Analyzing Usage:
Visualizing end-user workflows to drive product development

NFAIS Conference
USER
HOW DO WE STUDY USERS?
Product managers own the customer voice
User behavior

- Study what your users are doing them from that you will be in a better place to innovate
### FIRST INTERACTION
77%

- Advanced search - type2

### SECOND INTERACTION
63%

- Advanced search - type2
  - 22.2% of input
- Search - type2
  - 100.0% of output
- 10.2% Visits
- 20.6% Visits with Article

### THIRD INTERACTION
27%

- Advanced search - type2
- Search - type4
- Journal page
- Download references
- Journal article-PDF Int
- More pages (49)
Conclusion
Thank you.

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