

USER BEHAVIOR ANALYSIS

A case study of Golder Associates' Collaboration Workspaces

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PROBLEM

Client Sector Collaboration Workspaces (CWS) are SharePoint sites created for **Golder consultants**.

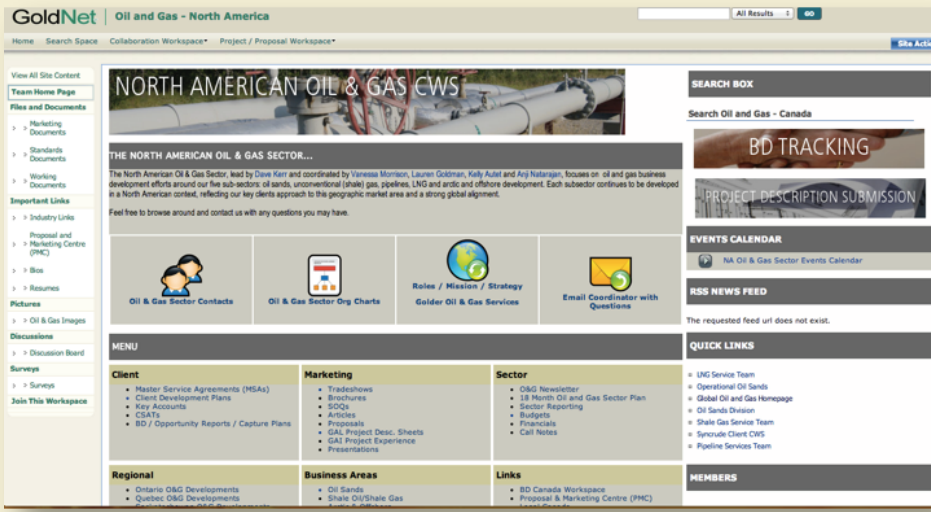
CWS are divided regionally and by sectors. Within each CWS site, members can share documents and information, start discussions, and collaborate on projects.

50% of Golder Associates are classified as Golder consultants

33% Golder consultants in North America

We focused on user behavior to learn:

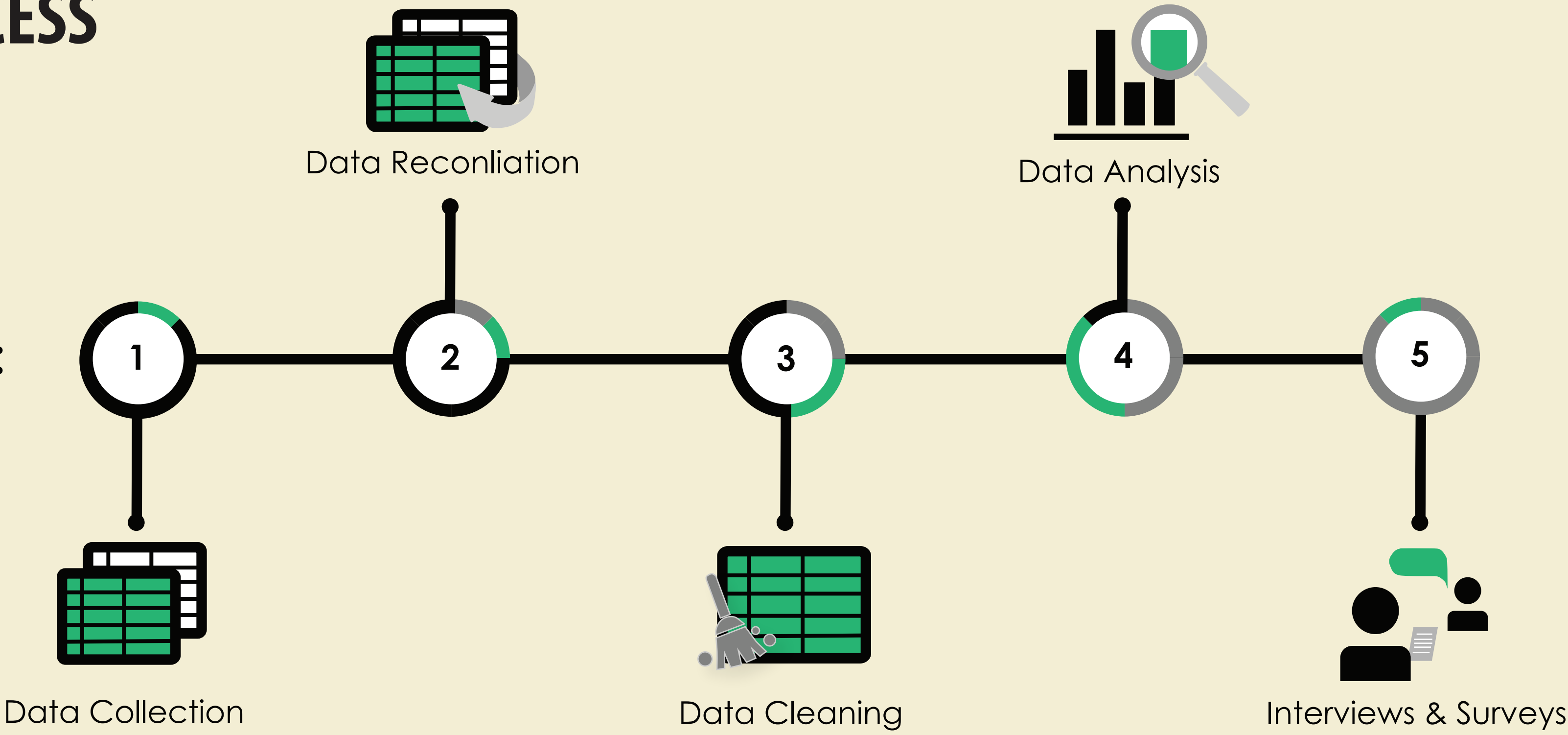
- Who are the active users of CWS?
- What are the important existing features and functions of CWS?
- What are potential features and functions?
- How do Golder consultants use CWS?



Oil and Gas - North America CWS

PROCESS

Steps:

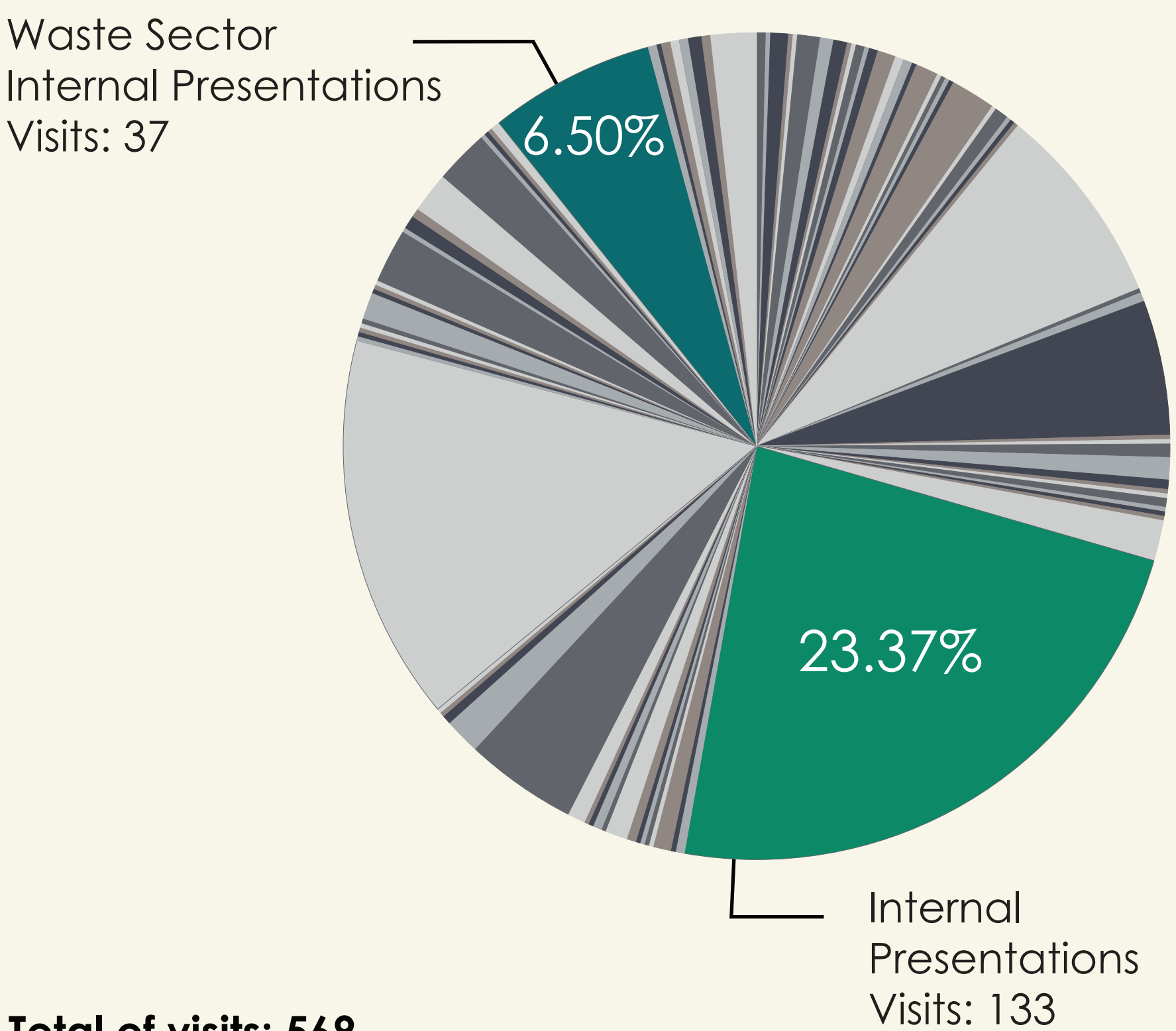


HIGHLIGHTS FROM OUR ANALYSIS

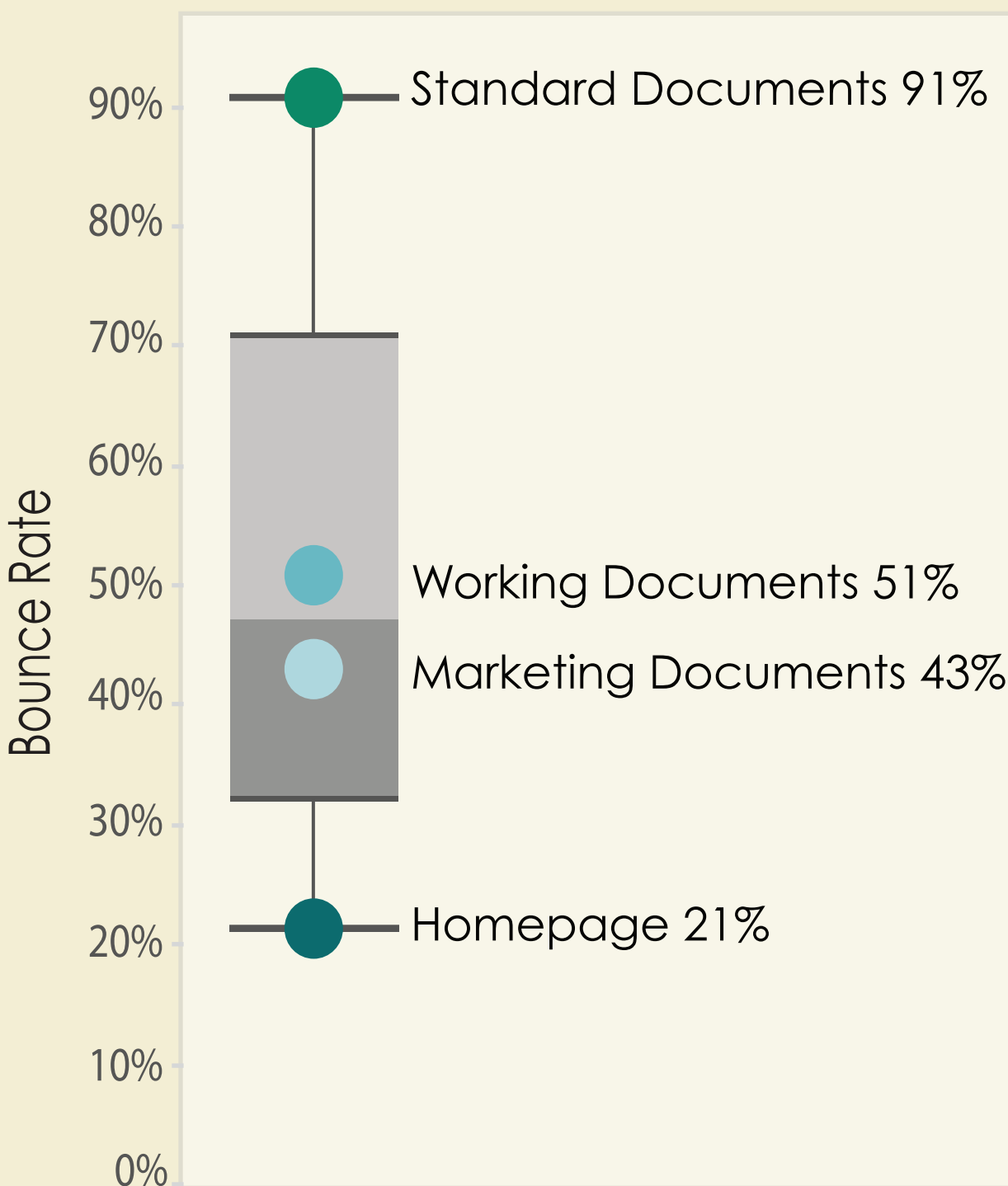
KPI Overview of Mining - Canada

Layer 1	Visits	Unique Visitors	Visit per User	Visit Depth	Page Popularity
Marketing Documents	1,026	288	3.56	3.35	11.94
Sector Information	671	233	2.88	2.28	6.57
Team Information	591	99	5.97	2.51	15.04
Working Documents	118	6	19.67	4.12	81.17
Home page	197	74	2.66	6.41	17.07
Standards Documents	92	33	2.79	1.46	4.09
Lists	78	11	7.09	2.12	15.09
Pictures	24	66	0.36	4.79	1.74
Pages	11	2	5.50	1.54	8.50
Reference Links	10	2	5.00	1.60	8.00

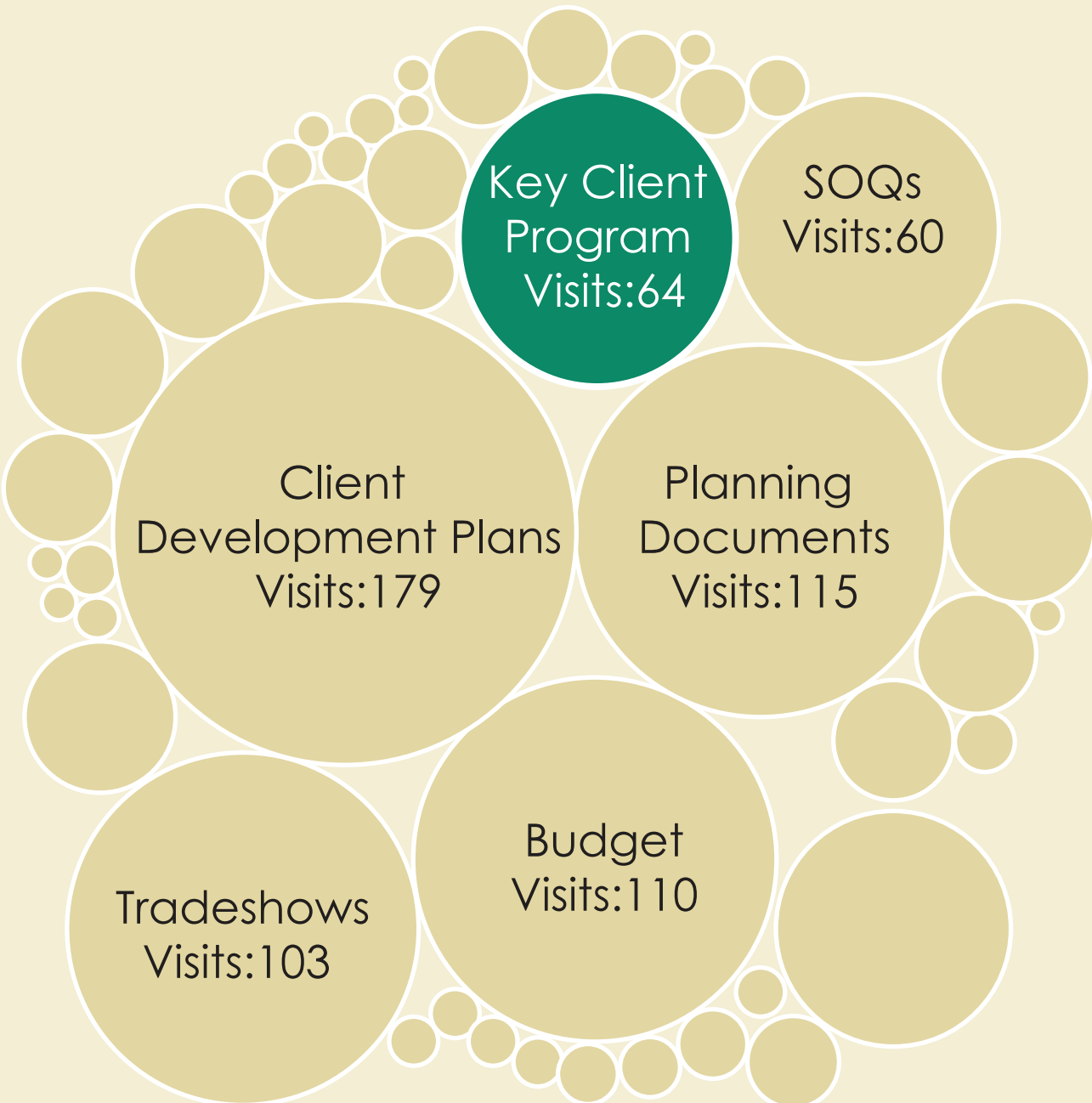
Visits Distribution of Waste Management - U.S.



Bounce Rate of Oil & Gas



Potential Feature of Oil & Gas - North America



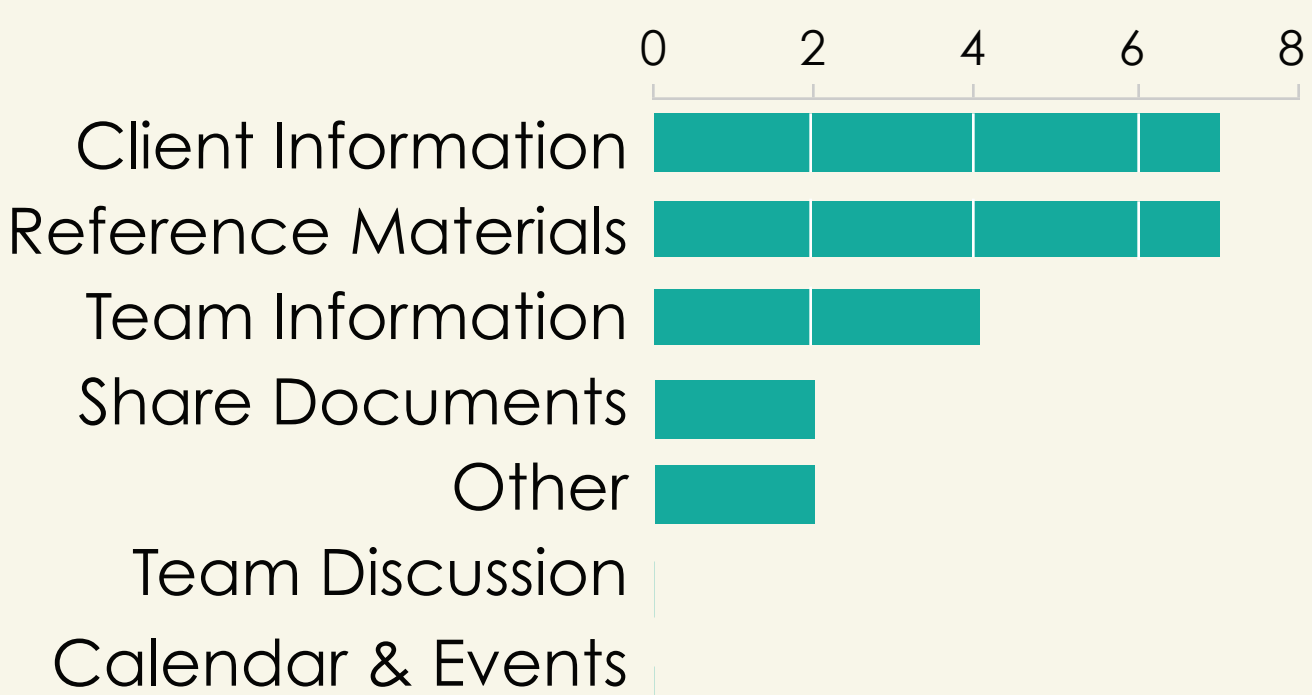
"I think it would be helpful to put all **information in one page**. So we do not need to open a few pages to find all information."

"First I look at the content in the **middle of the page**. If I don't find it, I will use the search box. If still not, I will ask for help."

"If it were me, I would **not use the links on the left** because they just too general. If you use the links on the **menu section**, then you can be more specific."

"It should be an **active calendar**. At this moment I have to click, it opens a new window and I have to open an Excel file. It's too long, also, it has to be easier."

What do you use your CWS for?



RECOMMENDATIONS



Oil and Gas - North America CWS

Provide highly-curated information and current news to attract Golder consultants to CWS.

Reorganize and group like-documents together

Keep information up-to-date

Simplify user interface design of CWS