



Diagrams and overviews in the Analytics Dashboard

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

1 Introduction

The Analytics Dashboard offers a range of evaluations for analyzing usage patterns in the WebAccess 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.

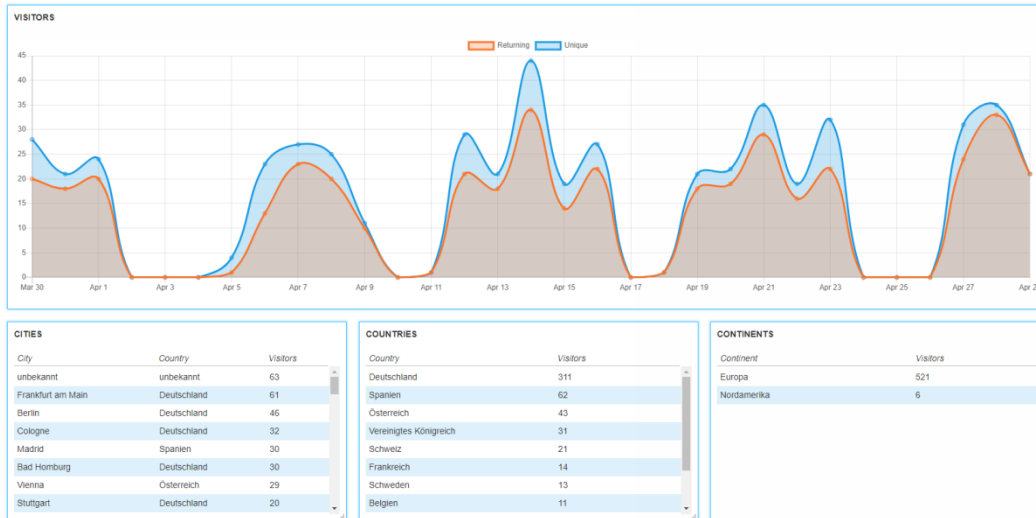
-  The title bar includes many useful functions such as the export of all data to Excel, access to the Help function and the option to limit the period for which the data are to be displayed.
-  The Excel table for Content-* also includes information on the use of content on the document type level.

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. When viewing the line chart, you can use a toggle to select whether the various daily data points are to be displayed, or whether the points of a whole month are to be aggregated into a single data point as soon as you set a data period that is longer than one month. The selection menu on the right of the title bar allows you to set the evaluation period.

In addition to this, the visitor data have now been supplemented to include information on the user's region of origin.

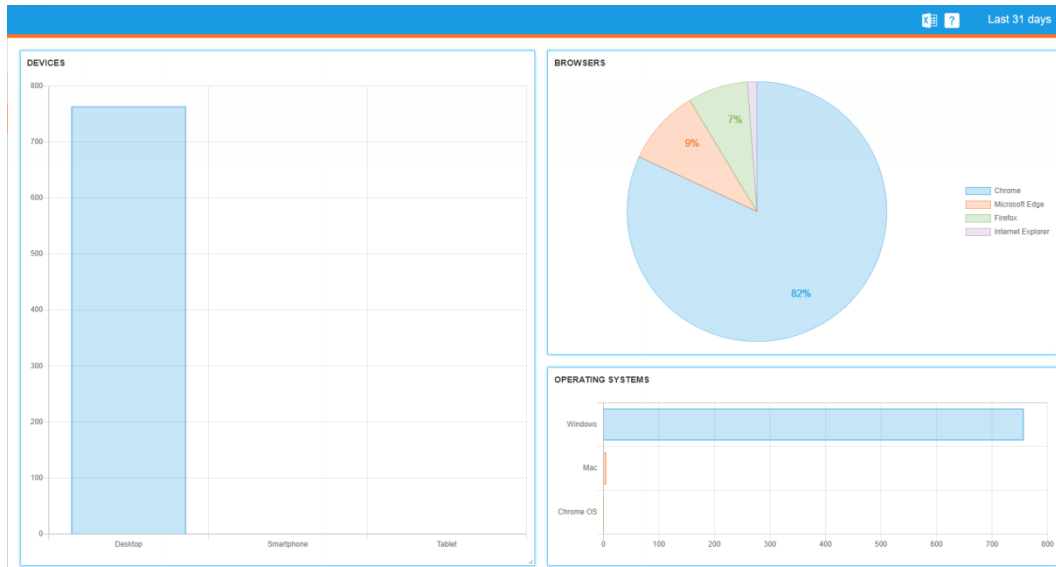


Information regarding the so-called bounces (immediate departure without additional interaction) and bounce rates can be generated by setting the period to the manual "Range" option. The average time on site is also displayed.

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

3 Visits

The Visits view provides information regarding the devices used, operating systems and browsers. Needless to say, this is always based on the evaluation period specified in the top right corner of the title bar.






4 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 Explorer		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.

5 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 performance suite 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.

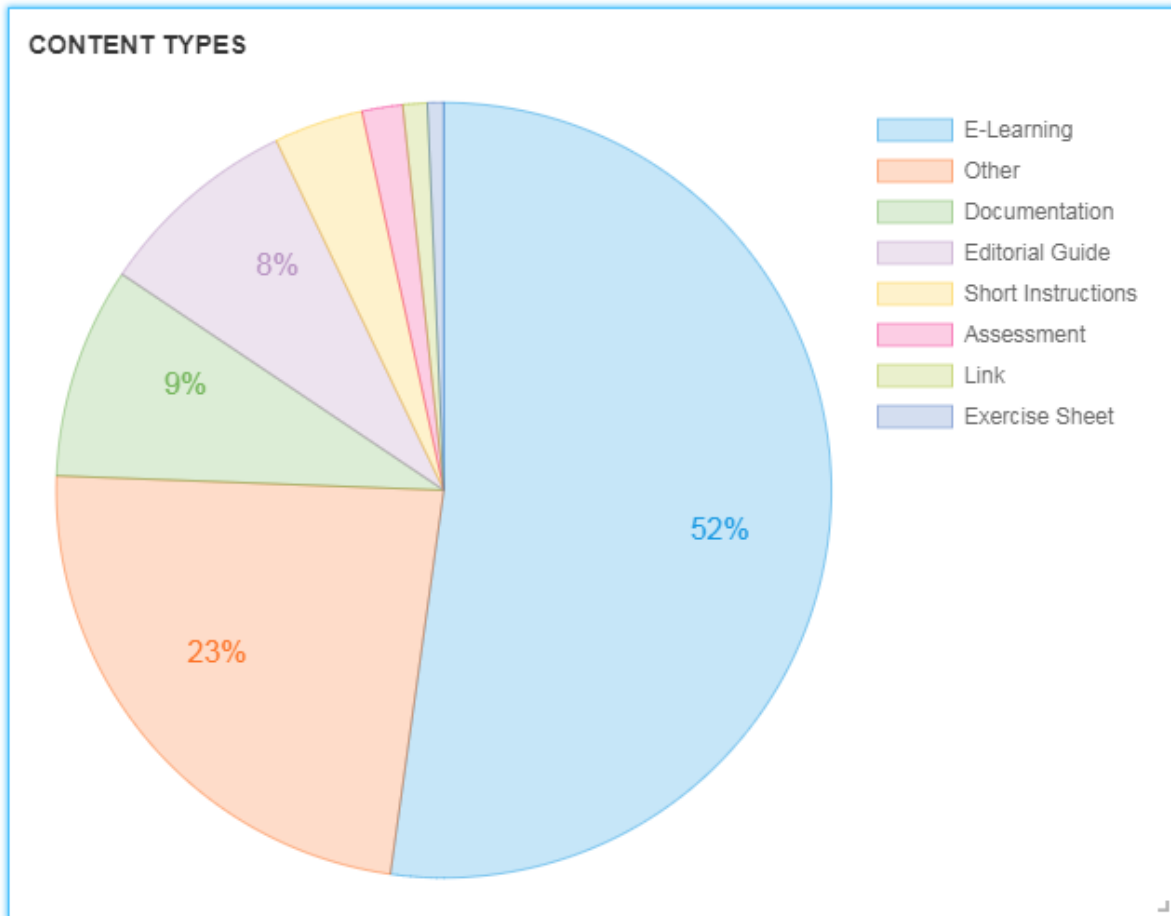
6 Content

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 performance suite Curator. In addition to Producer documents and their export formats, this also includes links or documents from third-party systems, such as PDFs, PPTs etc. (You can also change the view and only display Quick Guides instead of documents. However, this only makes sense if you use Quick Guides.)

You can narrow down the document list by selecting a document type to which the displayed documents should belong. You can also enter a text in the Filter field for searching in the document titles.

CONTENT		Documents	Quick Guides
<i>Documents</i>		All document types	Filter
How do I create a customer order?		42	
Wie lege ich einen Kundenauftrag an?		39	
Aanvragen en verlenen advies		19	
tts Order Wizard		13	
Liste verfügbarer Auftragsarten		12	
Invoeren vergunningsaanvraag - via Intake		11	

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 performance suite – 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.

7 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 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.