



USA Rugby - Events/Tickets Pages

Web analytics, heatmaps & scollmaps

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Overview

- **Goals**
- **Methodology**
- **Finding & Recommendation 1** —— Revise the navigation
- **Finding & Recommendation 2** —— Use filter tabs on ticket page
- **Finding & Recommendation 3** —— Redesign the event card
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Goals

- Understand the navigation patterns of USA Rugby users within Events-related pages
- Increase exposure to upcoming events to promote participation and ticket sales
- Emphasize the differences between the multiple event pages to improve understandability

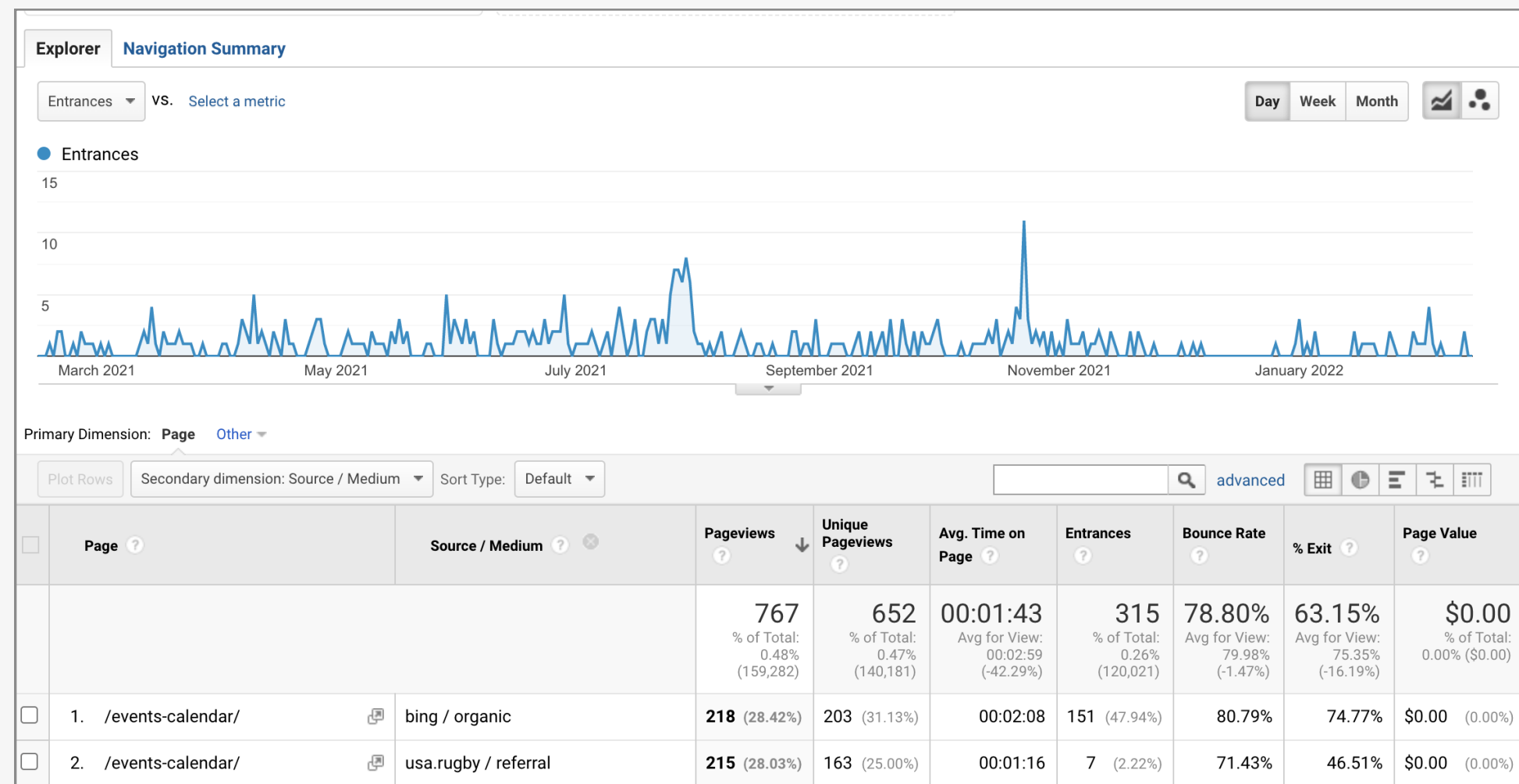


Methodology

Web Analytics

Tool: [Google Analytics](#)

Web Analytics is the collection, analysis and reporting of website data (audience, traffic sources, content, conversions) with the purpose of making business decisions.

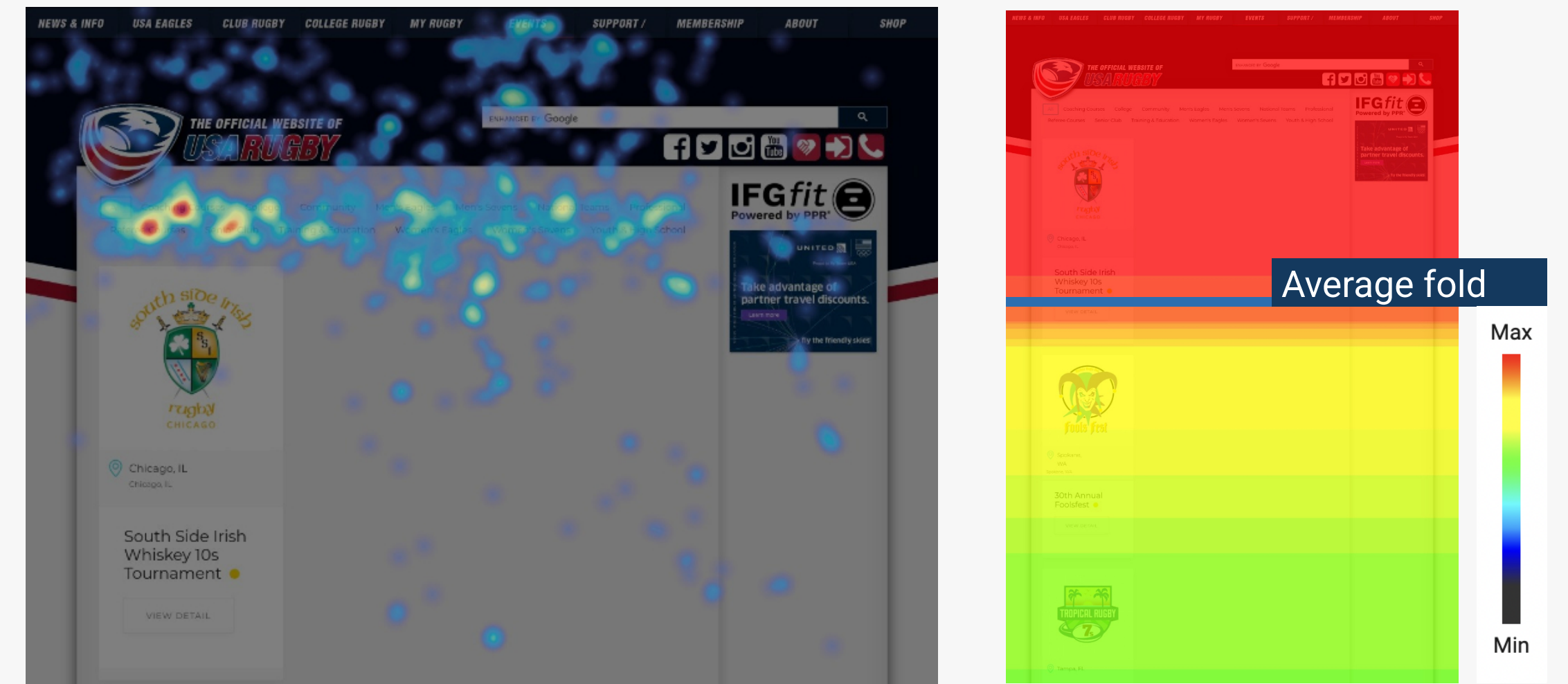


Heatmaps & Scrollmaps

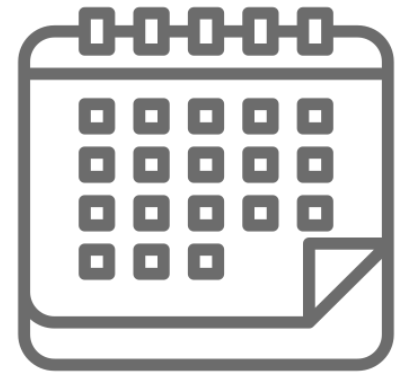
Tool: [Hotjar](#)

Heatmaps visualize the volume of clicks or mouse movements. The brighter the area, the more popular it is.

Scrollmaps visualize how far most users are scrolling down a page. The most viewed parts of a page are presented in hot colors and the least popular parts in cold colors.



Methodology



Timeframe

1 Hotjar = 1 month
February 2022

2 Google Analytics = 1 year
February 14, 2021 - February 14, 2022



Devices

Our scope included
Desktop users only



Sources

<https://www.usa.rugby/tickets/>
<https://internal.usarugby.org/national-team-events/>
<https://internal.usarugby.org/domestic-events/>

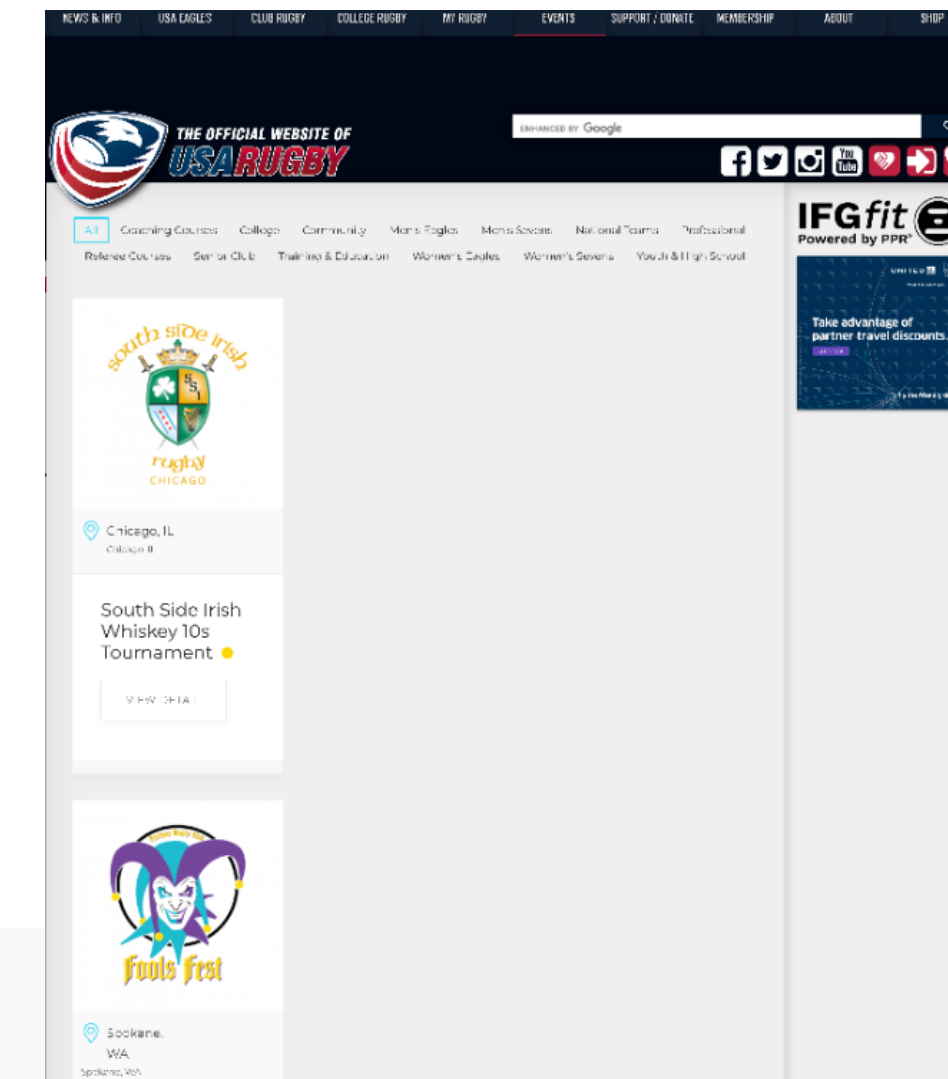
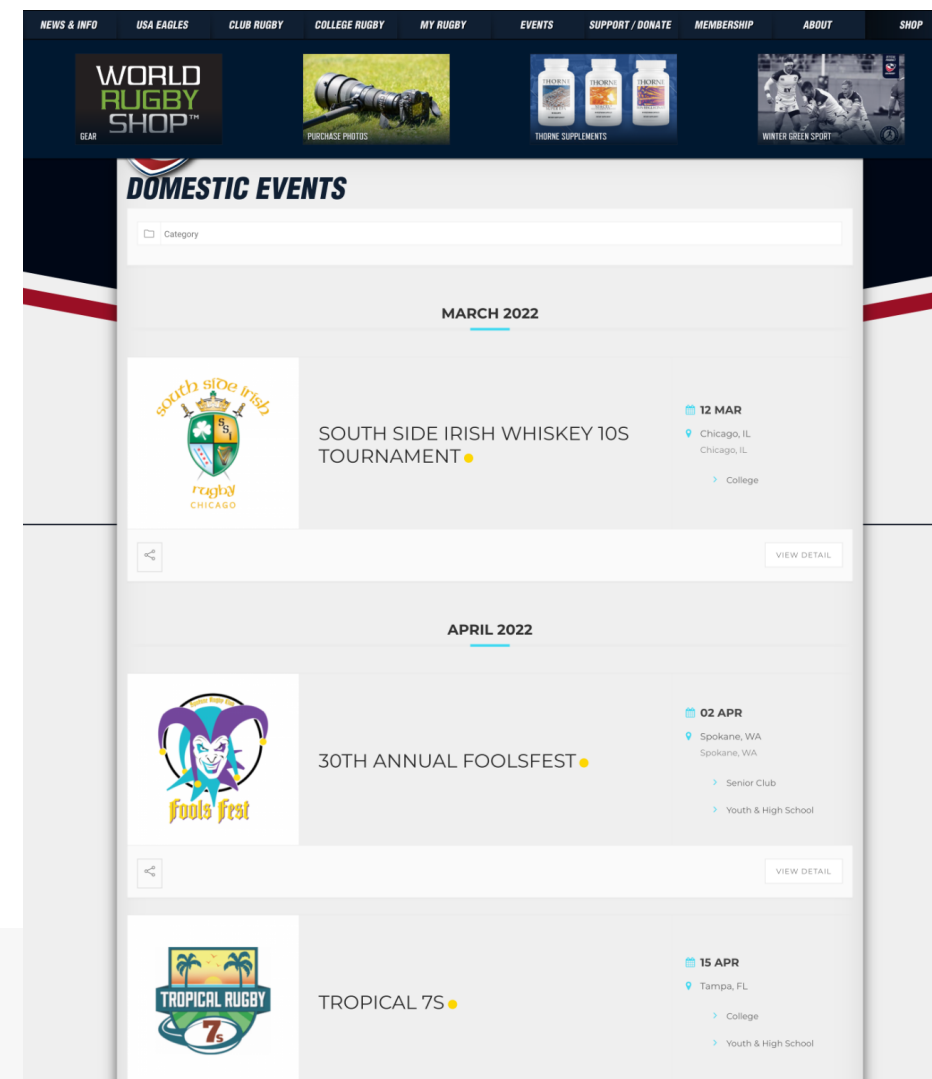
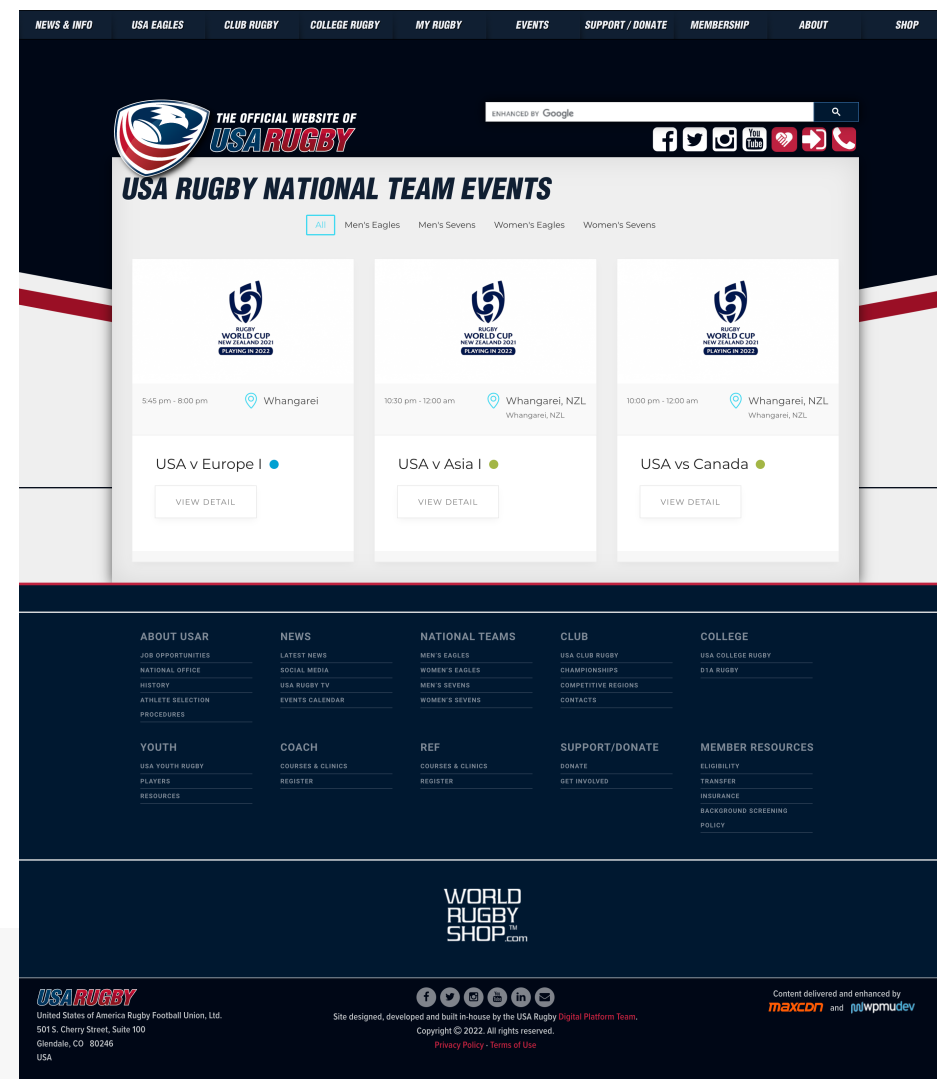
Current architecture



National Events
National-level events

Domestic Events
Community-level events

Tickets
Mix of both National + Domestic Events



Top Traffic Sources:

50% access organically

91% access via referral link

40% access directly

Finding 1

- 1 The Ticket page provides important National and Domestic event-related information. However, it lacks pageviews and ranks just #47 among all pages on the site.

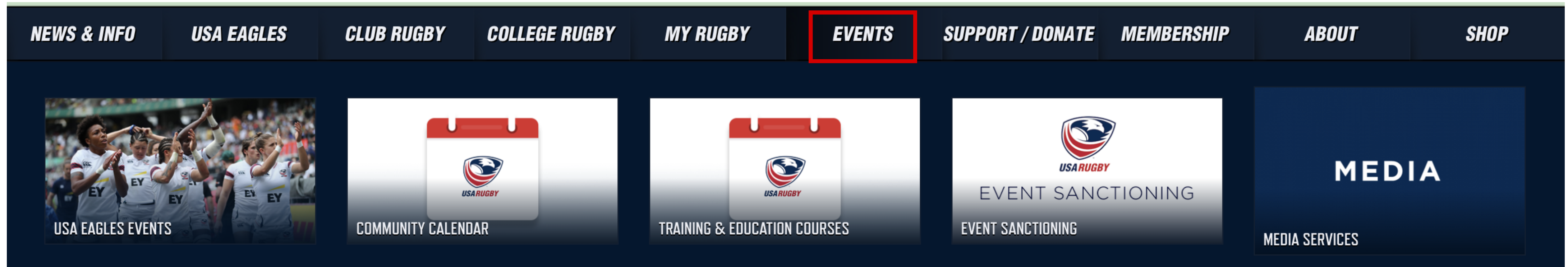
Google analytics (Feb 14, 2021- Feb 14, 2022)

Page ?	Pageviews ? ↓	Unique Pageviews ?
	159,282 % of Total: 100.00% (159,282)	140,181 % of Total: 100.00% (140,181)
44. /lasvegasrugbycup/	601 (0.38%)	543 (0.39%)
45. /news/	589 (0.37%)	541 (0.39%)
46. /2021/07/usa-mens-xvs-national-team-names-match-day-23-to-face-england-on-july-4-at-twickenham/	582 (0.37%)	545 (0.39%)
47. /tickets/	580 (0.36%)	520 (0.37%)

Finding 1

- 2 Additionally, users tend to not directly click into Events within the top nav, so they are missing the opportunity to see the Tickets page, which combines both Domestic and National events.

Move map (Feb 2022)



Recommendation 1 —— Revise the navigation

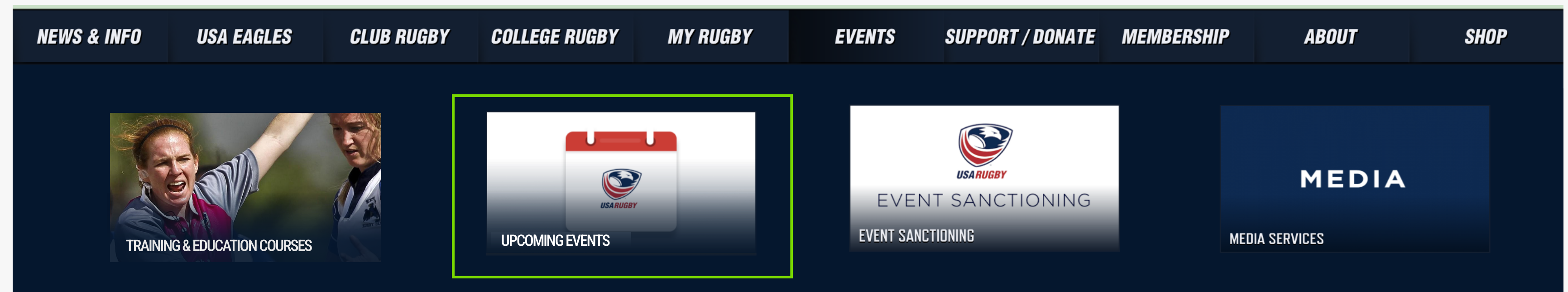
Revise the navigation bar to combine the "Events", "Domestic Events" (Community-level), and "National Events" into one page.

- We identified this opportunity to increase exposure to all the events.
- This will provide a more comprehensive calendar-like experience.
- We also recommend this new page would be titled 'Upcoming Events' in the navigation to be more consistent with the current page title.

Current

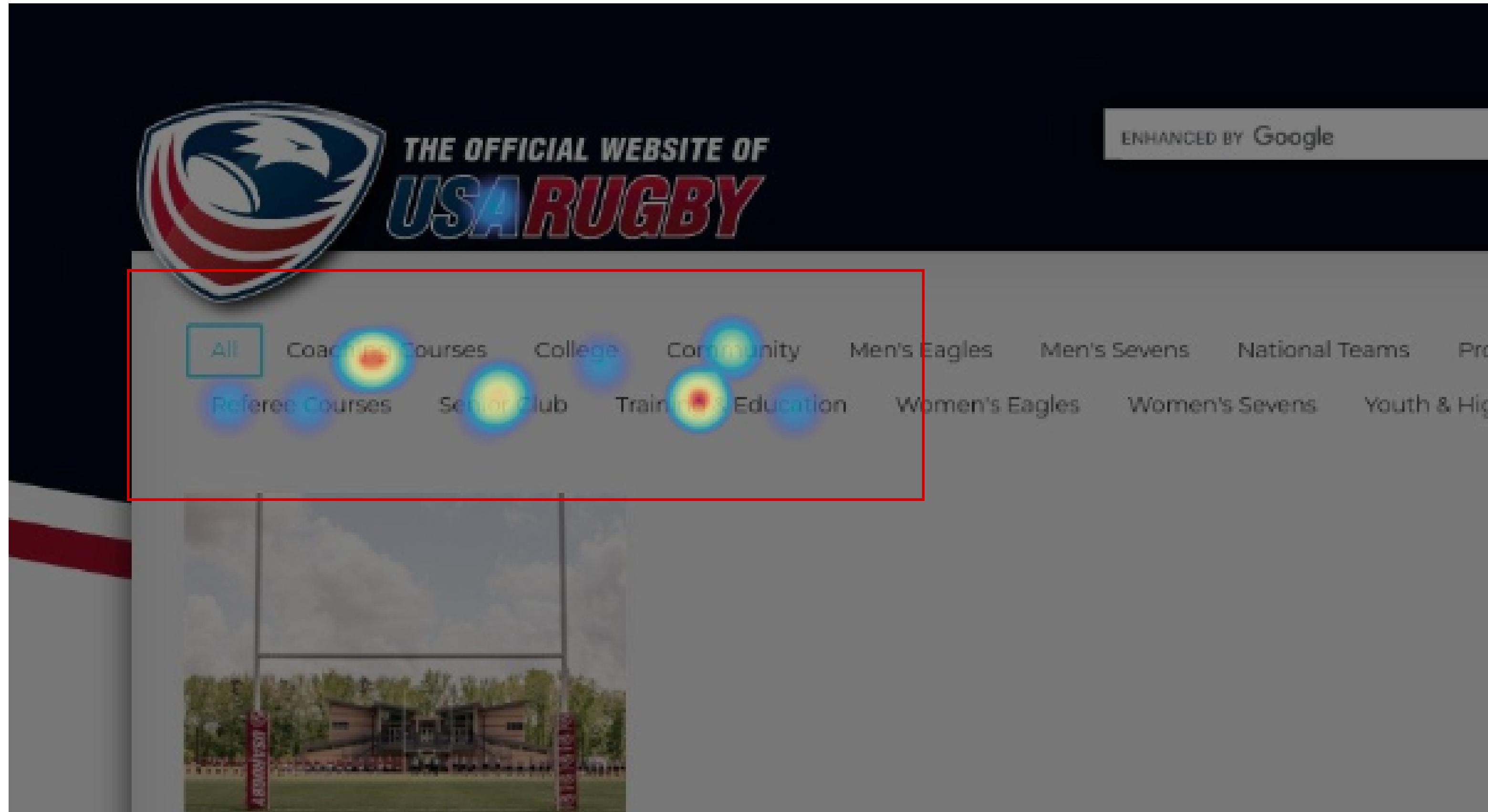


Recommended



Finding 2

- 1 Click maps reveal that users are attempting to click on the event filters within Tickets although many contain no results.



Finding 2

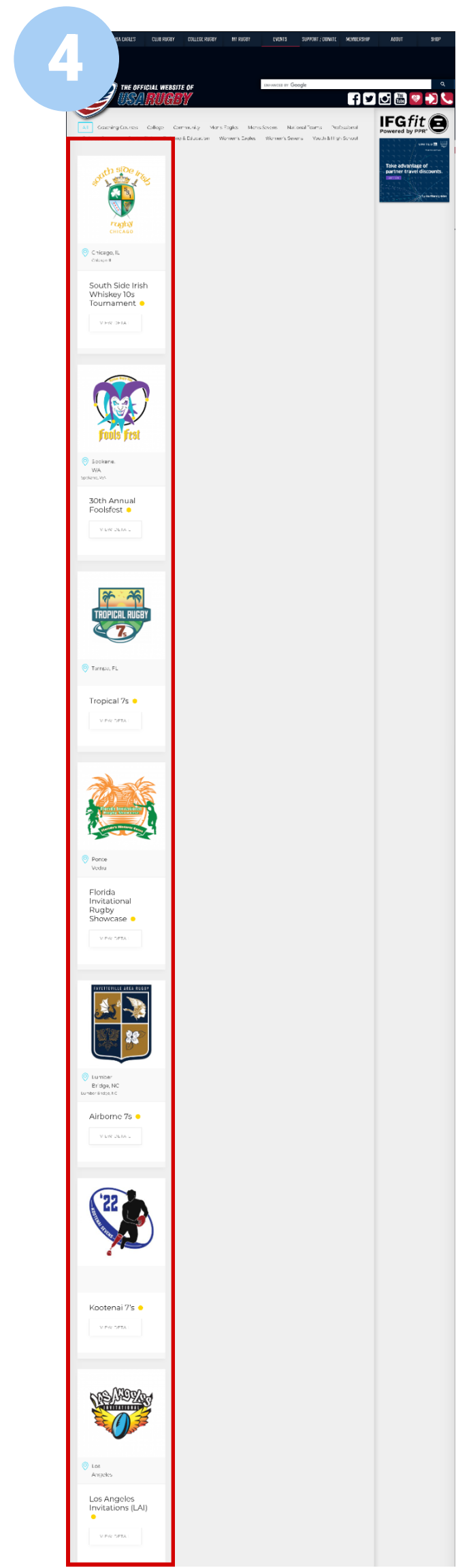
2 Users spend less than 50% below average time exploring the Tickets page.

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	159,282 % of Total: 100.00% (159,282)	140,181 % of Total: 100.00% (140,181)	00:02:59 Avg for View: 00:02:59 (0.00%)
44. /lasvegasrugbycup/	601 (0.38%)	543 (0.39%)	00:02:59
45. /news/	589 (0.37%)	541 (0.39%)	00:02:19
46. /2021/07/usa-mens-xvs-national-team-names-match-day-23-to-face-england-on-july-4-at-twickenham/	582 (0.37%)	545 (0.39%)	00:05:48
47. /tickets/	580 (0.36%)	520 (0.37%)	00:01:27

Finding 2

3 Scroll maps of the Tickets page show that users are not scrolling to the bottom, therefore missing an opportunity to discover all of the events.

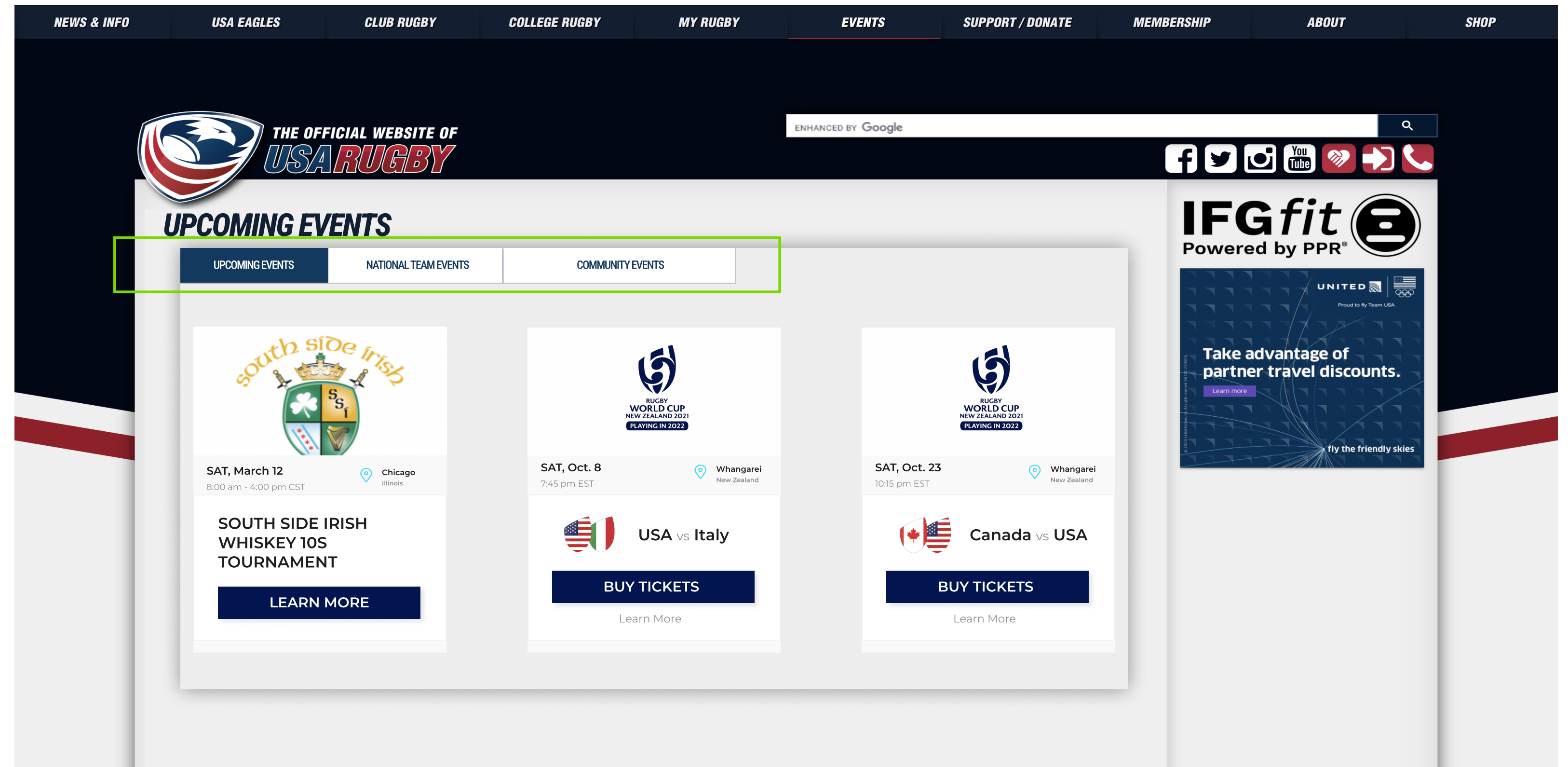
4 The Tickets page presents events in a single column when accessed via desktop, therefore requiring additional time and effort to scroll down.



Recommendation 2 — Use filter tabs on Upcoming Events page

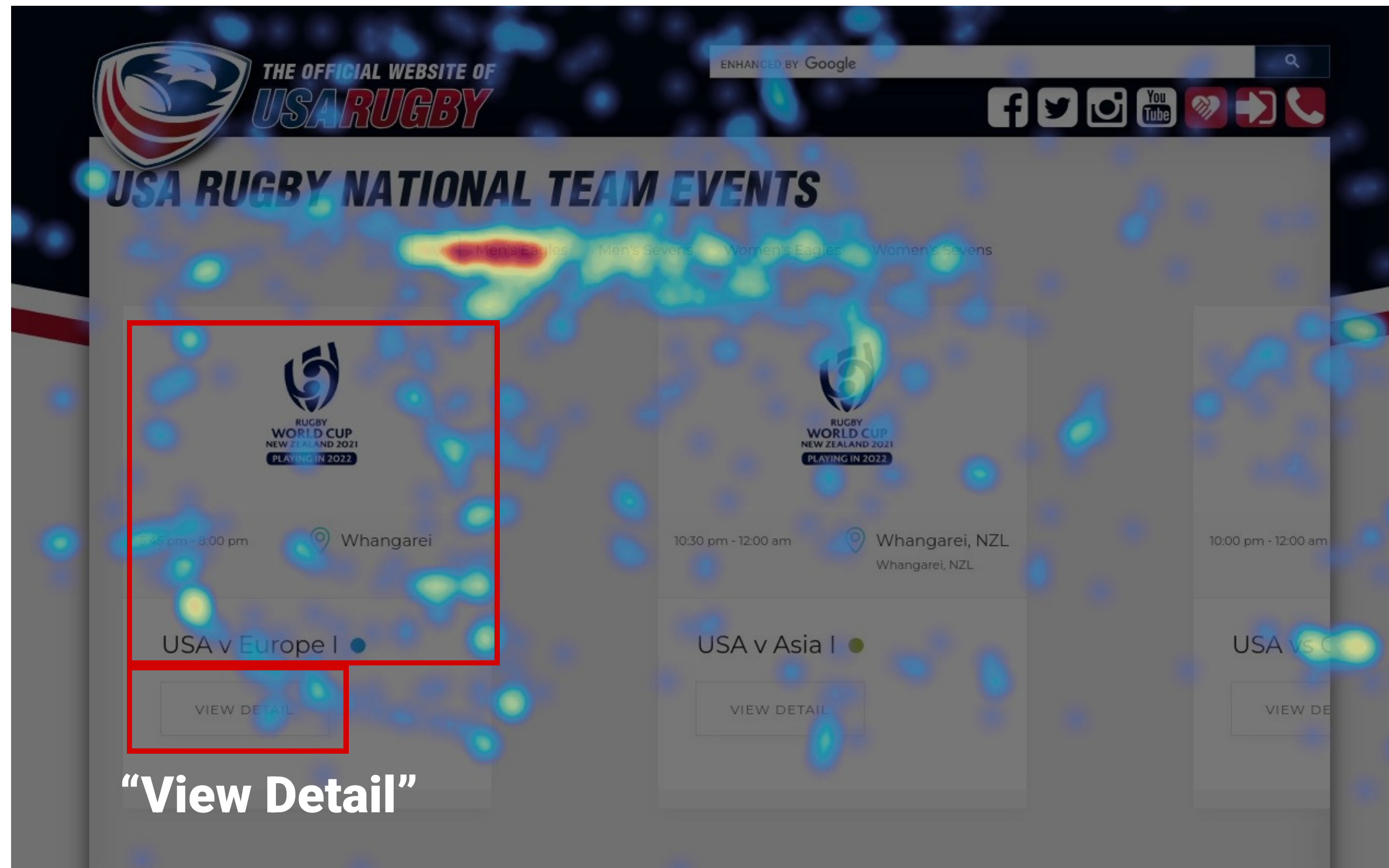
Use filter tabs to allow users to sort between National and Community events.

- Providing an option to differentiate the 2 levels of events rather than the 12+ current metadata filters provides more efficient segmentation.
- There are only 15 total events, therefore filtering by metadata requires more effort than simply browsing.



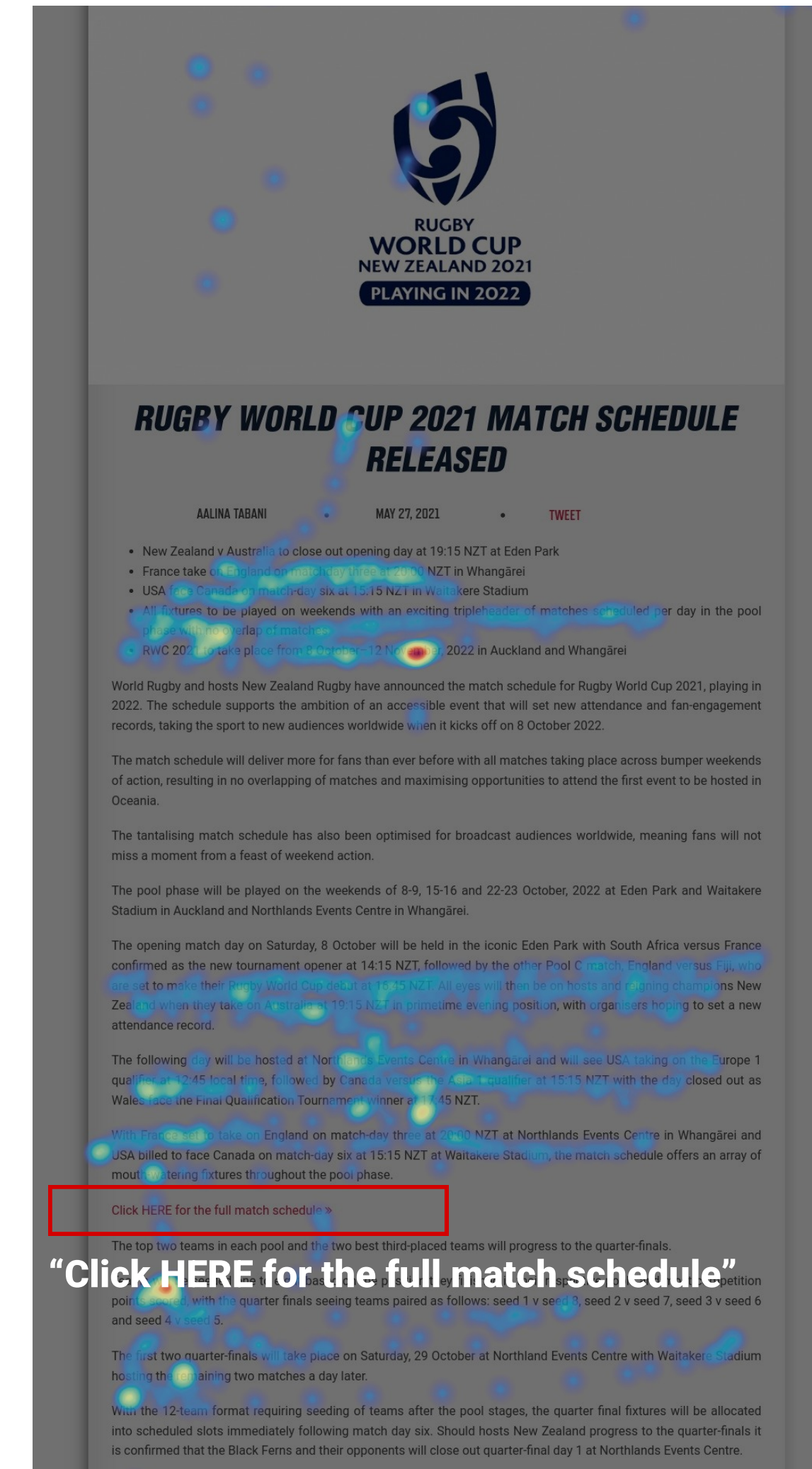
Finding 3

- 1 Move Map results show that users are viewing the information on the event cards. When they click the 'View Detail' button, it takes them to a page full of text (see next slide).



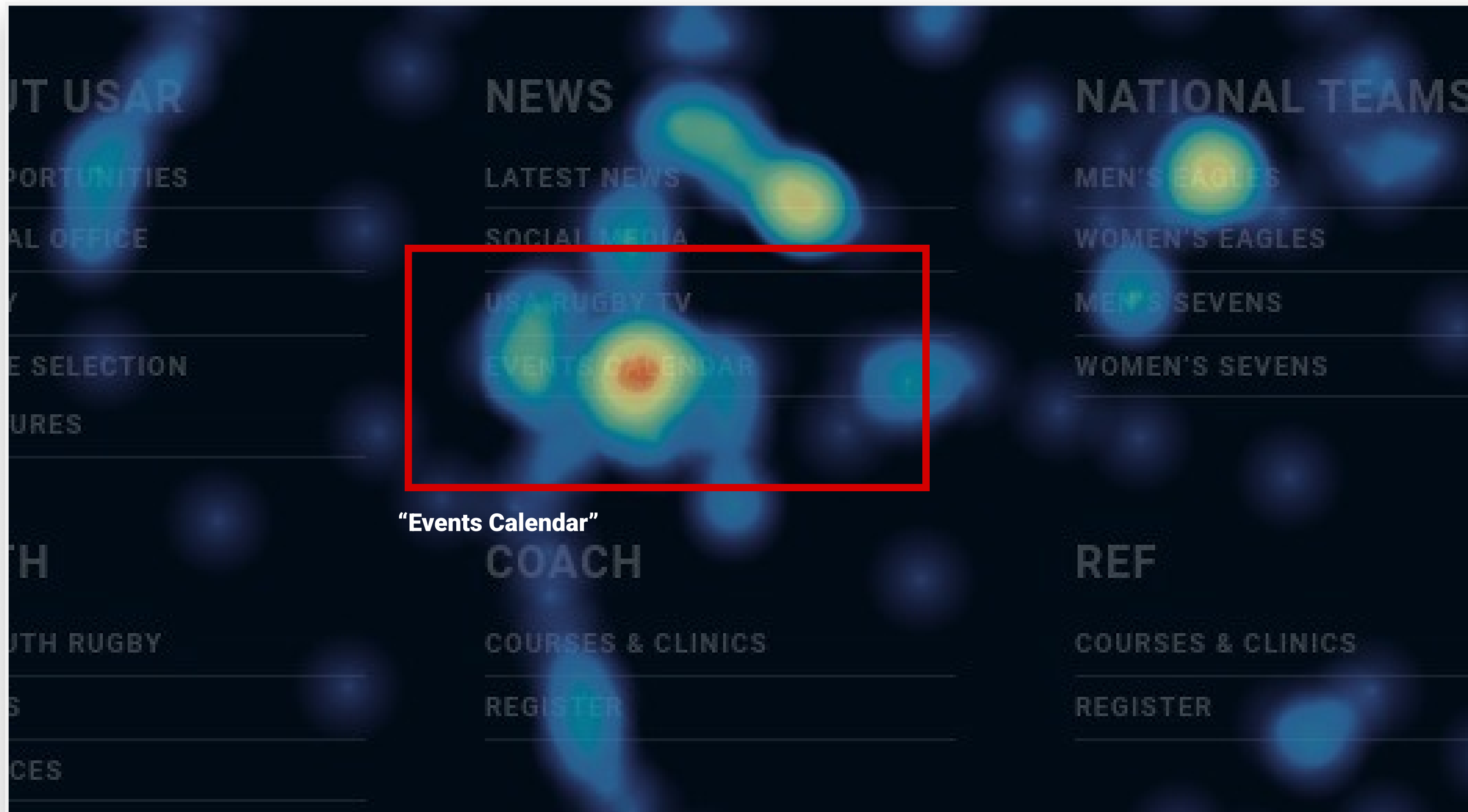
Finding 3

2 On the View Detail page, users are browsing through the text. However many of them are missing the link that will take them to the tickets purchase page.



Finding 3

- 3 Users often access the Events Calendar link from the footer when they are on national events page and domestic events page, but this link does not work.

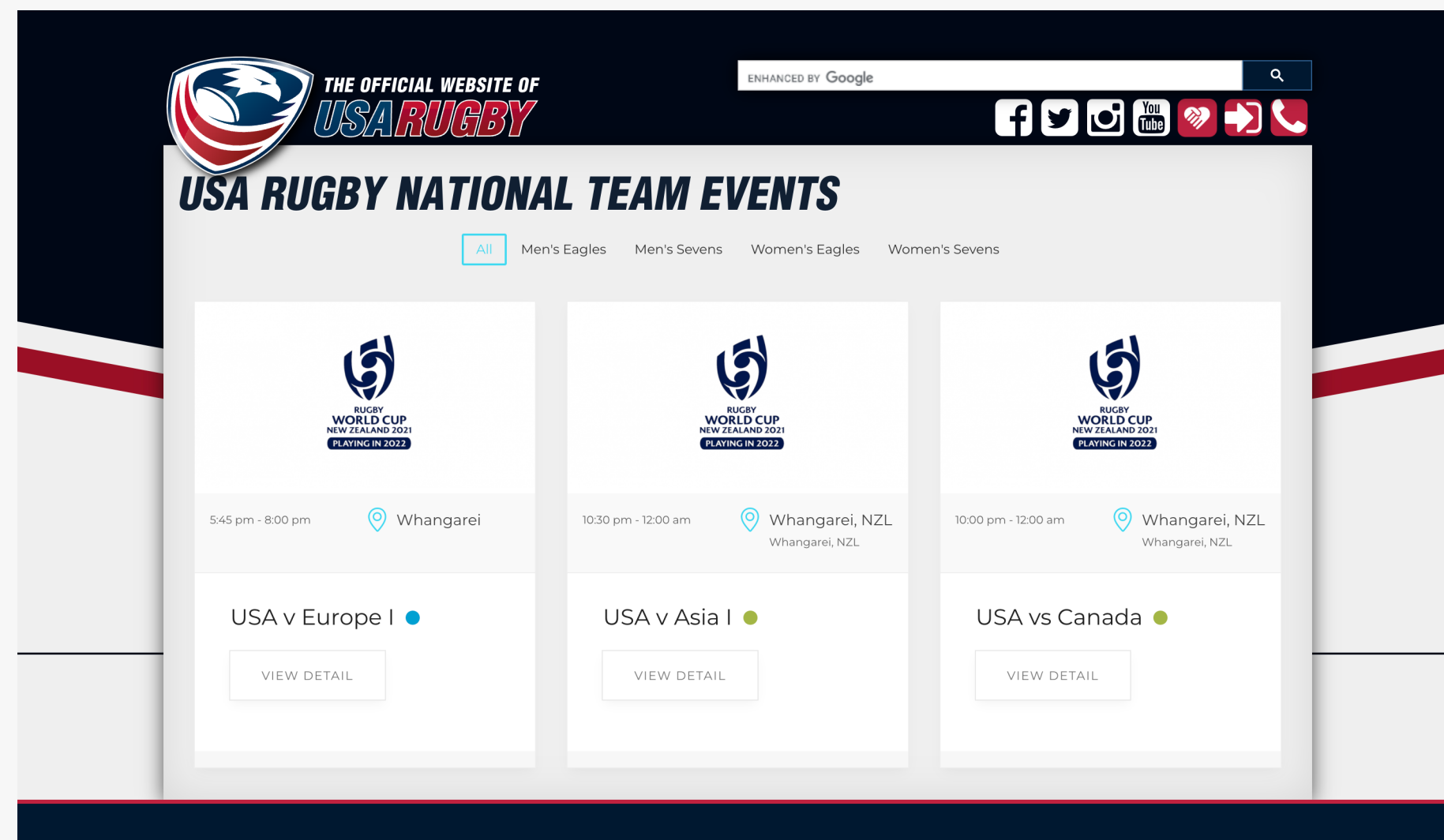


Recommendation 3 — Redesign the Event card

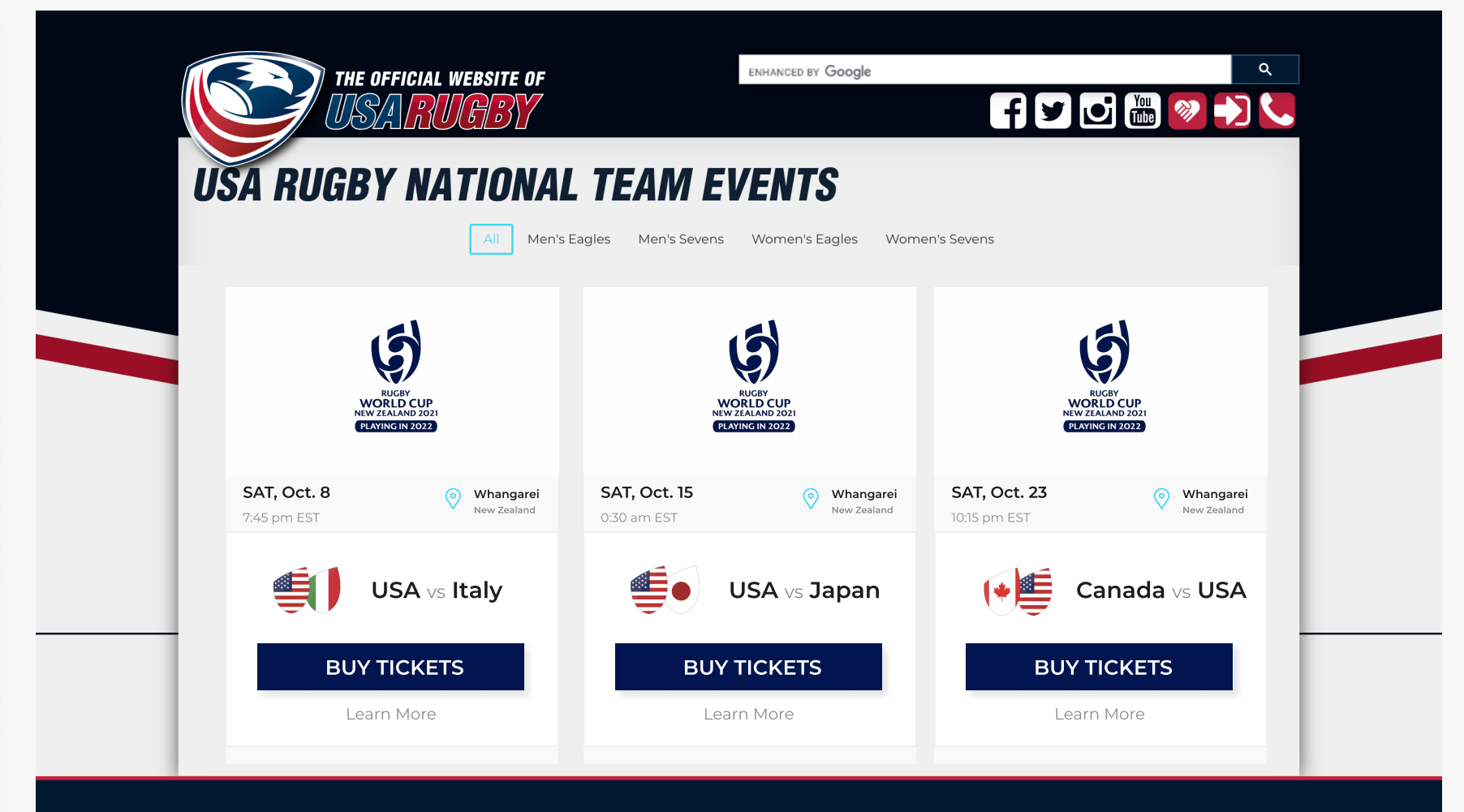
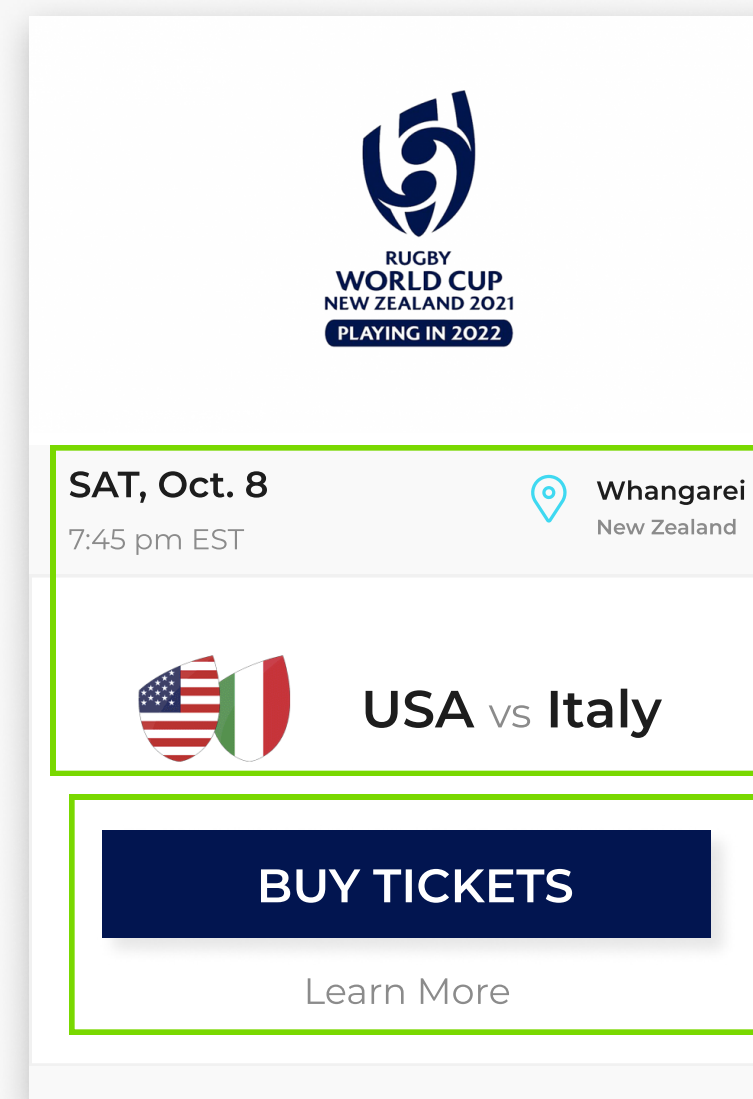
The new Event card design should include the date and ticket purchase options

- Providing specific information related to the events will improve users' experience while browse through the events.
- Having a highlighted 'Buy Tickets' button is likely to increase the number of users finding the ticket purchase page, and thus increasing event attendance.

Current



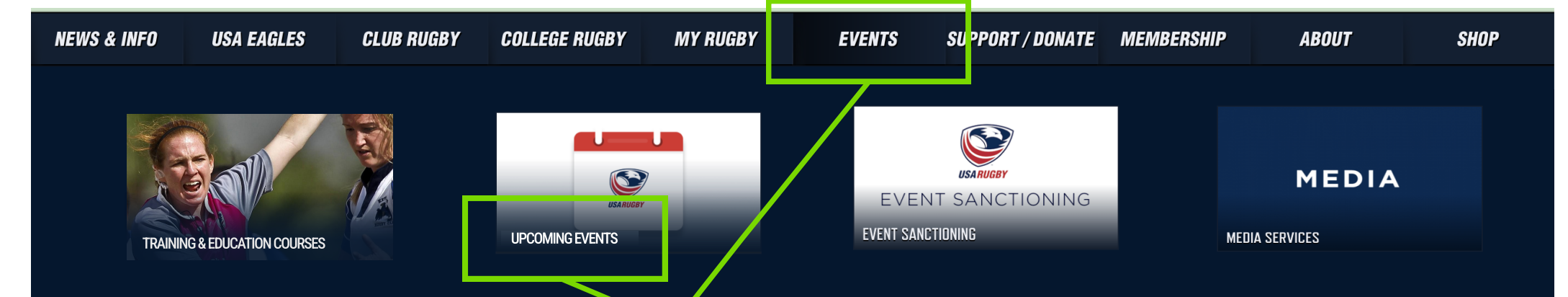
Recommended



Current Navigation



Recommended Navigation

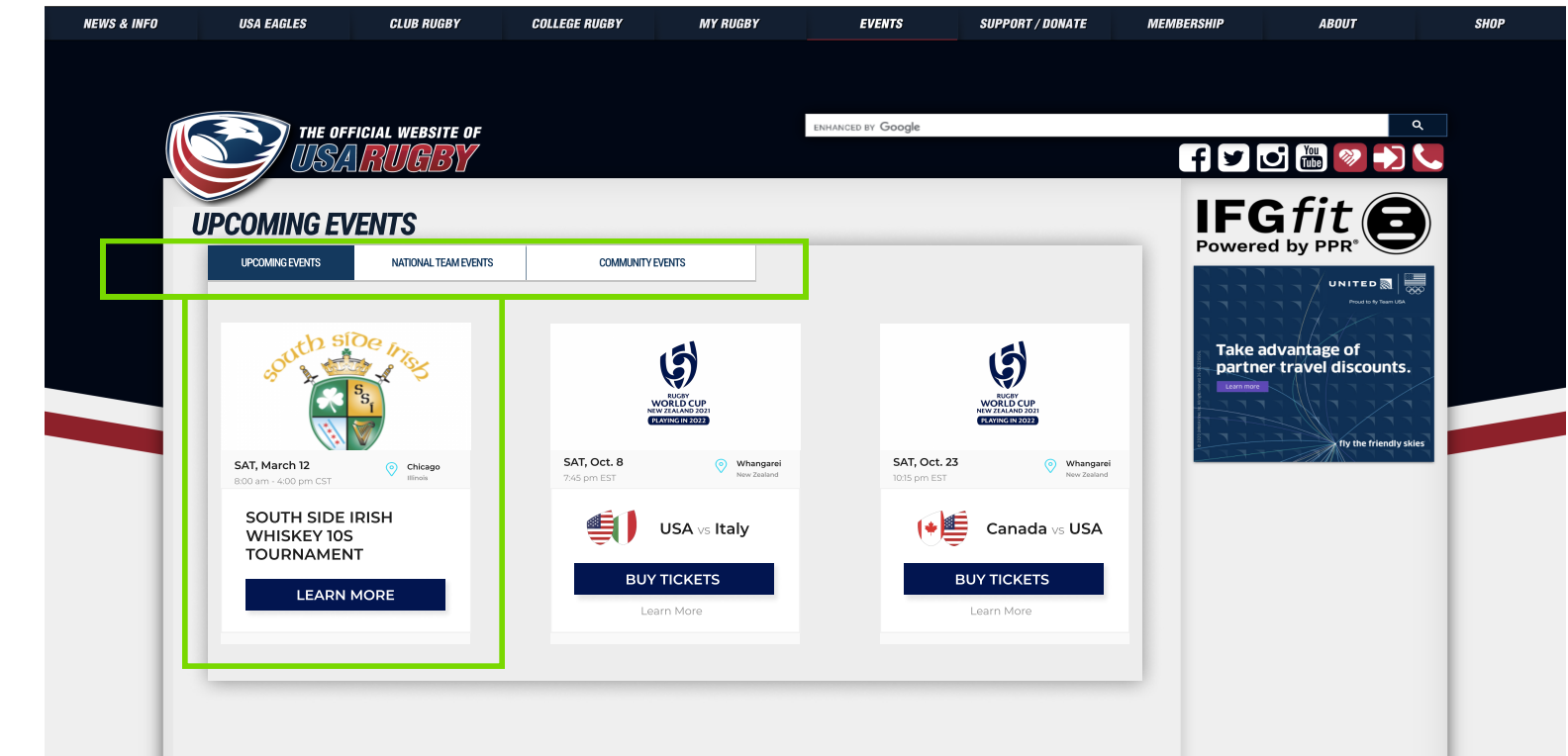
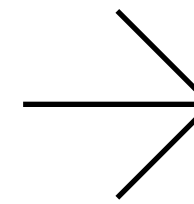
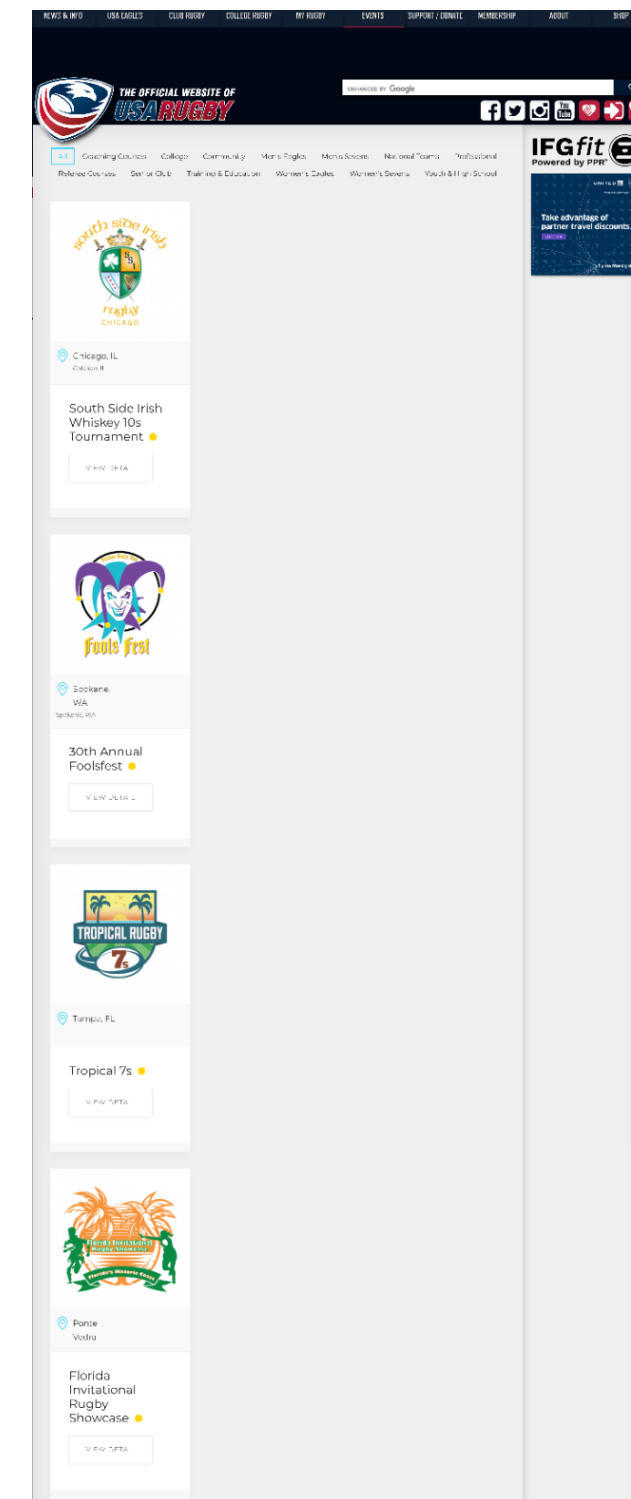
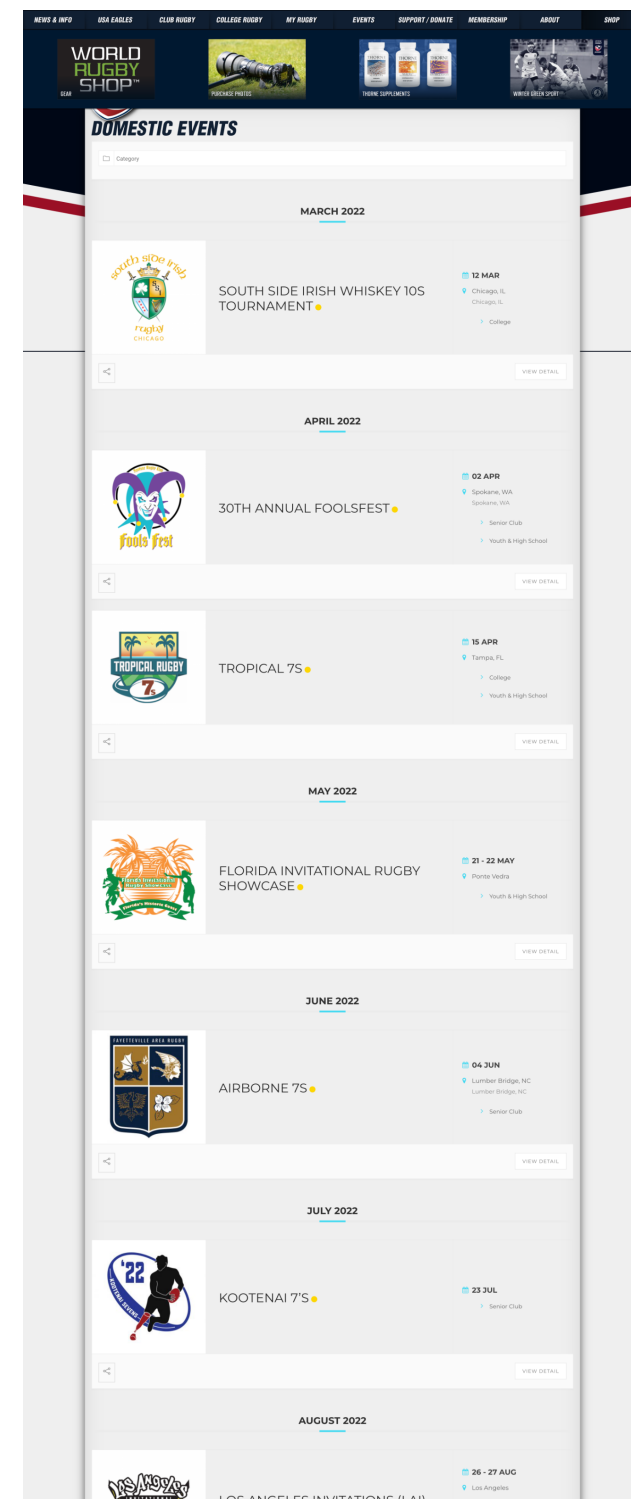
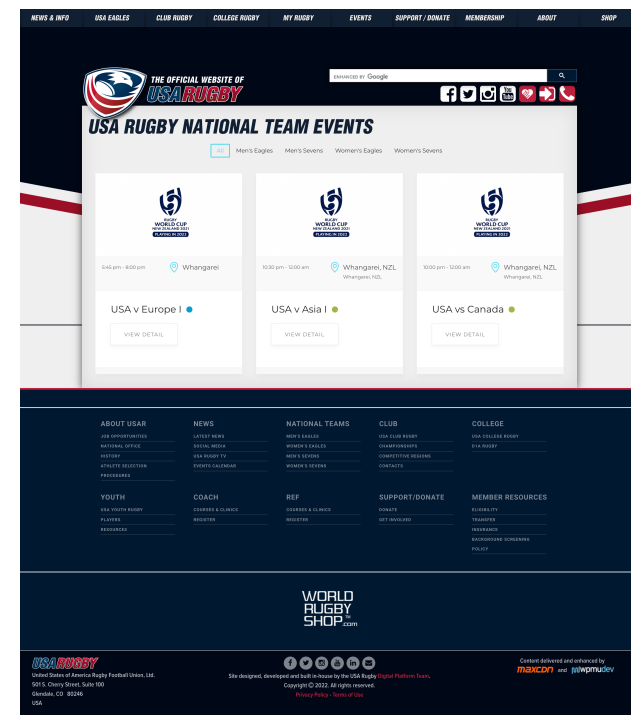


National Events
National-level events

Domestic Events
Community-level events

Tickets
Mix of both National + Domestic Events

National + Domestic Events
Provides a place to view information and purchase tickets



A/B Testing Plan

Testing Date

March 11, 2022 - The end of this semester

Goals

Improving the discoverability of the [Events/Tickets](#) page to increase exposure to upcoming events.

Hypothesis

By making the change, the Events/Tickets page will experience increased page views.

Metrics

Pageviews of the Events/Tickets page

Audience

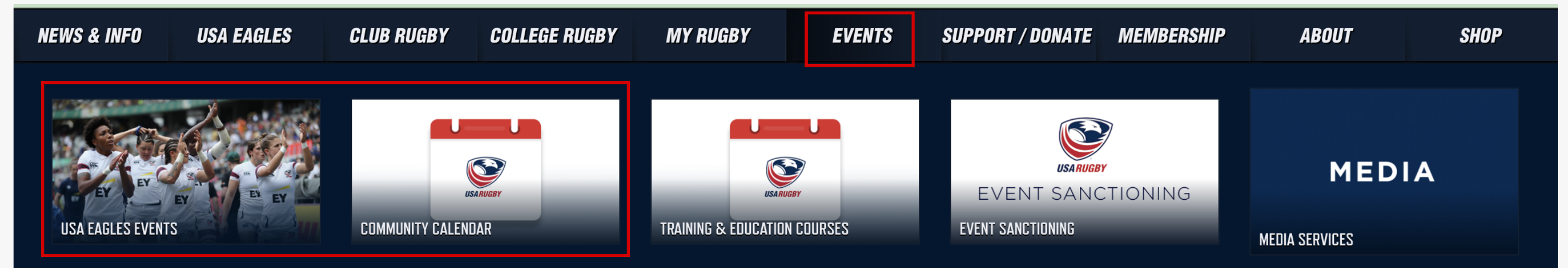
No restrictions; this test is for any user who wants to explore upcoming events.

Test Split

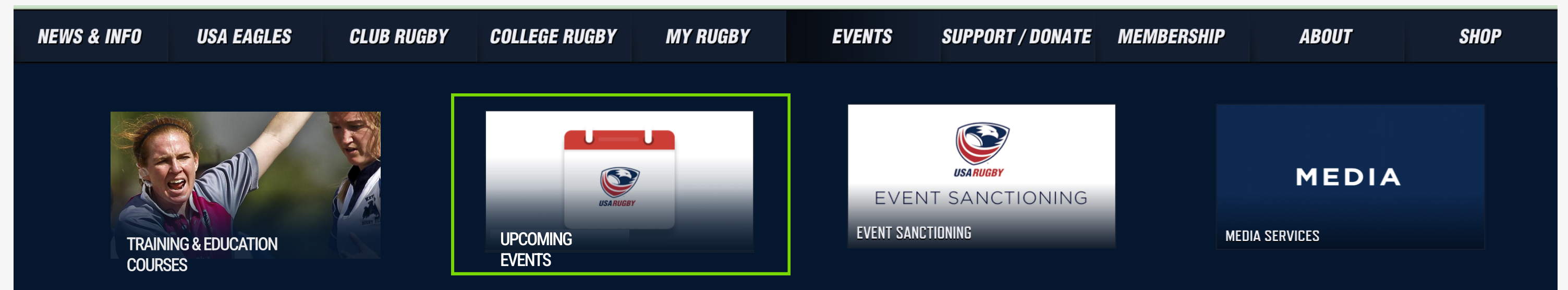
50/50

Designs

Current



Variant



Thank you