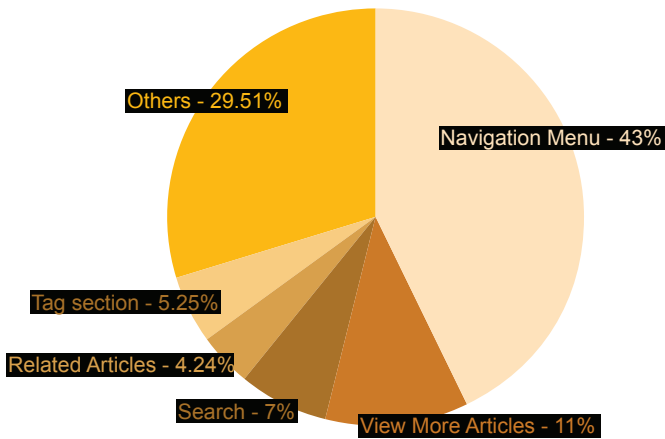


# THE NAVIGATORS

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## Research Goal

Drive traffic towards the Institute wide website and provide basis for subsequent website updates.

## Methodology

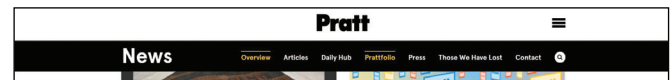
Based on our research goal, we analyzed the data from 24th September to 30th September, 2021. The primary tools that we used includes Google Analytics and Hotjar.

Google Analytics provided us with quantitative data whereas Hotjar provided us with partial qualitative data, because we could see the screen recordings but not further question the users.

## Finding and Recommendation 1

According to the move map most of the mouse movement happened above the average fold &

**43%** out of the total number of clicks happened primarily on the navigation menu.



We recommend concealing the main website navigation inside a hamburger icon, reducing the height of the news navigation and making the navigation bar sticky.

## Finding and Recommendation 2

Comparing the data from Google Analytics and Hotjar, we saw a significant drop between the number of users who click on the search icon versus the number of users who actually used the search feature

**7%** out of the 43% clicks in Finding 1 were made on the search icon.

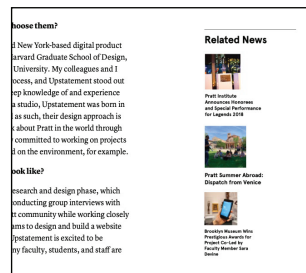


We recommend adding suggestive search results and moving the search bar below the navigation menu as opposed to covering it because that might hinder with the user's mental model.

## Finding and Recommendation 3

Looking at the Google Analytics data, we found out that most of the users exit the website after reading just one article and don't engage with it further. As per our hypothesis the major reason for this is that only

**46.8%** of users reach the related articles section at the very bottom.

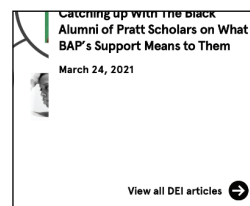


In order to enhance user engagement, we recommend moving the related articles section to the right hand side under tags.

## Finding and Recommendation 4

Our analysis showed that most of the users were clicking "view all articles" CTA but there was a

**94%** drop rate on the articles page. Upon further discussion we hypothesized that the major reason behind this could be the resemblance between the home page and the articles landing page.



We suggest relabeling the "view all articles" CTA on the home page to "Browse All Articles". And also relabeling "view all articles" on the articles page to category specific labels, such as "View all DEI articles"

## Conclusion

The Pratt News website serves as a great resource not only for current students, but also prospective students looking to learn more about the institute, departments and the culture at Pratt. Implementing these changes will enhance usability by:

- Always keeping the navigation accessible and available.
- Moving related articles to the right side as opposed to the bottom
- The user experience could really benefit from relabeling CTA buttons.

