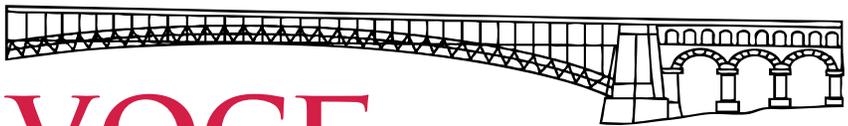


Walt Disney News

Heatmap Analytics Report



VOCE COMMUNICATIONS
A PORTER NOVELLI COMPANY

Mouse Move Heatmaps

The heatmaps show hotter colors in areas that cursors spend more time. Independent research shows that there is an 84% to 88% correlation between mouse and eye movements. This is insightful as it allows us to see, based off mouse movements, what the users are looking at and are drawn to.

Click Heatmaps

Click heatmaps show heat on areas that are clicked by users. These types of heatmaps are beneficial as you can see where exactly users are clicking and not just what they click. For instance, if there is heat on an item that isn't a link then that shows that it would be beneficial to make it a link since users try to use it as one.

Scrollmaps

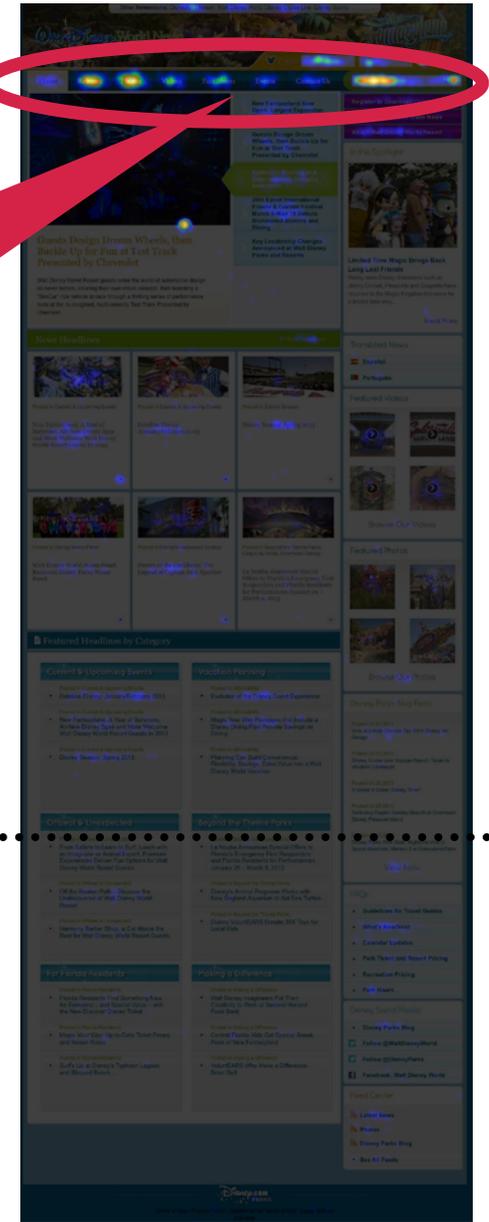
Scrollmaps allow us to see the scroll reach or how far down most visitors are scrolling down a page or abandoning. This allows us to see the true "fold" of a page which typically varies based off the type of content and purpose of the page.

Mouse Move Heatmap

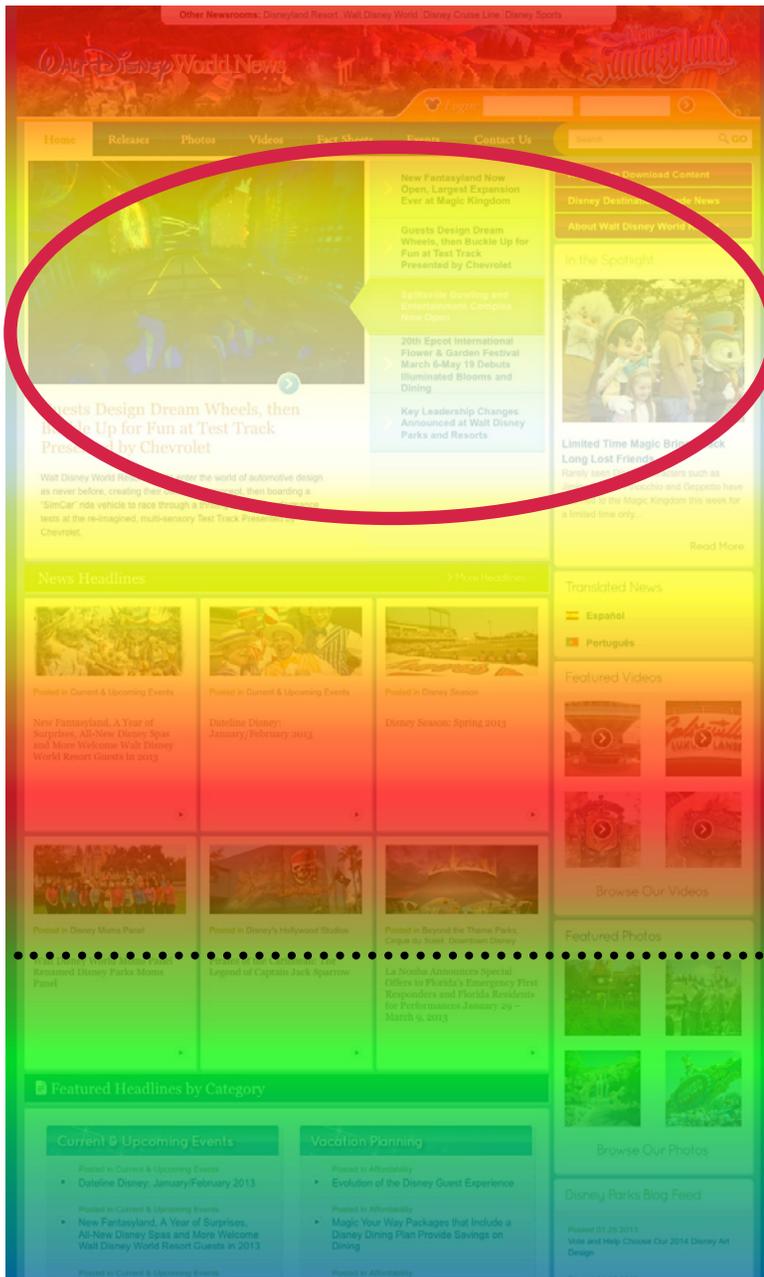
Click Heatmap



From a high level you can see mouse movement and clicks are primarily towards the top of the page.

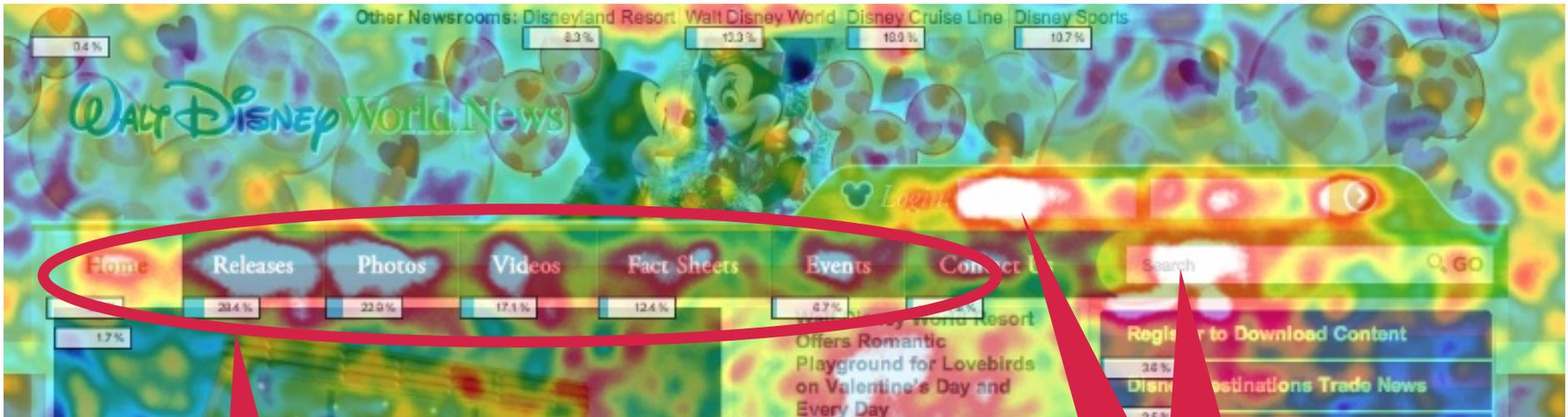


Past this point interaction deminishes very quickly. 25% of users don't scroll past this point.



This shows that users scroll to make the carousel the main target of their scrolling.

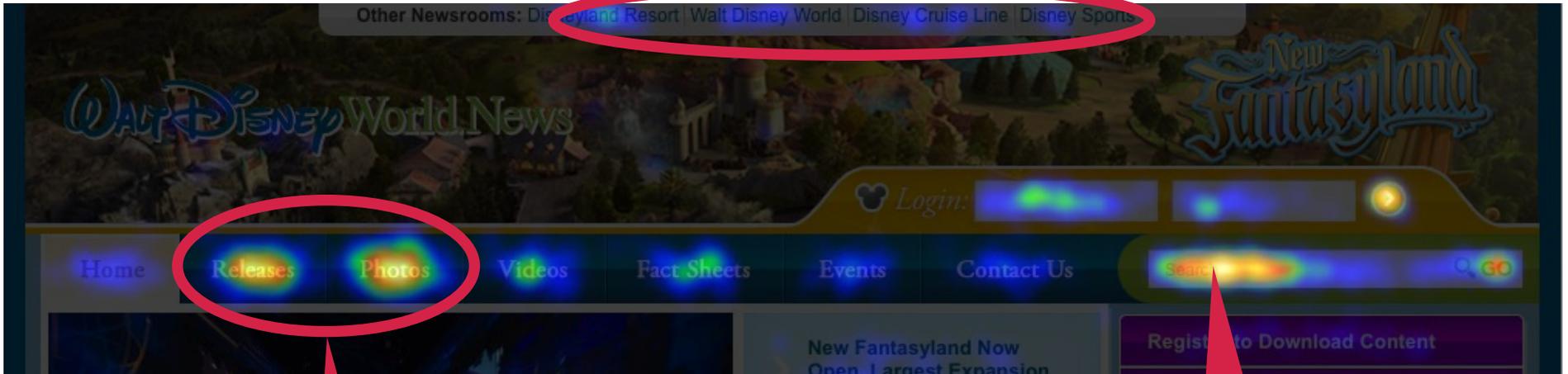
50% of visitors don't scroll past this point.



The mouse movement decreasing over the nav from left to right shows that the order in which we have the nav items is correct in what users are looking for.

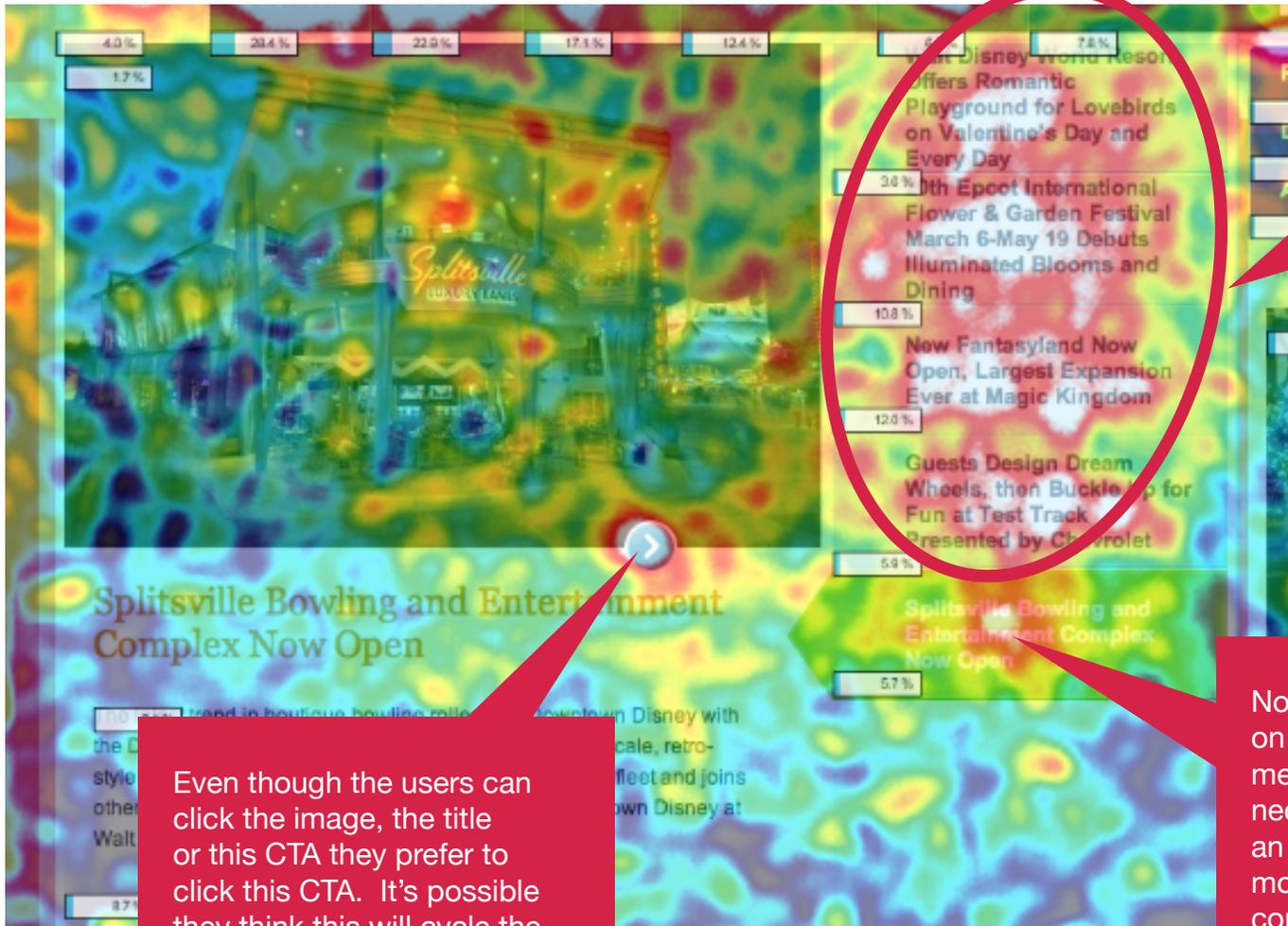
Search and the login form are two very active areas. It is important that they, especially search, remain easy to find and easily accessible in the redesign.

Some clicks in the “Other Newsrooms” link section, but not as much as the primary navigation, search or login. Needs to remain in redesign but maybe not as prominent.



It's clear to see the two most popular sections. “Photos” gets 7.3% of clicks and “Releases” gets 5.8%.

Search is most clicked on element on the homepage at 10% of clicks.



Carousel is highly successful at engaging visitors.

Even though the users can click the image, the title or this CTA they prefer to click this CTA. It's possible they think this will cycle the carousel as that is what arrow icons usually do in carousels.

Not as much hover activity on the fifth item. This could mean that a fifth item isn't necessarily needed as there is an obvious decline in mouse movement over this item compared to the others.

New Fantasyland Now Open, Largest Expansion Ever at Magic Kingdom

Guests Design Dream Wheels, then Buckle Up for Fun at Test Track Presented by Chevrolet

Splitsville Bowling and Entertainment Complex Now Open

20th Epcot International Flower & Garden Festival March 6-May 19 Debuts Illuminated Blooms and Dining

Announce Parks and Res...

Guests Design Dream Wheels, then Buckle Up for Fun at Test Track Presented by Chevrolet

Walt Disney World Resort guests enter the world of automotive design as never before, creating their own virtual concept, then boarding a "SimCar" ride vehicle to race through a thrilling series of performance tests at the re-imagined, multi-sensory Test Track Presented by Chevrolet.

75% of clicks are from new visitors and 25% from returning visitors. This is further evidence that users might be confused about what this button does.

Note: This doesn't exist in the new carousel design.

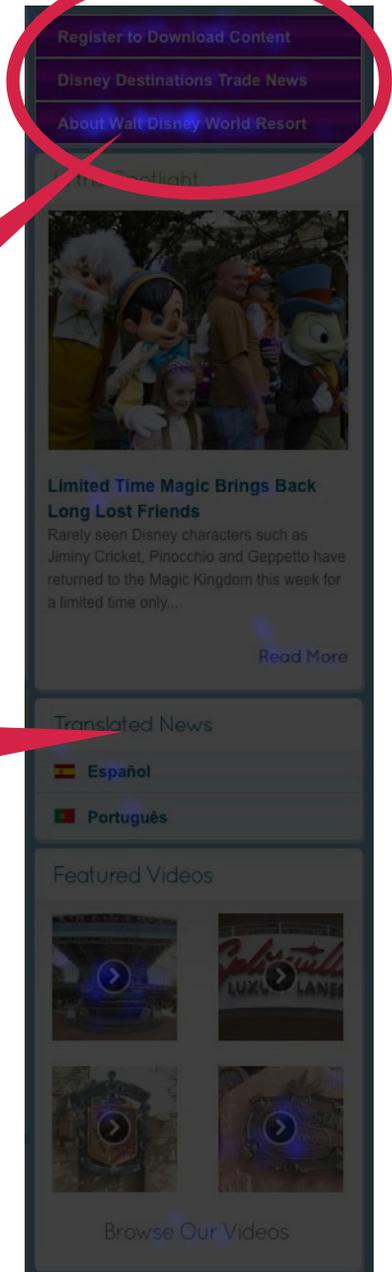


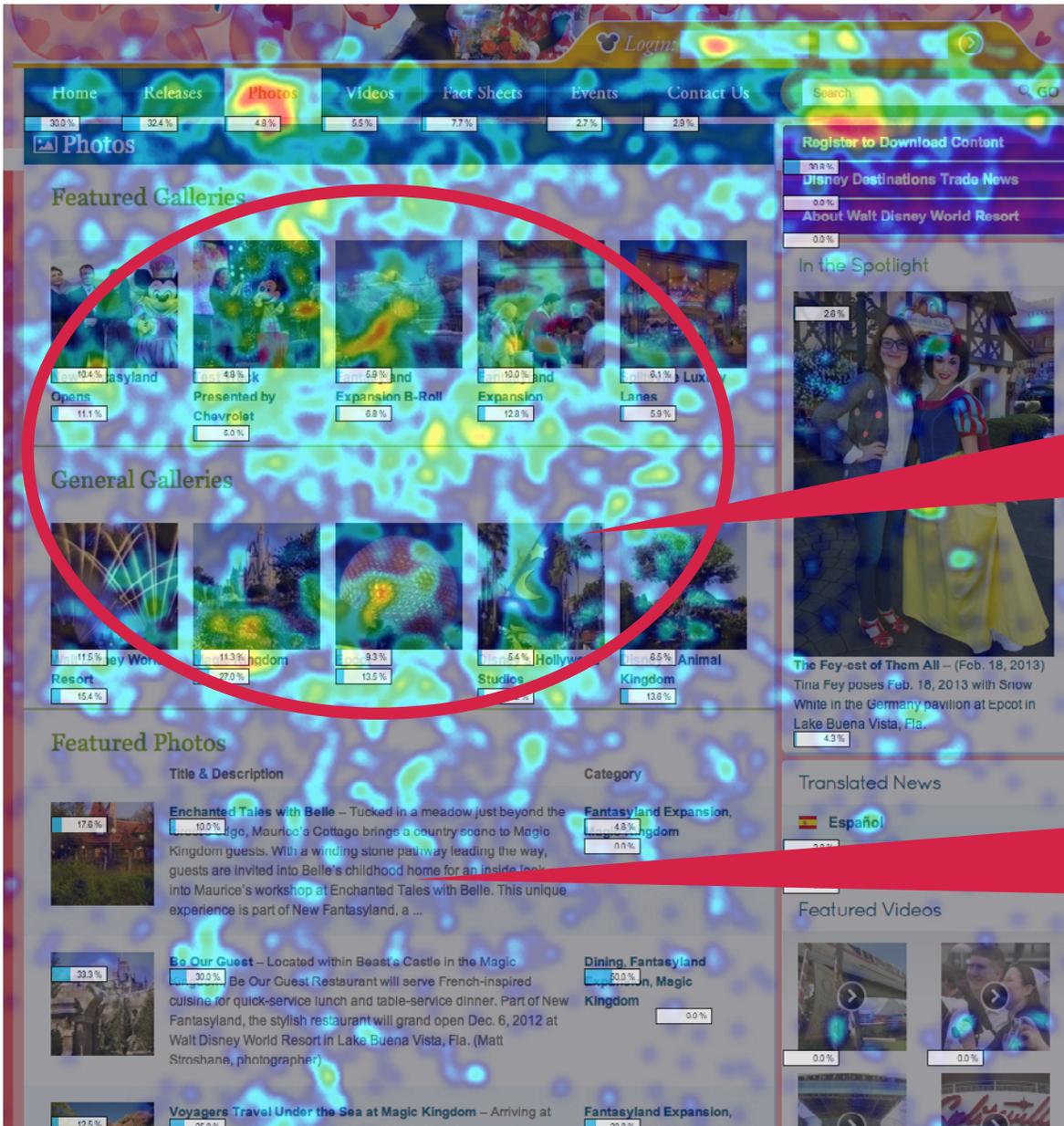
This activity looks to be traffic from mouse movement in and out of the carousel area and around the search. This mouse movement doesn't appear on other pages.

Of these supplemental links, the "About" link is most popular. On the homepage it sees 1.5% of all clicks.

Most right column content is auxiliary so it's ok that it doesn't have the bulk of the interaction. But some things could be condensed or relocated to reduce overall length. The translation links, for instance, could be moved to the footer.

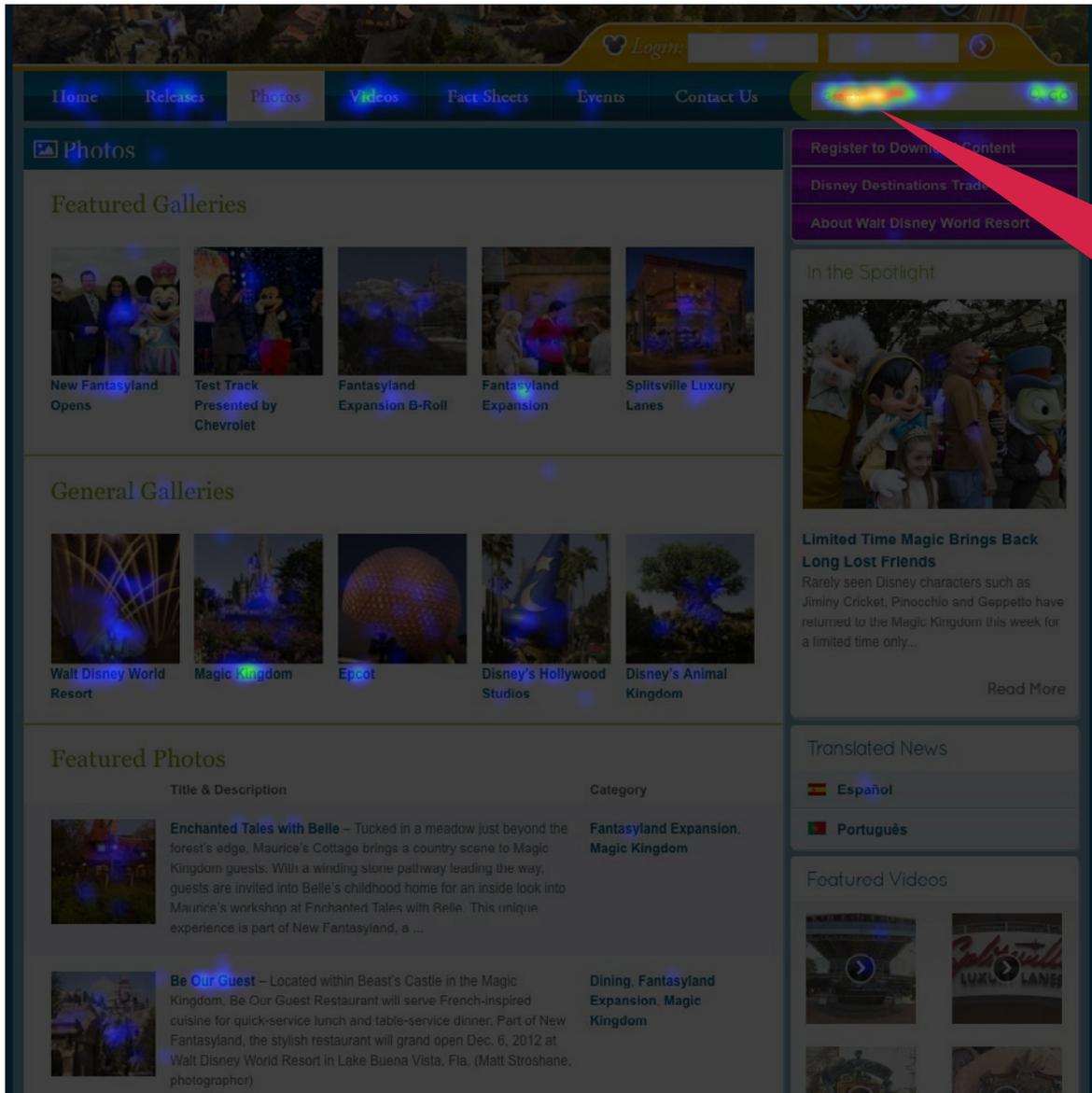
Generally not much mouse movement in the right column. Images do seem to attract interaction though.





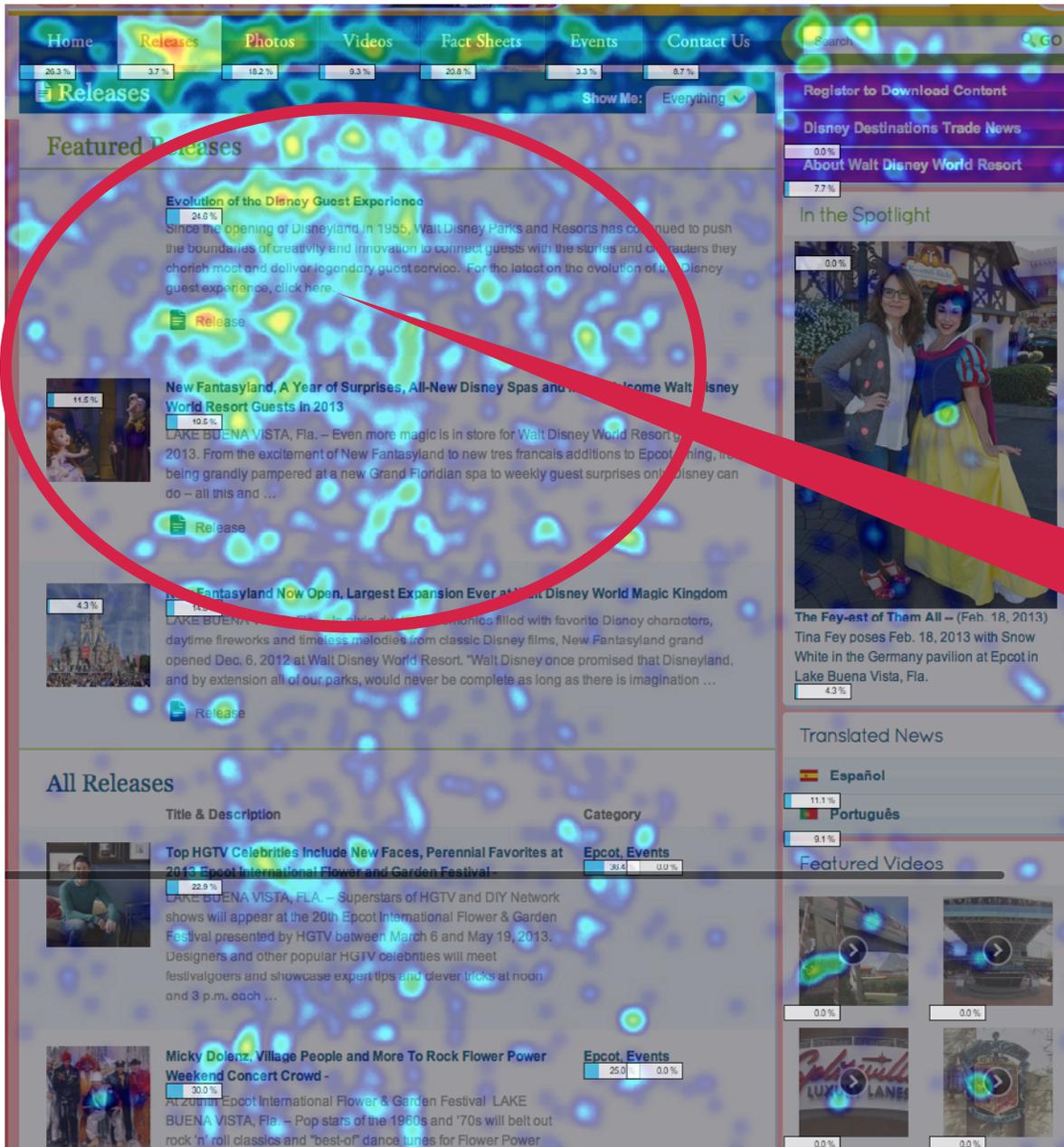
Users interact more with the larger photos with less text. The condensed view is most likely easier for them to see more in less space making it easy for them to find what they are looking for.

May be better to save the detailed text and category info for the detail view.

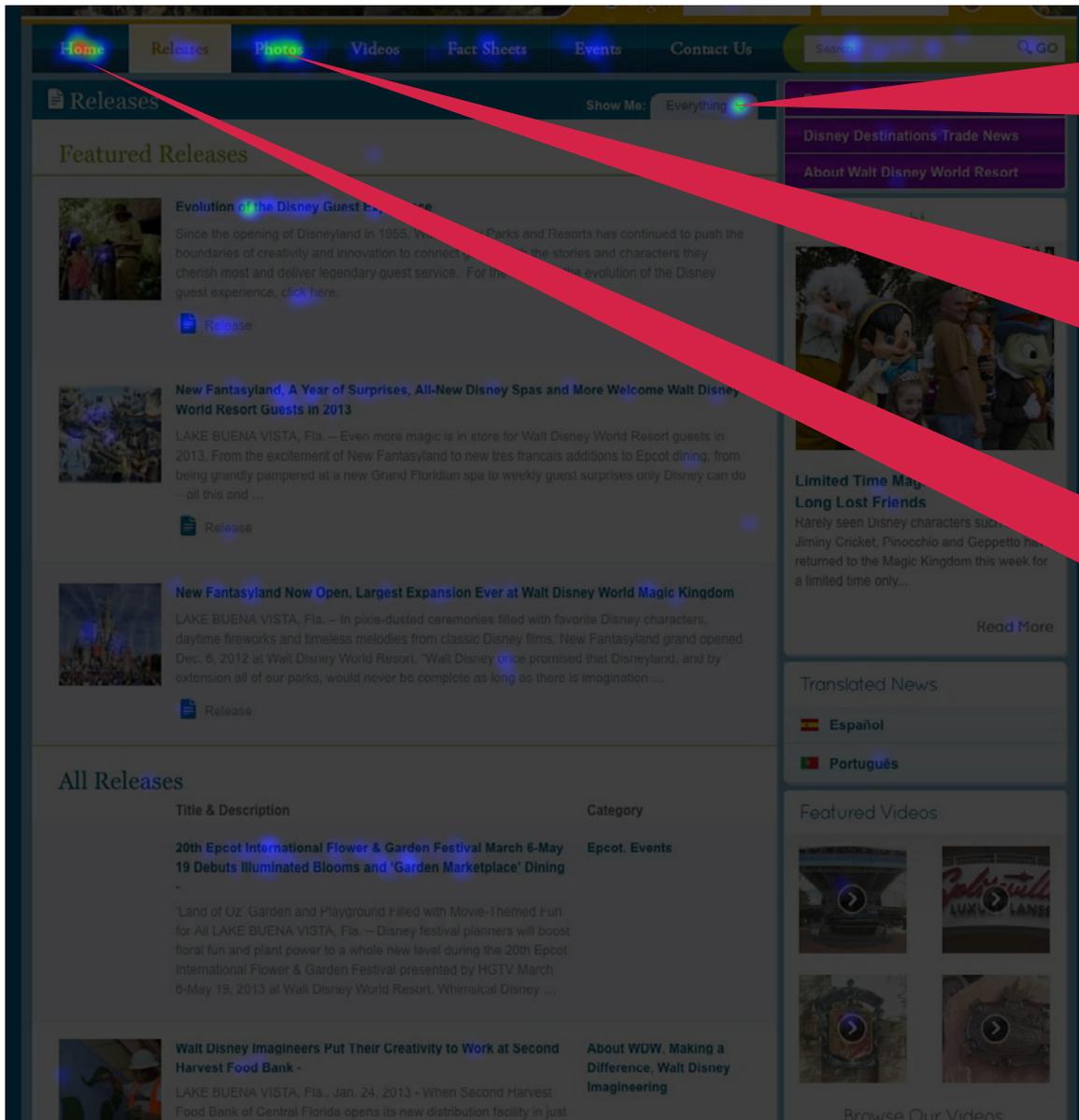


Search is the most clicked on item on this page (11%). This shows users are using this to find more photos, which could be largely due to lack of pagination on this page.

One feature I would like to add is a type dropdown as part of the search so the user can choose a specific type of search instead of seeing results for all types. The default choice can be determined by the section they are in. For instance, if they are in "Photos" then the default search type would be "photos".



Most mouse movement is in the "Featured Releases" area at the top.

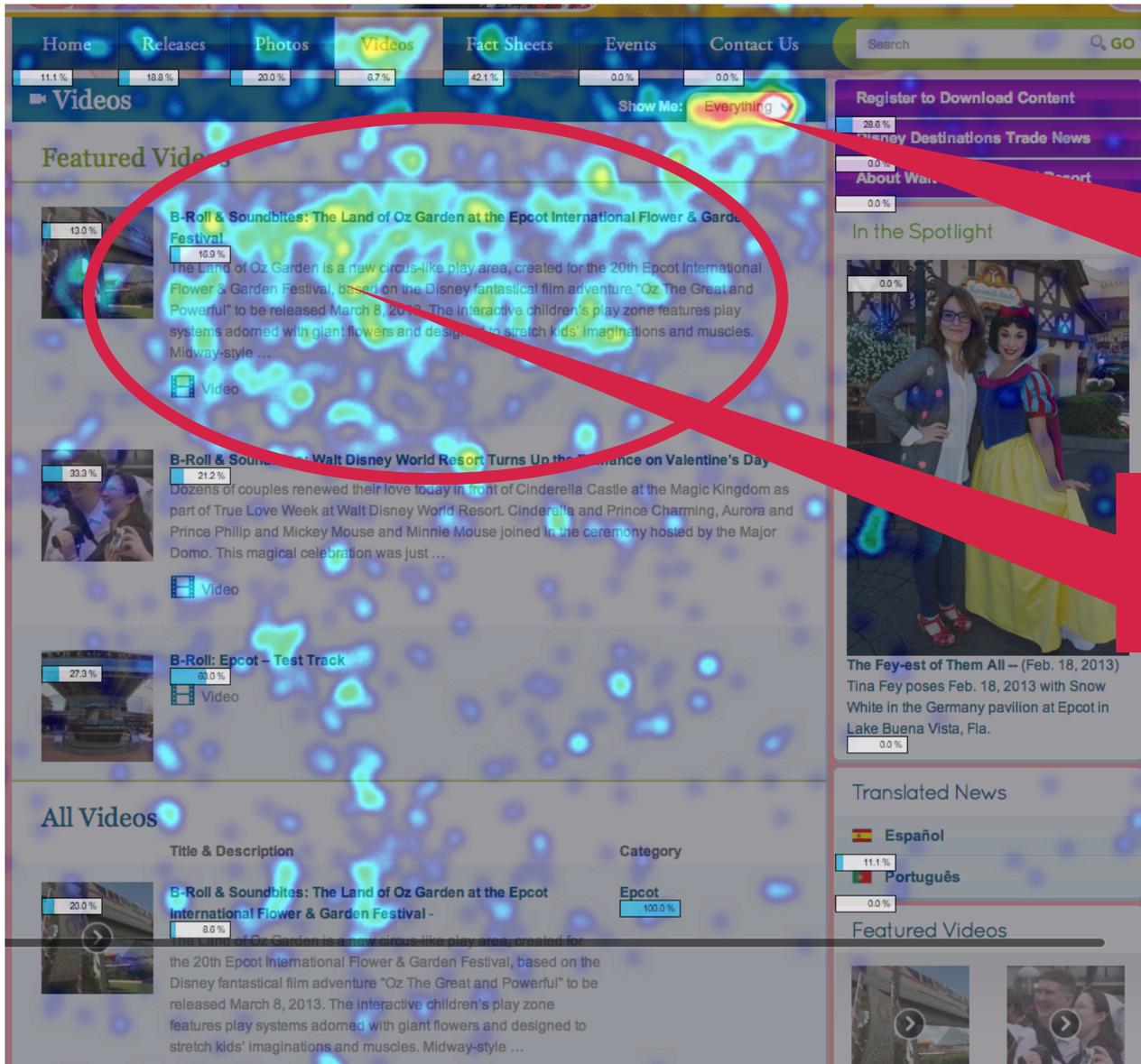


Only 2.8% use the filter

Most clicks on this page are to the "Home" and "Photos" pages. Clicks on "Photos" is 9% of clicks.

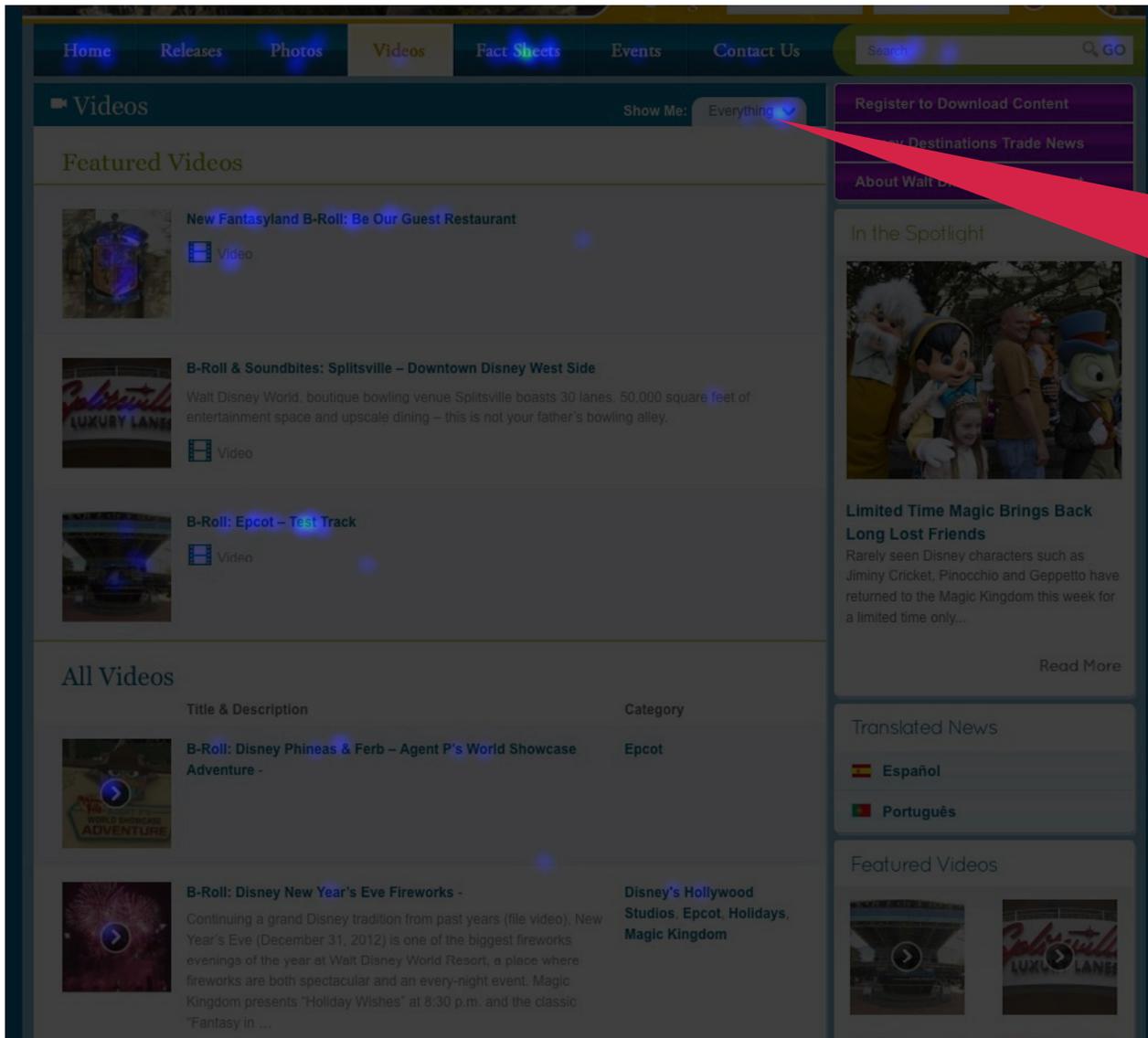
8% of clicks are on "Home"

Pagination is used. 5.7% of clicks are for "page 2" and 2.8% on the "next" arrow.



Hover activity over the filter is much higher on the “Videos” page. This shows that users want to filter.

This mouse movement is likely from when the “Show me” menu is active.



Clicks on the filter are only 4%, much lower than the hover activity would indicate. This means users are confused as to what this does. Currently the cursor doesn't change to a "hand" indicating it is clickable. Fixing that and possibly using clearer verbiage would ease the confusion.

Pagination is used. 9% of clicks are for "page 2". Indicating that users are scrolling and scanning the content then clicking to see more. Scrollmap for this page confirms that.

Home

Releases

Photos

Videos



Avg. Screen Fold

Over 90% of users scroll past the average screen fold.

Users are scrolling more on the "Photos" and "Videos" landing pages.

Condensing to Reduce Page Height

Condensing and consolidating content is recommended throughout. Notably the main landing pages and the global right column would benefit most from this.

Homepage

As seen in the scrollmap the homepage isn't scrolled nearly as much as the main sub-landing pages. This evidence paired with the heatmap data suggest that the homepage is being used as a hub or jumping point for people to branch out and find content they are looking for. The homepage is very long currently with some items having fixed heights instead of letting the content dictate height. This has caused some areas to have wasted space.

Right column

The right column could benefit from consolidation via tabs. For example, instead of having separate "Featured Videos" and "Featured Photos" we could tabs those so there is one section and you see only one at a time. Some items such as the language options, social media and feed center might work better down in the footer. The "In the Spotlight" is also very long and located in a prime visibility spot. Reducing its height is recommended, as is evaluating the importance of this module.

Listings

Reserving meta data such as descriptions and categories for detail pages (specifically the photos section) to save space and show more items in a condensed area.

Enhanced Search Bar

Since the search is heavily used, it would be beneficial to add a "type" dropdown for the search. This would allow for users to choose what they are looking for so the results page is targeted for this media type. The dropdown would default to an "all" option unless the user is in a specific section. If there user is in "Photos" the default option would be "photos" for example.

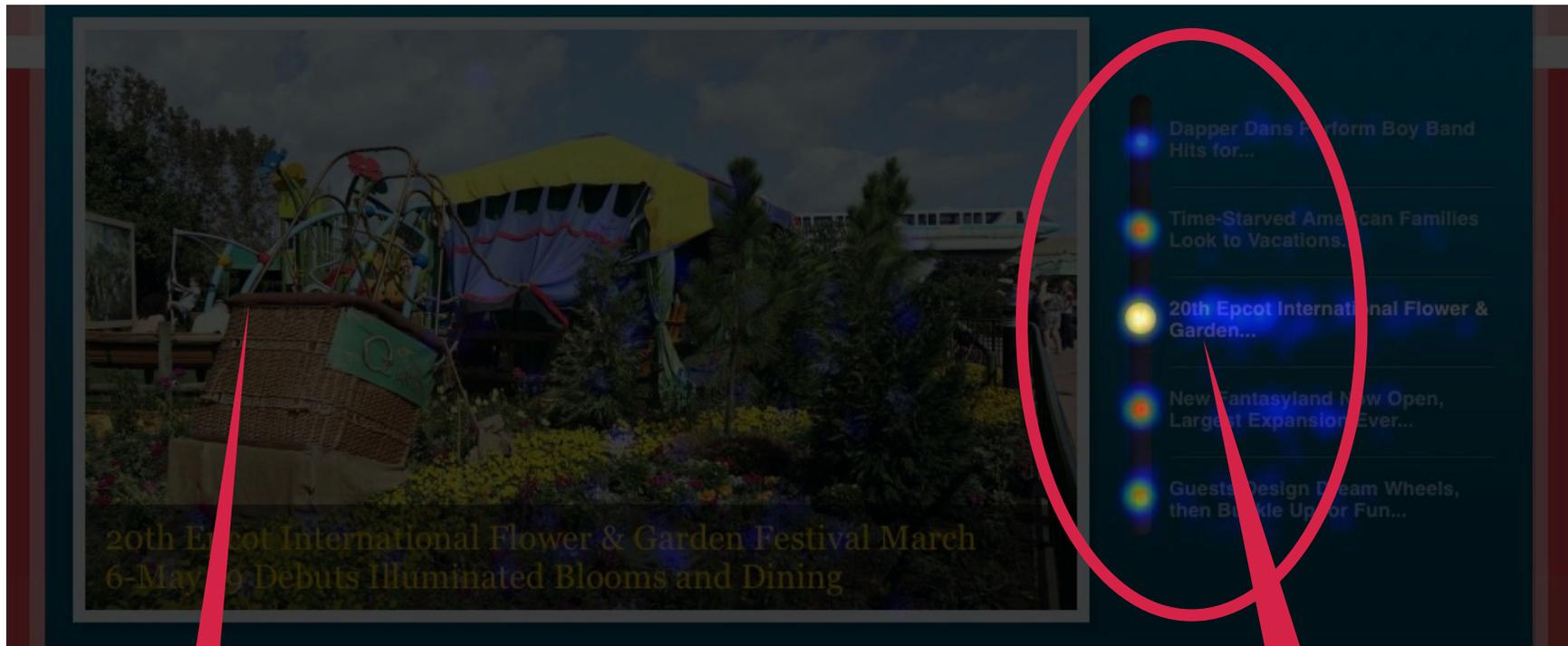
Carousel

As seen in the mouse move heatmap for the homepage, it is evident that there is considerable interactivity with the carousel. Keeping the carousel is important. Since this report was done, we have deployed the new carousel design. The new homepage results will be presented separately to compare to the old carousel. In the redesign, revisions/refinements will be made to make sure it is getting optimal activity.

Filtering and Consistent Media Navigation

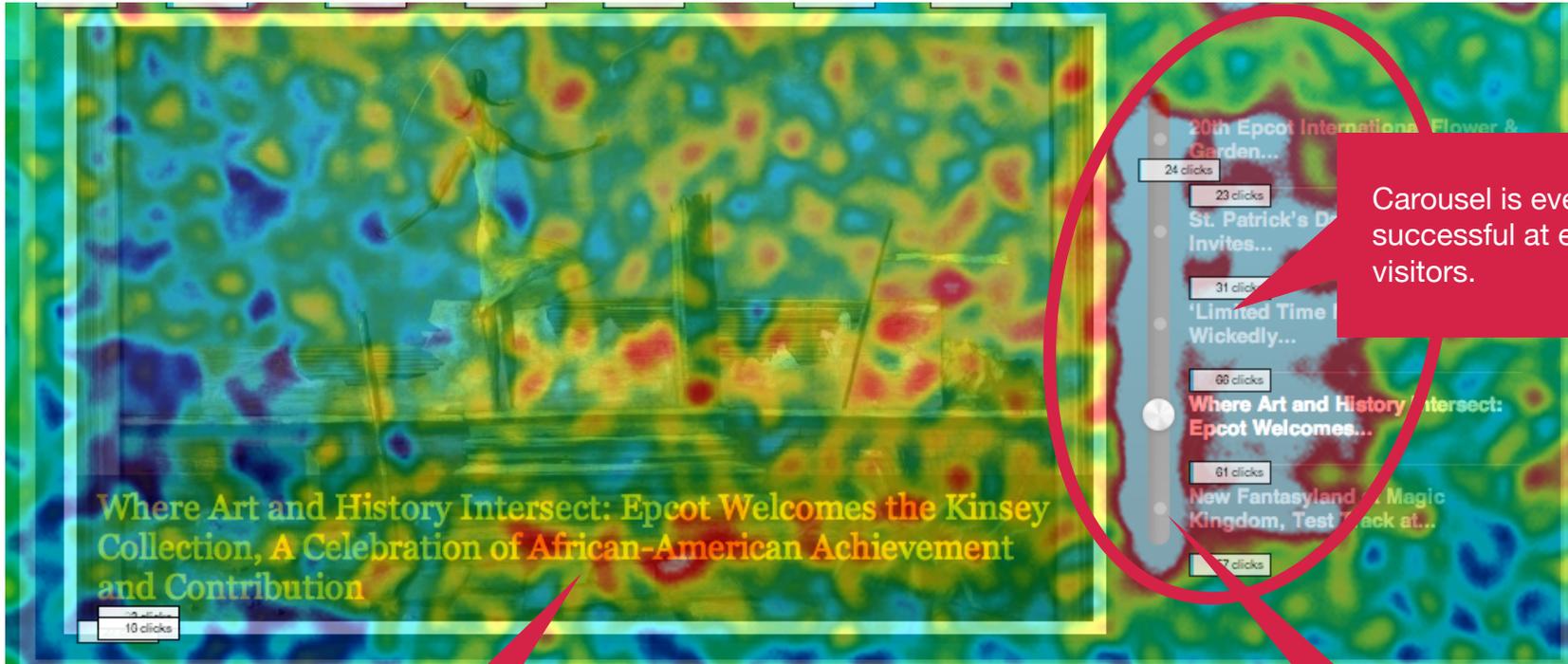
Clear and easy to use filtering is important for each section you visit. Refinement of the the filter drop down is suggested to help users drill down to what they are specifically looking for. It is also recommended that pagination be used on all sub-landing pages vs having it missing such as on the "Photos" page.

Revised Homepage Carousel Results



Data shows that 83% of users click the photo vs. 17% clicking the title to proceed. Hard to see the heat since the clicks are spread out over such a large area.

Much more diversified intense click activity than before. Specifically users are primarily using the dots to switch carousel slides.



Carousel is even more successful at engaging visitors.

Still quite a lot of mouse activity over the carousel photo and title.

The hover activity on the fifth item doesn't diminish as it did previously in the old design. A fifth item can remain and still be effective.

Old

New

Avg. Screen Fold



Carousel is shorter than before, but wider. Only sacrifice was the “In the Spotlight” section in right column. Content condensing is one of the major recommendations and in this case proved to have a positive outcome.

Visitors scroll much farther down the page and look at more content than just the carousel area that they focused on previously.



More Visitors Scrolling Farther

Condensing the height of the carousel and removing the “In the Spotlight” section in the right column to accomodate the carousel’s full width had a positive outcome. More visitors scrolled further down the page and viewed more of the content verses focusing on just the top where the carousel resides.

Even More Visitor Activity

As seen in the click and mouse move heatmaps, the new carousel shows even more activity. There are clearly more slide changes and the slide navigation appears to be very easy to use and not potentially confusing. The old carousel featured an arrow button that looked like it was for slide advancement when actually it would take the user to the article. The new carousel shows much more click heat on the individual slide options and they are all roughly getting the same amount of clicks showing that they are all effective.