

Practical web analytics for user experience : how analytics can help you understand your users / Michael Beasley

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20427535&lokasi=lokal>

Abstrak

Practical web analytics for user experience teaches you how to use web analytics to help answer the complicated questions facing UX professionals. Within this book, you'll find a quantitative approach for measuring a website's effectiveness and the methods for posing and answering specific questions about how users navigate a website. The book is organized according to the concerns UX practitioners face. Chapters are devoted to traffic, clickpath, and content use analysis, measuring the effectiveness of design changes, including A/B testing, building user profiles based on search habits, supporting usability test findings with reporting, and more. This is the must-have resource you need to start capitalizing on web analytics and analyze websites effectively.