

Diagrams and overviews in the ttps Analytics Dashboard

The ttps Analytics Dashboard offers a range of evaluations for analyzing usage patterns and behavior in the Web Publisher portal and QuickAccess. This document provides an overview of the functions available with the various evaluation views.

1 Introduction

The ttps Analytics Dashboard offers a range of evaluations for analyzing usage patterns in the Web Publisher portal and QuickAccess. This document provides an overview of the functions available with the various evaluation views. Please note that the Dashboard's data always have to be interpreted and supplemented within the company (e.g. via follow-on surveys of the users) in order to obtain a valid, realistic picture of how Performance Support is used within the company. Nevertheless, the Dashboard offers a first rough impression of user behavior, allowing you to identify potential room for improvement or intervention.

2 Visitors

The "Visitors" view offers global information regarding the number of visitors and their system environments, without differentiating between the access paths (as is the case in the other views).

The "Visitors" widget offers a timeline for the returning and unique visitors in relation to the total number of accesses. Information regarding the so-called bounces (immediate departure without additional interaction) and bounce rates can be generated by setting the period to the manual "Range" option. The average time on site is also displayed.

VISITORS	
Returning Visits	1203
Average Time On Site	12 minutes
Bounces	104
Bounce Rate	9%

Furthermore, information regarding the devices used, operating systems and browsers is provided by the other widgets. Needless to say, this is always based on the specified evaluation period.




3 QuickAccess
































The QuickAccess view offers a summary of all user interactions within QuickAccess. Similar to the "Visitors" view, it can also show the user numbers, along with information regarding the bounce rates and average times on site, if a manual "Range" is specified. Please note that, in the case of QuickAccess, it can actually be positive if the average times on site are low, as this may indicate that the users quickly found the information they required. However, a high bounce rate indicates that users couldn't find any helpful content at first glance.

This view also provides detailed information regarding the devices, operating systems and browsers that were specifically used to view QuickAccess.

However, the information visible in the "Applications" widget is much more valuable, allowing you to get a much deeper insight into user behavior.

The Top 25 applications for which QuickAccess was accessed are shown first. This allows you to see the applications for which QuickAccess is particularly

popular. Clicking the magnifying glass icon  allows you to see the specific context (= application) in which the searches were made. The  and  buttons provide information regarding the documents or QuickGuides that were opened after the corresponding context search.

APPLICATIONS		Hits	Misses
<i>Contexts with results</i>		Filter	
Outlook 2016	  	654	
PowerPoint 2016	  	303	
SAP	  	284	
Sales Showcase Publisher	  	265	
SAP VA01	  	257	
Microsoft Windows Operating System	  	256	
Windows 10 Explorers	  	210	
Word 2016	  	194	
tts Home	  	188	
Google Chrome	  	182	
Outlook 2013	  	179	
Windows 10	  	169	

By switching over to the "Misses" view within this widget you can access a display of the applications for which QuickAccess was most frequently opened but for which no help content was found. This information can act as the foundation for expanding the Performance Support provided for these particular applications. After all, the deficit of support is clearly visible.

Clicking the "Filter" button allows you to search more specifically for particular terms within these views and to filter the display accordingly.

4 Processes, Topics, Courses

The "Processes", "Topics" and "Courses" views each contain a list of the Top 25 processes, topics and courses. The widgets described under the "Visitors" view are also available here.

All views also allow you to click one of the breadcrumb elements, which are shown above the structure title in each row, to display an in-depth evaluation of the selected level.

PROCESSES

Page views Business Processes/Order to

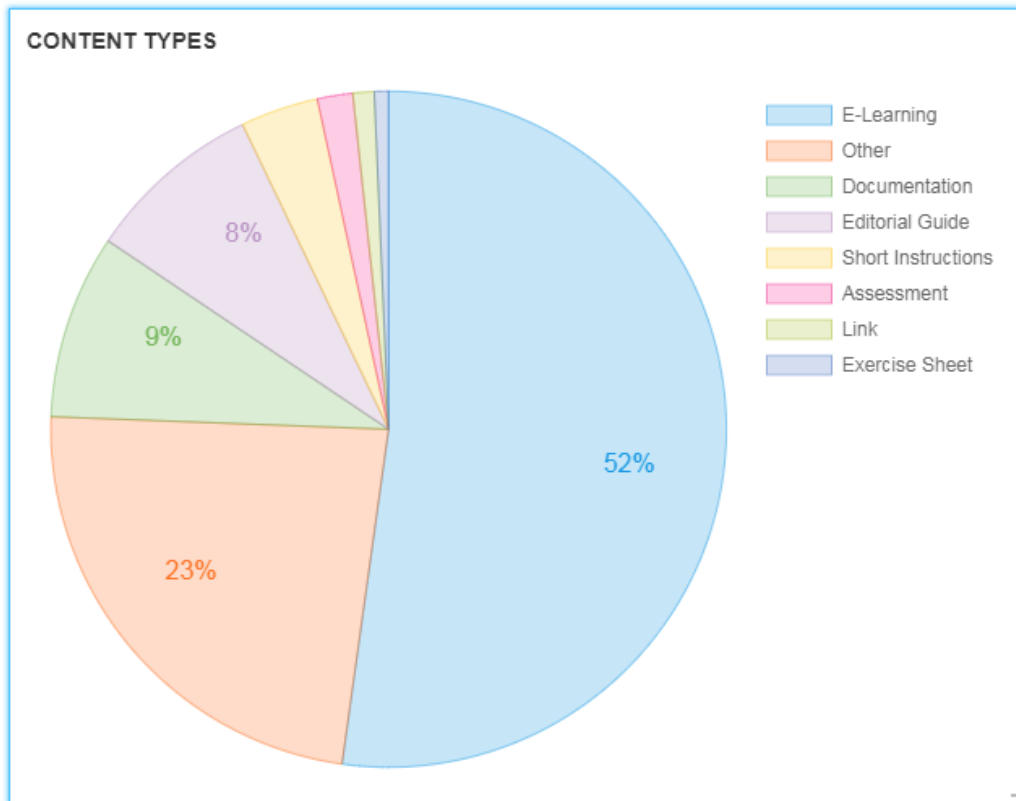
Business Processes / Order to Cash / Order management Standard Order	35
Business Processes / Order to Cash / Order management / Standard Order Order Processing	19
Business Processes / Order to Cash / Order management / Bulk Order Order Processing	10
Business Processes / Order to Cash / Order management Bulk Order	7
Business Processes / Order to Cash / Order management / Standard Order / Order Processing Create customer order	7
Business Processes / Order to Cash / Order management / Bulk Order Delivery	5
Business Processes / Order to Cash / Order management / Bulk Order / Order Processing Create customer order	2
Business Processes / Order to Cash / Order management / Standard Order Shipping	1
Business Processes / Order to Cash / Order management / Standard Order / Order Processing / Check delivery date with production factory	1

Please note: tts supports the multilingual maintenance of processes and topics as standard. The "Top 25" views in the Dashboard show the clicks on the German and the English process (for example) as separate data. Should you be interested in analyzing the total number of clicks on a particular process, regardless of the language set by the users, you would need to add the language variants manually.

5 Content

Similar to the Top 25 lists in the other evaluation views, the "Content" section shows the documents that were most frequently opened. This number refers to all the documents that were maintained in the tts Workbench. In addition to tt documents and their export formats, this also includes links or documents from third-party systems, such as PDFs, PPTs etc.

Furthermore, the "Content Types" view shows which content formats were used most frequently. This evaluation can be particularly useful for drawing conclusions about the export formats that are most popular among users. In companies that strongly rely on the single sourcing principle of tts – meaning that they always generate the up to six possible export formats for a document – this evaluation allows you to see which of the formats is used most frequently. This information can then be used to better tailor the offering to suit the users' requirements.



The "Quick Guides" view can be used to display the most frequently used Quick Guides within a Top 25 list.

6 Portal Search

The "Portal Search" section offers widgets that are similar to the ones found in the QuickAccess view. However, unlike the "QuickAccess" view, this information only refers to searches within the portal. Here too, you can see the Top 25 of the most frequently searched-for terms, along with a log of the the Top 25 search queries that didn't produce any hits. As is also the case with QuickAccess, this information can be used as a basis for improving and expanding the assistance available to users.

Please note that, unlike the QuickAccess evaluation, longer average times on site can be positive news here. After all, this can mean that the users like the content on offer and enjoy browsing through the range of learning opportunities.