

## What users want

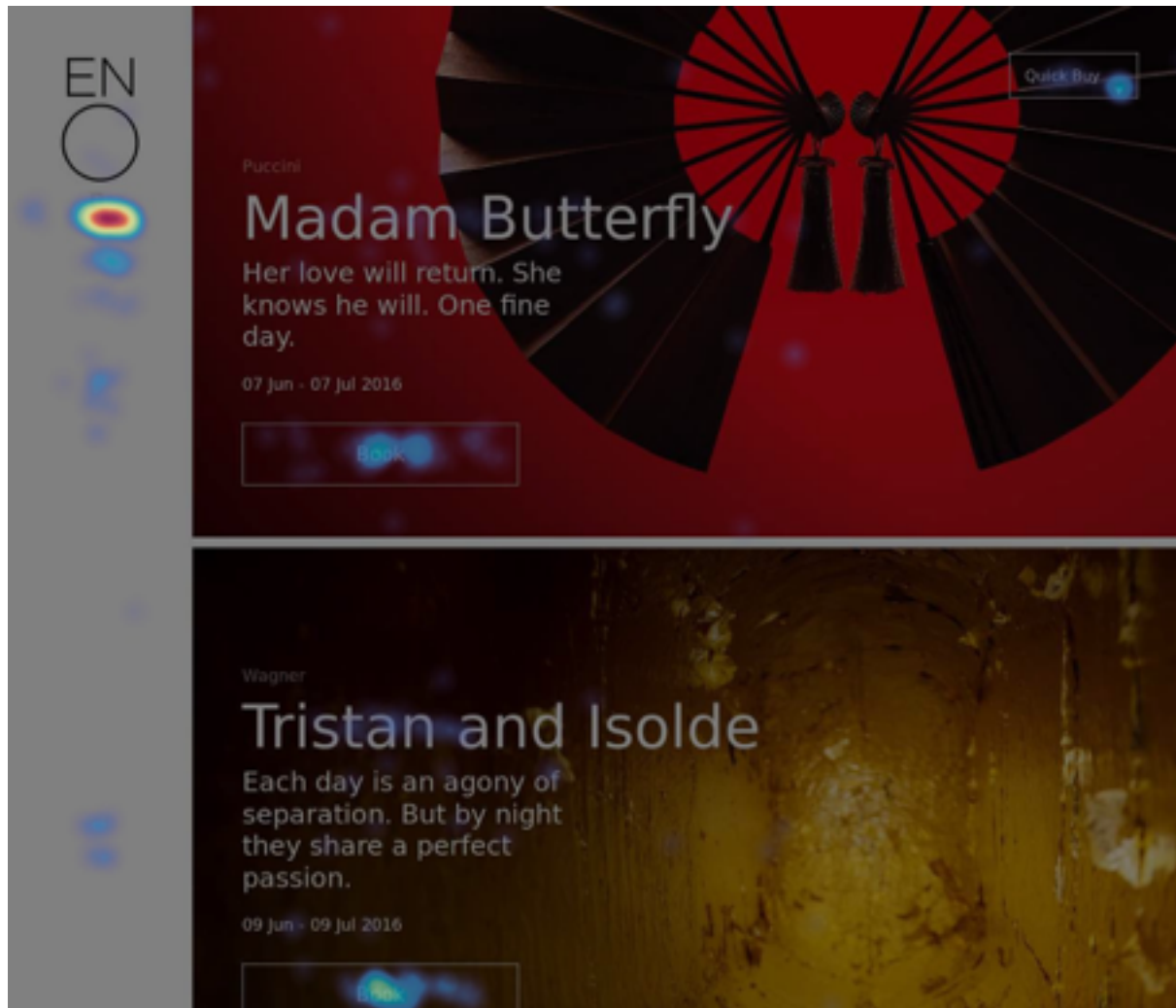
Using data and tools to ask users what they actually want from our website

# The homepage is dead

- We merged our homepage and our listings page.
- Why?  
Because that's what our users wanted.

We know this from heatmaps, user recordings, user polls, open ended responses and Google Analytics.

# Exhibit A: Heatmap



- From our Hotjar heatmapping, 34% of clicks were attributable to the What's On link in the nav
- The two production listings above the fold averaged about 11% of clicks; the third listing was just 3%

**Jenufa**  
Is honour more important than love... or life?  
22 Jun - 18 Jul 2016

**Latest News**

- The Force of Destiny wins at 20th South Bank Sky Arts Awards**
- Public booking now open for ENO 2016/17 Season**
- Priority booking for ENO 2016/17 Season now open for Subscribers and Access Scheme**

**Highlights**

- Your visit
- About us
- Discover Opera
- Support us

**LONDON COLISEUM**  
Home of English National Opera

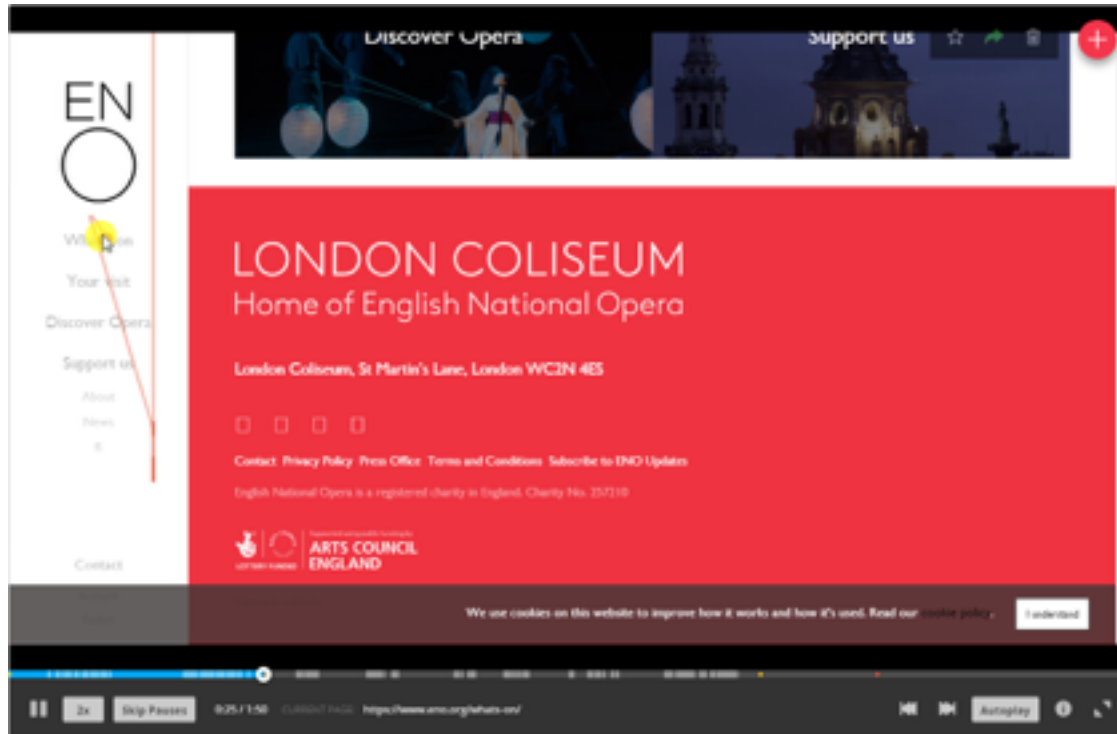
The London Coliseum, St Martin's Lane, London WC2E 4JQ

020 7300 9000 [www.eno.org.uk](#) [www.londoncoliseum.org](#)

ENO LONDON COLISEUM

- Below the fold:
- The third listing was just 3% of clicks and things got drearier the further down we go. Nothing got more than about 1% of clicks on the page.

# Exhibit B: User recordings



- We recorded user visits to the site using Hotjar.

# Exhibit C: User polls

Why did you visit our website today?

To book a ticket

To find out more about a production

To find out more about opera

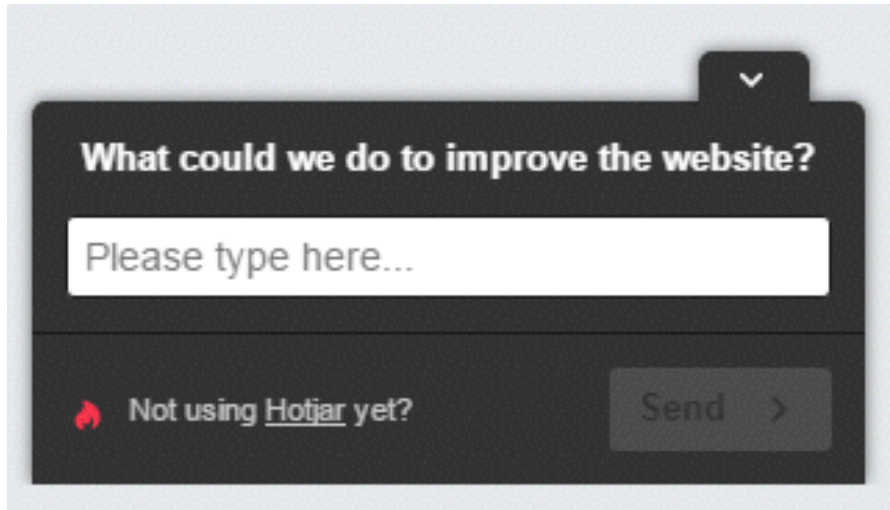
Other

Not using [Hotjar](#) yet?

Send >

- We set up a simple multi-choice poll on the site asking users what their reason for visiting was.
- We had over 5000 responses across devices and browsers
- 80% of respondents were on the site to book a ticket or find out about a production.

# Exhibit D: User responses



A screenshot of a user feedback form. The form has a dark background with white text. At the top, it asks "What could we do to improve the website?". Below this is a white text input field with the placeholder text "Please type here...". At the bottom left, there is a small red flame icon followed by the text "Not using Hotjar yet?". At the bottom right, there is a grey button with the text "Send" and a right-pointing arrow.

- We also asked users what we could do to improve the website
- Some responses were more helpful than others...

show all upcoming shows

List all productions on the Home page

Tile all events on the homepage at a glance; put start times and dates on homepage listings.

- There were clear recurring themes that users wanted to access all of our productions easily and clearly.



# Exhibit E: Google Analytics



Page	Pageviews	% of filtered page views
/whats-on/	514954	16.38
/	447826	14.25
/whats-on/sunset-boulevard/	188647	6.00
/whats-on/madam-butterfly/	162560	5.17
/whats-on/tristan-and-izolde/	86624	2.76
/your-visit/	73287	2.33
/whats-on/akhnaten/	67942	2.16
/whats-on/the-magic-flute/	49187	1.56
/whats-on/jenufa/	42008	1.34
/production-calendar/	39487	1.26

- The What's On page was the most popular page on the website, ahead of the homepage.
- However, the homepage was the top landing page.

# What do our users want next?

---

Have a calendar

Clearly showing calendar of upcoming productions

allow the calendar to be printable so I can keep it

---

Show seat availability against performance dates

---

well cheap tickets are advertised but I cant find any

Have a search by date function for what's on

---

- We added our production calendar as a last-minute functionality during the site build.
- We didn't realise how important it was actually going to be for our users.
- Again, GA data, heatmapping, and actual user responses have told us that this is an important tool for their experience.
- Understanding what motivates our users helps us decide how to develop our site.

# Provocations



- How do you make decisions on site development and prioritisation? What is the process by which you decide to develop?
- What areas of your website could you test and radically change based on data?