

UCDAVIS

AUDIENCE ANALYSIS

Ahhh... Too Many Audiences

Don't panic, here's what to do



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adamnapolitan.com



Audience Based Navigation



**Thinking
Is Bad!**







Ni!

An aerial view of a park or campus walkway. A person in a dark jacket and jeans is walking away from the camera on a dirt path, carrying a red and white bag. To the right is a paved walkway with a low concrete curb, a young tree, a black lamppost, and a wooden bench. The scene is bright and sunny, with shadows cast on the ground.

User experience

Design

Acquisition

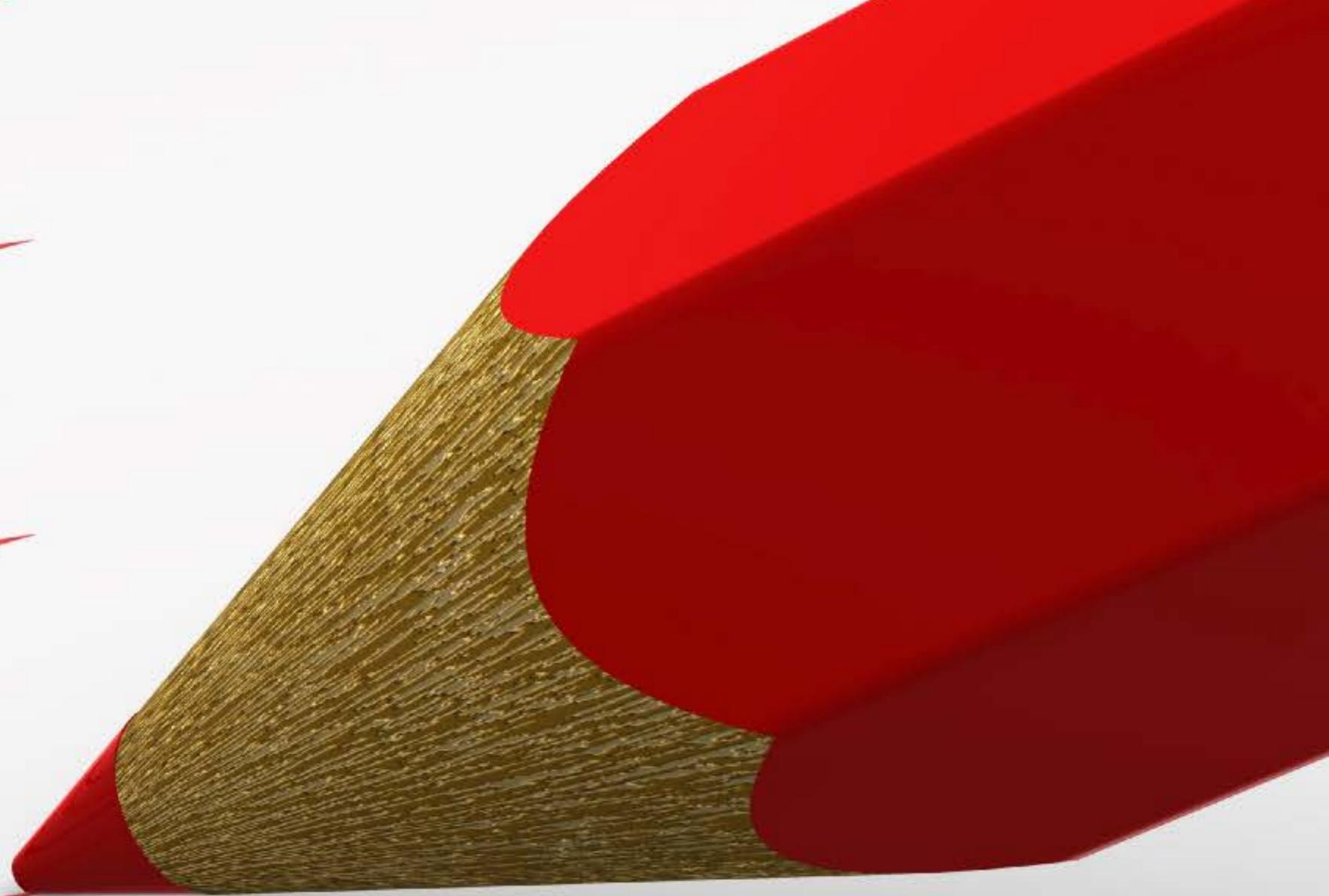




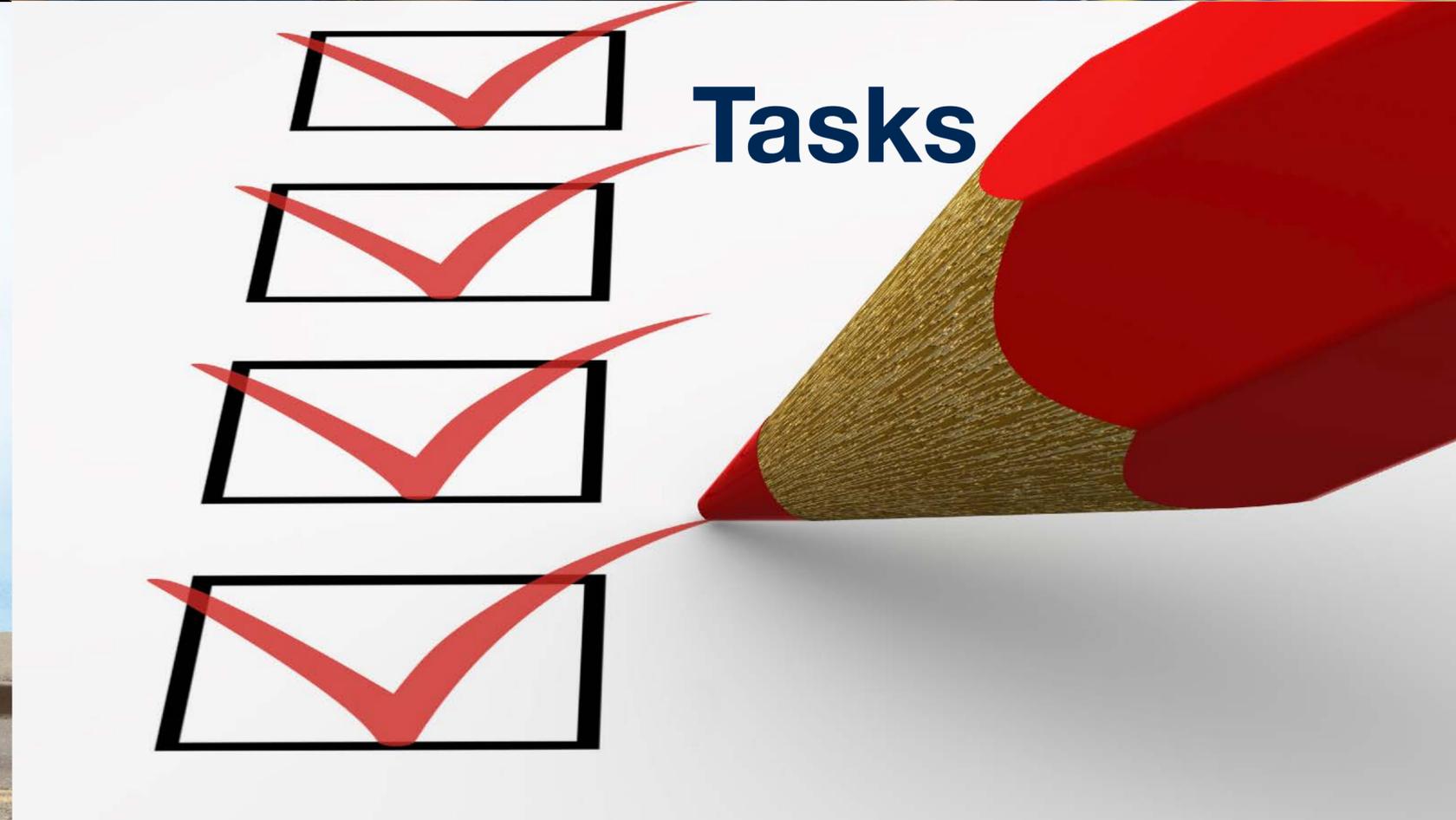
Identity

Understanding **Behavior**





Tasks





NEWS

Baboons on the move practice democracy 



One gift, endless possibilities

News

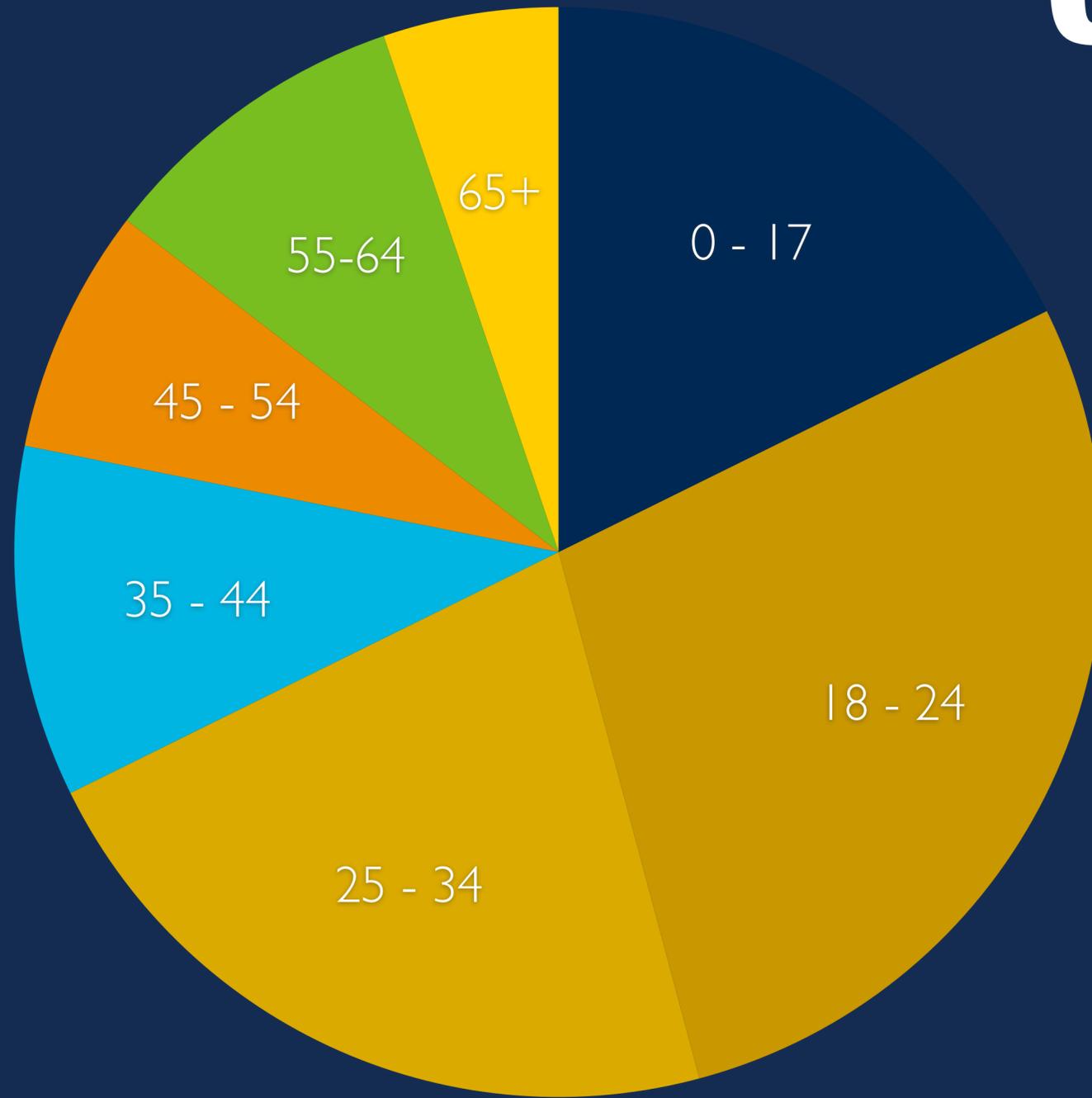


Graduate takes one last look around

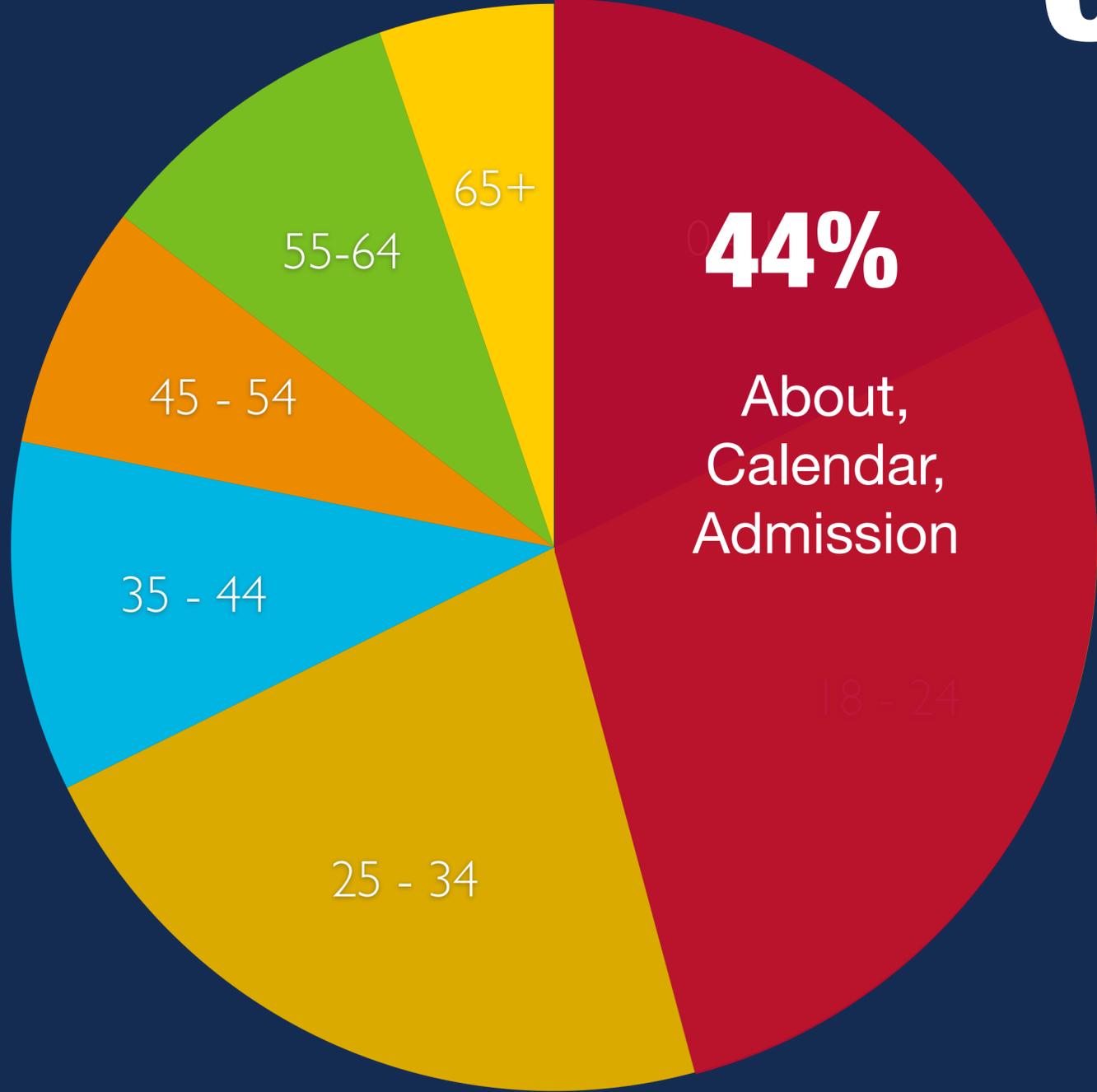
Consumption by Age



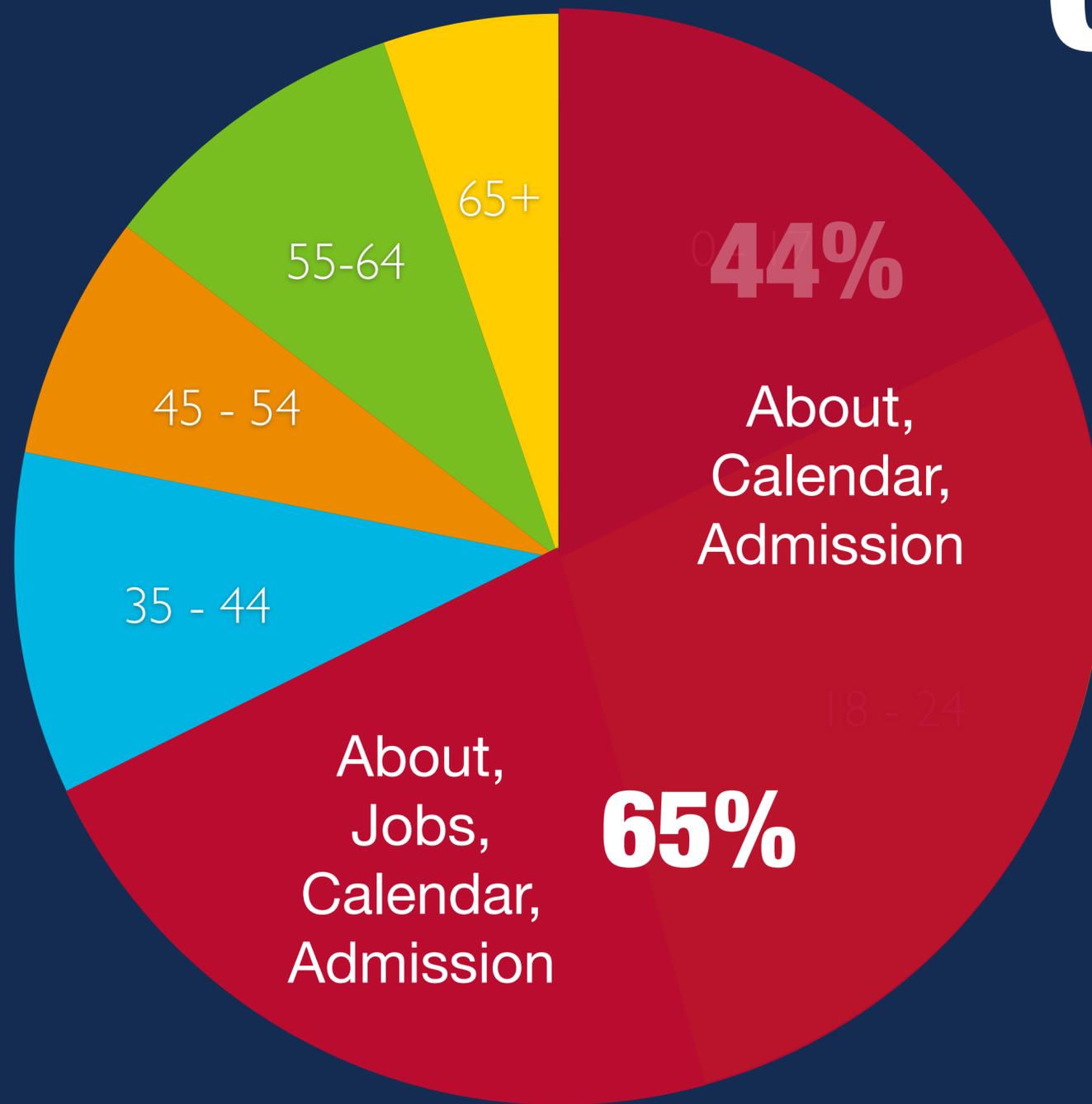
Consumption by Age



Consumption by Age



Consumption by Age



44%
About,
Calendar,
Admission

About,
Jobs,
Calendar,
Admission

18 - 24

65%

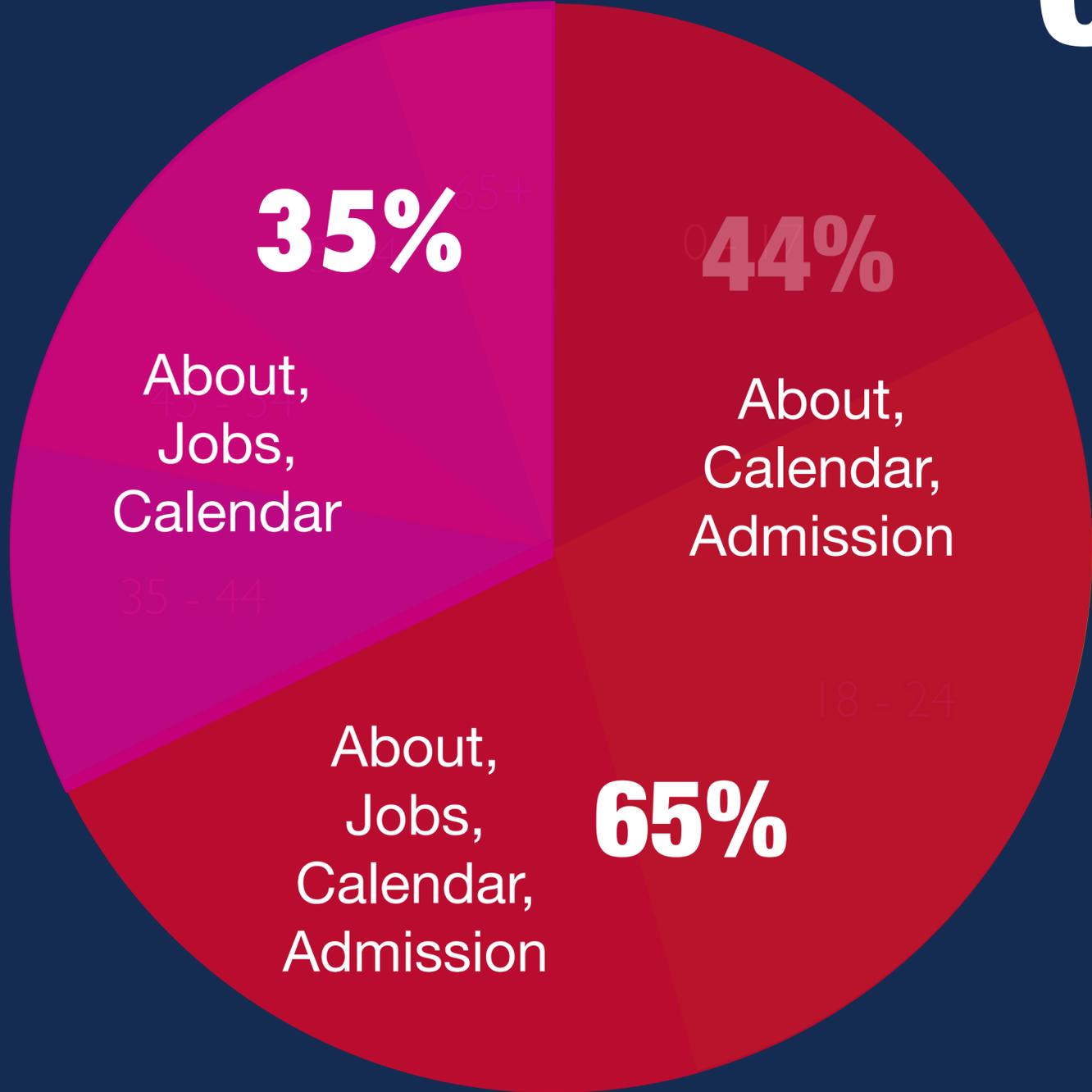
35 - 44

45 - 54

55 - 64

65 +

Consumption by Age





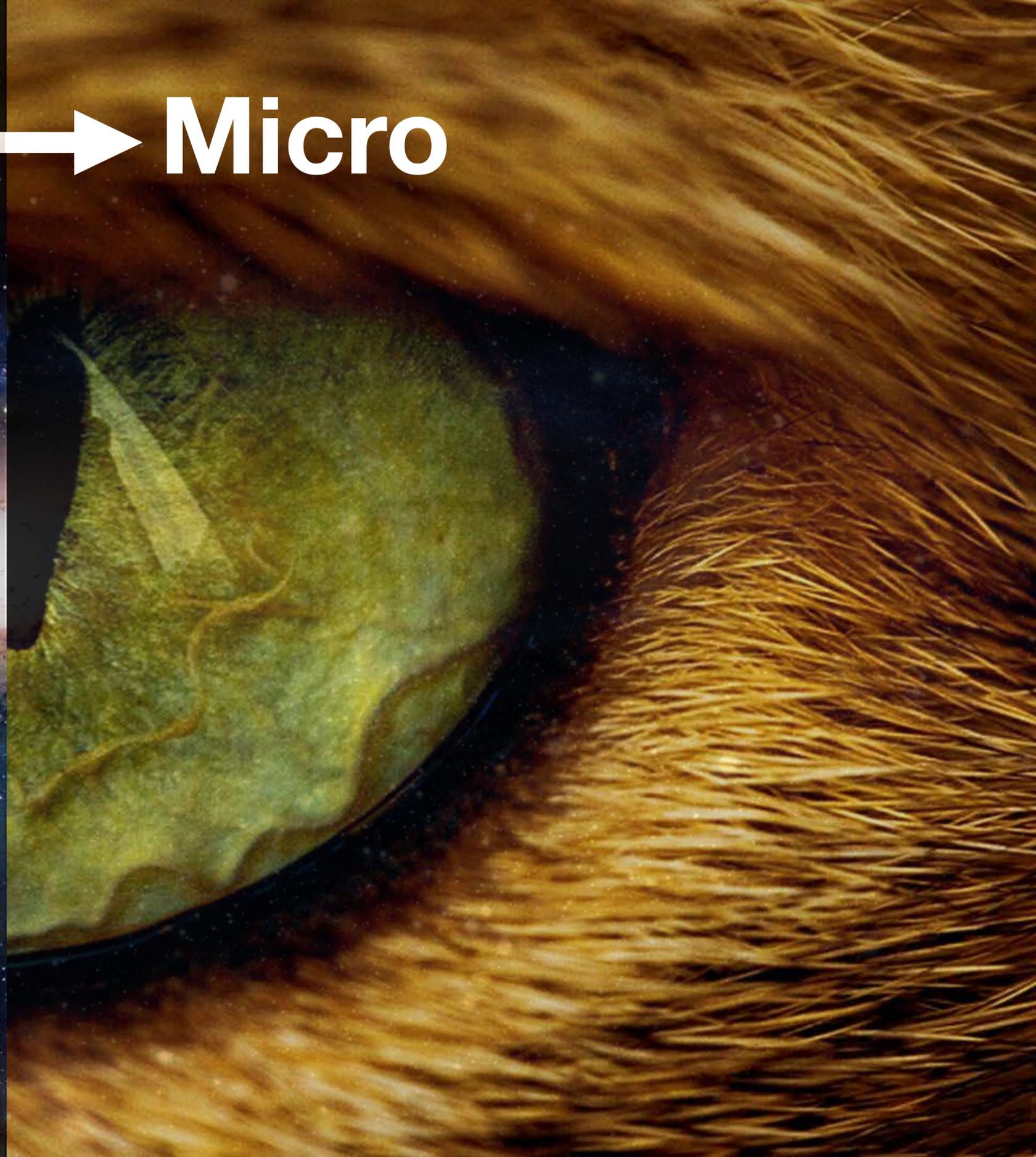
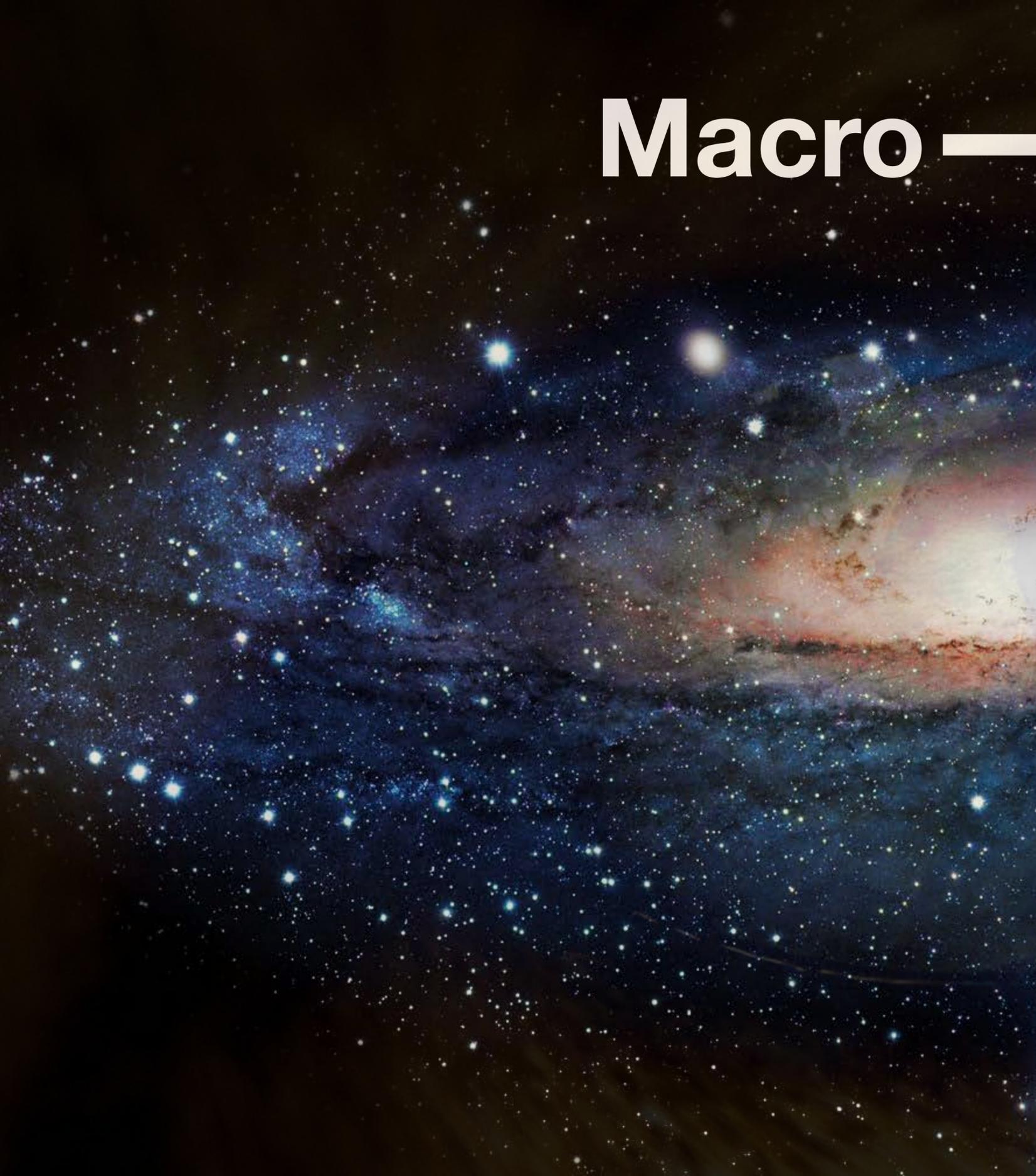
APPLICATIONS ARE NOW OPEN

Play Video

Apply Now



Macro → **Micro**



Acquisition



**EXTERNAL
USERS**

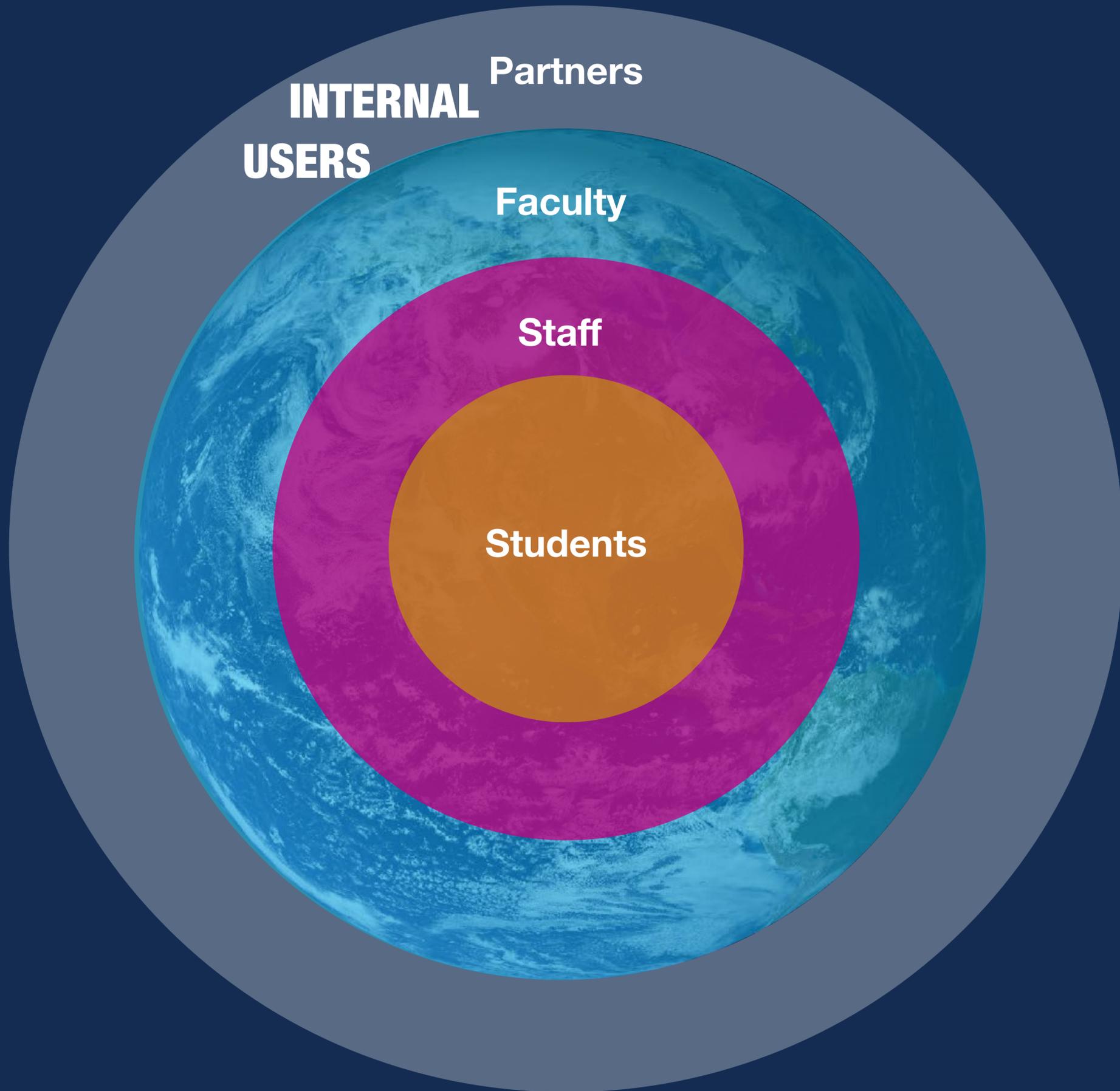
**INTERNAL
USERS**

Partners

Faculty

Staff

Students



Social 5%



Search

56%



News



JIM ANCHORTON



JILL NEWSLADY

News

150K vs. 500K

86%

12%



Social



Search



Social



Search

28

Years

2.7K

Years

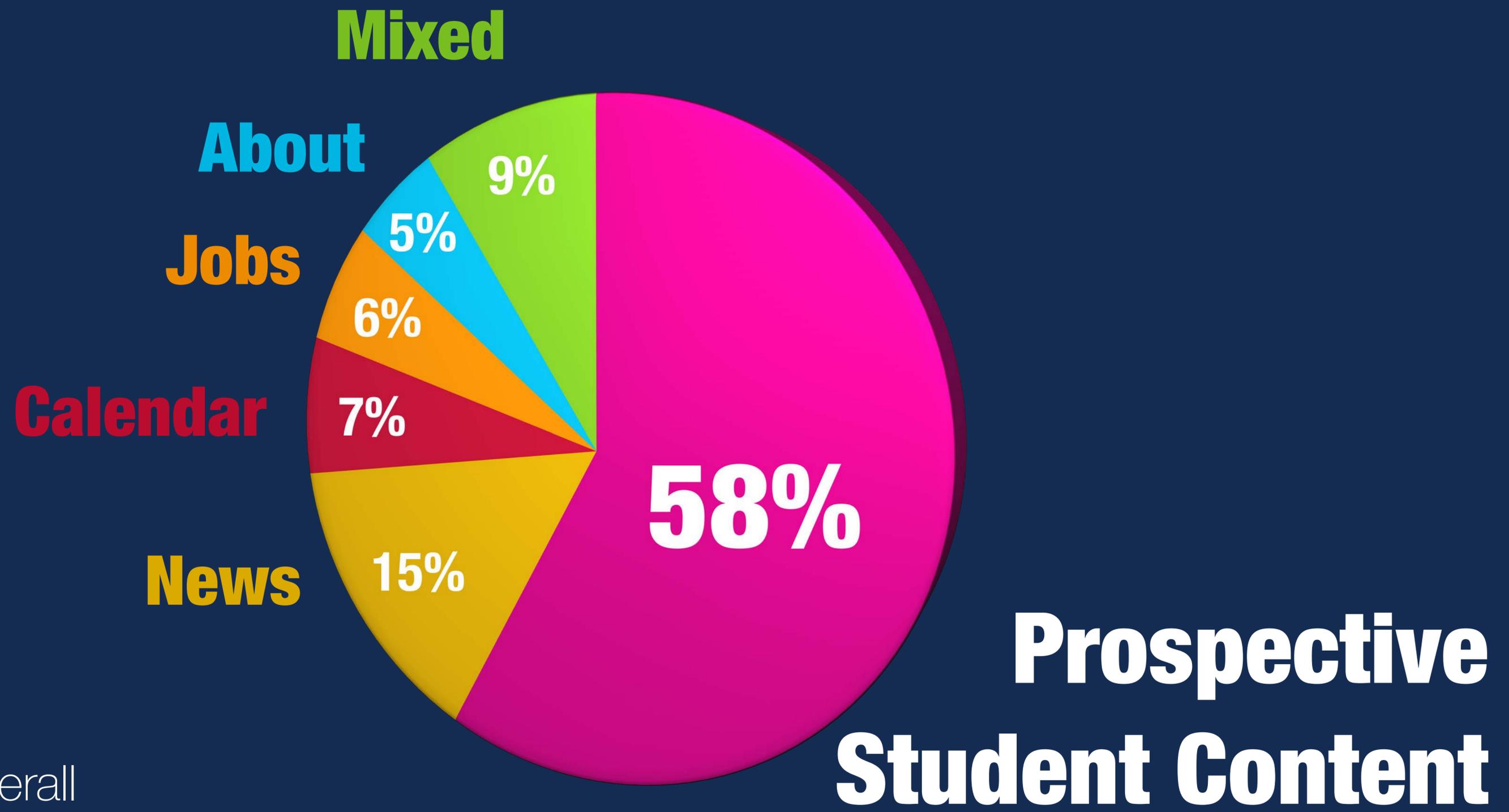
Understanding **Behavior**





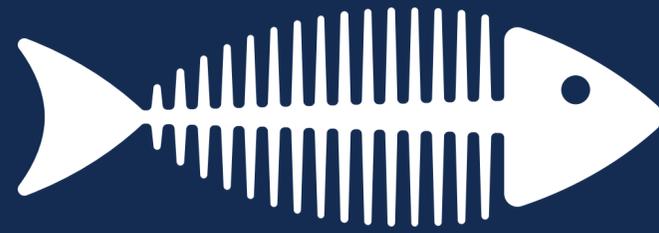
Identity

Overall





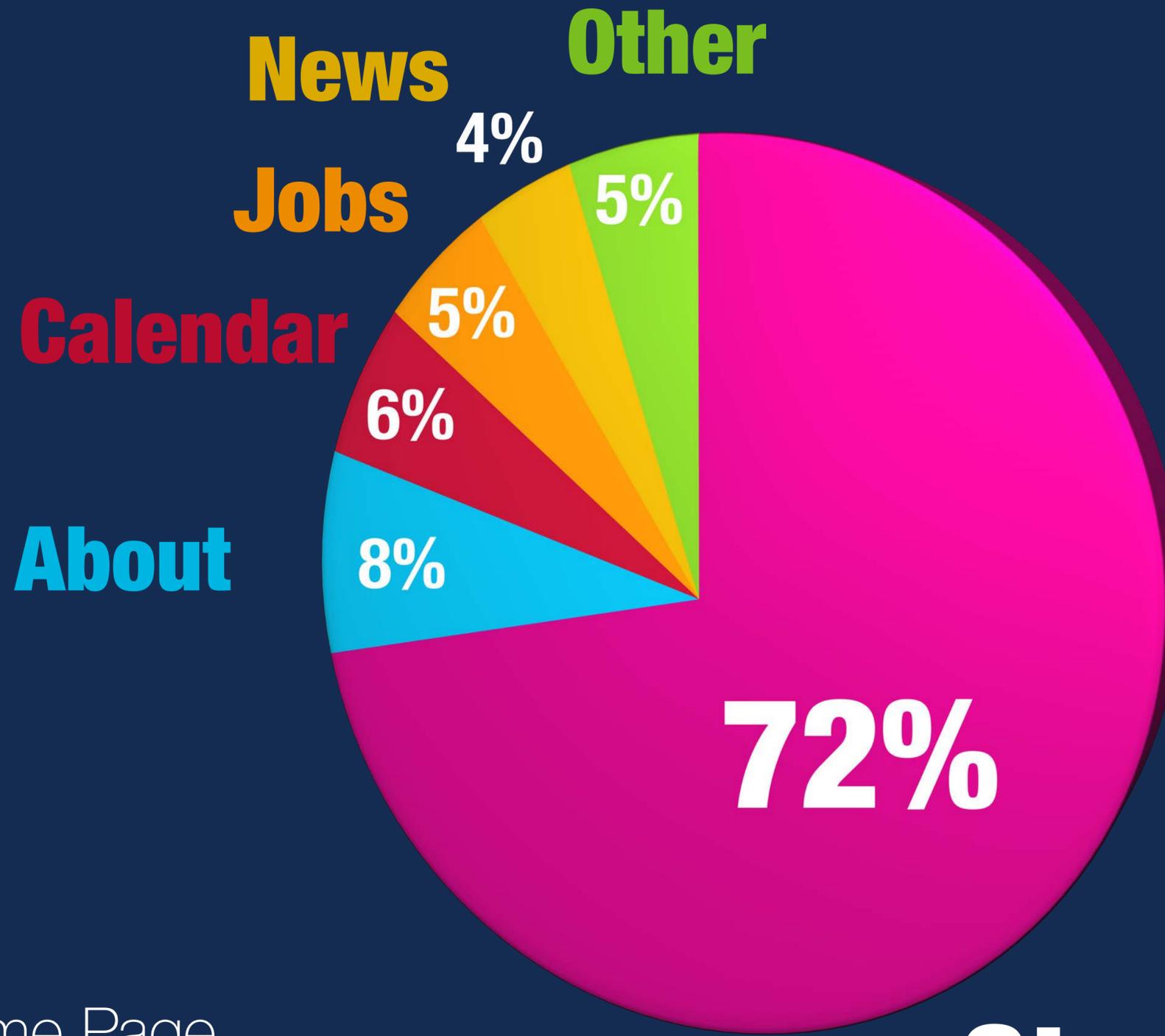
Landing



Consume



Exit



Prospective Student Content

From the Home Page

News



JIM ANCHORTON



JILL NEWSLADY

90%

**Stayed in
News**

A cartoon illustration of Winnie the Pooh, a yellow bear wearing a red shirt, sitting on a wooden bench. He is holding a white cloth tied in a bow around his neck. He is looking into a large, round, yellow honey pot with a dark brown band around the top. The word "HUNNY" is written on the pot in black, hand-drawn letters. The background is a dark, textured cave wall. In the bottom right corner, there is a small blue bowl on a wooden surface.

Section Affinity

A meme featuring a man with a beard and a crown, wearing armor, with the text "RUN AWAY!!!" overlaid in large white letters. The background is dark and blurry.

RUN AWAY!!!

74% Bounce
Rate

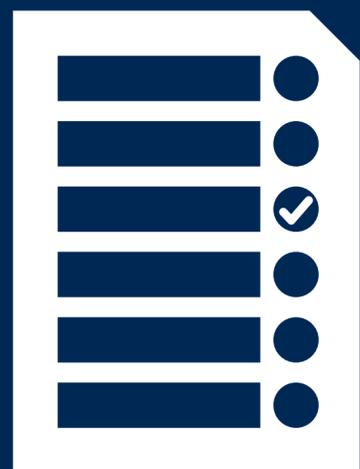
Stays in Section		Bounce	User Type
News	90%	74%	Bouncer
Admissions	84%	41%	Sticky
Academics	85%	44%	Sticky
About	69%	49%	Explorer
Jobs	95%	11%	UX Issues?
Calendar	90%	50%	Sticky
Campus Life	77%	35%	Explorer



News Consumption

Calendar	16%
Majors	15%
Admissions	13%
About	9%
Campus Life	8%

News



Consumption

Calendar	16%
Majors	15%
Admissions	13%
About	9%
Campus Life	8%

Exit

Calendar	15%
Majors	12%
Admissions	14%
About	11%
Campus Life	9%



Seasonality



Testing Architecture



APPLICATIONS ARE NOW OPEN

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Apply Now





APPLICATIONS ARE NOW OPEN

Play Video

Apply Now



- ABOUT US
- Initiatives
- Rankings
- Locations
- Visit UC Davis
- UC Davis Health
- Administration

- ADMISSIONS
- Undergraduate
- Graduate
- Professional
- Cost
- Financial Aid
- Apply

- ACADEMICS
- Majors
- Graduate Programs
- Professional Programs
- Colleges and Schools
- Study Abroad

- RESEARCH
- Undergraduate Research
- Graduate Research
- Library
- Museums and Collections
- Partnerships

- CAMPUS LIFE
- Calendar
- Explore Campus
- Housing
- Athletics
- Student Clubs
- City of Davis

- NEWS
- Latest News
- University News
- Student News
- Blogs
- Social Media



ADMISSIONS ARE NOW OPEN

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Apply Now



 myUCDavis

 MyAdmissions

 Make a Gift to UC Davis

Emergency Services

Academic Dates

Campus Map

Canvas

Calendar

Course Catalog

Visit

Schedule Builder

Apply

Commencement

Jobs

Student Health

Athletics

Alumni

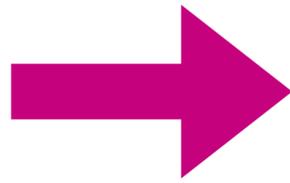
UC Davis Stores

APPLICATIONS ARE NOW OPEN

Play Video

Apply Now





MAJORS



ACADEMICS



COST



CALENDAR



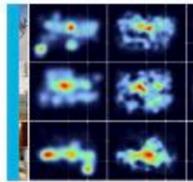
VISIT



APPLY



Trending



Visual Attention Drawn to Meaning, Not What Stands Out

September 25, 2017



UC Davis Faculty Share Own Stories to Mentor First-Generation Students

September 25, 2017



UC Davis Chancellor Delivers First Major Address, Looks to the Future

September 25, 2017



Disconnected Salmon: Catching a Ride Over Dams

September 21, 2017

7

Aggie Life Hacks for New Aggies



Ranked 1st in the world for veterinary medicine



Ranked 6th nationally for public universities



Ranked 1st nationally in agriculture



Events

Fruit & Veggie Up!
Wednesday, September 27, 11am
Memorial Union





Facebook



Twitter



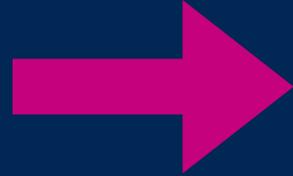
Instagram



YouTube



Google Plus



UC DAVIS

- UC Davis Health
- Veterinary Medicine
- UC Davis Extension
- UC Davis Stores
- UC Davis Arts
- UC Davis Mobile Apps
- Hiring UC Davis Students & Alumni

Students

- Orientation
- Student Resources
- Graduate Students
- Internship And Career Center
- Jobs And Internships
- Parents

Alumni

- Cal Aggie Alumni Association
- Career Connections
- Member Benefits
- UC Davis Magazine
- Transcripts

Faculty

- Resources
- Teaching
- Research
- Benefits
- Faculty Governance

Staff

- Resources
- Training
- Benefits
- Jobs
- Staff Assembly



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An aerial view of a person walking away from the camera on a dirt path in a park. The path is bordered by a paved walkway and a grassy area. A bench and a tree are visible in the background.

User experience

Usability
Testing

Design

All-in-one Analytics & Feedback

Hotjar is a new and easy way to truly understand your web and mobile site visitors. Find your hottest opportunities for growth today.



GET STARTED

No credit card required – Get started in seconds.

unbounce

Nintendo

Microsoft

inVISION

intuit

USTREAM

AUTODESK



HEATMAPS

Understand what users want, care about and interact with on your site by visually representing



Interviews

 Restart Survey



IT'S RIGHT HERE

[> Play the video](#)

[> Apply Now](#)



MAJORS



ACADEMICS



COST



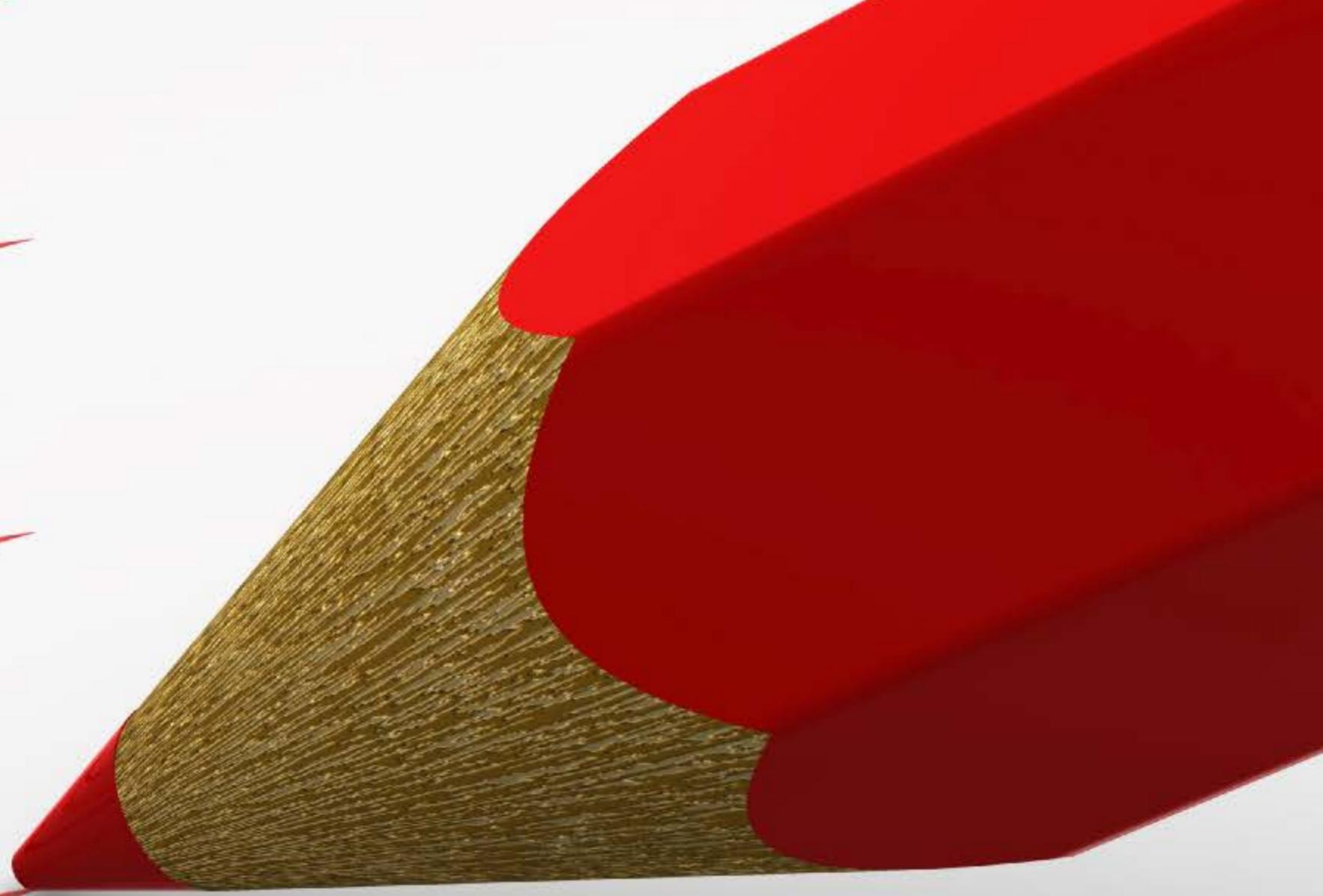
CALENDAR



VISIT



APPLY



Tasks

URL

Title

Traffic

Links

Primary
Audience

Tasks To
Accomplish



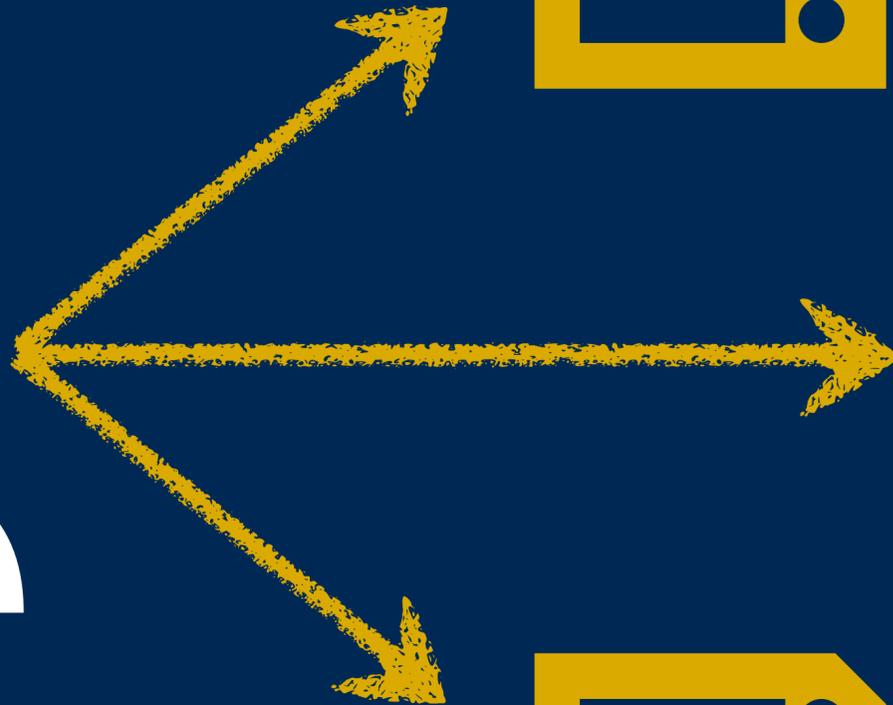
**Get from Google
Search Console**

**Interview,
Hot Jar or
Forced Empathy**



Address Common Questions / Tasks

Map 'S



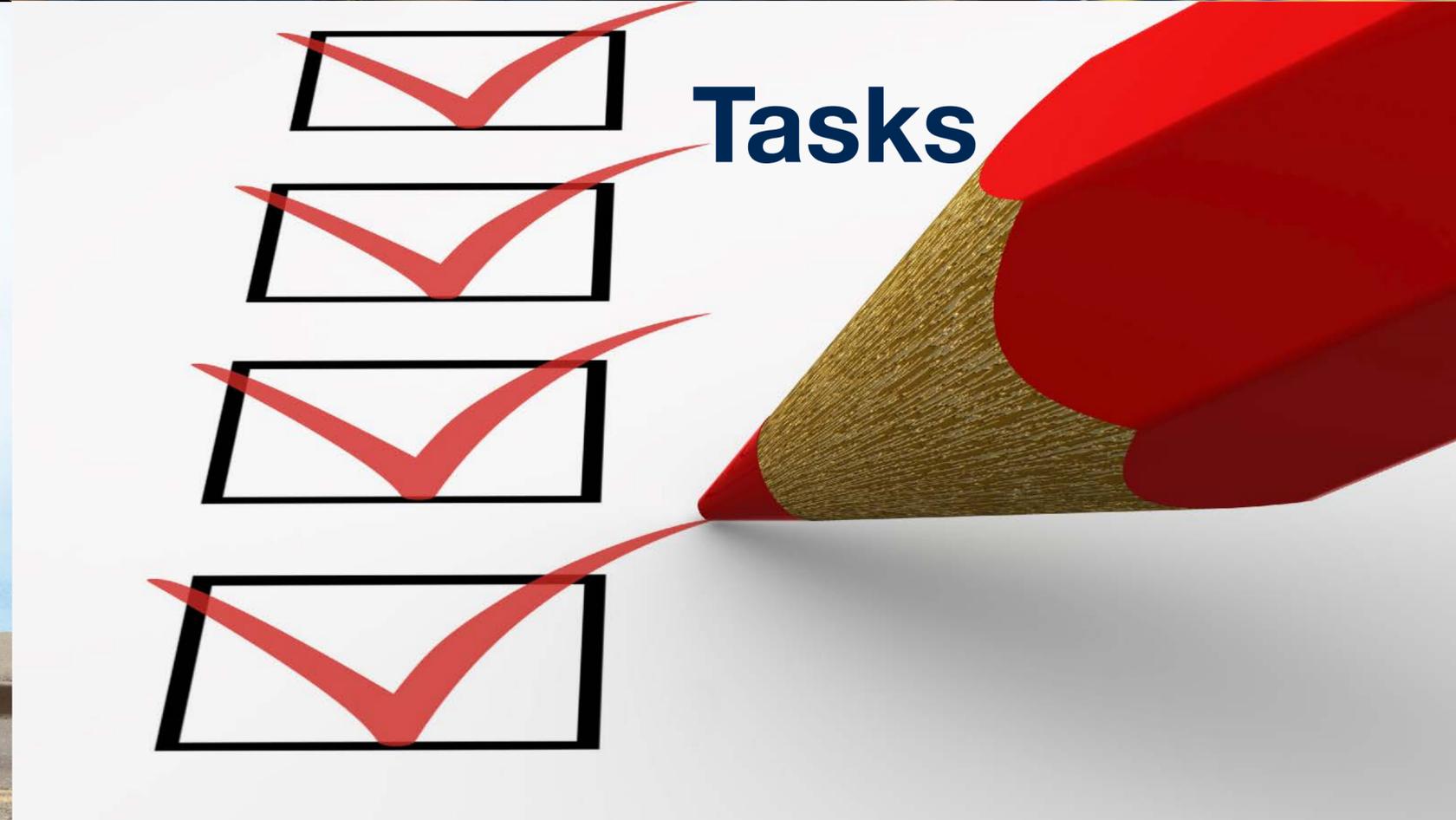
To Pages



An aerial view of a park or campus walkway. A person in a dark jacket and jeans is walking away from the camera on a dirt path, carrying a red and white bag. To the right is a paved walkway with a low concrete curb, a young tree, a black lamppost, and a wooden bench. The scene is bright and sunny, with shadows cast on the ground.

User experience

Design





Landing



Consume



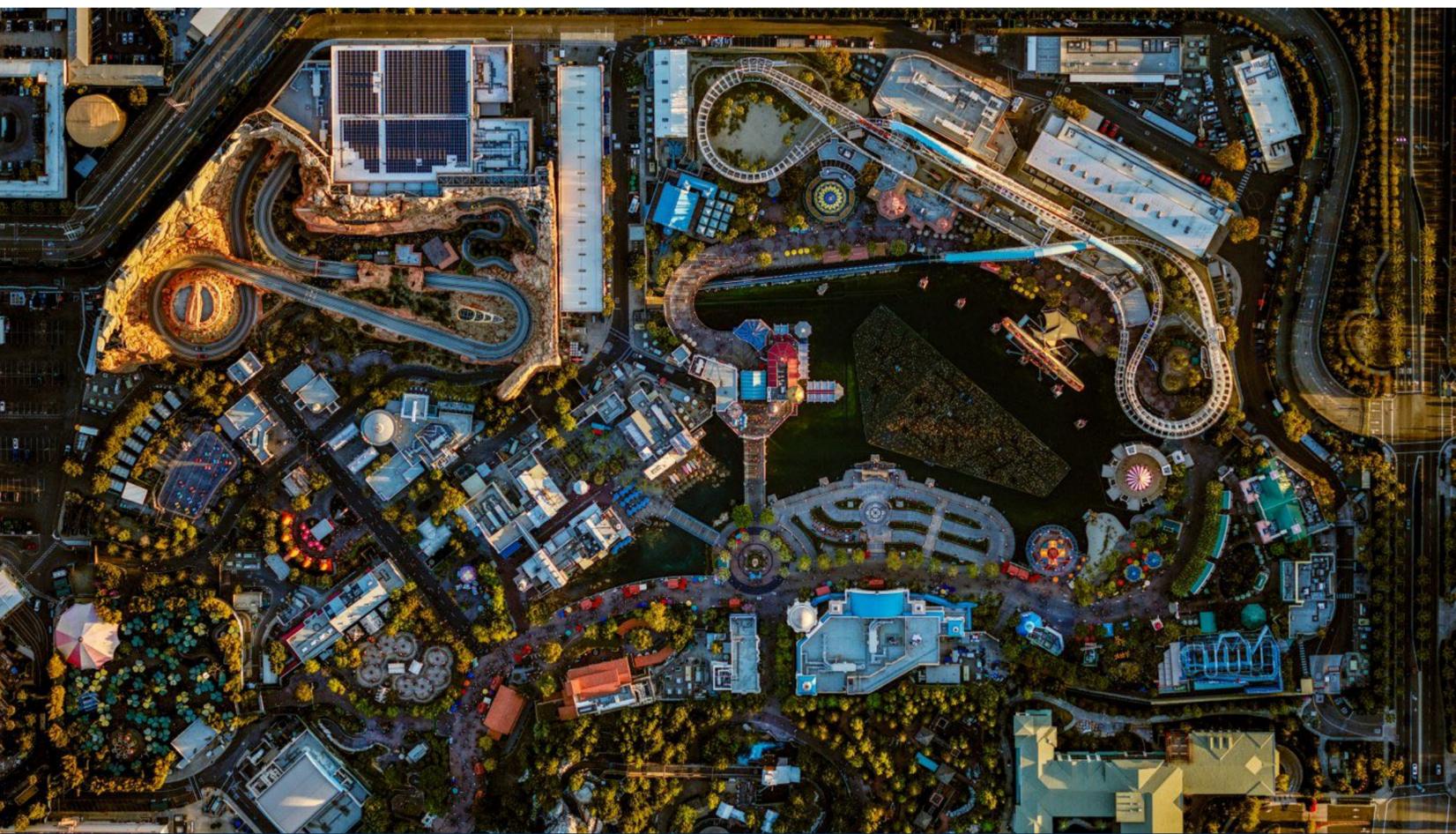
Exit



APPLICATIONS ARE NOW OPEN

Play Video

Start Yours Today!



JIM ANCHORTON



JILL NEWSLADY





UCDAVIS

THANK YOU



Adam Napolitan
adamnapolitan.com

Google Analytics Setup for Home Page Behavior Analysis

1. Add A Segment



All Users

100.00% Pageviews



+ Add Segment

+ NEW SEGMENT

1. Add A Segment

2. Go to Advanced - Conditions

3. Select Landing Page Filter

Home Page Landing Save Cancel Preview Segment is visible in any View [Change](#)

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Conditions
Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions ▾ Include ▾

Landing Page ▾ contains ▾

+ Add

- Next Page Group 1 (Next Content Group) ⚠ ?
- Exit Screen ?
- Next Page Group 2 (Next Content Group) ⚠ ?
- App ID ?
- Landing Screen ?
- Experiment ID with Variant ?
- Landing Page** ?

Display as alphabetical list

– OR AND

Summary

100.00%
of users

Users
-

Sessions
-
100.00% of sessions

No Filters

4. Set to “Exactly Matches” “/”

Home Page Landing Save Cancel Preview Segment is visible in any View [Change](#)

Conditions
Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions ▾ Include ▾

Landing Page ▾ exactly matches ▾ /

+ Add Filter

Summary

39.53%
of users

Users
1,416,638

Sessions
2,996,091
40.25% of sessions

Conditions
Landing Page: "/"

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions **1**

Sequences

5. Exclude Homepage “/” From Total

Plot Rows Secondary dimension Sort Type: Default advanced     

Exclude Page Exactly matching /

and

+ Add a dimension or metric

Apply cancel

5. Exclude Homepage “/” From Total



Plot Rows Secondary dimension Sort Type: Default

advanced

Exclude Page Exactly matching /

and

+ Add a dimension or metric

Apply cancel

5. Exclude Homepage “/” From Total

Plot Row Secondary dimension Sort Type: Default

advanced

Exclude Page Exactly matching /

and

+ Add a dimension or metric

Apply cancel

5. Exclude Homepage “/” From Total

The screenshot shows a dashboard configuration interface. At the top, there are controls for 'Plot Rows', 'Secondary dimension', and 'Sort Type: Default'. A search bar contains the text 'advanced'. Below these are several filter rules. The first rule is highlighted with a yellow arrow pointing to the 'Exclude' dropdown. The second rule is highlighted with a yellow arrow pointing to the 'Page' dimension dropdown. The third rule is highlighted with a yellow arrow pointing to the 'Exactly matching' dropdown. The fourth rule is highlighted with a yellow arrow pointing to the search bar. The filter rules are: 'Exclude' (dropdown), 'Page' (dropdown), 'Exactly matching' (dropdown), and '/' (text input). Below the filter rules is a dashed box containing '+ Add a dimension or metric'. At the bottom, there are 'Apply' and 'cancel' buttons.

- 1. Add A Segment**
- 2. Go to Advanced - Conditions**
- 3. Select Landing Page Filter**
- 4. Set to “Exactly Matches” “/”**
- 5. Exclude Homepage “/” From Total**
- 6. Document Traffic to Sections**