USER BEHAVIOR ANALYSIS
A case study of Golder Associates' Collaboration Workspaces

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.

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?

PROCESS

1. Data Collection
2. Data Cleaning
3. Data Analysis
4. Data Reconciliation
5. Interviews & Surveys

HIGHLIGHTS FROM OUR ANALYSIS

KPI Overview of Mining - Canada

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<th>Visit per User</th>
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Potential Feature of Oil & Gas - North America

- Client Development Plans: Visits: 179
- Planning Documents: Visits: 115
- Budget: Visits: 110
- Trade shows: Visits: 103
- Internal Presentations: Visits: 133

Bounce Rate of Oil & Gas

- Standard Documents: 91%
- Working Documents: 51%
- Marketing Documents: 43%
- Homepage: 21%

RECOMMENDATIONS

- 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.