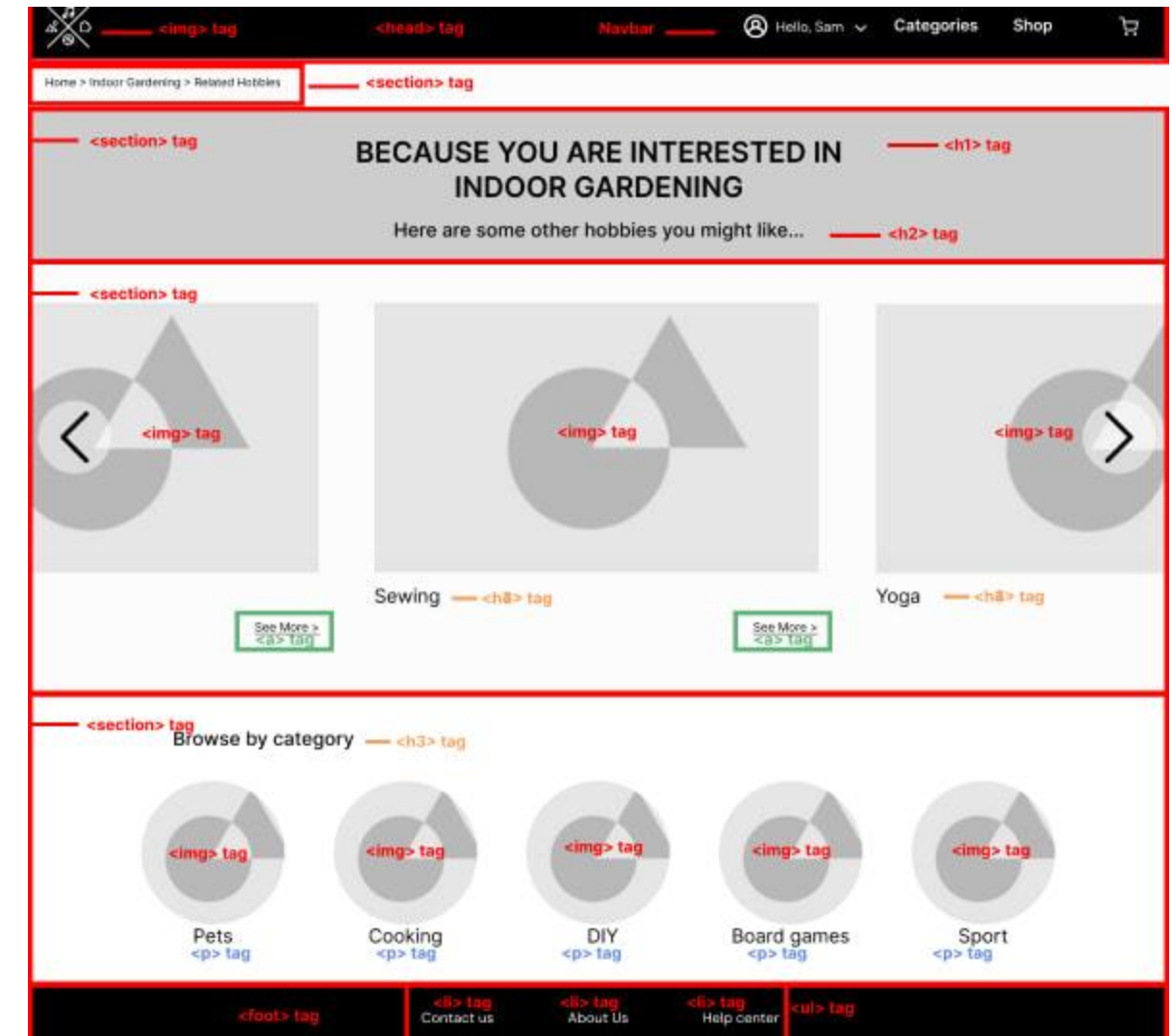
Let's get started



Improve your skills



More hobbies





SETTING UP

Hotjar & Google Analytics

Why do we need a website?

Become the primary source of hobby-related information

How can we achieve our goals?

having a large amount of users visiting the website

Which metrics are good indicators of progress ?

more users visiting the website to get information about their favorite hobbies

At what specific KPI values can we call it a win?

1% more users visiting the website / day

Convince people to try new hobbies

provide them with information that will make them enthusiastic about trying new hobbies

more users visiting the page “discover hobbies”

1% more users visiting the page “discover hobbies” / day

Identify locations to set up new physical storefronts

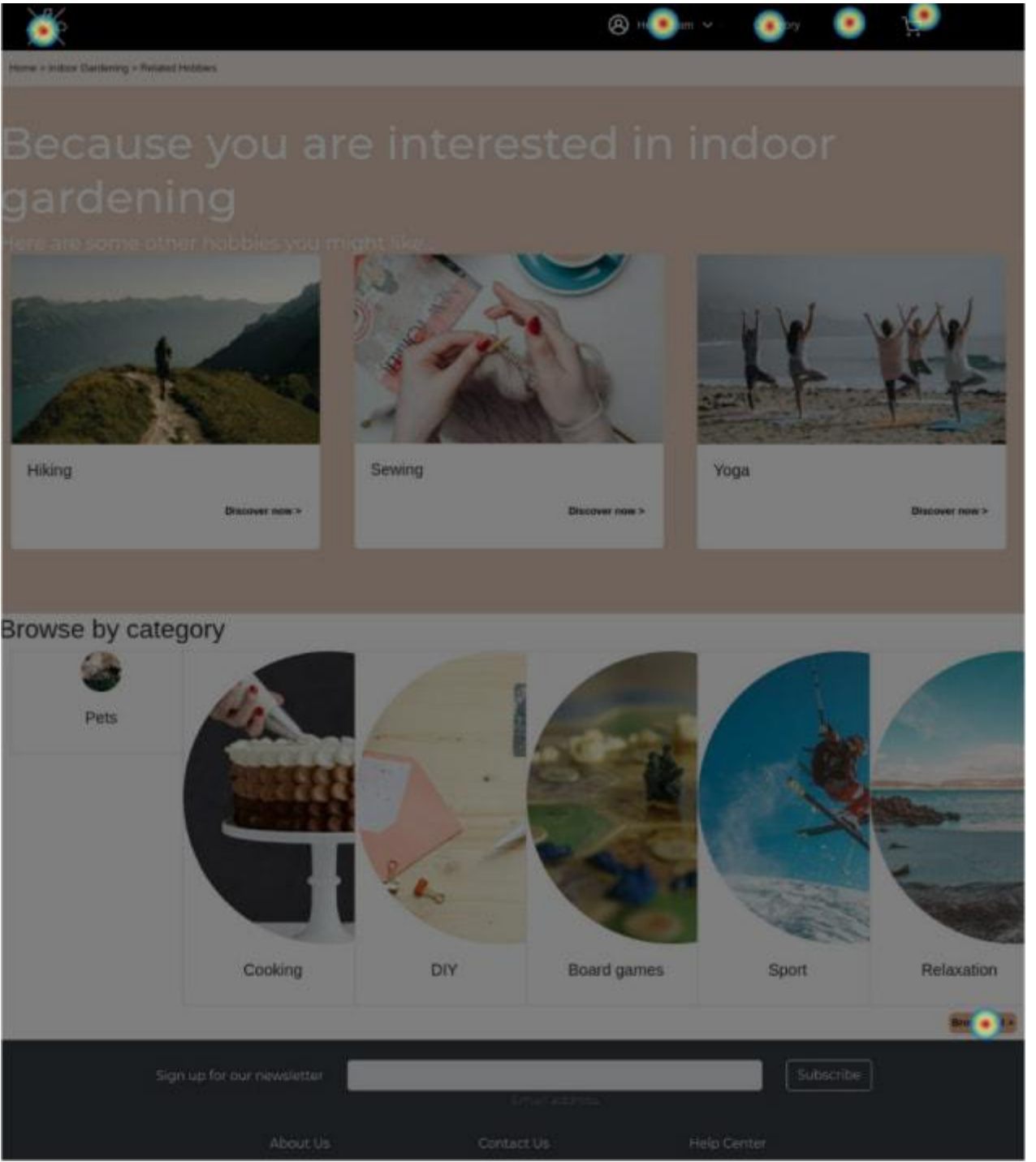
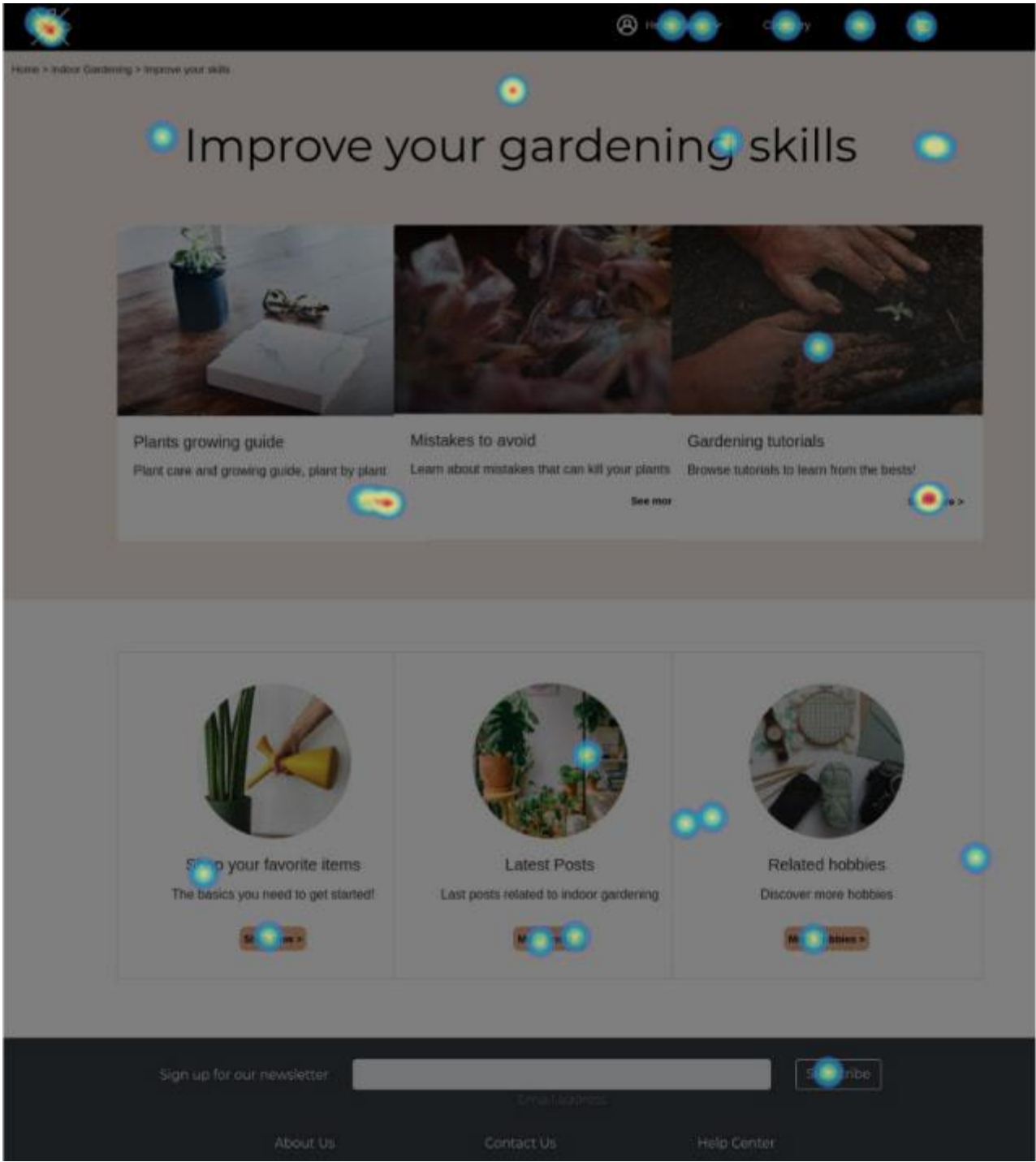
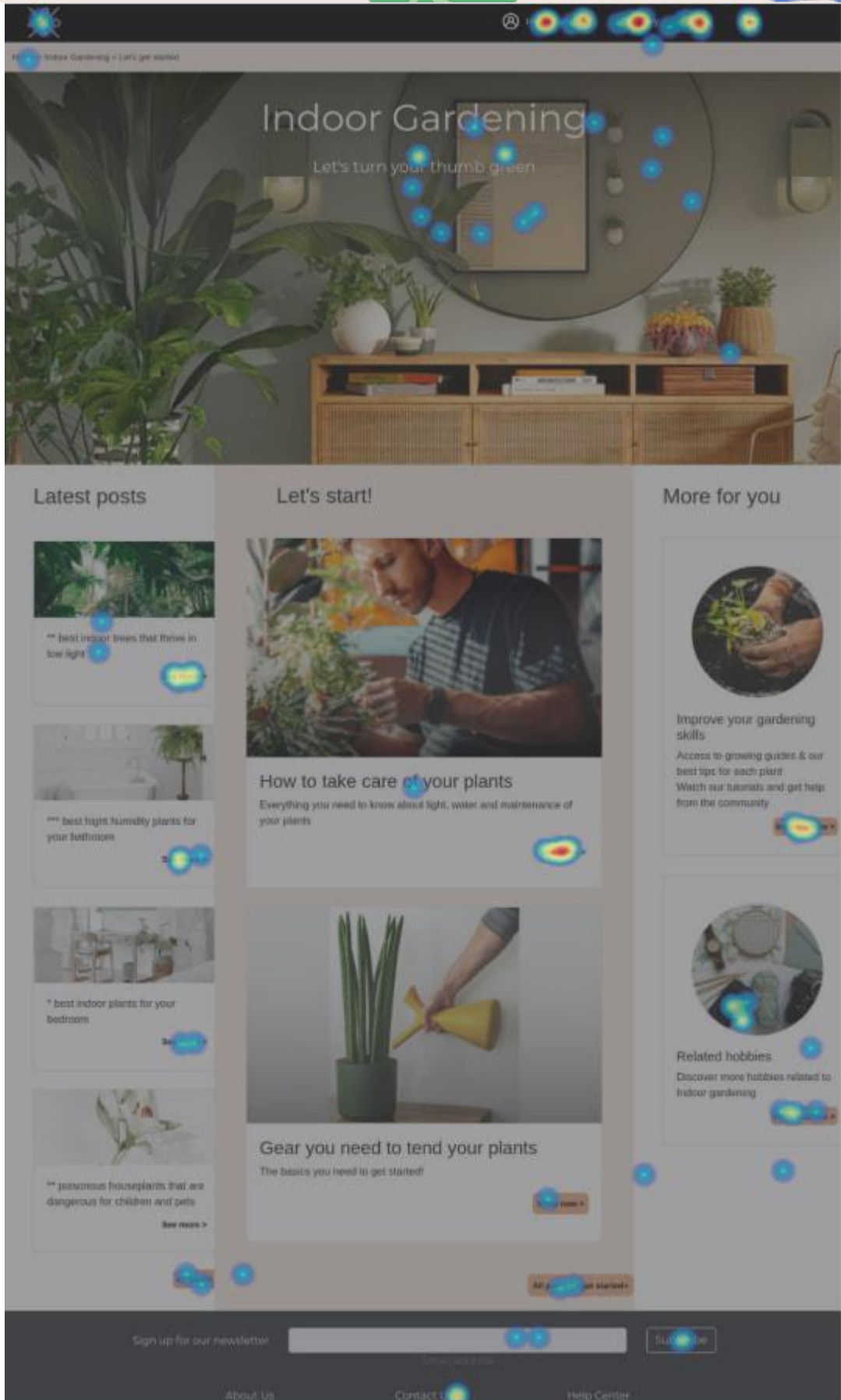
Identify where the users are more likely to visit the physical storefronts

Identify where the users are visiting the website from

locations where 20% of users or more are visiting the website from

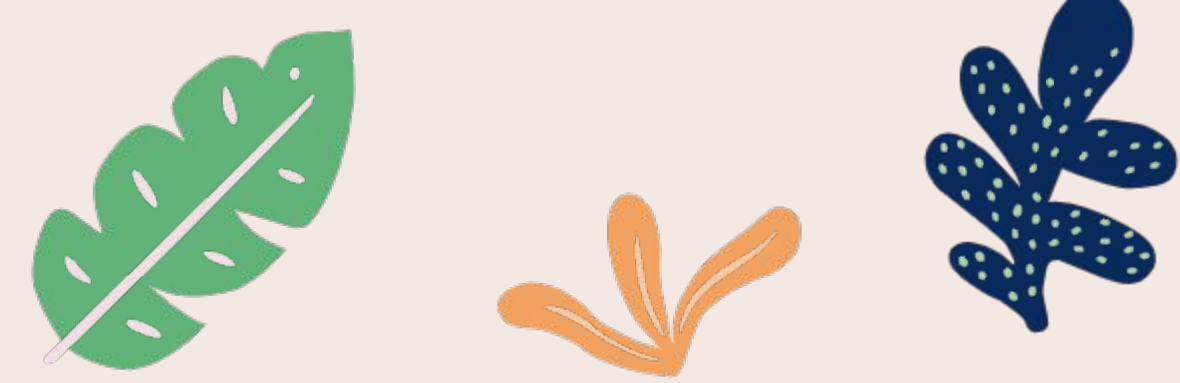
RESULTS

Hotjar



RESULTS

Google Analytics



FIRST KPI: DAILY VISITORS:

Using Google Analytics, I set up a custom insight in order to discover if the **number of users visiting the website** was increasing each day.

I also set up a custom insight to get more information about daily users, in order to know if they were **new users** or **returning users**.

Looking at the results, the **objective was achieved**.

CUSTOM INSIGHT

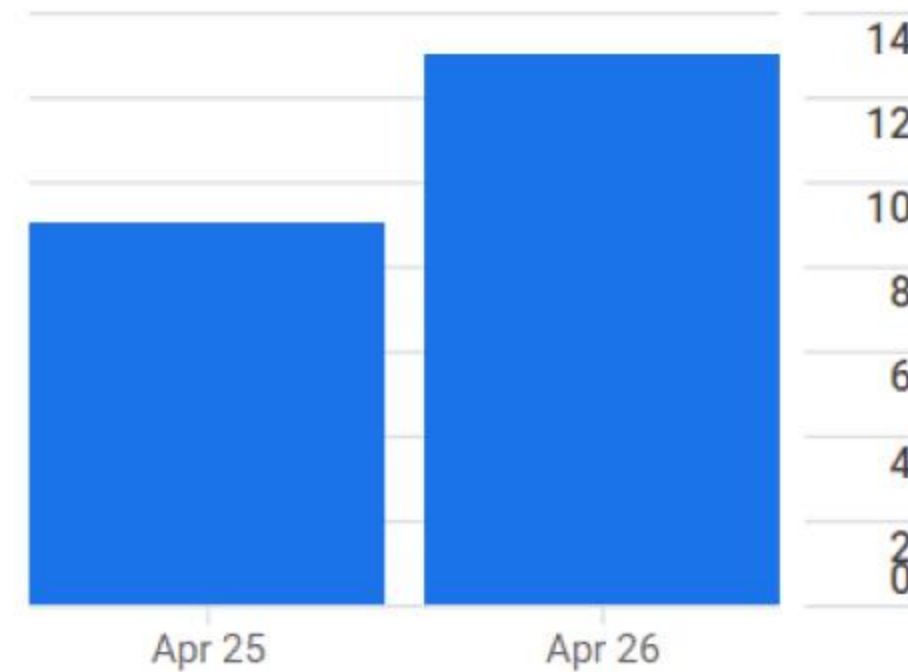
1-day total users increased by **44.44%**

On April 26, 2022

INSIGHT NAME

Daily users increase more than yesterday

1-day total users



CUSTOM INSIGHT

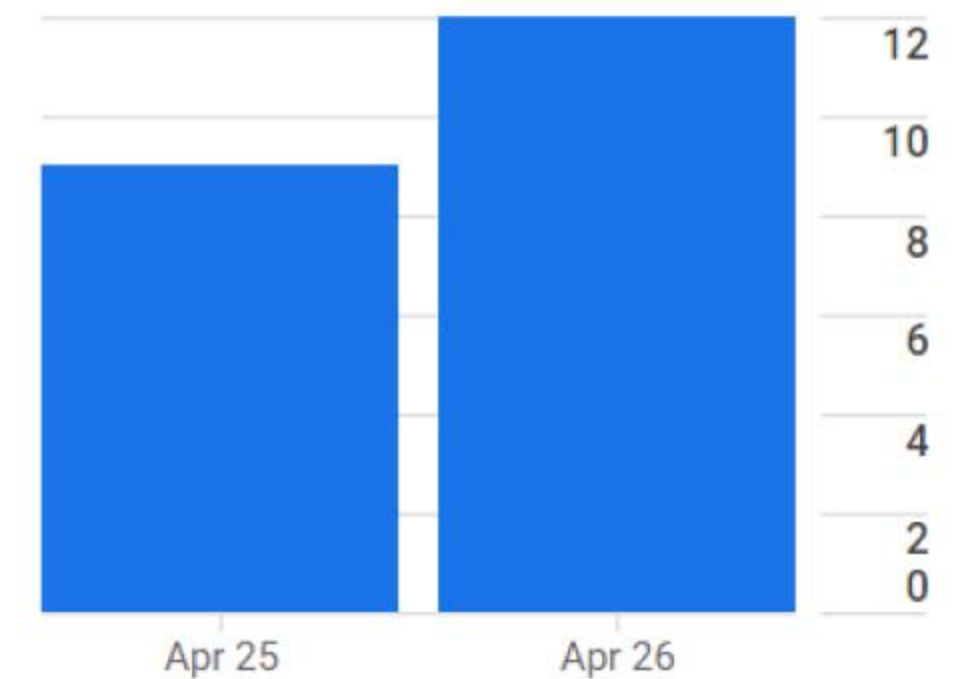
Updated_new_users increased by **33.33%**

On April 26, 2022

INSIGHT NAME

New users 1% more than yesterday

Updated_new_users



RESULTS

Google Analytics

SECOND KPI: VISITORS VISITING DISCOVER HOBBIES:

I used the **events reports** to discover if the users were clicking on pages, scrolling and how many pages they were viewing.

This report was **harder to analyse**, but **combined with Hotjar**, I could get an idea of the **engagement** of users and towards where the **traffic** was routed on my website.

I figured out that the related hobbies page **was not attracting enough visitors**.

Therefore, I decided to give **more visibility** to this page to make it more **accessible to users**.

Page title and screen class	↓ Views	Users	New users	Views per user	Average engagement time	Unique user scrolls
Totals	112 100% of total	22 100% of total	22 100% of total	5.09 Avg 0%	1m 26s Avg 0%	18 100% of total
1 (not set)	112	22	22	5.09	1m 26s	18

Event name	↓ Event count	Total users	Event count per user
Totals	325 100% of total	22 100% of total	14.77 Avg 0%
1 page_view	112	22	5.09
2 user_engagement	84	17	4.94
3 scroll	69	18	3.83
4 session_start	26	22	1.18
5 first_visit	22	22	1.00
6 click	12	1	12.00

RESULTS

Google Analytics

THIRD KPI: IDENTIFY WHERE MOST USERS ARE LOCATED:

I used the **demographic reports** to discover where the users were connected from.

The data showed that **36% of users** were visiting the website from the **Denver Metropolitan Area**.

Therefore, the **next step** for us will be to **set up a new physical storefront in Denver, Colorado**.

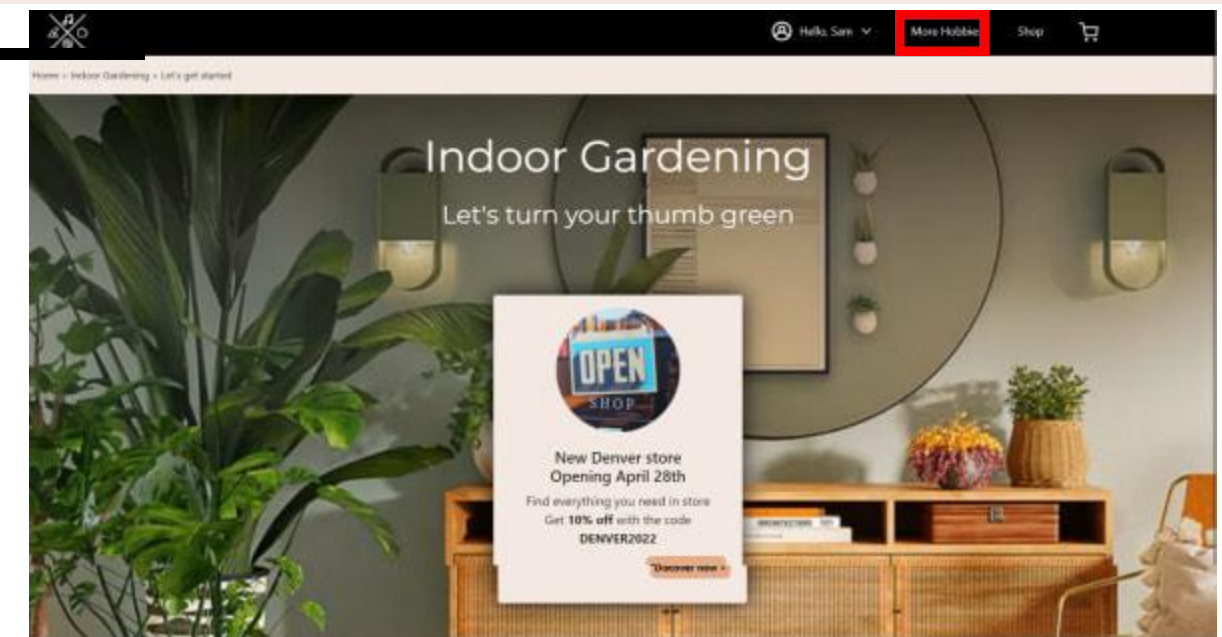
City ▾	+	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time
Totals		22 100% of total	22 100% of total	24 100% of total	92.31% Avg 0%	1.09 Avg 0%	1m 26s Avg 0%
1	Parker	3	3	4	100%	1.33	2m 46s
2	Denver	2	2	2	100%	1.00	0m 36s
3	Loveland	2	2	2	100%	1.00	0m 57s
4	(not set)	1	1	1	100%	1.00	7m 14s
5	Amsterdam	1	1	1	100%	1.00	0m 17s
6	Aspen	1	1	1	100%	1.00	0m 59s
7	Aurora	1	1	1	100%	1.00	0m 17s
8	Broomfield	1	1	1	100%	1.00	1m 10s
9	Centennial	1	0	2	100%	2.00	3m 57s
10	Colorado Springs	1	1	1	100%	1.00	0m 22s

ITERATION

Making other hobbies more attractive

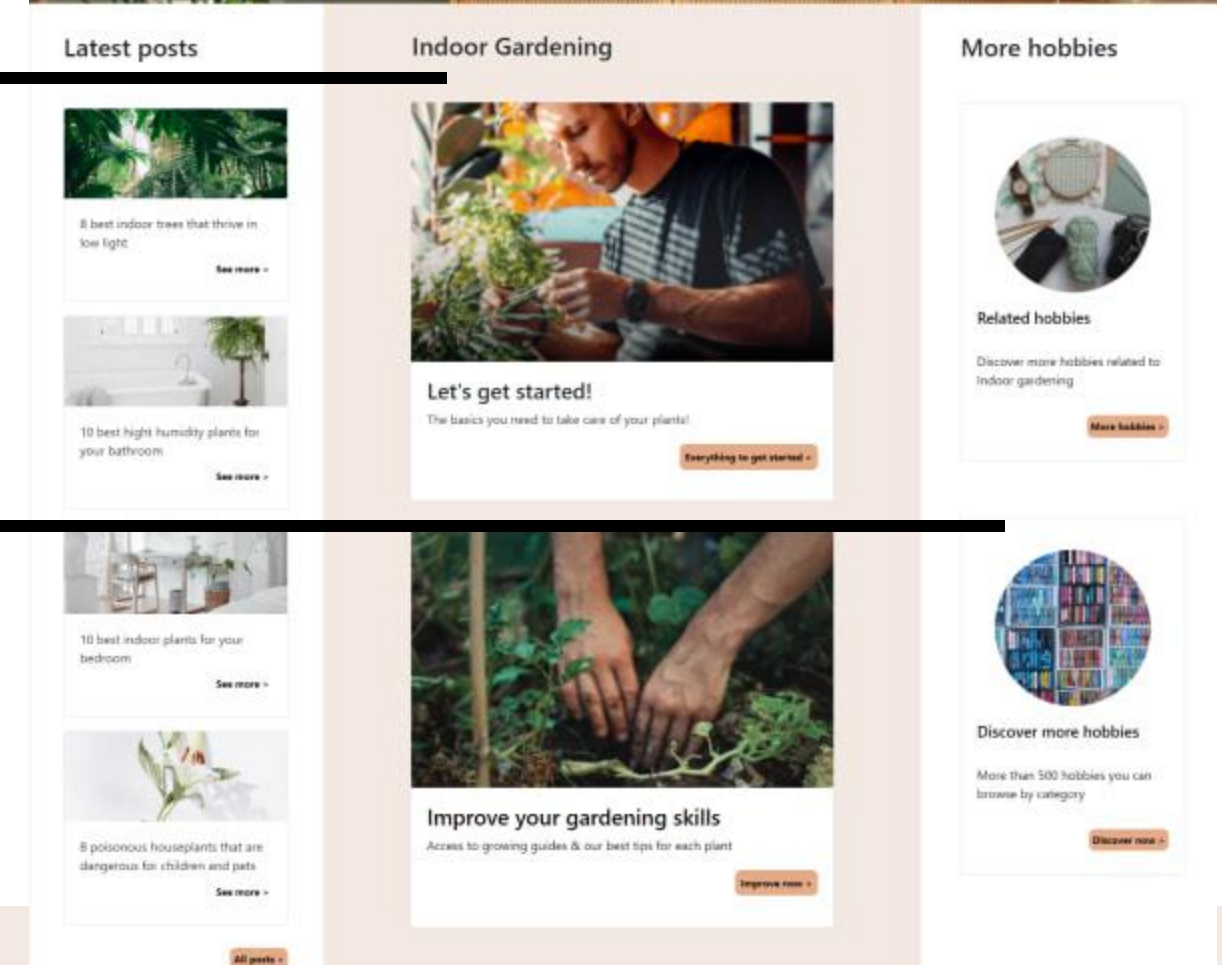


Access to hobbies from the navbar



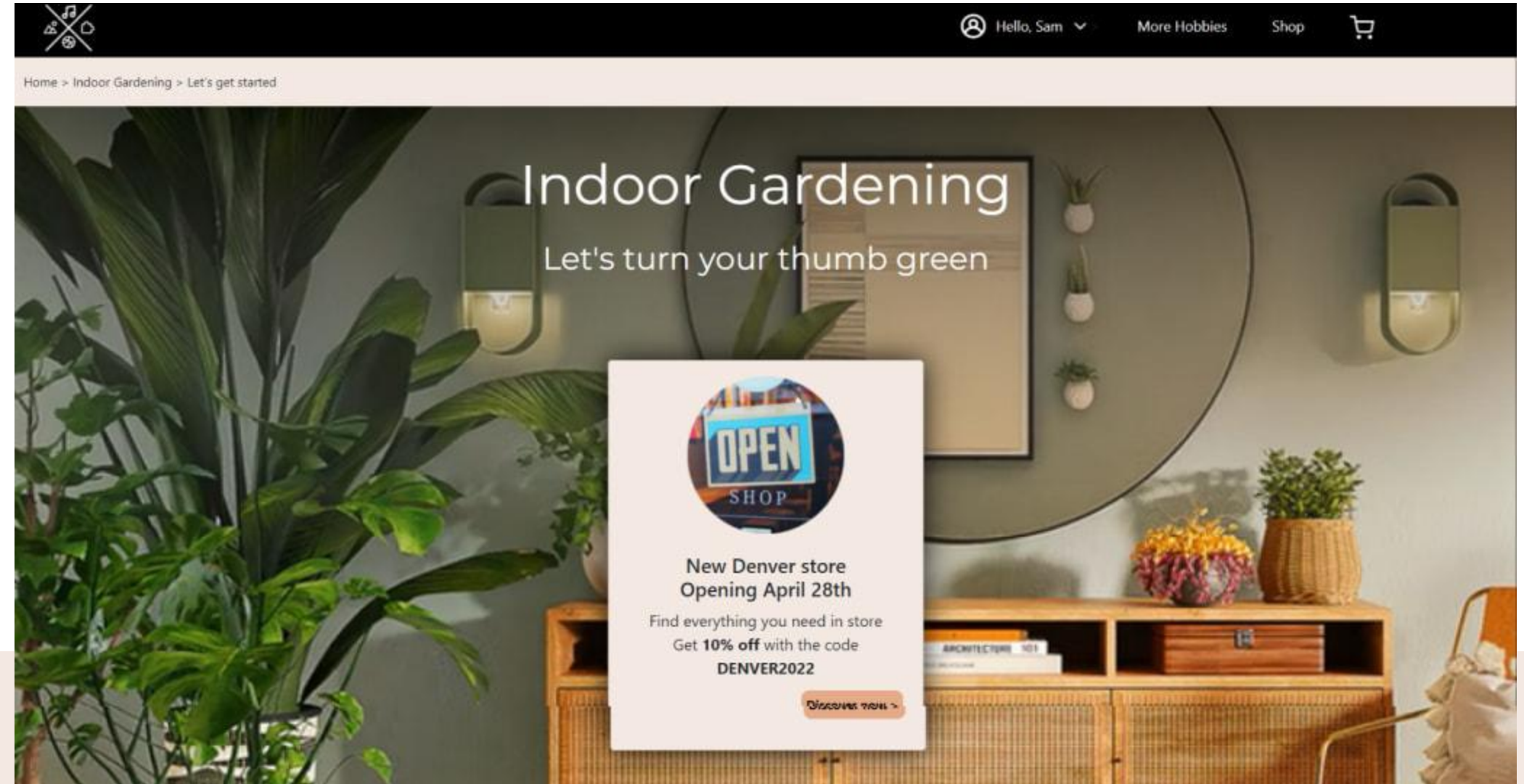
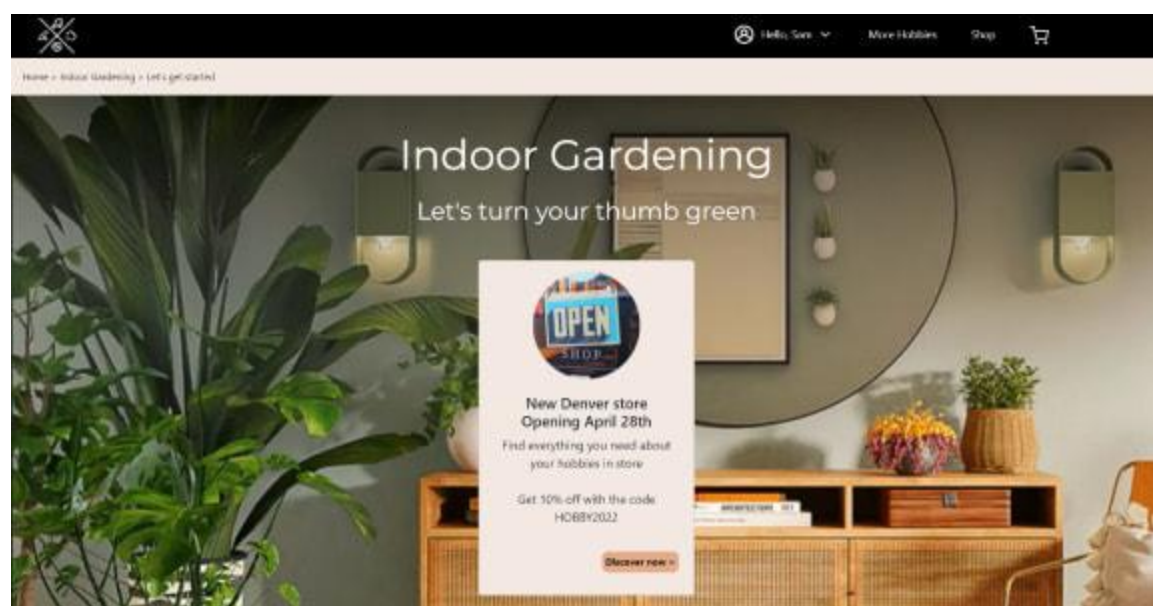
Section about gardening focusing on getting started & improving skills

Full left section dedicated to discovering new hobbies

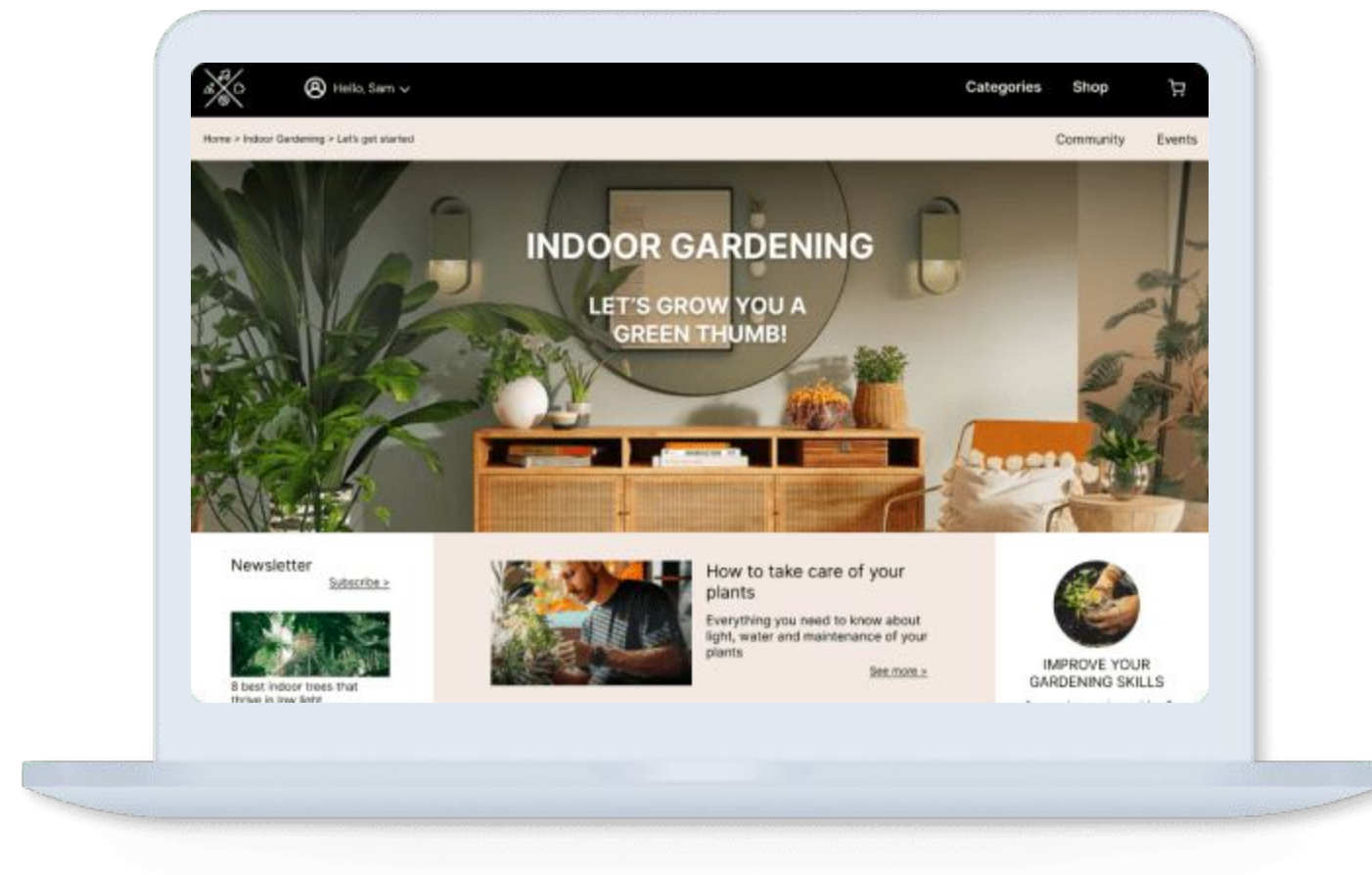


ITERATION

Advertising the new location



FINAL RESULTS



[Link to visit the website](#)



Key Takeaways

I found it **challenging** to receive and analyze data with such a **time constraint**. It took me some time to set up Google Analytics and Hotjar, and even more time to have the confirmation that it was correctly set up, because of the delay needed by these tools to receive the data and produce the reports.

Therefore, I spent a lot of time on this part of the project and **would have loved** to have a little bit **more time to iterate** my website even more.

I also found it **extremely exciting and rewarding** to be able to measure the traffic on my website. Where my website is visited from, how many new users visited it, what were the actions performed...