



NJ ACTS Website Design and Analytics of Usage Metrics

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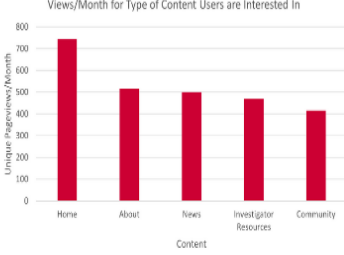





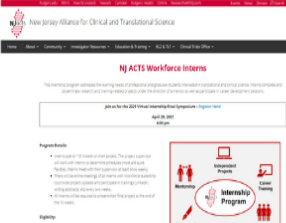
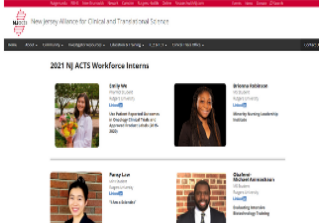

Introduction: The New Jersey Alliance for Clinical and Translational Sciences (NJ ACTS) aims to advance clinical and translational science (CTS) to improve health and health care in New Jersey. The NJ ACTS website serves as a gateway to finding funding or research opportunities or learn more about how CTS is changing health care in New Jersey. The purposes of this study are to analyze the content users are primarily interested in, discover what type of users explore the site, and redesign the website layout.

Methods: The study was conducted using Google Analytics and the dates observed were from 2020. The analysis was divided into two different observations: content value and user activity. WordPress was used to design the website.

Results: The top five contents users were most interested in with the highest monthly average views were: the NJ ACTS “Home” page (743 views per month/VPM), “About” (515 VPM), “News” (501 VPM), “Investigator Resources (469 VPM), and Community (415 VPM). The top viewed pages, excluding the home page, by month were the “Workforce Development Internships” (583 VPM), “About” (515 VPM), “News” (501 VPM), and “Investigator Resources” (469 VPM). Since NJ ACTS is based in New Jersey, the top cities within New Jersey that users came from were New Brunswick (1,683 sessions) and Piscataway (1,522 sessions).

Conclusions: The pages on the NJ ACTS site that users were most drawn to were the NJ ACTS home page, About, News, Investigator Resources, and Workforce Development Internships pages. These areas should be the most focused on when improving the site and to attract more visitors to the site.

NJ ACTS Website Design & Analysis of Usage Metrics

Tasks	Objectives	Results																			
 <p>Website Metrics</p>	<ul style="list-style-type: none"> Gain understanding of type of user, most viewed topics, and value of content in the 2020 year Identify broken links that make a bad user experience <p>Value: Use analysis to focus of designing users' most visited pages better</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Top Viewed Pages by Month*</p> <table border="1"> <tr> <td></td> <td></td> </tr> <tr> <td>Workforce Development Internships 583 views/month</td> <td>News 501 views/month</td> </tr> <tr> <td>About 515 views/month</td> <td>Investigator Resources 469 views/month</td> </tr> </table> <p><small>*excluding home page</small></p> </div> <div style="width: 45%;"> <p>Views/Month for Type of Content Users are Interested In</p>  <table border="1"> <caption>Views/Month for Type of Content</caption> <thead> <tr> <th>Content</th> <th>Views/Month</th> </tr> </thead> <tbody> <tr> <td>Home</td> <td>743</td> </tr> <tr> <td>About</td> <td>515</td> </tr> <tr> <td>News</td> <td>501</td> </tr> <tr> <td>Investigator Resources</td> <td>469</td> </tr> <tr> <td>Community</td> <td>415</td> </tr> </tbody> </table> </div> </div>				Workforce Development Internships 583 views/month	News 501 views/month	About 515 views/month	Investigator Resources 469 views/month	Content	Views/Month	Home	743	About	515	News	501	Investigator Resources	469	Community	415
																					
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News	501																				
Investigator Resources	469																				
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 <p>NJ ACTS Website Redesign</p>	<ul style="list-style-type: none"> Redesign the website to capture users' interest and highlight the core contents Explore other CTSA websites and learn how they design their websites <p>Value: Results in a creative and appealing website design to retain users</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>5 Cores - Views/Month</p> <table border="1"> <tr> <td>Workforce Development:</td> <td>348 views/month</td> </tr> <tr> <td>Informatics:</td> <td>18 views/month</td> </tr> <tr> <td>Community:</td> <td>420 views/month</td> </tr> <tr> <td>Regulatory:</td> <td>56 views/month</td> </tr> <tr> <td>Special Populations:</td> <td>31 views/month</td> </tr> </table> </div> <div style="width: 45%;">   </div> </div>		Workforce Development:	348 views/month	Informatics:	18 views/month	Community:	420 views/month	Regulatory:	56 views/month	Special Populations:	31 views/month								
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 <p>Analytics User Guidebook</p>	<ul style="list-style-type: none"> Build an operating procedure to continue metric assessments in the future <p>Value: Helpful user guide to easily evaluate data from Google Analytics</p>	