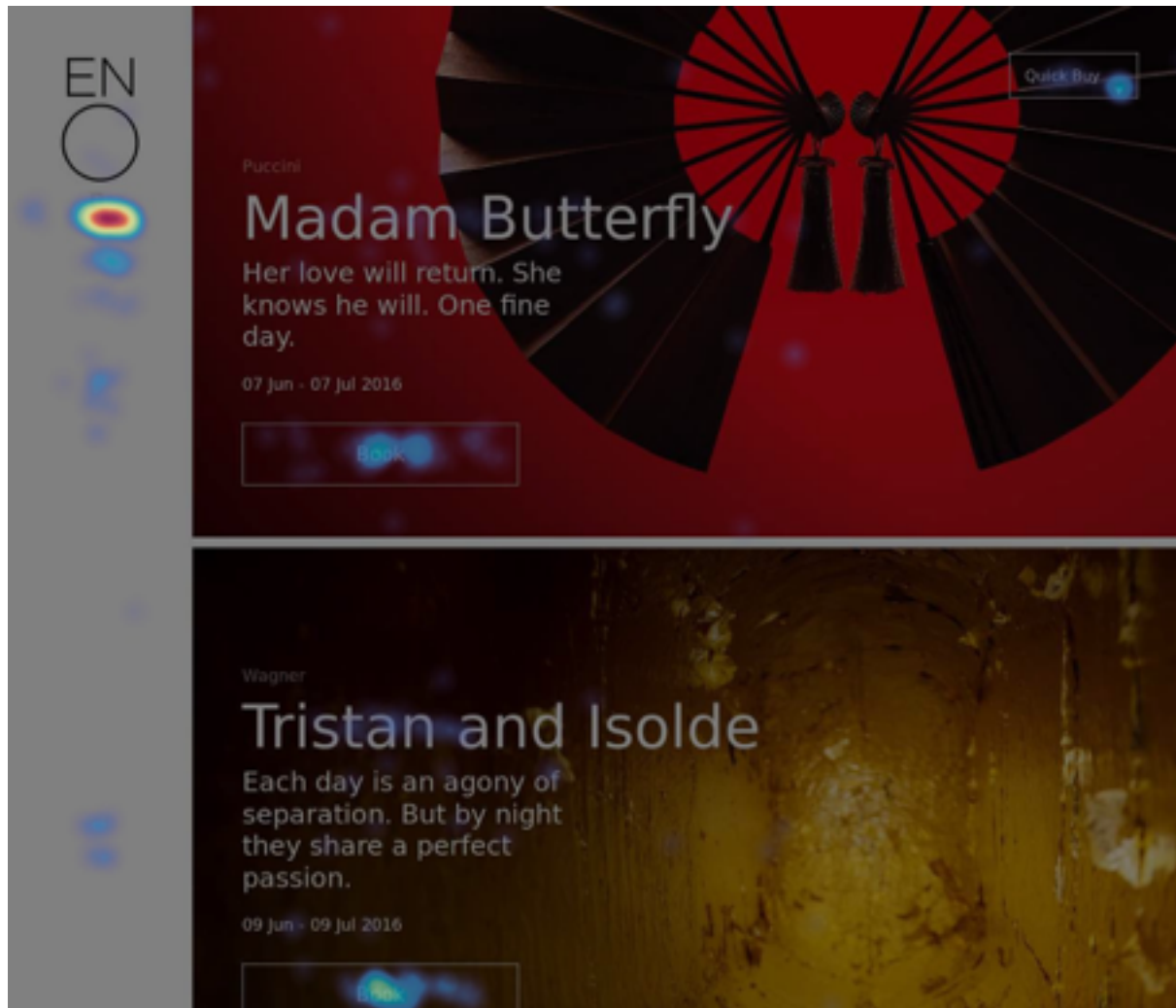# What users want

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%

- 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.
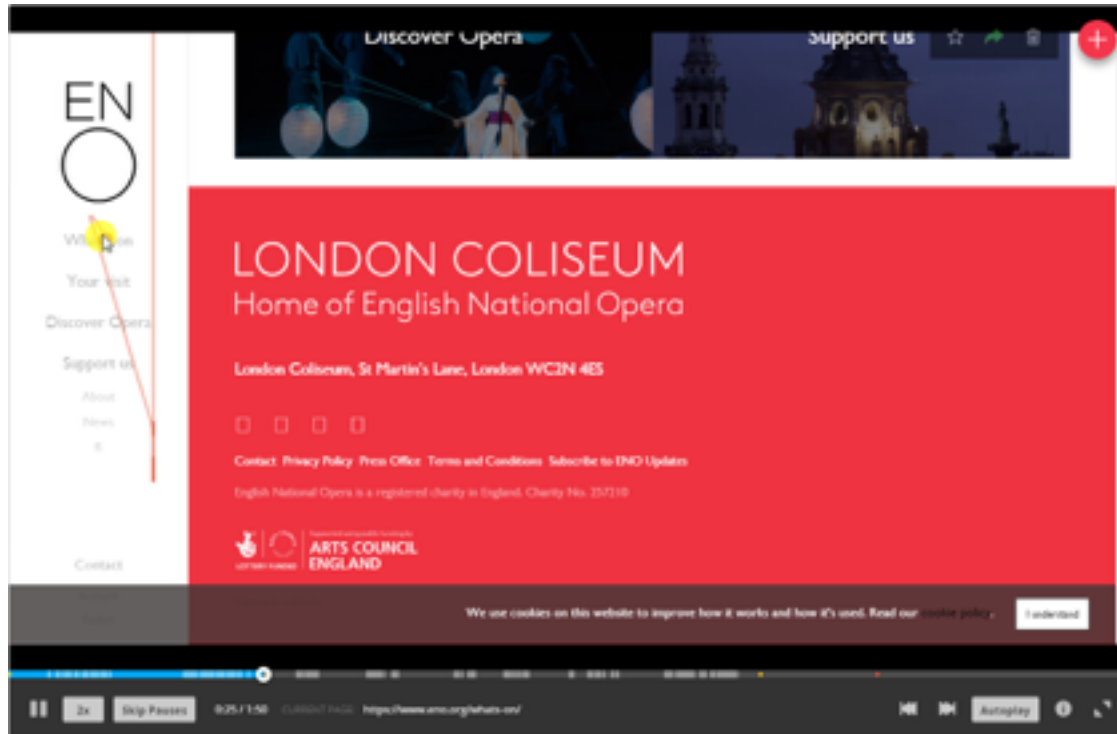
- We recorded user visits to the site using Hotjar.

Exhibit C: User polls

Why did you visit our website today?

☐ To book a ticket

☐ To find out more about a production
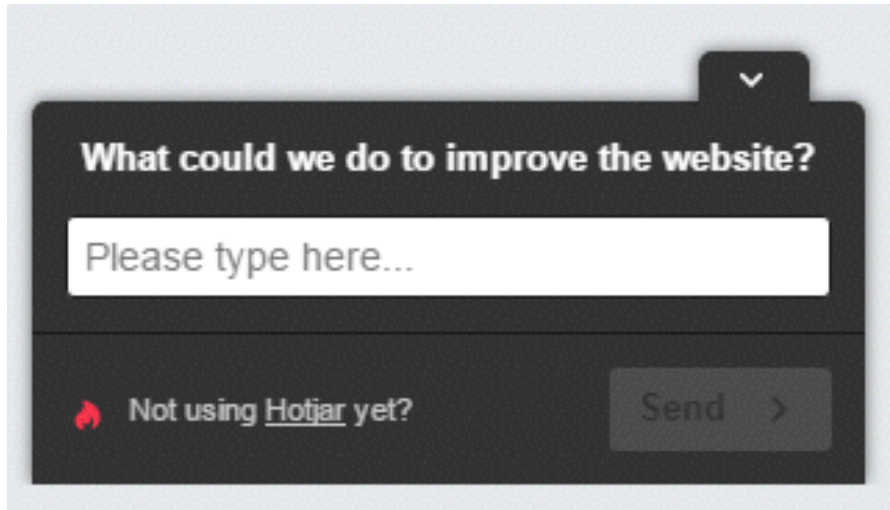
☐ To find out more about opera

☐ 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

What could we do to improve the website?

Please type here...

Not using Hotjar yet?   Send >

- We also asked users what we could do to improve the website

- Some responses were more helpful than others...

show all upcoming shows

Lis allt productions on the Home page

Tile all events on the homepage ata 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-isolde/	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?

EN
O

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?