

# User Behavior

The following information is based on data captured from July 1, 2013 - May 30, 2015, through Google Analytics and June 28 - July 1, 2018, through HotJar. Within this timeframe, Find a Class has remained unchanged functionally, meaning the data is still relevant for today's user. Google Analytics captured over a million page views.

It is important to understand how page views are captured since there is not over a million pages on Find a Class. Every time a search is performed, a semi-unique URL is created reflecting the choices made by the user. These URLs are the pages captured by Google which provides insight into user behavior.

## General Behavior

**3 out of 4 users are on a computer**

1 out of 4 users is on a mobile or tablet device based on a 1000 page view heatmap that HotJar captured. The average fold is just above the footer, so all desktop users are seeing all fields.

**1,399,638 users visited 21,809,290 pages.**

**An average of 6.5 pages per session.**

For every three page views out of four, the user left with no interaction with Find a Class. This bounce rate increases or decrease throughout the pages.

**Top 100,000 pages views are**

**93.30% of overall page views.**

This rest of the following information is concentrated on the top 100,000 page sampling.

**12,760,817 page views (62.71% of sample)**

**are the main page**

This is simply landing on `classes.sis.maricopa.edu` or `classes.sis.maricopa.edu/index.php`.

**7,586,848 page views (37.29% of sample)**

**are all queries.**

This is where any query parameter has been added to the URL.

**5,978,722 page views (29.38% of sample)**

**are user queries.**

The heat map shows the search button clicked or tapped at about 58.30% based on page views. This is definitely higher than what Google has shown, but there is really a lot of differences between the data. Take away would be that a majority of users are completing searches.

User queries are defined when a certain set of parameters are present in the URL. Any search URL would have the following parameters present:

- `keywords=`
- `subject_code=`
- `all_classes=`
- `terms[]=`
- `credit_career=`
- `credits[min]=`
- `credits[max]=`
- `start_hour=`
- `end_hour=`
- `startafter=`

- instructors=

Any URL missing any of the parameters would be considered custom and most likely not user-generated. User queries make up 78.80% of all queries.

There are anomalies to user queries. The URL

`http://classes.sis.maricopa.edu/index.php?keywords=&subject_code=any&all_classes=false&terms[]=4136&terms[]=4142&institutions[]=GWC03&credit_career=B&credits[min]=gt0&credits[max]=lte9&start_hour=any&end_hour=any&startafter=&instructors=` would be considered a user query, but with a page view of 25,235, it is more likely a URL generated for the purpose of adding to another website as a link. In this case, Gateway Community College add this URL to their website as a jumping off point for students to see what classes are available.

Anomalies will be ignored for the sake of simplicity but should be noted.

## Targeted Behavior

### Exposed Filters

**4.79% of users searched for specific keywords.**

Though this filter is 100% on all user searches and 14.15% of custom searches, the user is not finding value with this field. The heat map shows this as warm but doesn't establish separate search queries. Users are clicking into the field but what remains to be seen is the follow through.

**71.00% of users selected a subject.**

Users find this of high value. Only 12.44% of users searched by any subject. Heatmaps show this as warm..

**60.20% of users searched all classes.**

Users are wanting to see all classes versus open classes. The heat map shows this as being cool.

**Semesters is used in 100% of all searches.**

No matter what kind of search, the semester is selected by default. The heat map shows this as hot.

**97.12% of users selected at least one college.**

This is optional for users, so they see this as high value if they are willing to interact with this filter. 3.96% of user searched for more than one college and 1.93% of users searched all colleges. The heat map shows this as warm.

## Hidden Filters

The heat map shows the “More Search Options” button as being cold. This confirms what most of the following information conveys, users are not going here or if they do, there is a few filters they use more often.

**79.26% of users searched both credit and non-credit.**

This is the standard selection for users. Only .52% of users searched by credit versus .08% searched for non-credit courses. There is no value to a user here.

**21.66% of users selected at least on meeting day.**

This is optional so users are wanting to search by particular days. It is possible to increase this percentage if this filter was moved out of hiding to exposed filters.

**.10% of users searched by meeting times.**

Users are not using this filter.

**2.44% of users selected at least one delivery method.**

Users find some value to this filter, but only three of the options. Users selected Hybrid .33% of the time, In Person .32% of the time and Internet 2.13% of the time. All other options received .01% usage.

**.27% of users searched by a meeting date.**

Set as a standard in queries, users rarely used this filter.

**.84% of users searched for an instructor.**

Also set as a standard for queries, users rarely searched by an instructor.

**.03% of users selected SUN Classes**

**.18% of users selected Honor Classes**

**.09% of users selected Open Entry/Exit**

**.04% of users selected No/Low Cost**

Users found very little value in these options.

## **2.50% of users selected General Ed.**

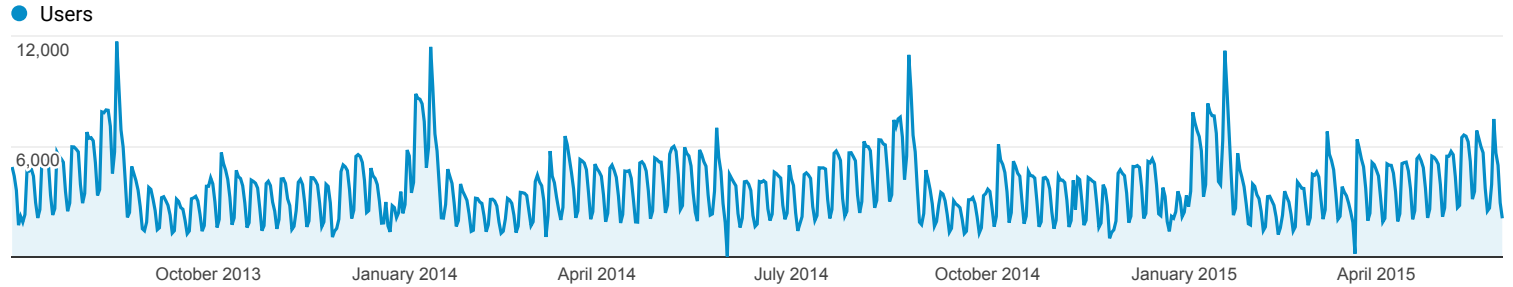
Users found some value in selecting general education designation. Considering users need to fulfill general education requirements before receiving an award, this may need to be refined and moved out of hidden fields.

## Audience Overview

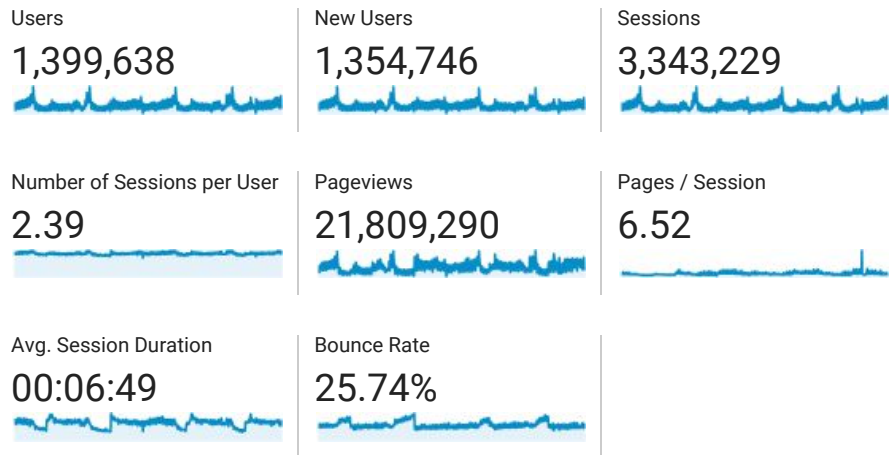
All Users  
100.00% Users

Jul 1, 2013 - May 30, 2015

### Overview



There is no data for this view.



Language

Users % Users

There is no data for this view.

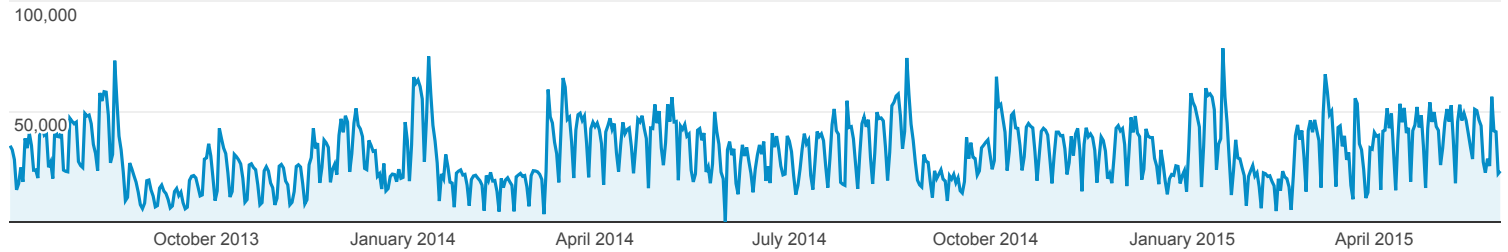
Pages

All Users  
100.00% Pageviews

Jul 1, 2013 - May 30, 2015

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	21,809,290 % of Total: 100.00% (21,809,290)	16,364,750 % of Total: 100.00% (16,364,750)	00:01:14 Avg for View: 00:01:14 (0.00%)	3,343,222 % of Total: 100.00% (3,343,222)	25.74% Avg for View: 25.74% (0.00%)	15.33% Avg for View: 15.33% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. (other)	8,346,093 (38.27%)	6,956,741 (42.51%)	00:01:54	766,644 (22.93%)	40.90%	20.65%	\$0.00 (0.00%)
2. /index.php	4,414,524 (20.24%)	1,226,386 (7.49%)	00:00:19	1,168,647 (34.96%)	16.71%	6.87%	\$0.00 (0.00%)
3. /index.php?keywords=&terms[]=4142&institutions[]=GCC02	434,551 (1.99%)	346,494 (2.12%)	00:00:56	329,997 (9.87%)	12.81%	15.23%	\$0.00 (0.00%)
4. /index.php?institutions[]=PVC09&terms[]=4146	117,370 (0.54%)	96,021 (0.59%)	00:00:50	91,892 (2.75%)	14.65%	17.56%	\$0.00 (0.00%)
5. /index.php?keywords=&subject_code=any&all_classes=false&terms[]=%&institutions[]=GWC03	68,065 (0.31%)	56,647 (0.35%)	00:01:17	52,937 (1.58%)	26.52%	27.63%	\$0.00 (0.00%)
6. /index.php?institutions[]=CGC08&=&all_classes=true&terms[]=4142	60,759 (0.28%)	50,499 (0.31%)	00:00:44	47,872 (1.43%)	10.28%	12.41%	\$0.00 (0.00%)
7. /index.php?institutions[]=PVC09&terms[]=4136	58,841 (0.27%)	48,206 (0.29%)	00:00:58	46,095 (1.38%)	19.26%	21.20%	\$0.00 (0.00%)
8. /index.php?institutions[]=CGC08&=&all_classes=true&terms[]=4152	58,331 (0.27%)	47,623 (0.29%)	00:00:41	44,959 (1.34%)	8.72%	12.97%	\$0.00 (0.00%)
9. /index.php?keywords=&terms[]=4132&institutions[]=GCC02	57,430 (0.26%)	45,611 (0.28%)	00:00:50	42,745 (1.28%)	11.40%	13.18%	\$0.00 (0.00%)
10. /index.php?keywords=&all_classes=false&institutions[]=smc07	55,043 (0.25%)	44,805 (0.27%)	00:01:20	42,845 (1.28%)	22.75%	24.23%	\$0.00 (0.00%)

Rows 1 - 10 of 1000000