USING WEB ANALYTICS DATA: A PARTICIPATORY DESIGN MODEL FOR INDIVIDUAL WEB TRAFFIC REPORT DEVELOPMENT

Completed Research

Antje Janssen
Leibniz Universität Hannover
janssen@iwi.uni-hannover.de

Jens Passlick
Leibniz Universität Hannover
passlick@iwi.uni-hannover.de

Michael H. Breitner
Leibniz Universität Hannover
breitner@iwi.uni-hannover.de

Abstract

Web Analytics (WA) tools offer an increasing amount of analysis options. This amount of possible data overwhelm business users who are not familiar with WA and therefore the potential of WA is not fully exploited. We address this demand of individual information needs with the development of an indicator selection process. By using participatory design methods future users from different business units are involved in order to adopt WA into their workspace through building individual WA reports. The developed iterative model consists of five main steps. After the presentation of the developed model, we demonstrate the applicability in a case study at an industrial company. The case study shows a greater adoption by the different users, as the dashboards are individually tailored to them.

Keywords

Web Analytics Key Performance Indicators, Web Traffic Report Development, Participatory Design, Individual Technology Adoption

Introduction

During the last decade, the research field of Web Analytics (WA) has increased (Akter and Wamba, 2016). WA tools are widely used in practice and offer a growing amount of possibilities for tracking the behavior of website users. These additional tracking options can lead to an overload of information and misconceptions (Singal et al., 2014). In addition, there are currently no clear processes for translating these tracking opportunities into customized indicator reports which enable drawing conclusions and actions for a website optimization or a changed customer approach efficiently (Singal et al., 2014). Just because a company has access to data, this does not mean that the potential of the data is fully exploited. Instead, the goal should be to provide each user with the data which is relevant to him in order to adopt the WA technology into their workspace (Waisberg and Kaushik, 2009). The adoption in our case means the active usage of WA KPIs by various stakeholders to analyze their individual website subsections. The problem of getting unspecific and unmanageable amount of data regarding the information needs of WA users can lead to a low acceptance of using WA tools as it has been monitored in related disciplines (Karmokar et al., 2013). Business units (BUs) in a company have different demands for information in terms of the analysis of the company's website (Hausmann et al., 2012). These different user groups of WA tools have already been described but it remains unclear how different requirements can be incorporated (Clifton, 2012). To our knowledge no comprehensive process for identifying the most relevant web traffic indicators with involving the future users has been presented yet (Singal et al., 2014). In fact, this necessity of individually adopted traffic reports to the needs of the individual users explicitly differentiates a process for Web Traffic report